they say Acme's got an 'in' at our place

MAYBE YOU'VE heard it said at the Ad Club. Or at Stouffer's on a Wednesday noon. Sometimes perhaps at the Hapsburg. But the comment's always the same—"Say, Larry—looks like Acme's got an 'in' at WOR." The remark usually follows the rumor that another Acme radio client is crossing the finish line laps ahead of competitors whose dust he at one time paced.

We're sorry, but Acme's* got no 'in' at our place. We'll give you a spy's glance though at one very good reason for the remark. It's simply that Acme — and a lot of other smart timebuyers — are keenly aware of the fact that the WOR markets are as specialized a timebuy as fancy diamond selection. Here is a market group and a people as different from any other as Hollywood is from Holyoke. Ergo, you get listening tastes and habits as different as H is from H.

So Acme calls constantly on WOR's long-and-very-specially-accumulated knowledge of WOR listeners' listening and other ways of life. And, in doing so, Acme gets that very valuable edge that people blithely call an 'in'.

Actually, it's just a matter of thrifty business.

that power-full station

*This isn't the agency's name. But you know it.
It's So Well Proved...

We tell story after story proving that WLS gets results. And here’s another one to put in the record!

At an inquiry cost of only 6.9¢ a household item received 13,752 letters from 18 one-minute announcements between 11:55 and 12 noon—and this in their first three weeks on the air! They offered a 24-page canning recipe booklet. The account was Kerr Glass Company, placed by Raymond R. Morgan Company.

WLS gets results, in summer as well as winter... and WLS gets results from the very first broadcast! We have lots of stories like this. Just write and ask us... or ask any John Blair man.

Management affiliated with KOY, Phoenix and The Arizona Network KOY, Phoenix KTUC, Tucson KSUN, Bisbee-Douglas. Represented by John Blair
ANY product or service appealing to families with children will find a responsive market in New England, where there are 705,000 families with children under ten, and 1,147,716 families with children under 21.*

With the 19 hometown stations of The Yankee Network, you get the friendly family acceptance that consistently builds good will and sales, because each one of these stations is as much a definite part of the community as the neighborhood store.

Coverage by Yankee Network stations is as complete as it is effective, reaching all key markets in New England, where per capita retail sales are 23.2% higher than the national average.

*Printers' Ink, "Families and How They Live."

THE YANKEE NETWORK, INC.
21 BROOKLINE AVENUE, BOSTON, MASSACHUSETTS
EDWARD PETRY & CO., Exclusive National Sales Representatives
The advertising emperor of one of America's largest shoe polish factories, has this to say about KOIL's 7-Point Plus Merchandising Plan:

"We know that our advertising agents have thanked you for the 7-Point Plus Merchandising support given to our program. But we think so much of the 'plus', that we had to express our personal appreciation!"
June 9, 1941

Gentlemen:

Just a little over a year ago, the Zinsmaster Baking Company started its fifteen-minute, five-day-a-week show, "Master Meets the Missus," on WCCO. At this time, it is a pleasure for us to report to you that it has been one of the most successful advertising campaigns ever introduced by our company.

It is our conviction that the program has had a three-way appeal and that each appeal has been equally successful.

1. The show definitely appeals to the consumer. It has resulted in an increased desire for Zinsmaster products.

2. It has built dealer good will and aided us in cementing our friendship with the trade.

3. The fact that members of our own sales organization are heard on these broadcasts tends to stimulate sales effort and build morale.

We are highly gratified by the results of this campaign on WCCO and hope that the very pleasant relations between your organization and ours may continue for a long time to come.

Very truly yours,

[Signature]

The Zinsmaster Baking Company's experience with WCCO provides another of those success stories that WCCO likes. It is a further proof of radio's unparalleled power to move minds and merchandise... and of WCCO's ability to put radio's power to work.

WCCO 50,000 WATTS WHERE IT COUNTS THE MOST

Minneapolis-St. Paul, 830 Kilocycles. Owned and operated by CBS. Represented by Radio Sales
City slickers, we've always heard, are the original genuine Grade A fall guys of the world. Maybe that's wrong. But when it comes to planning farm advertising promotions, we do know that most time salesmen are city men—hence do have a pretty tough time trying to visualize the typical kind of farm prospect. Without real farm experience, even a conscientious salesman may unwittingly mislead both himself and his customer.

As representatives for a number of stations with very large farm followings, it has behooved F&P to dig more deeply into farm merchandising than you'd normally expect... More than that, several of our fifteen fellows operate their own farms, and quite a few have worked in agricultural jobs, or have sold farm products. Best of all, we have actually helped build a lot of successful farm campaigns.

So if you want some radio help on any kind of farm or small-town product, give us a ring. You won't have to explain that a battery chicken isn't a live-wire young lady!
Resentment Aroused as FCC’s Probers Raid Newspaper and Radio Files

A WIDE OPEN fight, with no holds barred, against the FCC’s station-newspaper divorcement proceedings was presaged last week with the revelation that the American Newspaper Publishers’ Assn. will intervene in the inquiry now scheduled to begin July 23. ANPA is entering the case out of conviction that the issue transcends mere fact-finding and is really aimed at the nation’s press.

Simultaneously, there developed deep resentment among newspaper stations over the latest foray of the FCC in rummaging through the files of stations to procure grist for the inquiry. In a dozen quarters, widely separated geographically, Commission investigators have in effect flashed their badges and demanded the right to examine all files relating to any aspect of joint operation of newspapers and stations.

Raiders of Files

Press associations serving radio, and even the major networks, have been called on during the last fort-night, it was reported, under instruction of the FCC investigating unit, headed by David Lloyd, who in turn received orders from FCC Chairman Fly.

Branded as an out-and-out “fishing expedition,” these intramural investigations evidently have sought only data that would reflect unfavorably upon dual radio-newspaper operation, according to reports received by Broadcasting. In several instances the investigators were asked to specify the precise correspondence or contractual data they desired. NBC and CBS, it is understood, declined to throw open their files unless specific data were enumerated.

Last Friday Commissioner Ray C. Wakefield admitted he had signed “several subpoenas” but indicated that they had not yet been served. The FCC had authorized Commissioner Wakefield to sign subpoenas. MBS as well as the other networks was called on by FCC investigators, and indicated it would “cooperate.” It is understood that among the subpoenas already signed are those covering NBC and CBS. In one quarter it was stated the subpoenas were more in the nature of “indictments”.

Acting upon instruction of the ANPA board of directors, Walter M. Dear, president of ANPA and publisher of the Jersey (City) Journal, anounced last Wednesday the board had instructed its general counsel, Elinha Hanson, of Washington, to appear in the investigation. Mr. Hanson will file an appearance on behalf of the powerful newspaper group by July 18, the due date.

“This action has been taken,” Mr. Dear announced, “because it is apparent that the inquiry is undertaken for the purpose of disqualifying anyone engaged in the newspaper-publishing business from engaging in radio broadcast business. An order to this effect would clearly be discriminatory and illegal.

“The views of this association will be presented through counsel. Every effort will be made to protect all engaged in our business from such discriminatory action.”

The ANPA action came after distribution by the FCC of its 14-page questionnaire to all stations, eliciting information on newspaper-station practices by going far beyond the scope of station operation per se [Broadcasting, July 7]. The questionnaire, together with a supplemental order (79-A) outlining issues to be met at the hearing, were released by the Commission 10 days ago.

Immediate reaction was that the Commission did not propose to confine its inquiry to the question of newspaper ownership, but that it proposed to go far beyond this and actually invade press association activities, purportedly coloring of news by radio sponsors, and the competitive effect of joint ownership upon independently-owned stations.

This reaction was buttressed when the corps of FCC investigators descended upon stations, networks and press associations to comb through their files.

Until a few days ago, reports had been received of sporadic “investigations” by the FCC investigations” by the FCC investigation unit, created by FCC Chairman Fly about a year ago. But the “dragnet” type of field investigation apparently did not develop until late June when Chief Investigator Lloyd sent forth his men as well as a number of attorneys and accountants borrowed from other divisions. This came, presumably, when Chairman Fly decided to proceed with the July 23 date for opening of the inquiry.

Gestapo?

One of the recent reports, only whispered about in the industry, was the sudden appearance June 17 of two FCC investigators at NBC headquarters in Washington. This was the day NBC President Niles Trammell was to testify before the Senate Interstate Commerce Committee on the White Radio Designation to stop the FCC’s anti-monopoly regulations and provide a full-scale investigation of the FCC, with a view toward new legislation.

The investigators, according to the report, asked for local correspondence files. Upon advice of counsel, however, the data was not turned over, with the suggestion that specific requests be made.

No official comment came from NBC or its attorneys, but those who had heard of the incident branded it “Gestapo” type of operation and probably designed to unnerve the NBC president before his committee appearance.

While it had been freely stated until a few days ago that the July 23 starting date would not hold, since neither the FCC nor the Newspaper-Radio Committee conceivably could be ready, there is no

Three Major Networks Confer To Avert Monopoly Action

Wheeler-Inspired Sessions Take Up Main Issues; Prospects of Postponement Thought Bright

WITH LESS than a month remaining before the Aug. 2 effective date of the far-reaching network monopoly rules, directing heads of the three major networks have been holding periodic meetings in the hope of narrowing differences on the rules and paving the way for action calculated to result in a postponement.

Following sessions held in both Washington and New York during the week of June 30, heads of NBC, CBS and MBS met in New York last Thursday in a third conference, upon suggestion of Senator Wheeler (D-Mont.), chairman of the Senate Interstate Commerce Committee, that they endeavor to settle their own disputes by compromise.

Further Sessions

If and when that is accomplished it is presumed Senator Wheeler will be notified and possibly a session arranged with FCC Chairman James Lawrence Fly, spearhead of the Government drive to regulate relations between affiliates and networks.

Present at the session last Thursday were Niles Trammell, president, and Frank Mullien, vice-president and general manager, of NBC; Edward Klauber, executive vice-president, and Paul Kesten, vice-president of CBS; and Fred Weber, general manager, and Louis G. Caldwell, general counsel, of MBS. With Wm. S. Paley, CBS president, substituted for Mr. Kesten, they also were the participants in the meeting the preceding Thursday in New York, as well as at the June 30 session in Washington, attended also by Senator Wheeler and Ed Craney, general manager of KGIR, Butte [Broadcasting, July 7].

10 days ago, it is understood, conferred informally with Chairman Fly last Tuesday in Washington. Mr. Paley also was in Washington but did not visit the FCC. Both network heads, however, conferred separately Wednesday with Chairman Wheeler.

To effectuate the Aug. 2 postponement, the quid pro quo may be

(Continued on page 50)
Rising Scale of Fees Offered
To NBC Networks by ASCAP

Society Counts With Its Own Blanket Proposal; Triple Damage Suit Still Discussed

AVOIDING a rejection of NBC's proposal for return of its repertoire to the Red and Blue, ASCAP has countered with another blanket contract proposal, with both groups studying the figures in the hope of reaching an accord.

Following a meeting of the ASCAP executive board early this week during which both the NBC and CBS contract proposals were discussed, E. Claude Mills, chairman of the ASCAP administrative committee, and John G. Paine, ASCAP's general manager, conferred last Monday with Niles Trammell, president, and Mark Woods, vice-president and treasurer of NBC.

Rising Rate

The tentative counter-proposition, it is understood, provided for a blanket commercial network contract calling for 2% of net receipts from the sale of time for the initial two years 3% for the second two years and 3 1/2% for the balance of the proposed nine years, pending the acceptance of NBC's proposition of a flat 2 1/2% for the duration of the contract [BROADCASTING, June 30].

On both sides it was indicated the discussions were harmonious and an amicable solution appears in the offing. Any proposition agreed to as between NBC and ASCAP negotiators, however, presumably will be subject to approval of their respective boards.

Apparently, serious negotiations with CBS on its proposal have not been undertaken, pending the outcome of the NBC conversations. ASCAP heretofore has insisted that it would stand on the MBS contract, which, under blanket license provisions, would give a 3 1/2% royalty on network programs for four years and for 3 1/2% thereafter after until 1950. The CBS proposal to pay ASCAP 2% of net network receipts after deduction of line costs and expenses, with a graduated scale based on income, had been branded "ridiculous" by ASCAP.

ASCAP's revenue from the MBS-type contract, if applied horizontally to the industry, would bring an estimated yield of about $4,200,000 per year, as against $5,000,000 which the industry suffered in 1940. This latter figure, however, is bracketed against the $8,000,000 to $9,000,000 which the industry would have been forced to pay ASCAP had the contract originally proffered by the Society had been accepted.

ASCAP contends that the CBS proposal, if applied to the industry, would yield only about $2,500,000 from radio, while the NBC proposal would give ASCAP an estimated annual revenue of more than $3,500,000.

Triple-Damage Suit

Meanwhile, ASCAP persists in keeping alive its threatened triple-damage suit against the industry, specifying NBC, CBS, ABC, BMI and their officers, on grounds of allegedly conspiring to put the Society out of business and bar its music from the air. More than a month has elapsed since ASCAP made its original threat declaring that its lawyers were preparing the suit seeking to reimburse the society for losses allegedly sustained as a result of the banning of ASCAP music from the major networks and the bulk of the stations since Jan. 1.

In industry quarters, it is thought that there was little substance to the threat and that, as a matter of fact, the industry might find itself in a position of turning tables on ASCAP, since it was subjected to payment of arbitrary royalties over a period of years and since ASCAP, in Supreme Court litigation, in effect was adjudged its league combination only a few months ago.

Bucky Harris Is Named
Grant Production Head

L. G. (Bucky) HARRIS, formerly assistant production manager of NBC central division, Chicago, on July 9 joined Grant Adv., Chicago, as radio production manager for the agency's offices in Chicago, New York, Dallas, Mexico City, a division of the Verner Agency, Mexico. He joined NBC in 1933 and has produced such shows as National Farm & Home Hour, Pot o' Gold and other network shows. His successor has not yet been named.

Mr. Harris' first duties will be to organize the new subsidiary, Grant Adv., S. A., and to supervise production of Paillo, a half-hour variety program sponsored by El Aquila, Mexico City, in the interest of Embajadores cigarette. This show will be broadcast in Chicago, Station Mexican network, emanating from XEW, Mexico City.

New Net in Mexico

FIRST Mexican coast-to-coast network has been started by Emilio Azcarraga, owner of XEW, Mexico City, with a variety program for Embajadores cigarettes. Account is handled by Grant Adv. S. A., with XEW feeding 10 stations each Monday, 9:15-9:45 p.m. The program originates in the Bucarel theatre, Mexico City, Stations besides XEW are XETH, Torreon, Coah.; XEQ, Saltillo, Coah.; XEDQ, Guadalajara, Jal.; XEHR, Puebla, Pue.; XECC, S. Luis Potosi; XERF, Monterrey, N. L.; XECW, Cordoba, V. C.; XEPP, Orizaba, V. C.; XEUW, Vera Cruz; XET, Monterrey.

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Bing Defers Leave

BING CROSBY, m.c. for the Kraft Music Hall, sponsored by the Kraft Company, Monday nights, will continue his leave from radio, at least through July 31, following an extension of his contract. Bing, who has been on leave since August 1, is expected to return to his job the first of August.

Serial for Campbell

CAMPBELL SOUP Co., Camden, N. J. on July 21 will begin sponsorship of The Man I Married, Monday thru Fridays 11:15-11:30 a.m. with a repeat 3:30-3:55 p.m. on 56 CBS stations, replacing Martha Webster. New show will be heard on the air during the month of July. The Man I Married was formerly sponsored by Procter & Gamble for Oxydol, NBC. Agency is Hamill & Co., New York.
WKRC Gets Injunction to Prevent MBS From Discontinuing Service in Strike

FOLLOWING a week of hectic activity, the WKRC-AFRA-MBS strike situation took an unforeseen turn Friday, eve of the strike deadline, when the station obtained an injunction in the Cincinnati Common Pleas Court restraining the AT&T and the Cincinnati Suburban Telephone Co. from discontinuing MBS network service. The temporary injunction was granted by Common Pleas Judge Dudley Outcalt.

The petition alleged that MBS already had asked AT&T to eliminate WKRC from the MBS network on the July 12 deadline. The petition at the same time asked for a permanent injunction against discontinuance of the service.

Inasmuch as there is an Ohio law which makes such an injunction, it was thought that what is generally referred to as the "Stalin Line" is merely a series of individual fortifications, nothing comparable to the Maginot Line of France.

Mr. Fly explained his "suggestion", saying he thought that if the Germans pierced the line it would have a bad effect upon the morale of the American people. He also is quoted as saying that he checked his suggestion with Acting Secretary of State Sumner Welles, who agreed that it was "a good idea".

At one point during the conference it was reported someone asked what could be done about use of the term by such people as Walter Winchell, H. V. Kaltenborn, and Elmer Davis who operate out of New York. No provision had evidently been made for them to be included in the "suggestion".

As Broadcasting went to press, station officials had decided to take no action until after Sunday night, pointing out that only one commercial, agency-produced show would be affected by the AFRA ban scheduled for July 12.

Despite the apparent breakdown of negotiations on several fronts, there still appeared to be a basis for resumption late Friday.

ABC SUGGESTION is Chick Meehan, noted sports figure (seated left) and Edgar Kobak, NBC vice-president, signing contracts granting NBC-Blue exclusive broadcast rights to Meehan's Brooklyn Boxing Association fights from Ebbets Field this summer. Important onlookers include (1 to r) Bill Stern, NBC director of sports; G. I. Gross, Meehan's attorney; Keith Kiggins, salesman of the NBC-Blue network; Leon Goldberg, advertising manager of Adam Hat Stores, New York, series sponsor.

BROADCASTING • Broadcast Advertising
July 14, 1941 • Page 9
Material Shortage Serious Threat to Tube, Set Makers

Shutout by October Fears; Repair Alotment Seen

TAKING official cognizance for the first time of shortages in material causing a reduction in the production of receiving sets [Broadcasting, May 5, June 29], and possibly transmitting equipment, FCC Chairman James Lawrence Fly warned last week that there would be a curtailment in receiving sets by October.

The chairman pointed out that if a radio manufacturer couldn't get aluminum in July he would not be manufacturing in October. Mr. Fly said he was anxious to avoid a drastic curtailment of operations not only because of the unemployment that would result but also because he feels radios and transmitters of good communication are important to civilian morale.

Mr. Fly was definite in his prediction of a cut in receiving sets. Difficulty of obtaining steel has already postponed work on the new NBC building in San Francisco, and has delayed numerous station antenna installations.

A step to alleviate the material shortage as far as transmitting equipment is concerned was announced last week [Broadcasting, July 7] when the Office of Price Administration & Civilian Supply announced a program for materials necessary to keep commercial broadcast and communications equipment, as well as equipment in other specialized industries, in good working order.

It is understood that allotments under this announcement would go principally for transmitters and transmitter equipment. The Office of Production Management also is considering granting of a small aluminum allotment to the radio industry to avoid a practical stoppage in production. This would offer only temporary relief, however. Announcement of a decision on the aluminum allocation for set manufacture will be made in about two weeks, it is understood.

Replacement Sets

Officials of the Radio Manufacturers Assn. say their figures show that 1,000,000 sets become obsolete in a year and they feel provision should be made at least for replacement during the coming season. However, the attitude of officials in Washington has been that sets presently in homes can provide good listening and that the industry could give more of its production facilities directly to defense output.

Chairman Fly pointed out, however, that only a small part of the industry's capacity is engaged in supplying defense items. This, he (Continued on Page 47)

Independent Publishers Form Group To Safeguard Rights in BMI Deals

ACTING voluntarily to prevent recurrence of an unfortunate episode in their relations with Broadcast Music Inc., more than 50 small music publishers have formed Independent Music Publishers Assn., designed to operate as a "buffer" between publisher members and BMI.

Meanwhile, BMI announced last Wednesday that contracts had been completed with six new publishing firms to license their music for use by BMI subscribers—Fountain Music Co.; Harmony Music Publishers; Melo-Dee Music Co.; Modern Standard Music Co.; Merrell Schwartz Music Co.; Meredith Willson, musical director of the Maxwell House Program. The group, formed July 3, met in New York last Tuesday and has scheduled a general meeting for July 21, at which members will ratify((a form)) a constitution and by-laws now being formulated by a management committee.

Bookkeeping Error

IMPA came into being following commission of an admitted bookkeeping error on the part of BMI, as a result of which many small publishers received from BMI what were regarded as minuscule performing rights payments for the first quarter of 1941 [Broadcasting, July 7].

Making prompt amends by putting its accounting staff on a 24-hour basis refueling payments and rushing supplementary payments into the mails, BMI voiced apology and explained that the small payments resulted because payments for network performances had not been included in the calculations. At the initial IMPA meeting July 3, Sydney M. Kaye, BMI executive vice-president, and M. E. Tompkins, vice-president and general manager, explained the embarrasing situation and volunteered to adjust any matter pertaining to individual publisher payments. A vote of confidence in the management and policies of BMI was offered by attending publishers.

At this meeting a committee of publishers also was appointed to cooperate with BMI in obtaining a fair standard of accounting methods sible in its system of performance payments. The committee also was authorized to formulate a formal constitution and by-laws for subsequent ratification by the entire membership.

Following a second meeting last Tuesday, this committee indicated that a standard contract form would be developed for use by publisher members, and that IMPA would ask for a periodic audit of BMI accounts, in the interest of working out an accounting method equitable to all concerned. Although committee members felt confident current differences would be adjusted satisfactorily, it was evident that several publishers still were dissatisfied after even their corrected royalty payments.

They Were in the Marine Corps Then

One of a Series

OVERSEA SERVICE, and plenty of it, was seen by this group of radio and agency executives. For identifications and service records, see page 47.
More Than a Krafty Foot in the Door
Radio Salesman Right in the House; Kraft Sales Climb and Climb
By John H. Platt
Director of Advertising, Kraft Cheese Co., Chicago

On a warm July night in 1933, radio merchandising history was made when Kraft Cheese Co. launched a revolutionary new radio program. It was a two-hour show under the baton of Paul Whiteman, starring a brand new Kraft product, Miracle Whip Salad Dressing.

Radio itself, as a great commercial selling tool, was young enough then so that such a program based on the soundest merchandising principles we knew, to sell a product wherein no copy was printed in scattered markets. Kraft salesmen and the retail trade were ready for the introduction. The radio show was thoughtfully priced for all commercials, all copy keyed to one hard-hitting central idea.

The story of Miracle Whip, in which the radio program played so dramatic a part, is mentioned specifically because it perfectly illustrates the working philosophy which Kraft Cheese Co. has used in its advertising and merchandising since the concern began national advertising in 1919.

Part of that philosophy, simply stated, is this: Sell one idea at a time; sell it hard; sell it straight, and sell it fast. We have followed this simple rule consistently on the Kraft Music Hall for eight years—selling one product at a time, selling it straight and fast.

During the major portion of these years the show, on the entertainment side, has sparked with the amiable talents of Bing Crosby, Bob Burns and their guests. In the Kraft Music Hall’s history on the air, the commercials have sold many Kraft products. Virtually every major product in the whole line of cheeses and salad products has received its full share of the spotlight. But we have never tried to sell them simultaneously. Always one at a time, always hard, always straight!

We have followed this simple and direct method of selling on the air for several equally simple reasons. In the first place, fortunately or unfortunately, a radio listener can hear only one message at a time, one message at a time.

When a radio advertiser competes for circulation, he’s competing with everything else on the air. But if he has his customer tuned to his show, he has that customer exclusively. The salesman has more than a foot in the door. He’s inside the house selling his wares. We think the customer likes to get the message straight from the shoulder. We think he, or principally she, likes the message short and snappy. We believe that more than one idea at a time, an attempt to sell more than one product at a time, in any one commercial, or on any one show, is confusing.

Four Out of Sixty

The selling time on any given radio period is too short. In the case of Kraft Music Hall, that selling time is four minutes out of 60. Those four minutes have to pay. In our experience the best way to make those four minutes pay is to use them for a straight selling job.

Ken Carpenter does that job for us. He does it admirably, as any grocer can testify Friday morning after Friday morning when the grocery orders for the week-end begin coming in. For the real test of the Kraft Music Hall performance is to be found in the Friday and Saturday sales records of the grocery store.

Sometimes we are asked why, with such engaging talent as Crosby and Burns, we don’t use them in publication advertising and in the radio commercials. In spite of the natural temptation which such a suggestion offers, we have always used radio talent exclusively as talent.

Crosby and Burns are artists, valuable in the field for which they are famous, invaluable as entertainers. If they stepped out of character to become commercial salesmen, we think the listening audience might resent it, and with some justification.

It may be that Bing Crosby could go out on a cheese truck and sell cheese as it has never been sold before, but he’s doing all right for Kraft just being Bing Crosby. We have, in the last eight years, always given the 56 minutes of the show devoted to entertainment the full limit of that value, merely as entertainment. Four minutes each Thursday night we devote to straight selling.

Kraft has continued through eight years a practice to maintain a full-hour show. We have done so for several reasons important to us, and to the kind of selling job the show must do.

For one thing, as straight audiences have shown, that the average audiences for all hour shows are two times as great as those for half-hour shows, with average cost per point only 1 1/4 times as great, and average time cost just 1.6 as great.

The advertising impact of the hour show is more than double that of the half-hour show, many radio advertising authorities agree, because of the fact that in the hour show the advertiser has the opportunity of talking to his particular audience more times about his subject, driving home his selling message.

An Hour Preferred

On the Kraft Music Hall, each hour’s program contains three hard-selling commercials. In the course of the hour, Bob Burns sells his cheeses and cheese products, but never simultaneously. For some products, a single product associated with a single name, the half-hour, or quarter-hour show has proved eminently successful.

For selling a series of products successfully, we believe that only a big full-hour show does the big full-time job of selling required.

The hour program makes it possible not only to implant the name Kraft, but to apply intense sales pressure for a few weeks on particular lines of the Kraft line without ever losing sight of the fact that the whole operation is that of the Kraft Company. The weight of a full-hour show is the Kraft identity over the entire series of intensive selling programs.

A vital reason for the success of the Kraft Music Hall program is that it offers, and must offer, significant entertainment. And enter-

(Continued on page 34)
Keep Cool.
DO YOUR NETWORK SHOPPING EARLY!

Sunday to Saturday—Winter and Summer—Any Time is Good Time on NBC RED!

Come heat, humidity or plain high water...now is the time for all good advertising men to come to the aid of their Summer, Fall and Winter sales curves—with a liberal dose of advertising strategy a la NBC RED! Here's why:

The NBC RED All-County Census proves that, nightly, 41.7% more radio families "listen most" to NBC RED than to any other network. By day, 36.9% more families "listen most" to NBC RED than to any other network. Listener loyalty like that helps a lot to push most any campaign over the goal line!

So-o...if you're lucky enough to be on NBC RED right now, you need only give your contracts a quick once-over, then run along to your golfing, your swimming or your butterfly-netting. If you're not now on "the network most people listen to most," cheer up! It's no trick at all to enter the charmed circle. Just reach for your phone and relax in the breeze of your fan while we tell you about the tested sales-producing opportunities we have in stock.

From all indications, NBC RED is well on its way to its 14th consecutive year of network leadership, with a grand parade of programs. Hop on the band-wagon today, and take it easy the rest of the summer. For, now as ever, the password to worry-free advertising is:

"ANY TIME IS GOOD TIME ON NBC RED!"

NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service
Auto Cut Likely to Affect All Media

Spot May Be an Early Victim; Big Debut Business Seen

WITH further curtailment of auto production a certainty, BROADCASTING last week contacted leading agencies handling automotive accounts in New York and Chicago as well as industry sources in Detroit in an effort to determine the effect on radio advertising.

The overall feeling among agency and industry sources sums up as follows:

1—All media will suffer.

2—There is disagreement as to what media will feel the cut first. Agencies are of the opinion network radio will be last to feel the pinch, with the big companies continuing network shows such as Major Bowes Amateur Hour while slashing spot mercilessly.

3—Detroit reports an outlook for a fairly good volume of "kickoff" advertising to introduce the new models this fall. This would apply to all models indicated. Reductions in the volume of radio advertising may approach the time-buying at the start of the 1940 model season last autumn.

Shortage of Material

This last prediction is the bright spot in an otherwise pessimistic picture.

Originally the OPM decreed a 20% reduction for 1942 model cars, to provide savings in strategic materials needed in the defense program. Late in June leading auto manufacturers were called to Washington for a meeting with OPM officials. The meeting was private but it is known the manufacturers were told a further cut in production was inevitable due to skyrocketing defense demands for such necessary material as aluminum, chromium, zinc, nickel and steel. For example, after Army and Navy defense requirements are filled the ratio of apparent civilian demands to the remaining supply of aluminum is 15 to 1, and this includes all industries.

Armament Needs First

Now the word has gone out that there will be no more flat reductions in percentage terms but that production will depend on the materials available after armament needs are met. After the first cut, the Office of Price Administration is expected to enter the picture and allocate the residual materials among competing civilian demands. Depending on OPA’s decision, the non-defense industries’ output for civilian consumption may be further reduced to release goods for other non-defense lines.

Although no noise in Washington would hazard a guess as to the amount of reduction, Detroit sources are estimating up to 50% for the entire model year—or about 2,600,000 cars and trucks. This would be about on a par with production in the 1938 calendar year, which was considered exceedingly dull from an advertising standpoint.

The 1942 Problem

In Detroit it is expected the bulk of the curtailment will come after Jan. 1, 1942. Up to that time, it is felt, there will be sufficient materials and manpower to keep assembly lines moving in good volume. After that, however, defense production in automobile areas will be moving in high gear and the diversion of materials will be substantial.

Some sources feel that as many as 1,500,000 cars and trucks will be produced by next January, in the first four or five months of the model year, but hardly more than a million from January to next summer. When it is considered that more than 5,600,000 cars and trucks were produced this year, the impact of the reduction is easily seen.

On the brighter side of the picture, as far as radio goes, the sharply curtailed new car output will naturally mean greater interest in the used market. With huge lots seemingly filled with used cars, it would seem there are plenty to take care of needs. But, industry authorities point out, the used car has its own distinctive market. In times of normal production many sections report used-car sales averaging better than two for every one new car sold. If the used-car market becomes as highly competitive as this reasoning would indicate, local dealers, always consistent radio users, may concentrate on radio campaigns to call attention to their product.

Another bright side of the otherwise generally gloomy picture has been the urging by manufacturers for dealers to give greater attention to profits to be gained in wider promotion of retail service departments. In many cities this would take the form of intensive radio campaigns to promote service features.

Demand vs. Supply

New York agencies contend that with reduced new-car production the market will grow increasingly competitive and radio, as well as other media, will be used considerably. This is discounted in other places, where it is contended the demand will so far outstrip the supply that advertising budgets will be held to a minimum.

In Chicago, agencies handling automobile business were of the opinion that spot radio would be the first to go when an advertising cut is instituted. This is borne out in New York where it was pointed out that spot is designed for a direct selling job in point-of-sale merchandising campaigns.

The overall picture appears hazy but definite ports are taking shape. They all seem to indicate that automobile advertising nationally, reduced though it may be, will take on a more institutional flavor—for which radio is ideally suited; there will be a good run of used-car business on a local basis as long as the supply holds out and probably a good increase, locally, in promotion of service features such as repairs and accessories.

Tax on Cosmetics Said to Prejudice Advertising Funds

Proposed Levy Would Remove Present Exemption Plan

COSMETIC advertising is affected by an excise tax proposal adopted by the Ways & Means Committee in the new $3,500,000,000 national defense tax bill. The committee voted to base the 11% cosmetic excise tax on the wholesale price or value of the cosmetic item.

This tax would be computed on a basis which includes the advertising and selling costs, recommended by the Treasury, which estimated the change would increase the annual yield by $5,000,000 without changing the 11% rate set by the first national defense tax bill passed in 1940. For the year ended June 30, 1940, the industry paid $7,700,000 in excise taxes.

Ended Litigation

A 10% cosmetic excise tax was first imposed in the 1933 "nuisance" taxes. From 1933 until 1939, the tax was imposed by advertising and selling costs, but in June, 1939 the industry got Congress to pass an amendment which, in effect eliminated advertising and selling costs. This amendment ended litigation between the industry and the Government over the tax.

When the Treasury proposed a change in the basis of payment at the Ways & Means Committee hearings, industry leaders suggested the 11% rate be increased to secure the $5,000,000 additional revenue, but that the basis of paying the tax be kept intact.

Private brands of cosmetics are given an unfair competitive advantage over advertised brands, industry leaders say, under the Ways & Means proposal.

An unbranded, non-advertised item selling for $1 might carry a tax of 3 cents, whereas the same item, branded and advertised, selling at the same price, might carry a levy of 6 cents. In some quarters it was believed the Treasury desires to get at advertising expenditures for tax purposes.

Coca Cola on 113

COCA COLA Co., Atlanta, in adding six new outlets to its schedule on CBS, June 25 now has a total of 113 stations, the largest on the network’s roster of sponsored programs. The program, Pause That Refreshed on the Air heard Sundays at 9:30 p.m. (EDST), features Andre Kostelanetz and his orchestra, Albert Spalding and guest soloists. It recently shifted to the 9 p.m. time but on Sept. 28 will return to a Sunday afternoon spot and expand to include an hour.


GOOD FELLOWS staged a farewell dinner for Joseph R. Stauffer in Hollywood prior to his departure for New York where he took over as radio director of Kenyon & Eckhardt July 14. With Joe at the center of attention, and representing radio and advertising agencies, they included (1 to r): Alec Robb, NBC Hollywood program and talent sales manager; Wayne Griffin, BBDO producer; Lew Frost, assistant to Don E. Gilman, NBC western division v-p.; John Swallow, NBC West Coast program director; Danny Danker, v-p. of J. Walter Thompson Co. Stauffer was formerly Hollywood manager of Young & Rubicam.

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Wm. H. Block Company with Largest Men's Clothing Department Goes After State-Wide Audience

The Wm. H. Block Company, Indianapolis department store, wanted a responsive audience. They chose the new full-time facilities of WIBC because it gave them the audience they wanted from one end of the state to the other. It takes that kind of a group to keep the largest men's clothing department in the state—and, incidentally, one of the largest in the country—full of Hoosiers* buying clothes. Block's are smart merchandisers. They rank among the first ten in department store advertising space in the nation. They checked pretty carefully.

As they expressed it—"We found WIBC to be the 'hottest' bet in Indiana radio, with more listener loyalty and a clear channel that reached out covering the state. We were interested in their Mutual affiliation, too."

If you want to sell Indiana folks—a tremendous big bunch of them—in one convenient package—investigate what WIBC offers.

*Most of 'em bring their wives.

Indiana's Friendly Station

WIBC
Affiliated with the Mutual Broadcasting System

INDIANAPOLIS

Offices and Studios on Ninth Floor • Indianapolis Athletic Club
Copy with a Hook
Urged by Morgan
Tells PACA Much Copy Now Is Cluttered With Words
IT TAKES more than just another radio show to sell merchandise, Raymond R. Morgan, head of the Hollywood agency bearing his name, told the radio departmental session of the Pacific Advertising Clubs Assn. convention at Santa Barbara, Cal., July 1 [Broadcasting, June 30].

Criticalizing the type of commercial copy used on many current programs, he said that to make radio do the job expected, agencies must create an idea and then get the right twist to make that idea sell. He said much copy today is insipid, pointless and cluttered up with meaningless adjectives.

An Idea First

"Get the right angle, apply it correctly and radio will sell your client's merchandise," he continued. "If you haven't an idea, don't start on radio. Also please don't blame the poor downtrodden copywriter for bad commercials. Nine times out of ten it isn't his fault if the selling message is weak. It is probably your own, or that of the sponsor.

"In building a radio campaign, the importance of the commercial is unfortunately relegated to the background, with the copywriter being brought in at the last minute to perform his important chore. Build your radio around your selling message."

Mr. Morgan pointed out that many sponsors unfortunately want commercial copy to their own tastes. "They like highly technical stuff or wordy copy that is over the head of the average radio listener," he said. He advised sponsors to use a hook, a premium of some sort, and gave several case histories to show its success. By such a procedure, according to Mr. Morgan, the sponsor, too, will get a more accurate check on just how completely his radio sales message is getting over. The answer lies in sales.

Mr. Morgan said big time with Hollywood name talent are fine to listen to, but "don't necessarily sell the sponsor's product. The thing that sells merchandise is not the radio program. It is the commercial copy. A simple, inexpensive program, properly directed, with good copy and the right kind of hook will do the job."

To obtain sure-fire copy, Mr. Morgan pleaded that greater recognition and financial consideration be given the commercial copywriter, who, he pointed out, is an integral factor in the success of commercial radio.

A question and answer roundtable, covering a variety of subjects on Pacific Coast radio advertising and coverage followed Mr. Morgan's talk. Donald W. Thornburgh, CBS Pacific Coast vice-president, presided as chairman, with participants including William B. Ryan, sales manager, KPO-KGO, San Francisco; George Moskovics, CBS Pacific Coast sales promotion director; R. L. Philipps, advertising director of Union Oil Co.; Lewis Allen Weiss, vice-president and general manager of Don Lee Broadcasting System; and Charles Storke, manager, KTMS, Santa Barbara, Cal.

Don Belding Reelected

Don Belding, Los Angeles vice-president of Lord & Thomas, was re-elected PACA president for a second term, with Larry Lane, San Francisco, publisher of Sunset Magazine, senior vice-president. Other vice-presidents elected were: I. N. Shun, of Adv. Counselors Inc., Phoenix; Howard Willoughby, executive of Foster & Kleiser, San Francisco; Claire Drew Forbes, Seattle department store advertising manager.

The five-day convention, which ended July 3, was attended by approximately 500 radio and agency executives from the 11 western states.

MORE NEWSPAPER GRANTS HELD UP

HAVING granted a license renewal to KTBC, Austin, Tex. in connection with the recent Texas revocation proceeding, the FCC has dismissed the application of J. M. West, J. Marion West, T. H. Monroe and F. M. Stevenson for a new station using the facilities of that station, 1,000 watts specified hours on 1120 kc.

It has also placed in the pending files, pursuant to Order No. 79 pertaining to the projected inquiry into newspaper ownership, the application of the same group for authority to purchase the station for $50,000 from its present owners, J. M. West is one of Texas' leading financiers and owns the Austin Tribune and Dallas Dispatch Journal. J. Marion West is his son, Mr. Monroe is a Houston businessman and Mr. Stevenson is an Austin attorney.

Also placed in the pending files under Order 79 was the application of Chattahoochee Broadcasting Co. for a new 250-watt station on 1450 kc. in Columbus, Ga., and that of Fairfield Broadcasting Corp. for a new 1,000-watt daytime outlet on 880 kc. in Fairfield, O. The Georgia application involves local newspaper interests, and the Ohio company is headed by Charles Sawyer, Democratic National Committee man from Ohio who controls WYQ), Dayton, and WIZE, Springfield, and owns the Lancaster (O) Eagle-Gazette.

Jewel Tea Spots

JEWEL TEA CO., Barrington, Ill., on July 7 started an institutional campaign for Jewel Food Stores with spot announcements varying in length, from 3 to 30 times weekly, on the following Chicago stations: WBBM WMAQ WGN WCFL. Contracts are for 12 weeks. Agency is McJunier Adv. Co., "coast confer"es mailed radio advertising problems during the recent PACA session at Santa Barbara. Reads together (top left) over a toy boat are those of (l to r) R. G. Kenyon, Southern Cal. Edison Co., Los Angeles; Tracy Moore, NBC western division Blue sales manager; Mrs. Jordan, and her husband Fred Jordan, Buchanan & Co., Los Angeles v-p. Robert McAndrews (top center, at left) NBC western division sales promotion manager, holds the Borchers direct mail award which he won for the second consecutive year; Don E. Gilman NBC Pacific Coast v-p, congratulates him.

Among top speakers were (top, right) William Pickering, president of Heints, Pickering & Co., Los Angeles; Mrs. Scott, and her husband Clyde Scott, commercial manager of KFI-KECA, Los Angeles; standing, Robert M. Hixson, secretary-treasurer of P R Merson-O'Donnell Adv., Los Angeles.

The round table discussion covering radio (bottom) was directed by Donald W. Thornburgh (standing) CBS Pacific Coast v-president. Others participating were William B. Ryan, sales manager of KPO-KGO, San Francisco; George Moskovics, CBS Pacific Coast sales promotion director; R. L. Philipps, advertising director of Union Oil Co.; Lewis Allen Weiss, v-p and general manager, Don Lee; Charles Storke, manager of KTMS, Santa Barbara.

WBAL Goes to 50 kw.

WBAL, Baltimore, went on the air fulltime with 50,000 watts July 10, operating on 1600 kc. and re-synchronizing with WJZ, New York, after 9 p.m. on 770 kc. Formerly licensed for 10,000 watts, WBAL had to reduce to 2,500 during the synchronizing period. Harold Burke, manager, reports excellent results in extending coverage are already perceptible.

Ship Line's Series

EASTERN STEAMSHIP LINES, New York, on June 22 started a 26 week spot campaign in the Boston and New York markets for its overnight run between those two cities. A total of 34 announcements weekly will be used on three New York stations, WMCA, WHN and WYER and six weekly on WEEI, Boston. If the campaign proves successful it may be extended. Agency is N. W. Ayer & Son, New York.
For a home run in Connecticut’s Major Market, it’s just good horse sense to use WDRC and get all three: coverage, programs, rate!

Basic CBS for Connecticut

WDRC
Connecticut’s Pioneer Broadcaster
**THREE ASKING CPs FOR WILKES-BARRE**

THREE MORE groups, Central Broadcasting Co., Northeast Pennsylvania Broadcasters Inc. and Key Broadcasting Co. Inc., have filed applications with the FCC for a new local station in Wilkes-Barre, Pa., seeking the facilities vacated by WBAX, 250 watts on 1240 kc.

Holding 33 1-3% each in the Central Broadcasting Co. are Edward A. Morris, a jeweler, president; Richard H. Bailey Jr., employe in the Washington office of Sen. Guf

**WISCONSIN LEAGUE of Radio Stations, meeting as guests of WSAU in Wausau recently, honored its retiring president, Father James A. Wagner, head of St. Norbert College’s department of music and drama, and WBKY, Appleton—by presenting him with a portrait in appreciation of his ten years in that office. New officers are James Kyler, WCLO Janesville, president; Ed Cunniff, WKBR, LaCrosse, secretary; H. H. Born, WHBL, Sheboygan, treasurer, in group photo are (upper row, l to r): E. F. Hove, WSAU, Wausau; Charles LaPove, WEMP, Milwau-

**GENERAL MILLS SELLS RADIO**

Movie Shown to Grocers Explains How Use of Air Brings Rapid Turnover of Products—

THREE local businessmen each hold 200 shares of common and preferred stock. They are Robert Doran, attorney, president; Joseph S. Bittenbender, owner of J. S. Bittenbender Co., vice-president; H. McVean Vinyard, treasurer; and Joseph W. Murphy, dental, secretary, 300 shares.

Stock in Key Broadcasters Inc. is held by Joseph Eicker, owner of a restaurant in Dallas, Pa., vice-president, 2,000 shares; Fred M. Kiefer, columnist of the *Dallas (Pa.) Post*, president, 450 shares; Joseph W. Murphy, dental, secretary, 300 shares.

Two-reeel motion picture, "Turnover," convincing argument in favor of radio as an advertising medium, is being shown throughout the country by General Mills. It depicts to the grocer for the first time a visual story of General Mills' radio advertising program, showing how advertising on the air and merchandise buying can be synchronized perfectly.

The General Mills programs mentioned in the film include Betty Crocker, radio's oldest daytime network commercial feature; Arnold Grimmer's Daughter, Valentia Lady, Hymns of All Churches, Stories by Kathleen Norris, Jack Armstrong, Billy & Betty, Carolyn's Gold Store, Beat the Band and baseball.

Quick Turnover

All these programs get results that mean turnover of product on the grocers' shelves approximately 16 times a year, while the usual average is 12 times. The reason for the difference is said to be in the way of disseminating the message. A study of a number of stores in the United States shows that General Mills' advertising does more than just announce the presence of a product on the shelves; it frequently brings in new customers.

The company studied some 1,000 premiums before selecting the airplane and other giveaways used in connection with its programs. H. G. Gleeks of the Sperry Flour Co., General Mills subsidiary, stated at a showing before the San Francisco Advertising Club that the movie has brought home to point to grocers and that General Mills has been able to get additional cooperation in the way of displays after retailers have seen the film.

Each house organ, Modern Millwheel, General Mills has this to say about its film and its radio:

"Whenever a General Mills salesmen makes a sale to a grocer, he sells fine cereals, products of course, but he also sells the grocer some
ting even more important—turnover. Turnover, or resale value, means profits to the grocer. The average grocer's stock of Wheaties "turns over" completely every 25 days. The other General Mills products enjoy equally outstanding rates of turnover.

"What great force keeps this river of distribution in motion? The new sound motion picture, "Turnover," produced by the merchandising department of GM, under the direction of Charles H. Bell, answers: The power of daytime advertising keeps General Mills products moving. The end result of all this forceful advertising is speedy turnover.

"Rapidly and convincingly, with narrator, music, and fine photography, the film tells the story of the big selling job General Mills Daytime shows do for the grocer. Indi

The Backbone

"Daytime radio has become the backbone of General Mills advertising. There are twice as many radios as telephones in American homes. And the chances are that the average grocer's store is located in the very center of a community of regular General Mills listeners. If he were to call them up on the telephone personally, he could not do half as powerful a selling job.

"Fourteen years ago the General Mills radio program was heard over the air: Betty Crocker once a week, 12 times a year. This year, in 1941, listeners will hear 9,000 individual General Mills programs!"
that NBC RECORDED PROGRAMS DO A REAL SALES JOB for National and Regional Spot and Local Advertisers!

[COUPON]
Mail Today for more news on “SHOWS OF TOMORROW”

For complete information—presentation, rates, availability, and audition recordings—check the programs below that interest you . . . then mail this coupon, pinned to your letterhead, to NBC Radio-Recording Division.

CHECK [ ] Betty and Bob [ ] The Face of The War—as seen by Sam Cuff. A brand new approach to the news behind the headlines today.
[ ] Getting the Most Out of Life Today with Dr. William L. Stidger. Forceful, down-to-earth philosophy every man and woman can understand and enjoy.
[ ] Five-Minute Mysteries. Unique series of thrilling, dramatized mysteries—complete in each 5-minute episode.
[ ] Touchdown Tips with Sam Hayes. A coming attraction for 1941 football season featuring a sports-caster whose pre-game predictions are amazingly accurate.

“Will continue ‘Betty and Bob’ right through the summer” . . . writes Nick Keesely of N. W. Ayer & Son

Here’s evidence of the productive soap-selling job “Betty and Bob” is doing in the New York market. In 29 other markets, large and small, this five-a-week, quarter-hour show moves crackers, bread, milk, laundry service, starch, foods, blankets, refrigerators! . . .

The recorded “Betty and Bob” is cut to the same audience-winning program pattern that made it a headline for eight years when sponsored by General Mills on the network . . . plus new plot sequences and an all-star cast!

You’d spend thousands of dollars producing “Betty and Bob” on your own. Thanks to NBC Radio-Recording, it’s yours at amazingly low cost. Recording NBC Orthacoustic gives it the “live-talent” quality that modern audiences demand. Many good markets are still available.

*Registered trademark

NATIONAL BROADCASTING COMPANY A Radio Corporation of America Service
Radio City, New York • Merchandise Mart, Chicago
Trans-Lux Building, Washington, D. C. • Sunset and Vine, Hollywood
WMBD Post to Caley

CHARLES C. CALEY, for the last seven years commercial manager of WMBD, Peoria, last week was appointed assistant manager by Edgar L. Bill, president. He will continue as commercial manager. Simultaneously, Mr. Bill announced promotion of Hugh Boice as national sales manager and Russell Ehrman as manager of merchandising and promotion. Mr. Caley is a member of the national sales managers committee of the NAB and is general chairman of Peoria's 1941-42 community fund.

U. S. Cultural Group to Buy $200,000 Time on World-Wide

Deficiency Bill Carries Funds and Signing of Contract Is Expected to Come Shortly

EXPENDITURE of $200,000 for the purchase of time on WRUL and WRRW, Boston shortwave stations operated by the World Wide Broadcasting Corp., by the Committee for the Coordination of Cultural & Commercial Relations Between the American Republics appeared assured last week as President Roosevelt signed the second deficiency appropriation bill.

The bill carried approximately $10,000,000 for the work of the committee, $7,000,000 of which is for the fiscal year beginning July 1. The other $3,000,000 is for contract authorizations during this fiscal year.

Soon to Be Signed

While a contract is not actually been signed with World Wide, it is understood from sources close to the Rockefeller Committee and the State Department that the arrangement would be closed shortly.

Officials of the Rockefeller committee emphasized that the money would be spent for the purchase of time only, the committee acting in the role of sponsor. No control over the station will be exercised, according to committee officials. So far as could be learned no actual program format has been drawn up although it is expected that news will take up considerable time.

It was said the committee selected WRUL for the United States' first Government-sponsored program experiment because it was a non-commercial station and the committee did not wish to be placed in the position of competing with commercial shortwave stations. No other purchase of time is contemplated, committee officials stated.

Also included in the appropriation bill was an item for $325,000 which has not yet been earmarked. Whether any of this sum might be used for sponsorship of other Government programs could not be learned at the committee. Committee officials denied reports, however, that the money would be paid NBC and CBS to pay line charges on point-to-point broadcasts rebroadcast over South American stations.

In this connection the committee is endeavoring to have American manufacturers purchase time on local Latin American stations for presentations of news furnished by American wire services. This would be in addition to time purchased on United States short wave stations.

The committee also received $75,000 which will probably be used in purchasing space in Latin American newspapers to advertise American programs and airmailing American schedules in Spanish and Portuguese. No decision has been made on these plans but it is expected that they will be put into effect shortly.

More Carnation Discs

CARNATION CO., Milwaukee, on July 22 will launch a 13-week test campaign on KYW, Philadelphia, and WSYR, Syracuse, for its canned milk. Show, featuring Peter Donald m.c.; Bill Crany, tenor and the Five Marshalettes, quintet, is a 15-minute transcription titled Carnation Bouquet. The discs will be heard Tuesdays and Thursdays on each station 12-12:15 on KYW and 11-11:45 on WSYR, both EDST. In addition, Carnation Co. on July 2 renewed for another 13 weeks Arthur Godfrey discs on some 35 local outlets throughout the country. Agency is Erwin, Wasey & Co., New York.

WFCI, Pawtucket, Yankee and Colonial affiliate, has appointed Headley Reed Co., with offices in New York, Chicago, Atlanta and Detroit, its national representative, effective immediately. WFCI, a Yankee and Colonial network affiliate, operates on 1420 kc., 100 watts power.

a 7-year user...

"thoroughly well pleased...with our radio advertising...sponsored daily without interruption...not only creates demand...but also brings back repeat purchase."

50,000 Watts

KOA

NBC Red Network

Represented Nationally by

Denver Spot Sales Offices
Nation Dominates in Shortwave War
RCA Finds Argentina First in Number of Receivers

AMERICA is achieving a dominant position in international broadcasting, largely through development by United States technicians of devices making possible country-to-country broadcasts "with efficiency undreamed of during World War I", according to a statement last Monday by RCA reviewing the Western Hemisphere operations of NBC's two international shortwave stations, WRCA and WNBI, Bound Brook, N. J.

Terming the advance of American shortwave broadcasting "one of the miracle stories of the current war period", the RCA statement gave the bulk of the credit to refinement of the vacuum tube and development of steerable "searchlight" antennas.

Describing the efficiency of these newly-perfected antennas, RCA explained the 50,000-watt beamed signal is the equivalent of a 1,500,000-watt signal broadcast to the four winds. When both of the NBC 50,000-watt shortwave stations are synchronized on the same frequency to beam on adjoining language countries in Latin America, the effective power is 1,700,000 watts, RCA stated.

They Listen Anyhow
"Since the European war broke out, America's horizon of steel towers and tall wooden masts has widened in the interests of national defense and international communications," the RCA statement commented. "Despite the fact that heavy penalties are meted out in oppressed countries on the continent of Europe to those caught listening to foreign broadcasts, mail reaching the United States from foreign shores furnishes proof that the American shortwave broadcasts of unbiased news are overreaching the hemispheres and finding ears that are long-distance targets for truth."

Tabulating the number of radio sets in the countries of South America the RCA Review for July lists Argentina first, with 1,050,000 sets; Brazil, 500,000; Mexico, 300,000; Chile, 100,000; Uruguay and Cuba, 150,000 each; Venezuela, 120,000; Colombia, 100,000; Peru, 80,000, and all other Latin American countries below that number. North American broadcasters consider Rio de Janeiro and Buenos Aires the centers of the most important language areas of South America, it was stated.

Commenting on NBC's development of international broadcasting in the Review, Raymond F. Guy, NBC radio facilities engineer stated: "For many years NBC has conducted an effective international broadcasting service. With the outbreak and spread of the present world conflict and the continuous improvement in radio facilities, the value of this service has multiplied in importance and scope. Thousands of letters and telegrams incessantly convey that fact with stirring impact. International broadcasting as conducted by the democracies has become a powerful instrument which has earned the respect and confidence of foreign listeners through the truthfulness of its reporting and the character of its programs."

RALPH NICHOLSON, co-publisher of the Tampa Times, operating WDAE, has severed his connection with that newspaper and has purchased the New Orleans Item, which he will actively head.

KARM Names F & P
FREE & PETERS has been appointed exclusive national representatives of KARM, Fresno, Cal. The station was recently granted a FCC construction permit for an increase in power from 250 watts to 5,000 watts, and the new transmitter is expected to be in operation by Oct. 1.

VISIBILITY UNLIMITED

FLIGHT REPORT: Spotted 60 towns of 10,000 or more population in Pittsburgh sector, where over a billion dollars is being spent on defense orders. KDKA came strong as plane passed each of the 60 towns in this concentrated industrial area.

SUMMARY: KDKA, Pittsburgh's only 50,000 watt station, is a sound buy for the advertiser. He gets complete Pittsburgh coverage, plus 60 industrial communities of over 10,000 residents, plus hundreds of smaller towns. "Visibility Unlimited" is the air term that aptly describes KDKA's coverage horizon.

Call or write your nearest NBC Spot Sales office for a detailed study of this tremendous market.

WESTINGHOUSE RADIO STATIONS Inc
Joe DuMond to Manage New KBUR, Burlington

JOE DU MOND, creator and principal in the NBC Josh Higgins of Finchville series out of Chicago, has assumed the duties of manager and commercial manager of the new KBUR, Burlington, Ia., which on July 15 starts operating with 250 watts on 1490 kc. Mr. DuMond, former radio director of Henri, Hurst & McDonald and original manager of WMT, Waterloo, Ia., under the late Harry Shaw, relinquished his NBC duties May 17 after six years of handling his daily program. The Josh Higgins feature has the distinction of occupying a 1,000-acre State park in Iowa named after it.

Formal dedication of the station is scheduled for July 31, with Vice-President Wallace expected to attend and with a salute from NBC scheduled. Rousting the executive staff, according to Mr. DuMond, has been completed, with Clark Kuney as program director and Wm. Wilson as chief engineer. Mr. Kuney, formerly with various Maine stations, recently was guest conductor with the Pasadena Playhouse, and Mr. Wilson formerly was chief engineer of KGF1, Brownsville, Tex. RCA equipment and a 246-foot Harrell tower have been installed.

EUROPE SHORTWAVE EXPANDED BY NBC

EQUALING its shortwave service to South America, NBC's International Division has started regular program service to European countries, quadrupling the signal strength of its WNBI and W RCA to a combined power of 100,000 watts.

According to O. B. Hanson, NBC vice-president in charge of engineering, WNBI has been reconstructed and its power increased from 25,000 to 50,000 watts. A new directional beam antenna was built for the new transmitter to operate on 11.89 mc., teaming with W RCA which continues on 17.73 mc.

The rear lobe or tail of the new directional antenna picks up European programs and carries them to New Zealand and Australia with much better reception.

The beam antenna required 16 additional acres at its location at Bound Brook, N. J., where 70 acres are now occupied by 11 directional beam antennas, nine of which are in operation serving Europe and Latin America.

Orson Wells to Return

LADY ESTHER, Chicago orchestra, under the direction of Doc Kinsey, is scheduled to begin programming early in September to star Orson Wells in a new dramatic series on CBS replacing the Lady Esther Serenade which until Aug. 4 featured Guy Lombardo. After that date the Freddy Martin orchestra will replace Kinsey but until the new show gets under way, Pedlar & Ryan, New York, is the agency.

Muzak FM Grant Aroused Interest

FCC Not Fully in Accord Over Memorandum Opinion

MORE THAN casual interest is being evinced in Washington radio circles over the July 1 action of the FCC in granting to Muzak Corp., New York, a construction permit for a developmental FM broadcast station which would provide a subscriber-type program service to listeners [BROADCASTING, July 7].

The FCC itself, it is understood, was not fully in accord in the issuance of a memorandum opinion, which appeared to reflect Commission support of the projected new method whereby listeners would pay a monthly rental for program service, with no commercial sponsorship of the programs. Moreover, the fact that the FCC departed from its regulations, which specify that no developmental station may make a direct or indirect charge for program transmission, was considered a requirement with respect to the Muzak grant, was viewed with concern.

FCC Quotes Muzak

The FCC prior to publication of its memorandum opinion, issued a three-page press release July 1, publicizing the grant as providing a "new type of subscriber broadcast service". It pointed out that the service would enable the public to obtain selected programs by direct payment, rather than indirect payment through purchasing products advertised on the air, and then quoted the Muzak application as follows:

"There is no reason why the public should pay directly for moving pictures and indirectly for radio. It is merely a matter of circumstance that radio in the United States is available to the public only in connection with advertising announcements which frequently are highly disturbing or irritating. The American people have never decided or been given the opportunity to decide that radio should not be sold in the usual manner by direct payment for the service."

Headed by Catchings

Muzak, which for several years has provided hotels, restaurants and some home subscribers with program service via wire, is a subsidiary of Associated Music Publishers, which, among other things, provides a commercial transcription service for broadcast stations. Waddill Catchings, head of both AMP and Muzak, is also a director and chairman of the Finance Committee of Warner Bros. Muzak is an off-shoot of Wired Radio Inc., originally set up by the North American Co., utility operators, with a view toward providing a service competitive to radio by power or telephone lines into homes.
Action Is Awaited
On New Tax Bill
House Group Nearing End of
Its Revenue Hearings

HAVING weathered the first phase of House Ways & Means Committee consideration of new tax legislation without a franchise tax on broadcasting, the radio industry is awaiting emergence of the House measure prior to the end of the month, to ascertain how much of a dent the new war levies will make.

It is known that a number of items in the measure, as it went to the House drafting conference, would affect the radio industry, particularly in connection with increased taxes on receiving sets and parts. A proposal [Broadcasting, July 7] to place a franchise tax on broadcasting facilities per se was dropped.

Leased Wire Levy

It also has been learned that there will be no special taxes on wires or tickers used by press associations or broadcasting stations for “the gathering of news”. Other leased wire services for the dissemination of news to private subscribers, however, will carry a 5½ tax, under the committee draft.

It is expected the Ways & Means Committee will begin consideration of the final draft in executive session within 10 days. Items other than those already incorporated in the measure can be inserted, it was pointed out, but those of major significance already rejected, which might have far-reaching effect upon any industry, probably will not be revived in the committee. That may develop on the floor, however, when the measure is given final House consideration, probably during latter July or early August.

In the Senate, acting Chairman George (D-Ga.) of the Finance Committee, asserted 10 days or two weeks of hearings would be held, with the hope of procuring Senate consideration the latter part of August or early September.

Revival of proposals to impose special taxes upon advertising generally and also upon broadcasting, or some variation of a franchise tax basis, is possible on either the House floor or in the Senate committee hearings, it was pointed out.

Past efforts of this nature, however, have fallen because of contentions of unfair discrimination.

Camera Spots

STANDARD DISTRIBUTING Co., Chicago (cameras) has started a series of one and two-minute spot announcements daily on KDTH, Dubuque, In., KGDF, Coffeyville, Kan., and XEG, Monterey, Mexico; and a series of three weekly quarter-hour station programs on WWVA WMT KSO KQW WNAX KMA KWTO WSOY KWFT. Agency is Lane, Denison & McClure, Chicago.

Good News Travels Fast!
The New Gates 30 Series Studio Speech Console, is the Big News in Radio Today—51 Stations Already Enjoy a New High in Performance at a New Low in Cost!

Your Logical Choice, and here's why!

- More preamplifiers—five in all—more than are provided in any other console.
- Beautiful appearance—cabinet of matched walnut and selected South American Mahogany woods.
- Eight mixing positions—dovetailed at various levels used throughout for mixing.
- One-piece chassis—eliminates cabinetry; simplifies maintenance.
- All input, output and low-level interstage wiring fully shielded to eliminate crossstalk and distortion.
- Three color combinations available to provide harmonizing appearance with modern studio surroundings.
- —and important, too, is the fact that the Gates 30 Series Console is an entirely new engineered product. It is not a rebuild of a former model. Priced within the budget of the smallest station—its quality and performance is superior to any console on the market today.

FREE FACTS: The impressive facts and figures that give the detailed advantages of the 30 Series Console are ready for you to see. Write at once, without obligation, of course.
LIKE SHIP'S CABIN is this unusual two story broadcasting studio built around a four-manual organ at Hyperion Blvd. & Tracey St., Los Angeles. It is used to broadcast the four-weekly half-hour religious program, Hames of Rest, sponsored by Crew of the Good Ship Grace Inc., on Mutual-Don Lee stations. Structure is designed to resemble a cabin of the good ship Grace, anchored in the Haven of Rest in keeping with the program's philosophical theme. Portholes, desk and railing carry out the idea. Building is 40x20 feet. Here is Paul Myers, (center, lower deck), known as First Mate Bob, with members of his "crew"

A 250-WATT local station in Beckley, W. Va., WLJS, has completed a $50,000 model home project under direction of Joe L. Smith Jr., owner and general manager, and Charles R. Armentrout, assistant manager.

Feeler were sent to national manufacturers when the idea was conceived, and response was good. Local building supply dealers and sub-contractors participated on a half-cash, half-time basis. From the day stone was first hewn from a nearby mountain, the WLJS relay unit was on the job. Workmen on the site were questioned, listeners invited to watch the project, and spectators buttonholed.

A daily Construction Clinic was broadcast from the studios, with builders and other participating groups cooperating. Two days before the opening, every station break mentioned the opening hour and a newspaper ad was used. Some 3,000 persons viewed the home on opening day, which included a half-hour remote. Souvenir booklets were sold for 10 cents. Mr. Armentrout transcribed a 15-minute description of the home. By means of an oscillator, this transcription was sent to each room of the house and picked up on radios. This obviated need of a p.a. system and constant presence of an attendant.

Participation even included a landscape artist. All firms taking part expressed satisfaction with the project and many claim to have obtained new business.

Magazine's Test
PARADE MAGAZINE, published by the newspaper PM, on July 9 started a one-week campaign on ten stations in the Pittsburgh, Milwaukee, Kansas City and Scranton markets. Four to eight one-minute announcements or chain breaks are being used in the early morning or evening. Station list includes: WCAE, KDKA, WJAS, and KQV, Pittsburgh; KMBC, WDAF, and WHB, Kansas City; WTMJ and WSIN, Milwaukee, and WGBI, Scranton. Agency is Erwin, Wasey & Co., New York.

Correction of ‘Record’ Denied by Lambertson
In WFIL, WCAU Charge
REPRESENTATIVE Lambertson (D-Kan.) has no intention of correcting the Congressional Record charge he made May 27 that WFIL and WCAU, Philadelphia, had denied time for a speech by Col. Charles A. Lindbergh. The Congressman told Broadcasting last Wednesday that he is “fighting the war mongers” and that he has evidence that Rosenbaum (Samuel R. Rosenbaum, president of WFIL) is trying to get us into this war.”

Rep. Lambertson said he could see no reason for correcting his statements, despite evidence by two other Congressmen that they were incorrect. His May 27 remarks, he said, were based on articles in Philadelphia newspapers and he added that he hadn’t seen any corrections in these newspapers. He said he was not interested in checking with the FCC to see if the newspaper statements or his remarks had accurately presented the facts.

Rep. McGranery (D-Pa.), in a speech before the House July 3, corrected Rep. Lambertson’s remarks and introduced an exchange of correspondence between the Kansas and Mr. Rosenbaum. Rep. McGranery stated he was introducing the correspondence “in the interest of justice and fair play.” He was joined by Rep. Eberharter (D-Pa.), who said:

“It seems to me the remarks of the gentleman from Kansas at that time were intended to promote disability at a time when we should have every effort made to promote unity and not stir up emotions which are perhaps engendered by racial feelings.”

To Manage New KSKY
A. L. CHILTON, chief owner of KLRA and KGHI, Little Rock, will himself manage the new KSKY, Dallas, when that station goes on the air in the early autumn. The FCC last March authorized Chilton Radio Corporation to build a new station as a 1,000-watt daytime outlet on 660 kc. Mr. Chilton reports that RCA transmitting equipment and a 300-foot Winchefer tower have been ordered and will shortly be delivered, but personnel has not yet been selected.
“No, son, we ain’t sailing today”

“We’re loading today. See them hoists and booms. Look at them roustabouts wheeling the stuff aboard. No loafing today. We sail tomorrow.”

The same principle applies to time-selling this summer. It’s the extra-hard impact of your sales story in July and August that brings extra-nice business to your station in September and October. Sales Management’s survey of AAAA agencies revealed that the three summer months are the second most important quarter of the year for the preparation of advertising campaign plans.

Extra-hard impact, that’s what BROADCASTING promotion delivers this summer. Write for rates.

BROADCASTING
The Weekly "Newsmagazine of Radio Broadcast Advertising"

Do your loading today for sales tomorrow!
Columbia Shopperess Tells What She Sees and In Come the Customers

By P. J. AYLWARD
Manager, Sears, Roebuck & Co., Columbia, S. C.

Mr. AYLWARD

COLUMBIA was good—well, good enough—at the Sears store in Columbia. And then came Mrs. Bloom! Since which time Mrs. Bloom has started a boom. And Mrs. Bloom's boom has zoomed the sales curve so nicely that the store's manager, Jerry Aylward, decided to write a piece about it. When a customer comes in to buy a rug, Mrs. Bloom sells a room—chairs, drapes and all that goes with it. Which is the point of this story, because the individual sales are being built into large unit sales.

Mrs. Bloom's Boom Zooms Sears' Sales

ABOUT seven months ago, in November, my interoffice telephone rang. "Skipper Leo Downs of WIS to see you, Mr. Aylward," I said. "Oh, yes", I said. "Probably thinking about Christmas spots already, O.K. Send him in!"

Salesman Downs came in, but it wasn’t spot announcements, our usual seasonal radio diet, that "Skipper" had on his mind.

"Got something to say the way of a radio program for Sears', Jerry," said Leo. "Want to hear it?"

"What’s it like?"

Meet Mrs. Bloom!

"It’s like nothing you ever knew before. A woman’s hour that’s really working. You’ll have to hear it to believe it."

"O.K., Skipper. We’re always looking for a better way to advertise. What do I listen?"

"Ten o’clock in the morning," said Mr. Downs, "if that suits you. And you won’t be disappointed."

Next morning, I turned on the WIS client’s room and the announcer introduced Winefred Bradford Bloom with a program titled "The Misus Goes Shopping". It was my first meeting with Mrs. Bloom... and a memorable occasion it was.

She greeted us in a warm and friendly voice and started out a descriptive word tour of a large Columbia department store. Mrs. Bloom said it was a rainy day, and she decided to do all her shopping in one place. Interested in a new home, she went into the paint department. Floor covering caught her eye... then furniture. The program was chatty, informal. Minutes slipped away... and then, just at the end of the show, Mrs. Bloom said she had done all her shopping and Sears’. It was hard for me to believe... because I heard things described that I didn’t know were in the store myself.

"Do you like it?", said Skipper Downs.

"I don’t quite know," said I, impressed but wanting confirmation of my opinion from some of my own staff. "Could you do it? I’d like some of the department heads to listen."

"We brought in some of the store executives, and they agreed with me. It was a good program. We didn’t know exactly how good but we were willing to give it a whirl. Sears’ Women’s Hour... with Winefred Bradford Bloom... went on the air over WIS, 5,000-watt NBC - Red station covering the whole State of South Carolina from the capital, Columbia, for the first time Nov. 19, 1940. It was on the air six times a week until January. Then, we dropped to three-a-week. Mrs. Bloom came to the store several hours each day after the program to meet customers and advise them about buying, interior decoratings, gifts and the like. The press of store work became so great that we felt it best to cut down on the air-time.

Some Achievements

Here are some of the things the program has done:

We had a customer who... after listening to several shows... came into the store and asked Mrs. Bloom’s advice on changes in the bathroom of his home. Mrs. Bloom went with him to the house... and suggested a whole new bathroom... linoleum floors, new walls and bathroom fixtures. She also looked over the kitchen and told him the idea of re-doing that... floor, walls, sink, steel cabinets and a range. Mrs. Bloom also suggested making over an unused porch into a storage closet and using an old, unused pantry for a powder room. Result: A possible $100 sale was boosted to nearly $1,000.

One day, rugs were discussed on Sears’ Women’s Hour. That afternoon a customer came into the store for one of the rugs mentioned on the broadcast. The salesman called in Mrs. Bloom... and before we knew it, the woman had ordered not only the rug... but chairs and draperies to go with it. And she also gave us an order for reupholstering the rest of her furniture! It was a sale that ran to more than $200.

We’ve conducted several tests that conclusively prove the sales power of Sears’ Women’s Hour. Around Christmas, Mrs. Bloom began to feature table decorations. We needed to move some silverware... and used no other medium of advertising to help. When the Women’s Hour began to paint pictures of lovely holiday tables set with gleaming silver from Sears’... it was a happy day. We sold more than 100 sets of silverware during the holidays. (This feature was dropped from the air for a while... and we’ve only sold two sets.) The buyer has asked that we give his silver a boost on WIS again.)

Then, there were the "Lone Ranger" watches. The department head told Mrs. Bloom his quite large stock wasn’t moving. She said she’d buy two for her own grandchildren... just to get the ball rolling. But first, she mentioned the watches on her program. A couple of days later, Mrs. Bloom went by to pick up the watches... and found that they had been completely sold out!

Large Unit Sales

Like most Sears-Roebuck retail stores in cities the size of Columbia ($5,000), we maintain rather complete departments in many lines of furniture, housewares and appliances. Sears’ Women’s Hour came along we concentrated more or less on selling individual pieces—a chair, rug, table, bed or lamp.

Now... we sell a whole room, thanks to Mrs. Bloom and Sears’ Women’s Hour. She talks about a chair in relation to the rest of the room — harmonizing draperies, lamps, tables, rugs and fixtures. The result: Unit sales, and large ones.

There are many reasons for the success of Sears’ Women’s Hour... and not the least of these is Winefred Bradford Bloom. She’s an experienced showman as well as an interior decorator, horticulturist and designer of note. Her programs offer sound, practical advice on decorating, color schemes, furniture arrangement and the like. At the store, her services (free to all Sears’ customers) are constantly sought by an ever-increasing number of people. And mail is coming in from every corner of the State. Mrs. Bloom, personally, answers each letter, and out-of-town customers are on the increase.

Then, there are the programs themselves. They’re friendly, helpful programs, not high-pressure selling jobs. Each has a definite theme. Sample titles are "Thanksgiving Decorations", "What to Give at Christmas", "Occupation, Housewife", and "Friday the 13th!" And the programs have variety, too. The Christmas show was transmitted, each department head wishing his department to have a happy day on a different, original way. Earlier, wives were invited to write in what they wished to receive from their husbands at Christmas. Then selected letters were read on the Women’s Hour on a holiday, when the women could see that their husbands were home listening... and then to the Store.

Showmanship counts in selling via the airwaves, and Mrs. Bloom puts plenty of it into Sears’ Women’s Hour!

Everything mentioned on the program, of course, can be obtained at Sears’. Since a prime purpose of the show is to get customers into the retail store, the catalogue isn’t mentioned on the air. But we’re doing an increasing amount of catalogue-order business for customers brought into the store by the program.

Rarely does Mrs. Bloom mention prices in her portion of the Women’s Hour. This is handled by the announcer who has a special of one of Sears’ items, with prices, in the short commercial near the end of the show.

Yes, my meeting with Winefred Bradford Bloom was a memorable one. And the success of Sears’ Women’s Hour bids fair to be a memorable chapter in the history of our advertising efforts for the Columbia store.

With the Women’s Hour over WIS we’re not selling just the sizzle... we’re selling the whole ham! And believe me, larger single sales mean a much merrier ring on the cash register!

Mrs. Bloom’s Boom Zooms Sears’ Sales

BROADCASTING • Broadcast Advertising
WKY IS Everywhere IN OKLAHOMA!

WKY's home address is Oklahoma City but all Oklahoma is its backyard. From one end of this domain to the other, WKY's microphones are in action broadcasting informative, entertaining programs of special interest to listeners everywhere in Oklahoma. Going places, doing things, being everywhere... these have established WKY as an integral part of the Oklahoma scene, and WKY-listening as a statewide habit. WKY's pre-eminent effectiveness as a selling medium has been the natural result.

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO. THE OKLAHOMAN AND TIMES • THE FARMER-STOCKMAN KVOR, COLORADO SPRINGS • KIZ, DENVER (Aff. Mgmt.) REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.
IN THE BAG!

Defense contracts for the half billion dollars ranging from $4 million to $100 million, has worked wonders for the rich Mid-Mi-

Want your sale in the bag!

Wages are ranging from $4 to $20. Where there's a will, there's a way, and we've got it covered with Weed & Co. in New York, and KFRU in Columbia, MO.
percentages to leap like a kangaroo? KXOK can do it... IT'S

acts in KXOK's broadcasting radius have spurted far above

and more orders are streaming in. Seven defense plants are

are already under construction.

steadily increasing in the industrial field with weekly wages
to $70 per week and skilled laborers are earning even more.

money made there's money spent, so cash in with KXOK in

sippi Valley Market. IT'S IN THE BAG!

KXOK

630 KC. 5000 WATTS DAY AND NIGHT

GO, DETROIT, SAN FRANCISCO - OWNED AND OPERATED BY THE ST. LOUIS STAR-TIMES
Prudent Hedging

SO FAR, the impact of production cuts forced by defense priorities has hardly been felt by retailers of such durable consumer commodities, as automobiles, radios, tires, household appliances and the like. Substantial inventories and fairly regular deliveries up to now are cushioning the effects, and advertising of such lines has yet suffered little curtailments. But there can be no doubt that the cuts will be felt later this year, and through next year.

These are all-important items in many a station’s sponsorship budget, and the loss of local dealer advertising, will be felt keenly unless it is replaced by something else. It is now, therefore, for station managers to begin thinking now how to hedge against the inevitable.

To take up the slack, the best suggestion we have heard—and the prudent sales manager will act at once—is that used car sales will be stepped up; that old radios will be repaired; that tire-rebuilding will take on new importance; that household appliances will be fixed when they cannot be replaced.

In a word, service and repair, hitherto sideline or small-time functions, will become major activities of many sponsors now using radio advertising primarily to move new and replacement goods. This will be especially true locally. And radio can repeat in the servicing field the selling records it has created in other lines.

Life and Taxes

UNCLE SAM, in his quest for funds to finance the colossal national defense program, can be expected to tap every conceivable revenue source. Already it is evident that general corporate and income taxes will be more than doubled in the average brackets. Special levies, such as those on amusements, automobiles, radio sets and other so-called luxury items, which can be chopped off easily once the emergency is over, are already being provided in the revenue measure being drafted by the House Ways & Means Committee in collaboration with the Treasury Department.

Every true American, though he doesn’t relish the outlook, is willing to pull in his belt a few notches in the interest of the national welfare. The broadcasting industry, and advertising generally, are prepared to bear their portion of the tax burden.

But now there is disconcerting talk in inner circles of special imposts, superimposed over all general taxes, upon broadcasting income and upon advertising generally. Pressure groups long have advocated a sort of “franchise tax” for broadcasting, but in the past it has never been seriously considered because of the palpable discrimination. The same has been true of certain consumer groups with regard to advertising as a whole.

Advertising is a business, and broadcasting is just one branch of it, albeit different because of the distinctive character of the public service it renders. To impose a discriminatory tax upon advertising, or any of its offshoots, in the long run would be only another re-enactment of the “killing the goose” fable. Advertising creates consumer demand, which in turn creates profits for industry or service, which in turn produce the bulk of the revenues filtering into the Treasury from American business.

Boring In

SCANT NOTICE was given in the trade to the July 1 ruling of the FCC granting Muzak Corp. of New York a construction permit for a developmental FM station for subscriber-type broadcast service. Yet it may have deep significance, for it appears to be another in the series of regulatory moves calculated to minimize commercial broadcasting by the American Plan.

Muzak for several years has been providing by wire what amounts to central-station jukebox service to hotels, taverns and other public places. It grew out of the Wired Radio project of a decade back under which a service competitive to space radio would have been created by supplying programs to the public via power or telephone lines with the subscriber paying a monthly rental on the receiver. There would have been no advertising sponsorship. Via FM, Muzak, successor to Wired Radio, proposes to revive the subscriber method of payment, stressing its advertising-free character.

There can be no quarrel with Muzak’s ambitions to expand its commercial efforts, though an anomaly appears in the fact that Associated Music Publishers Inc., which sells transcriptions to broadcast stations for commercial sponsorship, is the parent of Muzak. Waddell Catchings, prominent industrialist and chairman of the finance committee of Warner Bros., which long has aspired to nationwide radio operations, is head of both Muzak and AMP.

The danger, as we see it, is expressed in the FCC’s memorandum opinion granting the registration of the Muzak application. Keep in mind that in recent months this same Commission decreed its “death sentence” regulations on network broadcasting and its newspaper-divorcement proceedings.

Not in sanctioning the Muzak experiment, the FCC blandly changes its existing rules providing that a developmental station shall not make any charge, directly or indirectly, for the transmission of programs. It does this on the ground that the method of charging the subscriber for program service is “worthy of investigation”.

The whole tenor of the FCC’s opinion exudes an avowed commercial broadcasting viewpoint. For example, it points out that the practice of public support of broadcast service in this country is not through any “direct change, but through the purchase of articles and services advertised by radio”. Then it adds, “This is not true in all countries of the world”.

Perhaps the FCC, in its wisdom, regards European radio as superior to ours. Perhaps it considers the Government-operated systems of the Nazis, the Fascists and the Communists fairer and freer than our own.

The whole trend of FCC thinking certainly should give broadcasters pause. Hitting only the high spots of its recent course, we find it proposing to regulate station-network contractual relations in its network regulations; thinking about forcing newspapers to divest themselves of broadcast interests, however remote the publishing interest may be; and now apparently toying with the idea of espousing the ultimate breakdown of American radio through an adaptation of the European system of no advertising.

All of this adds up to the crying need for a redefinition by Congress of the 14-year-old radio law.

The RADIO BOOK SHELF

JAMES F. WATERS, originator of the Court of Missing Heirs program, is writing a book to be published Aug. 11, with the same title as his radio program. The volume will contain the stories of more than 80 heirs who have been discovered by the Court. It also will list 5,000 other estates whose heirs have not yet been discovered, complete with all available clues to their identity.

AVAILABLE for royalty-free non-commercial use by stations, schools and radio workshops and clubs, 100 Non-Royalty Radio Plays, compiled by William Kozlenko [Greenberg: Publisher, N. Y., $4.25], offers 100 tested quarter and half-hour dramatic scripts in a single volume, with an introduction by Sherman H. Dryer, U of Chicago radio director.

A DOZEN short plays, four of them written for radio production, are included in the volume, American Scenes, edited by William Kozlenko [John Day Co., New York, $2.50]. The four radio plays are “Fire and Cloud”, by Richard Wright, dealing with a southern Negro bread riot; “Ask Anybody in the Neighborhood”, a city slum drama by Benjamin Appel; “The Doorway to Limbo”, a fantasy by Oscar Spill and Lew Lantzi; “Freedom Is a Trumpet”, a verse drama by William Merrick.

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JOSEPH R. STAUFFER

I

F YOU are looking for the cinema version of an advertising agency executive, complete with distressed secretaries scurrying around to interpret his every brainstorm, don't go to Joseph R. Stauffer, newly appointed radio director of Kenyon & Eckhardt, New York. For he refuses to become upset, no matter what complexities.Asked if he "blew up" under tension, he quietly smiled, "I never get under tension."

Completely unsassuming, yet instantly tractable is Joe Stauffer. Perhaps much of his demeanor of quiet assurance springs from early military training. After being graduated in June, 1916 from high school in his home town, Scottsdale, Pa., he attended prep school at Washington for one year, entering West Point in 1917. He emerged in 1920 as second lieutenant. In September that year he was assigned to the Cavalry, attending the Armored Cavalry School at Fort Riley, Kansas, for a year, doubling in theatrica.

After resigning from the Army in June, 1921, he returned to Scott- dale and became assistant sales manager of a family-owned manufactur ing concern engaged in a water purifying process. During his five years with this firm, a Philadel phia branch was opened, which he managed for 18 months.

But the call of show business would not be stilled. He devoted his leisure time to Little Theatre work, the various groups playing "the sticks". Profits were donated to playgrounds and similar worthy projects. In October, 1926 he resigned from the family corporation, and the succeeding three years were spent with the New Jersey Public Service Transportation Department.

September of 1929 found him headquartered in New York as associate editor of the Electric Railway Journal, a McGraw-Hill publication. Then in January, 1931 he was transferred to Chicago as western editor of that magazine.

Through the years the desire to produce radio shows persisted, and he haunted the broadcasting stations regularly. The radio idea took on actual form in 1934 when he joined the New York radio department of Young & Rubicam.

Among his assignments were daytime service shows for General Foods Corp., Borden Co., and Fels Co. Nighttime and major productions included a variety show for Colgate-Palmolive-Peet Co., two seasons of the NBC Packard Hour, starring Lawrence Tibbett; Helen Hayes' first radio series under sponsorship of General Foods, and others.

Then on June 1, 1936 he was transferred to Hollywood, continuing in a production capacity. His assignment was the new NBC Packard Show, starring Fred Astaire. After leaving Packard Hour in September 1936, he stepped out of the production assignment to take over talent buying and supervision work for the agency on the West Coast.

At this time International Silver Co. started its CBS Silver Theatre with guest-star policy. The Young & Rubicam 1938 Christmas gift to Joe Stauffer was management of the agency's southern California branch office.

As far as his personal history is concerned, here are on-the-record facts. Joseph R. Stauffer was born in Scottsdale, Pa., Oct. 27, 1917, and attended primary as well as high school in that city. He emphatically swears that the "R" in his name serves only one purpose; it stands for absolutely nothing. His late grandfather adopted that initial in his youth. Young Joe followed suit. He recalls the unhappiness caused him in school days by continuously explaining away the "R."

Joe Stauffer married the former Eleanor Stevenson of Scottsdale on Sept. 25, 1923. They weren't child- hood sweethearts; in fact, he didn't meet her until he graduated from West Point. They have one child, Joseph Richard, 16. An accomplished pianist, with an extensive background of musical knowledge, he knows nothing about not having hobbies. He doesn't like golf, but does enjoy horseback riding and tennis.
ROSS WRIGHT, formerly chief announcer at CFCO, Chatham, Ont., is now overseen as a Lending Aircraf- tman with the Royal Canadian Air Force.

JOHN FLOYD WILLIAMS, announcer of WCAN, Burlington, Vt., is the father of a boy, Jon Blake, born June 20.

DON C. SMITH, formerly of WLPM, Sudfork, Va., has joined WFLG, Cincin- nati, Ted Austin takes his place.

MILDRED E. WILLIAMS, formerly of WTXL, Tallahassee, Fla., has joined WJHO, Opelika, Ala.

LYLE FLANAGAN, continuity director of WHO, Des Moines, has been made adjutant of the sixth district of the American Legion in Iowa.

HERALD GOODMAN, character comedian of WHO, Des Moines, is in Hollywood to participate in the Range Hunters' next Monogram picture, "Saddle Mountain Roundup".

JOHN HURLEY, announcer of WRC-WMAL, Washington, has been called active duty with the Navy as a lieutenant and will serve in the public relations' branch at Tulon, Canal Zone.

MARTHA HARRISON, former conductor of several women's programs on WWRL, Woodside, N. Y., has joined the new staff of the British Press Service.

WEBB TITON, a member of the NBC guide staff and baritone, has been signed by the Yankee Network to two programs weekly for WYAC, Yankee station in Boston.

HAROLD ALGER, co-director of the Radio Players, dramatic group heard on WWOZ, Woodside, L. I., recently, started military training under selective service at Fort Jackson, S. C.

MARK GOODSON, staff announcer of KFRC, San Francisco, has re- signed and is to leave shortly for New York. Goodson has written several shows which he hopes to sell.


ROBERT BENSON, formerly in radio, in California, has joined WDBS, Philadelphia, as news editor.

MARVIN YOUNG, NBC Hollywood writer-producer, and a major in the reserves, has reported for active army duty and been assigned to the Morale division, Washington, D. C.

FREDRIC MACKAYE, Hollywood announcer-actor, has adopted a 2½ year-old girl.

WENDELL NOBLE, new to radio, recently joined KGY, Phoenix, as announcer.

RAYMOND A. SCHULTZ, in charge of NBC Hollywood ticket distribution, and Gretta Jane Lockwood, Los An- geles debutante, have announced their engagement. Wedding is scheduled for Aug. 2.

PAUL CHASTAIN, formerly of Kuin, Minneap- olis, Ohio, has joined the announcing staff of KRCO, buffalo.

ANN GINN

SEVENTEEN YEARS experience rest lightly on the shoulders of Ann Ginn, director of women's activities of WTCN, Minneapolis. Only 10 of the 17 years have been spent in radio, but the other seven years were a perfect training period. Five years as merchandiser for one of the world's largest hosiery manufac- turers gave Ann Ginn an understand- ing of the advertiser's problems. Two years on the stage as a dramatic actress taught her the value of selling personality. She uses both her merchandising expe- rience and her personality daily on the _Around the Town with Ann Ginn._ The program has been used by local and national accounts for seven years and now over 3,000 Northwest housewives have volun- teered to assist Ann in the selection, approval, and merchandising of her accounts. These homemak- ers form the Northwest Homemak- er's Testing Bureau.

HUGH BADER, formerly of the CBS junior staff in Hollywood, Charles Ludke, relief announcer, and George Livesey, junior announcer, have been added to the announcing staff of KGVO, Missoula, Mont.

LEONARD MEarkin, announcer of WFXR, Roanoke, has been ordered to immediate duty with the Fourth Armored Division at Fort Bearing, Ind. He holds a reserve second lieu- tenant's commission.

WAYNE TYLER, formerly of WTVI, Trenton, N. J., has joined WLVA, Lynchburg, Va.

TED BROWN and Jimmy Johnston have been added to the announcing staff of WSX, Nashville.

RUSSELL WILEY has joined the announcing staff of WSIX, Nashville.

JAY BRENN of the news department of WOW, Omaha, on June 30 mar- ried Ruth Knutsen, of Omaha.

BERT BUZZINI, newscaster of KQW, San Jose, Cal., recently gradu- ated from the San Francisco Col- lege of Law and was valedictorian for his class.

ERNEST JARVIS of CBS Holly- wood production department, and a Navy enlisted man, has reported for active duty.

JACK TEMPLE, recently joined KDB, Santa Barbara, Calif., as production manager. He formerly en- gaged in Hollywood film production work and for a time was drama instruc- tor at Stanford U.

NEAL HOPKINS, former freelance writer, has joined the NBC script division to handle theSpin & Win with Jimmy Flynn program, together with work on special events and docu- mentary shows.

JACK SWIFT, formerly of WTSF, St. Petersburg, Fla., has joined the announcing staff of WSB, Atlanta.

BOY ROWAN, announcer of WZKO, Salem, N. H., has been named his engage- ment to Mae Irene Blum, of Flint, Mich.

GLEN WILLIAMS, news editor of WAGE, Syracuse, has been placed in charge of the station's merchandise- ing department. Dee Finch, WAGE's sportscaster, was married June 28 in Binghamton, N. Y.

ROB HEIDLER, news writer of WKGC, Cincinnati, is the father of a boy born June 24.

FRANK SCHLECHTER, known on the air as Nelson King and formerly pro- ducer-manager of WGRG, Louis- ville; Jack Donell, of WGRC; and Dale Groom of WTRD, Richmond, have joined the announcing staff of WOC, Cincinnati.

EDWIN BROWN, in charge of educa- tional and religious broadcasts of KMRC, Kansas City, has been named director of special events and public features.

CHARLES ANDERSON, Hollywood free lance announcer, has been called to Army duty.

LEITH STEVENS, Hollywood au- thor of the talk show program, _Rarely a Day_ and _Rarely an Hour,_ has been signed by KGK Radio Pictures for a film.

JOEL MALONE, CBS Hollywood continuity writer, sold movie rights of his original story, "Chained Identity," to 20th Century-Fox, has also completed sale to Republic Studios of another script, "Raiders of El Do- rado".

RICHARD PERRY, formerly of Grant Adv. Inc., Dallas, has rejoined WFAA-KGKO, Dallas, in charge of early morning news.

HOWARD FISHER, recent addition to the announcing staff of KPA, Austin, has been awarded a scholarship to the School of Speech at Northwestern U.

CARL CLARK, formerly of WEMP, Milwaukee, and WATQ, Green Bay, Wis., has been added to the announce- ing staff of WEMP.

GENE TWOMBLY, junior sound effects man of KNX, Hollywood, on July 6 directed a CBS dramatization of his original story, "TheRETURN," second in the series of productions by non-professional employees of the studio under the program title Young Ideas.

Meet the LADIES

Fastest Growing Market in Southeast

2 New Shipyards - 10,000 New Workers - 40,000 Officers and Men - A Sales Management High Spot
They Wear Badges

SPECIAL events crop from WTAG. Worcester will have no difficulty from now on in booking police lines at fires and other emergencies. The Worcester police department has issued shiny regulation police shields to Announcers Holly Wright, Gil Hoiges and Del Camp as well as Promotion Manager Phil Jasen.

WCBF Becomes WAIT

THE NEW call letters WAIT were issued by the FCC July 9 to WCBF, Chicago, close on the heels of its recent grant to that station of 5,000 watts on 820 kc. in lieu of its former assignment with that power on 1110 kc. WAIT was authorized to operate on the channel until sunset at Fort Worth, where WBAP-WFAM occupy it exclusively at night. The station is operated by Gene T. Dyer.

AROUND THE TOP in the New Orleans city bowling loop is the team of WWL, now looking for a match with another station. Squad members are (top, 1 to r) Sid Larguier, Rene Rebiesa and Bill Fries; bottom, Lester Birchmeier and Al Godwin.

Covers the Rochester Territory on the Basis of

More Ears Per Dollar

and we're ready to prove it!

WHEC Rochester

N.Y.

Basic CBS — Paul Raymer Co. Representatives

July 14, 1941 • Page 33
How Kraft Sales Climbed
(Continued from page 11)

Radio, Phonograph Sales Of Seven Firms Found To Be 75% of the Total
CONSOLIDATED SALES of seven of the leading radio and phonograph manufacturers for 1939 aggregated $208,265,235 or 75 1/4% of the total national output of such products, according to a survey recently completed by the FTC. Almost 9% of the business reported for that year consisted of export and foreign sales and services.

Of their total receipts from net sales and services, 90,268,270 or 91.3% represented domestic sales and services and $18,054,965 or 8.7% represented export and foreign sales and services.

The total operating outgo of that year (including raw materials, wages, taxes, depreciation etc.) amounted to $193,273,037 or 76.3 cents of every dollar of sales. The combined net income (before deduction of interest on long-term borrowings and income taxes) on the average total capital employed by the seven corporations represented a rate of return of 13.9%. The net income on the average corporate net worth, 8.7% of the stockholders’ equity before provisions for income taxes was 14.7% of the stockholders’ investment.

Cash dividends paid during 1939 represented a return of approximately 13% to the stockholders on the average ledger value (not market value) of their equity of $101,610,202.

CBS Drops Schedules
BECAUSE in the majority of cases individual CBS stations provide their own local programs and schedules to radio editors, the network as of July 13 discontinued its comprehensive schedule of CBS broadcasts, hereofore issued each week. According to Louis Krule, CBS director of publicity, WQRC, New York, for instance, will provide its own program schedule folio together with a summary of other network features.

AMERICAN JUNIOR RED CROSS next fall will become a collaborator in the CBS School of the Air of the American Program, recommending regular listening for its student members and related activities in Latin America and Canada.

STANDARD RADIO, Chicago, has announced the following new and renewal subscriptions to its program library service: WCKY KROC KBDY WGST KYWOMI KBB KTOR WRAW WEC KXO WMEC KYEC WMDX.

weekly broadcast is doing for them.

They’re enthusiastic about it, not only as Crosby and Burns fans, but because of what the show does to the jingle of their cash registers. In the last analysis, sales at the corner grocery store and in the big city markets, week in and week out, 52 times a year, constitute the real “success story” of Kraft Music Hall.

KBUR
IOWA’S ANSWER TO THE NEW BURLINGTON MARKET
The New site of one of the Government’s largest Ordnance Plants
One Half Million Increase of New Spendable Dollars Per Week!

TWENTY THOUSAND NEW CONSUMERS and still more NEW ones rushing in for BURLINGTON’S NEW GOLD!

KBUR offers you the most dominant vehicle with which to garner your share of these NEW DOLLARS.

KBUR is one of the FINEST local stations in America. FINEST because of PROGRAMMING and SUPERIOR MERCHANDISING service.

To get your share of the NEW DOLLARS in the NEW BURLINGTON market, you’ll need to use IOWA’S NEW-EST radio station . . .

KBUR
BURLETON BROADCASTING CO.
BURLETON, IOWA
JOE DU MOND, Gen. Mgr.

Page 34 • July 14, 1941

WCKY The L. B. Wilson Station
CINCINNATI • 50,000 watts • CBS
FREE & PETERS, Inc., National Representatives
BROADCASTING • Broadcast Advertising
All the Army News

PACIFIC COAST Army Camp News is the title of a new weekly quarter-hour program launched on NBC Pacfic Blue stations. Frank McCune, commentator, is assisted by Victor Perrin, announcer, in relating what goes on in the army camps as told by draftees in their letters, as reported in the camp newspapers or by the public relations offices. Series is being written and produced by Ned Tollinger.

Some of Both

SINCE public surveys seem to show that some listeners like "hot" music and others like it "sweet," Joe Rines, musical director of WMCA, New York, has arranged a weekly program "Sweet & Hot" which offers samples of music in its various styles and announces for listeners other musical shows on WMCA during the week.

INSTRUCTION AT WSB

College Students Are Given Practical Training

ACCEPTING outstanding Georgia college students as fledgling radio men, WSB, Atlanta, has set up a systematic program of apprentice instruction. Under the plan, instruction is given in announcing, production, writing, dramatics, sports and special events, news-casting and commercial radio. In previous years WSB brought in apprentices to learn radio, but no definite system of instruction was employed.

Two students already have started their six-week course of instruction—Mark Waits, of the U. of Georgia, and Robert Finkelestein, of Georgia Tech. Classes are held each morning for one hour, with a different subject studied each day. Outside assignments are given. Attendance at certain programs is compulsory.

Staff members acting as instructors are Bob Pollock, announcing and production; Elmo Ellis, writing; Madelina Chase, dramatics; Marcus Bartlett, sports and special events; Walter Paschall, news editing and presentation; John Butler, commercial radio.

Radio Aquas

DOCUMENTS certifying that the recipients were captains of the Aquatennial celebration held in Minneapolis this year have been sent on the suggestion of Earl H. Gammons, manager of WCCO, to William S. Paley, Niles Trammell, Neville Miller, H. V. Kaltenborn, Elmer Davis, Paul Sullivan, Eric Sevareid, Kate Smith, Stephen Early, Paul White, Fred Allen, Bob Hawk, Jack Benny, Bob Hope, Edgar Bergen, Louis Rupepi and Harold Rough.

Ed East’s "Breakfast in Bedlam" pulled 29,473 responses in one week!

Are people wide awake enough at 7 A.M. to respond to a radio offer? But...definitely!

Ed East’s "Breakfast in Bedlam" has long been a favorite with the "early birds" who live in the World’s Richest Market. But even we were surprised when 29,473 people wrote in for a four-page newspaper about the program. We had to print three editions to take care of the demand! And we had to hire five extra people to get them out. This response is still another amazing indication of "Breakfast in Bedlam"'s audience size and responsiveness.

It’s concrete evidence that Ed East’s "Breakfast in Bedlam" has "what it takes." He can sell your product as he has sold dozens of others. May we show you how?

You may buy 15-minute units, 30- or 60-second live announcements, or 1-minute transcribed announcements in "Breakfast in Bedlam" 7 to 7:55 A.M., Monday through Saturdays.

Represented Nationally by NBC Spot Sales Offices

NEW YORK CHICAGO SAN FRANCISCO BOSTON CLEVELAND
DENVER HOLLYWOOD WASHINGTON

WJZ

NEW YORK

50,000 WATTS • 770 KV

Key Station NBC Blue Network

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In most cities it's estimated that 10% of the people are away during each of the summer months.

But, with the steady mounting flood of newcomers, due to the tremendously expanding government defense program, and parallel rising business activity, Washington actually will have MORE people here during this summer than were here during the past winter season which hit an all-time high.

So really, there's no vacation period in Washington this summer. And that's another good reason for you to switch now to WRC—the station thoroughly covering the 1,000,000 people, with 2,000,000 Pocketbook Power, in the Washington Trading Area.

Remember, these thousands of newcomers, from all over the country, are furnishing new homes, getting new clothes, laying in new supplies, forming new buying habits. You ought to begin now to tell them about your PRODUCTS through WRC.

980 Kc. 5000 Watts
NBC—Red Network
Trans-Lux Building, Washington, D. C.

Reserve Your Copy of 1941 Iowa Radio Audience Survey

NOW

Reserve Your Copy of 1941 Iowa Radio Audience Survey

NOW

Conducted by Dr. H. B. Summers of Kansas State College, the 1941 Iowa Radio Audience Survey is an authoritative study. It tells virtually everything you need to know about Iowa and Middlewest radio listener habits—furnishes a means by which you can scientifically check almost all your advertising plans in this section. Write for it. No cost or obligation.

Address Dept. B
STATION WHO
DES MOINES, IOWA

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Broadcast Advertising
BROCHURES

NORTHERN BROADCASTING Co.
Folder with coverage maps based on the CBS coverage marked on stations
CKL, Kirkland Lake, Ont.; CKGB, Timmins, Ont.; CFCH, North Bay, Ont.; CKRN, Rouyn, Que.; CKVD, Val D'Or, Que.

NHC-Red—Buff-colored booklet, “A Bit of Sunshine”, telling in words and pictures the story of the Refugee Children’s Hour.
KOY, Phoenix—Two-color, 20-page, promotional booklet, inserted in color line folder, headed “KOY, Phoenix, Key Station, Arizonia Network.”
CUN-Pacific Network—Four-page piece pointing to the value of program testing.

NBC Hollywood—Pocket-size cartoon and photograph illustrated booklet relating advantages of participation in Art Baker’s Notebook on NBC-Pacifie Blue.

KPVR—Bismarck, N. D.—New 24-page booklet with pictures of the station’s staff, X2C stars and the station equipment.

UNITED PRESS—Folder on UP covers of Latin America.

WSYR, Syracuse—Survey on how 128 products sell in the Syracuse area.

Ben Polin a Hero
BEN POLIN, CBS Hollywood photographer, was the hero in a dramatic rescue on July 6 when he swam across rip-tide at Manhattan Beach, Cal, to the aid of a drowning man, bringing him safely ashore.

GIANT GRAB BAG. 14-foot replica of the sponsor’s six-bottle package, stands on the stage of Baltimore’s Hippodrome for the Monday night Arrow Grab Bag Quiz sponsored on WBAL by Globe Brewing Co., Baltimore (Arrow beer). Quizzes win prizes such as electric toasters, radios, clocks, etc. and get them by pulling strings on the big bag. When a contestant fails to answer Bill Harsen’s questions, cash is dropped into a jackpot which eventually goes to any Marylander whose automobile number is drawn during the big beer bag at left during the program.

Precise Sounds
BEFORE CUTTING a new series of vacation travel spot announcements, released on a number of California stations, Southern Pacific Co. commissioned Photo & Sound, San Francisco transcription firm, to take a portable recorder along their right of way and transcribe authentic sound effects. Western railroadmen and fans had complained that the stock sound effects featured only eastern type locomotives.

Fox Furs Drive
I. J. FOX Inc., New York (furs) on July 20 will begin the largest spot announcement schedule in its history to advertise its two annual fall sales—the August fur sale and the yearly anniversary sale. There will be a total of 600 spots weekly on 12 stations in New York and the surrounding areas during the 24-week campaign. Tentative station list includes: WMCA WNEW WHN WHOM WOR WINS WATV WGRP WCAP WFAS WGBK and WBRB. Account was placed directly through Lew Kashuk, advertising director for the firm.

More Breweries Adopt Brisacher Disc Series
A GROUP of new advertisers, cooperatively sponsoring the barrel of Furs, transcribed program, has been announced by Emil Brisacher, president of Brisacher, Davis & Staff, San Francisco, owners of the show. Peter Hand Brewery Co. on July 11 began sponsorship of the program on WBEM, Chicago, through Mitchell-Faust Adv. Co.; Brewing Corp. of America, through Hubbell Adv. Agency, Cleveland, has added WIBX, Utica; WJTN, Jamestown, N. Y.; WMKN, Mari- 

Just our luck—RAIN!
Did you hear about our venture into the lecture field? Brought William L. Shirer, CBS news man, to Kansas City—promoted the appearance by KMBC spots exclusively. Probably would have done nicely, but torrents of rain drenched us the day and night of the lecture.

But we did have 6,700 paid admissions, anyway—and this was by far the biggest paid lecture crowd in Kansas City history. So we weren't too disappointed.

WANT CROWDS? USE KMBC!

KMBC
FREE OF KANSAS CITY
FREE & PETERS, INC. • CBS BASIC NETWORK

BROADCASTING • Broadcast Advertising  July 14, 1941 • Page 37
Radio Advertisers

R. C. WILLIAMS & Co., New York, has signed to sponsor John H. Kennedy's commentaries now are sold all five weekdays. Williams sponsors Monday, Wednesday, Thursday, Friday and Saturday on "Syrup's Roundup," and on the first program it was John Alden, company's v.p., with Frances Scott, mistress of ceremonies. Program is titled "What Burns You Up?" and has to do with pet peevs and embarrassing moments. It is placed by the Lawrence C. Combines Adv. Agency, New York.

CATE:McLAURIN Inc. (Siegeling tire distributor in Southern states) has begun sponsorship of the three-weekly, morning program "Widowhikes" by Byron Parker on WNB, Columbia.

VITAGRANE FOODS, Toronto, (cereals) on July 1 started spot announcements three times weekly on seven Ontario stations. Account was placed by F. H. Hayhurst Co., Toronto.

A. B. DAVIDSON & Co., Toronto (investment brokers) has started twice-daily dramatized spot announcements five times weekly on Ontario stations. R. C. Smith & Son, Toronto, placed the account.

ARIZONA BREWING Co., Phoenix (beer) placed direct, is currently sponsoring a daily five-minute Spanish language newscast on KYW, that city. Funder's Cash Lumber Co., Phoenix, also sponsors a daily early morning five-minute newscast on that station.

AAA Market Data

AMERICAN ASSN. of Advertising Agencies has released volume X-a of Market & Newspaper Statistics, dealing with the 44 cities over 100,000 populations in the U. S. and Canada in which newspapers were audited to Sept. 30 and Dec. 31, 1940. Included in the volume are latest figures on population, number of occupied dwellings, unit, income tax returns, audited newspaper circulation, line, retail rates, general rates, the differential between retail and general rates, and an analysis of those sections of ABC. Audit Reports which deal with circulation inducements.

WKST, New Castle, Pa., has appointed International Radio Sales Inc. as exclusive national representative.

FOR FOOD

......FOR THOUGHT

$25,120,000

WMBG—the Red Network Outlet in Richmond—serves an area whose yearly food bill is $25,120,000. When you can talk over WMBG to an audience—and the Red Network assures you this audience—that buys 25 million dollars' worth of food a year—and do it at a fair rate it is food for thought and dollars for food.

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

National Representative—John Blair Company
THE VOICE MAY BE FOREIGN . . .
BUT THE HEART CRIES FOR FREEDOM

★ WE QUOTE FROM CHAIRMAN FLY:

"In my opinion foreign language broadcasts are of considerable value . . . These programs have an important place in the lives of foreign-born citizens and residents . . . In particular, I wish to concur in your opinion that these broadcasts can play an important role in the Americanization process." (Excerpt of statement taken from N. A. B. report by James Lawrence Fly, chairman F. C. C., Washington, D. C.)

★ TO SUCH HIGH IDEALS OF DEMOCRACY WE HEARTILY SUBSCRIBE

WHOM
1480 Kilocycles
FULL TIME OPERATION
29 WEST 57TH ST., NEW YORK
Telephone Plaza 3-4204

AMERICA'S LEADING FOREIGN LANGUAGE STATION

AGENCY

APPOINTMENTS

INTERNATIONAL SALT Co., Scranton, Pa.; to J. Walter Thompson Co., N. Y.
ALBERS BROS. MILLING Co., Seattle, to Lord & Thomas, San Francisco.
ALTORFER BROS., Co., E. Peoria, Ill., to Cramer Krasselt, Milwaukee.


JOHNSON PRODUCTS Co., Westport, Conn. (athletic remedy), to Redfield- Johnstone, N. Y. Said to use radio.

PAN AMERICAN COFFEE BUREAU, New York, to Buchanan & Co., N. Y.

Wool to Critchfield

MORRISON WOOD, former radio director of the Chicago office of Erwin, Wasey & Co., has joined Critchfield & Co., Chicago, as radio director succeeding M. E. Blackburne, resigned. Mr. Wood in addition to other duties will supervise the Musical Steelheaders sponsored on NBC-Blue by Wheeling Steel Corp.

Tom Lewis in Charge

TOM LEWIS, in addition to his duties as manager of the Young & Rubicam radio department in New York, has been placed in charge of all radio production for Y&R shows on the West Coast. The move is in line with the marked increase in the number of Hollywood originations planned for this fall, according to an announcement by T. F. Harrington, Y&R vice-president in charge of radio. Mr. Lewis will divide his time between New York and Hollywood.

Join B-S-H Chicago

RECENT ADDITIONS to Blackett-Semple-Hamnett staff in Chicago include: Charles A. Wolcott, for ten years in charge of sales and service for Daniel Starch, New York, with general supervision over the media, research, merchandising, marketing and copy testing activities of the agency; Carl S. Brown, for two years president of Son De Regger & Brown, Des Moines, in an executive capacity; Thomas J. Grant, for five years a copywriter of Euthraff & Ryan, Chicago, in the same capacity. Son De Regger & Brown will operate under direction of Mr. Brown's partner L. S. Son De Regger.

CARROLL CASE, former freelance writer, has joined Air Features Inc., New York, radio production subsidiary of Blackett-Semple-Hamnett, to handle first editorial work formerly under the direction of Mildred Fenton, who recently joined Ted Bates Inc., New York, in charge of daytime programs.

TOUCHDOWN, Chicago radio director of the Chicago office of Erwin, Wasey & Co., has joined Critchfield & Co., Chicago, as radio director succeeding M. E. Blackburne, resigned. Mr. Wood in addition to other duties will supervise the Musical Steelheaders sponsored on NBC-Blue by Wheeling Steel Corp.

BRUCE MILLAR, for seven years assistant to the director of public and stockholder relations of General Foods Corp., has joined Benton & Bowles where he will specialize in public relations work and will continue to be in touch with the General Foods account.

J. CARL BLANKE, formerly of the New York Post-Paparazzi Weekly, has joined Burton Brownie Inc., Chicago agency. During 1940, Mr. Blanke was chairman of the Chicago Junior Advertising Club and this year he will become secretary of the National Junior Advertising clubs.

PAULINE VIGERS, after an absence of a year, has rejoined Buchanan & Co., Los Angeles, as account executive. Mrs. Vigers, an ex-copy writer of Edmond J. Robinson Adv. Co., that city, has joined Buchanan & Co.

HILDA L. MILLER, timetender for KGW & KOIN, formerly engaged to marry John Cartwright Harr, of Benjamin Rand Inc., that city.

Open Chicago Office

CALKINS & HOLDEN, N. Y., has opened a Chicago office at 333 N. Michigan Ave. Mr. S. W. Calkins, merchandising consultant, has been named manager, and Wallace Jones, who has been associated with Mr. Swenson for a number of years will handle production. Ray A. Washburn, formerly account executive, has joined the agency. The agency, based in Chicago, will serve in the same capacity. Telephone: Randolph 3831.

Ferguson Renominated

NEARLY three months in advance of the election term, Galvin and S. Ferguson, veteran member of the Federal Trade Commission, last month was renominated by Presidt Roosevelt to serve another seven-year term from Sept. 25, 1941. Commissioner Ferguson, a native of North Carolina, has served on the Trade Commission since 1927 and has been its chairman three times.

J-W-T Shifts Producers

J. WALTER THOMPSON Co has shifted producer assignments on two major radio programs, Music Hall sponsored by Kraft Foods Co., and the weekly Lorne Greene radio series, "Robinson Rundown," sponsored by the National Broadcasting Co.

New Trial Ordered

APPPELLATE Division of New York Supreme Court recently unanimously reversed a decision of the Supreme Court and, ordering a new trial, ruled that the voice ideas of a radio script had been plagiarized in connection with the 8:30 P.M. broadcast entitled "Alonzo Cole, writer and radio director, against Philip H. Lord Inc., radio production firm.
California PTA Group Finds Children Prefer Programs Directed to Adults

BY AND LARGE, children don't like juvenile radio programs. But they do like Jack Benny, Fibber McGee & Molly and Bob Hope. These facts were revealed recently when the 10th District, California Congress of Parents & Teachers, under the direction of Mrs. J. Sherlock Hewitson, radio chairman, released an exhaustive survey made among children from the fourth grade through high school to determine the reaction of radio programs.

Of 15 ranking shows favored by students in the fourth to sixth grade group, only five could be classified as children's shows. Of 1,299 queried, 138 favored quiz shows, six operas. The top 15 ranking shows in order of preference were: Lone Ranger, Capt. Midnight, Blondie, Shafter Parker, Jack Benny, I Love a Mystery, Fibber McGee & Molly, Bob Hope, Superman, Aldrich Family, Jack Armstrong, Lux Radio Theatre, Big Town, Gang Busters and Orphan Annie. It was noted that in this list no musical or educational programs appear.

Reasons for Choices

In asking 500 children why they liked their radio programs it was learned that 300 said because of mystery, excitement and adventure; 123 for comedy; 20 for music; 29 for education or patriotism; seven for drama. Of 512 youngsters, 299 said that nothing on the radio made them afraid and 92 said they were frightened at times. Suggestions for future programs were stories and plays about the lives of famous explorers, people and adventures, favorite stories made into plays, adventures of a boy and girl on a trip around the world and stories about events in history.

By the time the child has reached junior high school the juvenile program is "out" and drama and music have come into prominence. Jack Benny and Bob Hope, in this classification, move up to first and second place, respectively, but Fibber McGee & Molly drop back one place to eighth position.

Of 3,285 junior high school students questioned, 1,412 listed Jack Benny as their favorite comedian, while only 371 preferred Fred Allen. It was found that in this age group, the favorite listening period was between dinner and bedtime. Of 4,584 elementary and junior high school students in the survey, only 1½ had no radio.

In the high school classification, the variety show type of program continued to lead.
ULTRA-MODERN FACADE of the newly-occupied home of KSCI, in downtown Sioux City, Ia., was largely the design of Miss Elizabeth Sammons, daughter of the publisher of the Sioux City Journal, operator of the station. Its dedication June 28 drew more than 6,000 visitors. Mahogany porcelain tile with buff trim on the first floor, matched with matching brick and white mortar on the upper portion, are the color motifs. Windows are trimmed with chromium and have mahogany awnings. Signs are neon. The building contains three air-conditioned studios, offices and spectators room on first floor, and a four-part, full-sounding, rehearsal and lounge rooms on the second.

Fencing Challenge

CALLING themselves the fencing champs of radio, the team of WIBG, Glenside, Pa., challenges any other claimants in the business. Two announcers comprise the WIBG squad—Roy Neal, former U of Pennsylvania swordsman, who holds 13 State titles, and Bill Manns, who fenced at Temple U and is co-holder of the Eastern Inter-Club title.

WHO, Des Moines, will hold Sept. 29 its third annual Corn Bowl plowing match on a farm six miles south of Altoona which will be sponsored by the station. The event is expected to attract 12,000. A professional class restricted to winners of past contests will be featured in addition to the regular plowing match for which WHO donates the $500 first prize.

APPROXIMATELY two score San Francisco Bay station announcers, artists, announcers and producers are to leave San Francisco July 18 for the annual Radio Day at the Salinas Rodos in Salinas, Calif. They will travel in a bus to the rodeo city where Gene Autry will be guest of honor.

A book containing 21 worth of stamps, and accompanied by a letter from C. Meredith, owner and general manager of KBEH, Ltd., was given to each emcee of that station on July 4.

WMT, Cedar Rapids, has arranged a daily quarter-hour program in which the effect of national defense on Iowa as determined by service organizations and others invited to participate in the broadcasts.

CNNS, Uniontown, Pa., has opened studio in the nearby town of Clarion. A one-hour dedication program marked the opening of the new studio July 2.

WLEC, Cleveland, was linked July 4 to the Cleveland Police Radio system for a 45-minute traffic control program from three points in the downtown area. Seeking to alleviate congested holiday traffic microphones were placed at the base of the Terminal Tower; in a mobile unit at Lake-side Ave. and E. Ninth St.; and at a rooftop observation point on Cleve-land Stadium and announcers, guided by the instructions of the police department, directed motorists in the crowded sections through their auto radios.

THE MUSKERS, dramatic group of WJH, Detroit, was chosen by CBS to represent the Midwest in the New Education Fellowship, an international conference of the Progressive Education Association, to be held July 9-12. The association sponsors new methods of teaching and is interested in radio in education.

WFAA and KGKO, Dallas, reported a registration of 4,000 visitors from 21 states, the District of Columbia and Mexico, during the first week after the formal opening of the new penthouse studios. In addition to the distribution of free souvenir folders and a 20-page special edition of the Dallas Morning News, a party with the visitors as contacts was offered daily from one of the new studios.

WJR, Detroit, a part of its Selectees "HI program has dispatched Larry Payne and Jerry Pettit along with two announcers to Louisiana, where they will record interviews with Michigan men stationed in that area. While there they have already visited Fort Custer, Fort Sheridan and Fort Leonard Wood.

WTAG, Worcester, Mass., is presenting a new form of broadcast in which leading speakers offer differing views on current problems facing the nation. A major portion of the program is devoted to answering listeners questions.

Kraft WINS Contest

REYNOLD R. KRAFT of the NBC Red-Net unit, topped all members of Red sales in a contest to guess the number of replies to an offer made on NBC radio. Mr. H. Phillips Chemical Co., for free Milk of Mag-nesia tablets. The offer was made on another time, on WJR, Detroit, and five times on KQGN, Red. All members of the Red sales force, from Vice-President Roy C. de Witt on, entered the contest. Kraft received a framed original of one of the "Alice in Spoonsland" drawings as a prize.

STANDARD BRANDS Inc., New York (Fleischmann's Yeast), will present I Love a Mystery on NBC-Blue at the beginning of October.

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Broadcast Advertising
GE TO CONTINUE VIDEO PROGRAMS

BROADCASTING of original television programs over W2XB, General Electric station at Schenectady, is to be resumed with greatly increased transmitting power upon completion of the new studio building and changes in the transmitter to incorporate the new standards with a few weeks, according to Robert R. Peare, GE manager of broadcasting.

Power at the transmitting station in the Helderberg mountains, 12 miles south of Schenectady, will be increased from 5,000 to 20,000 watts for sound and eventually from 10,000 to 40,000 watts for scene transmission. Locally originated programs, discontinued last December after 18 months of experimentation, will be both live and film.

Since December GE telecasting has been confined to the retransmitting of NBC programs originating in New York by means of the relay and transmitting stations in the Helderbergs. These rebroadcasts were discontinued temporarily as of June 30 to permit changing the transmitting equipments to conform to the new picture and sound standards established by the FCC.

W2XB had been telecasting under an experimental license in Channel 3 and expects to apply for a commercial license in this channel. With completion of the changes GE is planning to enter the commercial telecasting field with a minimum schedule of 15 hours per week. GE receiving sets in the Albany, Troy and Schenectady area served by W2XB and in metropolitan areas served by other television stations will be adapted to the new standards.

NEWSTEN in time signals is this test version sponsored on July 1 when commercial video got under way on WNB, New York, NBC station. The camera is focused on a large clock with a moving second hand. These signals will be shown six times a week for 13 weeks, under sponsorship of Bulova Watch Co., New York.

Inside Television

INSIGHT into television problems was supplied by CBS last Tuesday on a special half-hour visual program, The Boys in the Backroom, on WCBW, CBS television station in New York. From its new television studios in the Grand Central Bldg. CBS presented appear-}
ances by Gilbert Seldes, CBS director of television programs, along with members of the production and engineering staffs, all with a word on their special functions and problems. The Backroom telecast may be repeated soon, according to CBS.

Jurisdiction Issue

FACING TELEVISION

Unions at Standstill Pending Settlement of Problems

ALTHOUGH moves to unionize talent and the production end of visual broadcasting have stalled, pending determination of a jurisdictional problem between the American Federation of Radio Artists, Actors' Equity and Screen Actors' Guild, technical staffs now are substantially in the union fold.

IATSE Agreement

CBS on July 3 worked out an agreement with Associated Broadcast Technicians Unit, of the International Brotherhood of Electrical Workers, which in effect applies to technicians of CBS's television station, WCBW, the same agreement covering CBS broadcast technicians since 1937. The ABTU agreement, retroactive to July 1, is identical with the earlier broadcast agreement except for addition of a new employee classification—television technicians' helper

Both NBC and CBS recently announced a mid-June working agree-

ment with International Alliance of Theatrical Stage Employees, covering property men, carpenters and lighting technicians employed in television operations. NBC's technical video employees have been covered for several years through their own union, National Asso. of Broadcast Engineers & Technicians.

No meetings or other definite action have been scheduled to iron out the problem of representation for talent and production employees, although this is a matter sure to develop long before, with television at last operating on a commercial scale. The initial move to cover these employees was dropped about a year ago at the time the FCC rescinded its order authorizing 'limited commercial' operation of television.

Both Equity and SAG at the moment are inclined to await participation by AFRA before trying to untangle the jurisdictional snarl that developed early during the initial negotiations. It is believed the three will get together as soon as possible, when the WKRC-AFR replica strike situation eases up, to adjust their differences and resume conversations with video operators.

IBEW NEGOTIATES NORTHWEST PACTS

BROADCAST division of International Brotherhood of Electrical Workers in the West announces it has established a broadcast unit in Medford, Ore., which has all of Oregon outside of Portland in its jurisdiction. A drive is now under way to sign stations.

Five agreements came up for their first renewals in Washington. In Seattle the $210 per month has been established as a minimum wage for technicians and $240 per month for chiefs. Tentative agreements have been reached with KVOS, KXXO and KPQ estimating a scale of $190 per month for stations of less than 1 kw. outside the metropolitan area.

In San Francisco KSF0 is operating under a new agreement with IBEW. The new contract provides $50 per week for six months and $60 per week for the balance of the contract, which became effective July 1.
**Technical Efficiency**

Alert Chief Engineers are encouraging CREI training for their employees—for it means:

- **Step-up of individual efficiency**
- **Increased personal worth to station**
- **Additional technical ability**

Yet, men who devote their own money and spare-time toward improving their technical ability through CREI training are an asset to any station.

In our entire 14 years the CREI home study courses have been written and planned exclusively for the professional radioman to enable him to improve his technical ability and to be in a position to assume added technical duties.

The remarkable achievements made by CREI men throughout the broadcasting field are convincing testimony that our efforts, properly confined to this one important course in Practical Radio Engineering, have been of real value to radio in training better engineers. The fact that radiomen in more than 400 broadcasting stations enrolled for CREI training to increase their ability proves this point.

Chief engineers fully recognize the need in radio for men with modern technical training, and many welcome regular reports concerning students’ progress. (Reports of student’s enrollment and progress are made to employers only upon the direct request of the employer.)

For example, a Chief Engineer of one of the large broadcasting chains writes: “We are happy to know that CREI men are stepping up to improve their technical knowledge.” Another engineer writes: “I shall be glad to have you keep us in touch with your progress as he seems to be very much interested and it is a very worthwhile undertaking.”

We, at CREI are proud to add our contribution to broadcasting by training men who are equipped to fulfill your demands. Perhaps a recommendation of our home study courses to your associates might be as appreciated by them as it would be by us. May we send you our booklet and complete details?

_Serving the Radio Industry since 1927_

**CAPITOL RADIO**

**Engineering Institute**

E. H. RIETZKE, President

Dept. B-7

3224 Sixteenth Street, N. W.

WASHINGTON, D. C.
RCA's New Movies

RCA MFG. Co. has added sound motion pictures to its sales promotion campaign in Latin America, using two films, "Unseen Worlds" and "Good Neighbors," to supplement its 20 broadcasts a week in Spanish and Portuguese on NBC's shortwave stations, WRCB and WNB. The first picture deals with the electric microscope developed in RCA laboratories; the second shows RCA's plants throughout Latin America. Pictures will be shown in movie theaters.

WCAU Farm Programs Supplant Commercials

CHARLES SHOFFNER, recently appointed junior program director of WCAU, Philadelphia, has instituted two daily farm service programs for rural listeners. The time for both periods has been taken off the commercial availability schedule.

The station has taken 15 minutes out of the 5-7 a.m. daily program sponsored by Consolidated Drug Co., Chicago, and has turned it over to Mr. Shoffner for a farm service program giving market reports, farm aids and sundry information. Also withdrawn from sale is the 4:15-4:30 p.m. period each afternoon during which Mr. Shoffner conducts the "Fairfax" Information program, affording a public exchange of ideas on topics of general interest. Mr. Shoffner also continues his Saturday Farm Journal.

-help wanted and situations wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPITALS.

Situations Wanted (Continued)

12 Years' Radio Experience—Including network production, announcing and station management. Will consider sound permanent connection with radio agency or station. Inquires kept confidential. Address Box 660, BROADCASTING.

Widely Experienced Agency Radio Man—Now employed as account executive seeks position with agency, station or representative. Woman, 36, well written, box 676, BROADCASTING.

Do You Have Genuine Opportunity—For experienced salesman now in health? Seven years' radio experience; one year continuity, four years sales major network station, two years commercial manager small network affiliate. Age 34; married, five references. Wants sales job large station or commercial manager small station. Prefer West, can come for interview. Box 681, BROADCASTING.

Wanted to Buy

Required Complete Equipment—for 1kw station. Open for offers on stations on all modern used equipment. Box 691, BROADCASTING.

Want To Buy—Small Radio station in South. Advisor giving gross income, actual expense, price. RADIO 331 Bldg. Building, New Orleans.

Wanted—One 250 watt transmitter in good condition. Please state make, age, condition of transmitter and price. Write Box 693, BROADCASTING.

VOICE OF COLORADO

Editors Form Basis of
New KZL Program

COORDINATING the world's two greatest news and public opinion digest media, Colorado, Denver, is producing a 30-minute weekly program, Colorado Speaks, in which outstanding editors of the week in Colorado newspapers are presented by the news staff of the station. Approximately 200 newspaper offices daily and weekly submit material to KZL and a close balance is used in editorializing for and against major issues is attempted.

To break the serious vein of today's grimmer editorial aspects, witty paragraphs of various editors are inserted into the broadcast. Each week via transcription a guest appearance is made by a different editor who presents his editorial of the week personally.
Shepard Is Named to Serve as Chairman Of NAB National Radio Defense Group

APPOINTMENT of a National Radio Defense Committee of the NAB, to collaborate with Governmental defense agencies in future planning, was announced last Friday by NAB President Neville Miller. The committee was appointed pursuant to a resolution adopted at the NAB convention in St. Louis May 12-15.

John Shepard 3d, Yankee Network, was named chairman of the committee, which is scheduled to hold its first meeting in Washington Tuesday and Wednesday of this week. Other basic committee members are Ben Ludy, WIBW, Topeka; Leo Fitzpatrick, WJR, Detroit; H. Vernon Anderson, WJBO, Baton Rouge; A. J. Fletcher, WRAL, Raleigh.

NBC and CBS have not yet formally named their representatives but they are expected to be F. M. Russell, NBC Washington vice-president, and Harry C. Butcher, CBS Washington vice-president.

District Liaisons

In addition, Mr. Miller has asked the 17 district directors to designate a broadcaster in each district to serve as field liaison representative for the committee. District members, however, will not attend the Washington conferences regularly.

At the initial sessions, it is expected the committee will meet with public relations and radio officials of the Army and Navy as well as other Governmental agencies identified with defense.

With the increased defense tempo, the NAB convention, based on recommendation of its board of directors, had decided upon appointment of such a committee. Ed Kirby, public relations director of the NAB now on leave as radio chief of the War Department public relations branch, originally had urged creation of such an industry committee.

SUMMER SCHEDULE

ARRANGED BY FCC

ALTHOUGH no definite plans have been announced, it is indicated the FCC during the summer months will go into quiescence, with no schedule of meetings and employing the same less-than-quorum procedure followed in previous years. Chairman Fly at a recent press conference said the FCC will hold "frequent, if not regular meetings."

No regular schedule for meetings is likely, and meetings may be held and actions taken without presence of a quorum. All sections, however, are subject to ratification by the full FCC.

The principal proceeding is the newspaper ownership hearing, set for July 23. The Commission would sit en banc on this matter. It is believed this proceeding may be postponed again, however, probably until Sept. 15.

Few of the six commissioners have formulated any definite plans for their summer activities. Commissioner Case was expected to return to his office about July 8 after a short time at his summer home on Narragansett Bay. Commissioner Wakefield, scheduled to preside at a telephone hearing in Hoquiam, Wash., on Aug. 18, may leave early in August for a brief visit on the West Coast, it is understood. He will return to Washington via St. Paul, where he plans to attend the meeting of the National Assn. of Railroad & Utility Commissioners on Aug. 26. Commissioner Craven is vacationing in New Jersey for the next few weeks, but plans to return to Washington for any important proceedings.

FAT MAN’S MIKE used in NBC Chicago studios. Because NBC engineers claimed the network’s biggest wordmen couldn’t get close enough to the mike to do their selling jobs properly, they rigged this stand up for Announcers Michael Roy (white coat) and Ed Wilson.

Lorillard Switch

P. LORILLARD Co., New York, sponsoring Don’t Be Personal on 7 CBS Pacific Coast stations, Sunday, 8:30-9 p.m. (PST), for Sensation cigarettes, on July 5 switched the product to Beefheart cigarettes. A contest for men in military training offers $15 for prize-winning letter of the week relating camp incidents. Agency is Lennen & Mitchell, Hollywood.

RUDY VALLEE PRESENTS Inc., new Hollywood talent agency, has filed articles of incorporation with the California Secretary of State. Concern plans to issue 100 shares of common stock. Listed as directors are Ted Lessner, Maurice Lowy, Claire Lesser and Rudy Vallee, star of the NBC Rudy Vallee Show sponsored by National Dairy Products Corp. (Securities).

CKCR, Kitimat, Ont., has appointed Stovin & Wright, Toronto, as exclusive representative for Canada as of July 15.

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Free Speech Acts Of FCC Approved

Civil Liberties Union Likes Network Monopoly Report

Support of the FCC's attitude on free speech, as reflected both in the Network Monopoly Report and in an opinion involving WAAB, Boston, was voiced by the American Civil Liberties Union in its review of the year, issued last week.

In a chapter devoted to censorship, the Union cited that radio, as the single greatest instrument of free speech, has been strengthened not only by the two-year-old code of the NAB, but was reinforced by an order of the Commission directed to WAAB, whose license "was challenged on the ground of favoritism" in the discussion of public issues.

"The Commission," contended the report, "held that a station is operating in the public interest only if it affords equal facilities to all sides of controversial questions.

Political Rights

"Even more important from the point of view of long-range effect on free speech was the Commission's monumental report on the monopoly practices of national networks. Diversity in ownership and control is an obvious requirement for greater freedom on the air; and the Commission directed its order to restore a greater degree of freedom and competition. The Commission also insisted, during the political campaign, that candidates for national office must be afforded equal facilities even in States where their parties were not on the ballot."

In what it described as a "Balance Sheet of Civil Liberties," the Union commented that the FCC's report in the WAAB case, the monopoly report and the FCC action in "insisting on the rights of candidates in the national election to equal facilities on the radio, even in States where national candidates were not on the ballot."

C. L. MENSER, NBC New York production manager, is currently in Hollywood for discussions on added summer replacement shows.

PHOTOGRAPHS ON PAGE 10 in same (1 to r) order show: 1. Wilbur Eckelberg, general sales manager of Don Lee Broadcasting System, who enlisted in the Marines in April, 1917 and was sent to Paris Island and Quanto, for training; in September he was in France, seeing action for two years, on the Chateau Thierry, Meuse-Argonne, Chateau St. Mihel and other fronts and being mustered out in August, 1919 as a second lieutenant. 2. Homer Fickett, New York BBDO producer of DuPont's Credence of America, who was stationed during the war with the Marine Aviation Corps at Ponte Delgada, Azores. 3. Owen F. Bridge, assistant general manager of WJR, Detroit, who joined up in April, 1917, went overseas the following December and for 23 months was brigaded with the British during the Ypres and Somme offensives; he was mustered out a first lieutenant.

Shortages (Continued from page 10)

said, is particularly true of small manufacturers.

A rise in the price of sets, caused by the shortage in material and rising costs, is also predicted. Some estimates place the increase at 10% but this is regarded as high by RCA officials.

A curtailment of 25% already is contemplated under the 12,000,000 sets produced last year by the major manufacturers. It is felt the curtailment will go much higher because of material shortage.

Set Industry Worried

If radio set manufacturers are unable to obtain aluminum within a short time, the entire industry will be at a standstill by October, according to Paul V. Galvin, vice-president of the Radio Mfrs. Assn., and chairman of the Governmental relations and priorities committee of the RMA.

Mr. Galvin, who is president of the Galvin Mfg. Corp., Chicago (Motorola), stated that "FCC Commissioner Fly, concerned over the shortages, has a sympathetic understanding of both the problems of the OPM and in the industry, and is cooperating with James S. Knowlton, president of the RMA, in an effort to ease the situation." (Mr. Knowlton is president of Stewart-Warner Corp., Chicago.)

The industry has substituted various metals for aluminum", Mr. Galvin said, "including the use of alnico, an alloy of steel, scrap aluminum, and nickel, which is now being used for magnets in the permanent magnet speakers. Last year, the industry used 4,000,000 pounds of aluminum, but this year, through the use of substitutes, the industry will use only 10% of that, or about 400,000 pounds. However, the metal is badly needed for the electrolytic condensers, and no substitute has been found that has the electro-chemical qualities of aluminum essential in the condensers."

"But far more serious to the broadcasting industry," Mr. Galvin said, "is the inability of tube manufacturers—of which there is only a half-dozen in the United States—to obtain nickel and tungsten. The tube manufacturers are rapidly depleting their inventories, and will have to shut down in the fall if unable to obtain the metals."

In the meantime, the set manufacturers are tapering production while waiting for word from OPM, and the greatest backlog of orders in the history of radio manufacturing is steadily piling up.

Video in New York

SEEKING listener opinion on programs, WNBT, NBC's television station in New York, mailed a folder postcard with attached business reply card listing the station's entire schedule for the week. On the reverse of the reply card is a ballot listing each program with the request to classify as either excellent, good, fair or poor.

PACIFIC COAST Broadcasting Co., proposing to apply for a 30,000-watt station at Pasadena, has filed articles of incorporation with the California Secretary of State in Sacramento. Director of the company, which was authorized to issue two classes of stock with an aggregate par value of $75,000, are J. Frank Banks, president of KFVD, Los Angeles; Paul J. Smalley, Jr. and Wayne D. Moon, commercial manager and auditor, respectively of that station.

NOW THEY LOOK LIKE THIS
See page 10

Available NOW!

our daily
SPORTS SPOTLIGHT
featuring
Bob Evans

6:15 P.M. Daily
Monday thru Saturday
A proven audience starring northwestern Ohio's most authoritative radio Sports reporter—

Wire your reservation.

TOLEDO
A Fort Industry Market

5,000 WATTS

WSPD
TOLEDO, OHIO

Coming Soon to

USYR
SYRACUSE

5000
WATTS
at 570 kc.

"The Perfect COMBINATION"

BROADCASTING • Broadcast Advertising

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present indication of a postponement request from the newspaper group, created last April to combat the regulations.

Harold V. Hough, Chairman of the Committee of Sydney M. Kaye, associate counsel for the group, were in Washington last Wednesday and Thursday with C. H. Sundberg, secretary of the committee, to complete arrangements for the inquiry, presumably to be conducted before the FCC sitting en banc.

It has been an open secret that Chairman Fly did not propose to postpone the hearings unless the burden was squarely upon the newspaper committee, and even then, because of the most recent developments, some doubt was expressed as to his action.

Chairman Fly has insisted that the hearings should be started promptly because of the hue and cry from the industry about the holding up of applications for both standard and FM facilities where newspaper-ownership is involved, however indirectly. Since promulgation of the inquiry order (No. 79) last March, the FCC has shunted to the pending file all applications for new facilities involving newspapers, save in a few instances which have been branded as discriminatory, but has authorized improved facilities in some cases with the proviso that they are subject to whatever policy actions the FCC might take pursuant to the inquiry.

On behalf of the Newspaper-Radio Committee, it was indicated it will state it is not ready to make an affirmative presentation on behalf of newspaper-owned stations on July 23, but intends to appear in the proceedings.

In Midst of Summer

The newspaper committee originally had requested a postponement of the proceedings from July 25 until Sept. 15. The Commission, however, granted an adjournment only until July 23. It was then presumed that, upon proper notice, it would grant another postponement since several members of the Commission have no intention of sitting through such proceedings day in and day out during the heat of a Washington summer.

Aside from calling upon all of the press associations, FCC investigators have visited such operations as Hearst Radio in New York; the Cowles stations headquarters in Des Moines; WDAF, Kansas City, owned by the Star; WSFA-WORD, Spartanburg, S. C.; newspaper owned; WTMA, Charleston, S. C.; owned by the News & Courier and Post; WCBA, Allentown, owned by the Call, among others.

In one instance, more than a week was spent examining files, including personal memoranda, contracts, news continuities, newspaper program listings and, in fact, everything having any bearing, direct or indirect, upon newspaper station operation.

Questions often ran to ridiculous extremes, it was reported. The investigators wanted to know who dictated the news broadcasts, whether advertisers had any degree of control over the content of the broadcasts, what personnel relationships with press associations, complaints against stations or newspapers, whether the stations had an "editorial policy" and a myriad other inquiries. Flies as far back as six years, including those stored away in attic or basement, were carefully perused.

But, according to one broadcaster, only such data that might be employed to show partiality, wrongdoing, unfair competition or public complaint proved of interest. In this particular case, the organization took the position it had nothing to hide and threw open everything.

Preparing the Data

The Newspaper-Radio Committee, it is understood, has a staff of nearly 40 preparing data for the hearings, based largely upon the results of a confidential questionnaire dispatched June 27, a day before the FCC questionnaire went out. The committee, with well over $100,000 already committed by newspaper-owned stations toward a budget of some $200,000, proposes an exhaustive presentation. Questionnaires were not due until July 10, and it was thought it would be physically impossible to prepare all of the data in time for presentation to the FCC July 23.

Thomas D. Thacher, former Solicitor General of the United States, is chief counsel for the committee, with Mr. Kaye and Abe Herman, of Fort Worth, as his associates. Unlike the FCC questionnaire, the committee asked no questions about program listings in newspapers, or other matters regarded as extraneous to the main issue.

The four-page questionnaire covered station ownership and history, including profits and losses for each year and physical investment; commercial policy, covering joint sale of newspaper space and station time or combination rates; news broadcasting, covering news services subscribed to; news program breakdowns, both commercial and sustaining; handling of news and commentators; and general policy of stations, relating to NAB code adherence on controversial issues, religious services, complaints, public service programs and the like.

In its preface, the committee said the survey was intended to portray a faithful picture of the effects of newspaper relationship on radio stations. "No matter how slight or tenuous the relationship," the stations were told, "it is imperative that these questions be answered fully. Whether your station is directly licensed to a newspaper, directly controlled by a newspaper through a broadcast corporation, or even if only as little as 10% of the stock is owned by any persons connected with any newspaper anywhere, your station is concerned."

Bosco Adds

BOSCO CO., New York (milk amplifier), on July 7 started Bosco Bandstand, a program of transcribed music, 8:30-8:45 a.m. EDT, weekdays, on KYW, Philadelphia. Also on that date the company shifted a program of the same name on KNX, Los Angeles, from 7-8 a.m. (PST), Monday and Wednesday and Friday, to 12-12:45 p.m. Monday thru Friday, Agency is Kenyon & Eckhardt, New York.

KINY, Juneau, Alaska, was authorized by the FCC last Wednesday to increase its power from 1,000 to 5,000 watts full time, subject to approval of transmitter and antenna site.
MBS Co-op Drama

FOLLOWING its successful 26-week sponsorship last spring on MBS of the Adventures of Bulldog Drummond, Howard Clothes, New York, on Sept. 28 will resume the Sunday night half-hour series on 8 Mutual stations, WOR, WFI, WAAB, WGN, WCAE, WEAN, WAGE and WTAG. It will be available for cooperative sponsorship on other MBS outlets. Norman Livingston, producer for the agency, Redfield-Johnstone, New York, is on a three-month tour to line up local sponsors. Cast for the Sunday 6:30-7 p.m. show will be the same as for the test period last spring.

Brewery Spot Test

HAFFENREFFER BREWING Co., Boston (Picklewick Ale) on June 23 started a test series of one-minute live spot announcements six times weekly for nine weeks on WFEA, Manchester; WKNE, Keene; WNLT, Laconia; WDEV, Waterbury; WWSR, St. Johnsbury; WCAX, Burlington, and WSBY, Rutland. If the test proves successful, the schedule will be expanded and transcribed announcements used in the fall, according to the agency, Albert Frank-Guenter Law, Boston.

Phila. Fight on Blue

FIRST of the bouts scheduled for NBC-Blue from Shibe Park, Philadelphia, under sponsorship of Adam Hat Stores, New York, will take place July 21 when Sam Tait and Bill Sten cover the 15-round lightweight battle between Sonny Angott and Ray Robinson.

English Joins NBC

MAURICE ENGLISH, until recently foreign correspondent in France and Spain for the Chicago Tribune, has joined NBC's international division to check news and comment for factual and objective content so that its uniformity will be assured when broadcast in six languages on NBC's shortwave stations. A graduate of Holy Cross and Harvard U, Mr. English worked several years with Time magazine and the Chicago Tribune before going abroad as a war correspondent.

DEFENSE production song written by Walter Craig, program director of WMAA, New York, has been submitted to the Office of Production Management at Washington as a suggested theme song for American industry. Mr. Craig's lyrics are sung to the music of Working Along Together, Robbins Music Corp., song, and are used on WMAA's series Democracy at Work.

Mutual Compares Network Payments

Cisler Compilation Basis of Relative Monthly Issue

CLAIMING a net monthly return over 350% greater than the net resulting to the station if it were affiliated with NBC-Blue, MBS last Monday released a "balance sheet" compiled by S. A. Cisler, general manager of WGRG, New Albany, Louisville, in which he compared figurative results of "what WGRG could expect to receive from MBS against NBC-Blue" figured on a $120 per hour rate, with 20 hours of time sold per month. The Cisler analysis showed a possible net revenue of $950.70 per month from MBS, compared with $96 from NBC-Blue.

The office of William S. Hedge, NBC vice-president in charge of station relations, declined to comment on the MBS comparison until an opportunity is afforded to study the analysis made by Mr. Cisler.

Deals Compared

According to the comparative breakdowns, based on a gross revenue for 20 hours of $2,400, the station would pay $600 for line charges, with no time given to the network, under the "Mutual deal"; while under the "NBC-Blue deal" it would pay no line charges but would give 16 hours free time to the network.

On the MBS side, after allowing a maximum volume discount of 50%, net revenue for the 20 hours would be $1,200, from which would be deducted $180 for 15% commissions, the $600 in line charges, $21 representing 3½% for MBS on the $600 figure, another $48.30 representing 11½% for MBS of the $420 remaining after agency commissions were deducted from the $1,200 net revenue—leaving a net return to the station of $580.

On the NBC-Blue side, NBC would take the first 16 hours free, Mr. Cisler explained, paying $24, or 20% of the $120 hourly rate, for each of the next four hours—leaving a net return to the station of $96. Commenting further, Mr. Cisler declared it would take approximately 31 hours of NBC-Blue to equal the revenue from MBS on 20 hours, on this basis. When MBS sells 31 hours, the revenue rises to $847.18, which he said amounted "to more than twice what NBC-Blue pays out for the same amount of time".

HE TRIED TO COVER THE TEXAS GULF COAST WITHOUT THE TWINS!

Trying to sell the Texas Gulf Coast without KXYZ-KRIS is like trying to type without a typewriter. The amazing growth and business activity of this section have made it the bright spot on business maps for the past decade. The Twin stations are the only combination to blanket the heart of this rich market. Write NOW for data.

National Representatives: THE BRANHAM COMPANY

KXYZ-KRIS
HOUSTON
CORPUS CHRISTI
NBC - Red and Blue
Both Stations Mutual and Lone Star Chain affiliates

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Networks Confer on Monopoly

(Continued from page 7)

the filing of an appropriate petition with the FCC setting forth reasons preparatory to the opening of discussions with the Commission.

Won't Surrender Rights

In the conversations, the matter of new legislation, to supplant the existing law, has not been overlooked. Nor are the FCC, in the present that they should not surrender any of their legal rights in the joint effort to narrow existing differences. It is recognized that new legislation cannot be procured overnight, and it is felt that the FCC, Congress and the industry all are interested in procuring the proper sort of redefinition of the statute.

One solution, looked upon as entirely possible, is suspension of the existing rules, promulgation of modified rules by the FCC and the voluntary action by the FCC in suspending the effective date of the rules until there can be a court adjudication of the FCC's authority to invoke them.

Meanwhile, there was doubt as to whether the hearings on the White Resolution calling for a full-scale investigation of radio regulation, which would stay the effective date of the FCC regulations, would be reopened at all.

When the hearings were recessed June 20, at the call of Chairman Wheeler, it was understood that Mr. Fly would be recalled for rebuttal testimony. Chairman Fly himself has indicated that he did not expect to reappear, but the Commission has made no move to defer the effective date of the regulations, obviously awaiting overtures from the industry or possibly from Senator Wheeler.

There appears to be little doubt that a postponement will be forth-coming, in one or another form. Should the preliminary conversations break off, both NBC and CBS are prepared to start litigation challenging the FCC's jurisdiction. But such a move would be in the nature of a last resort.

It is assumed that counter-proposals will be broached by NBC and CBS, looking toward revision of the proposed regulations. With the "forced sale" aspect of NBC's disposition of the Blue Network no longer involved, by virtue of voluntary action by the FCC, the most important phases of the eight regulations commanding attention of the older networks are those relating to exclusivity and time option phases and the divestment of owned or managed stations in markets other than New York, Chicago and Los Angeles-San Francisco.

Bone of Contention

The primary bone of contention in the intra-network discussions, it is understood, has been in connection with the exclusivity and time option phases. The conversations, it is understood, have returned to an earlier suggestion that there be exclusive contracts and fulltime options in markets in which at least four fulltime outlets are available, thus caring for each of the four existing networks. However, in markets having less than four stations, the discussion is surrounding some means of an option formula basis, whereby each of the four networks would be accorded outlets.

In any event, it was regarded as likely that at some point prior to the Aug. 2 deadline the network executives would sit down with Chairman Fly, and an adequate basis for postponement would be reached. There is the possibility that each rule would be appraised individually in a series of conferences with the FCC and invoked piecemeal, if litigation were averted.

Meanwhile, it was stated at the office of Senator Tobey (R-N.H.) that he desired to call more witnesses on the White Resolution.

Absent when Mr. Trammell appeared for NBC and during a portion of Mr. Paley's testimony had indicated he desired to cross-examine these witnesses, as well as to delve into the circumstances surrounding the sale of WRUL to WNEW, by Donald Flamm to Edward J. Noble, chairman of the Life Saver Corp. and former Undersecretary of Commerce. Senator Tobey had inquired into this transaction when Commissioner T. A. M. Craven was on the stand during the White Resolution Hearings and had at that time he hoped to pursue this matter with other witnesses.

Fear an Inquisition

If the hearings are reopened for Chairman Fly's rebuttal testimony, Senator Tobey has indicated he desires to call other members of the FCC to ascertain their views, not only on the network monopoly regulations but on the WMCA case.

A number of committee members—possibly a majority—appear disposed not to favor reopening of the hearings, lest it become a fishing expedition along the lines of the Tobey-directed inquisition during hearings on the confirmation on the late Thad H. Brown last year.

Considerable sentiment exists on the committee for new legislation to supplant the 14-year-old communications law, but there is not a great deal of enthusiasm apparent for the White Resolution because of its non-inclusive nature.

Most committee members, it is thought, favor the course outlined by Chairman Wheeler toward compromise of the regulations, with new legislation to be introduced as early as possible. It is generally felt that an entire new law could not be pressed through Congress in the immediate future, with the war situation dominating all Governmental activity.

Permanent N. Y. Office Planned by World Wide

ALTHOUGH WRUL, Boston shortwave station, has not definitely signed a contract for offices and studios in New York City, Walter Lemmon, director of World Wide operations, told BROADCAST- ing that the station would locate in New York in September and is temporarily using studios furnished by WMCA, New York. It has been reported that WRUL was planning to establish headquarters in Radio City, but this was not confirmed by Mr. Lemmon.

World Wide Broadcasting Corp., which recently received a $40,000 loan from the Reconstruction Fi- nance Corp. [BROADCASTING, June 30], has indicated plans to increase operating power of its two Boston international shortwave outlets, WRUL and WRUW, from 50,000 to 100,000 watts.

Hobart Montes, until several weeks ago actively associated with WRUL, is in California recuperating from a recent heart attack, according to Mr. Lemmon. During Mr. Montes' indefinite leave of absence, Douglas Schneider, his assistant, will be in charge of European shortwave programs.

STUDENTS of Dartmouth will study broadcasting operations of WNBW, New York, this summer, preparatory to running a campus station of their own next fall. Studies for DHS (Dartmouth Broadcasting System) are now under construction in Hanover, N. H., to be operated by the students under the direction of the Dartmouth College Radio Council.

[U.P.]

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD-WIDE NEWS

UNUNITED PRESS

Page 50 • July 14, 1941

BROADCASTING • Broadcast Advertising
MORRIS PLAN'S SPELLING BEE

Third Season Completed by Sponsor on WGL as Schools Compete for Honors

RAPIDLY assuming the proportions of a tradition is the radio-instituted and radio-promoted Allen County Spelling Bee, which has just concluded its tenth annual series on WGL, Fort Wayne.

The program consists of approximately six weeks of broadcast spelling matches among boys and girls of the fifth, sixth, seventh and eighth grades of all schools in the county. Through elimination, the best spellers in each grade are determined, then the champions of the city schools and county schools and then these two are pitted against each other to determine the grand champion. In effect, the contest amounts to the official spelling match of the area, sanctioned by educators.

Morris Plan Sponsors

The Spelling Bee was inaugurated in 1931 and has continued annually ever since. For the past three years it has been sponsored by the Fort Wayne Morris Plan. Cooperation with the schools is intensive and embraces not only public but Catholic and Lutheran schools, assuring 100% interest throughout the county.

The station and sponsor cooperate in presenting a traveling plaque each year to the school represented by the winner. This plaque hangs in the school for one year, and has space for the names of winners until 1964. The traditional value of the plaque is expected in time to match proportionately such trophies as the Indiana-Purdue "Old Oaken Bucket".

In addition, individual awards in the form of medals are given to each grand champion and each grade winner. Morris Plan's advertising manager, James Studer, acts as announcer on the show, using three carefully-worded individual announcements during the 45-minute period. R. Nelson Snider, principal of South Side High School of Fort Wayne, gathers the words for the contest and acts as the spelling master, and a group of judges from public, Catholic and Lutheran schools sits in on each broadcast to clear up any questions on such points as words with two different spellings, etc.

Both Morris Plan and the school systems are well pleased with the series, and the school children and teachers are known to prime themselves for the event weeks ahead.

KFXM Sale Deal

THE SALE of KFXM, San Bernardino, Cal., to a family corporation consisting of a mother and her two sons is proposed in an application filed with the FCC for voluntary transfer from Lee Bros. Broadcasting Co. Mrs. Florence L. Cressman and her sons, Albert L. and Harry G., the latter a minor, propose to buy the station for $110,000. The money was provided by Harry E. Cressman, husband and father, who is a Ford and Lincoln distributor formerly residing in England. Although American-born, the senior Cressman is a British subject who returned to this country at the outbreak of the war. Because of his foreign citizenship he is not eligible to acquire an American station. The station operates with 250 watts on 1240 i.c.

ABBOTT Signs More

SIGNING of agreements with more stations is announced by the Associated Broadcast Technicians Unit of the International Brotherhood of Electrical Workers. Signed July 8, retroactive to May 1, is an agreement with KRNT and KSO, Des Moines. Also signed were agreements with WCFL, Chicago, and WGRC, New Albany, Ind. All agreements called for higher pay, vacations and other benefits.

Hugh M. CURTIS, former general manager of WCHV, Charlotteville, Va., and later with the Joseph Katz Agency, Baltimore, on July 9 was appointed executive manager of WBAI, Atlantic City.

PNNW

Washington's Own Station
WIN WINNING WITH WINX
WINX BUILDING • WASHINGTON, D.C.

BROADCASTING • Broadcast Advertising
July 14, 1941 • Page 51
ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

JULY 5 TO JULY 11, INCLUSIVE

Decisions...

JULY 9
NEW, Lake Worth Broadcasting Corp., Lake Worth, Fla., granted CP new station 1350 kc 250 w unl.
KINT, Juneau, Alaska—Granted CP equipment license 5 kw unl.
WSTB, Rutland, Vt.—Granted CP in install new transmitter motion continued to 1200 kc, increase to 1 kw unl.
NEW, station approved to install new transmitter, authorizing it to operate with 1 kw, to determination of Order 79.
WCNC, Elizabeth City, N. C.—Granted permission to assign license to Albemarle Broadcasting Co.
WCBD, Chicago—Change call letters to WAIT.

Designated for Hearing—WIBG, Glendale, Pa.—Application to change hours to 16-sunset Knoxville; NEW, Park Cities Broadcasting Co., Dallas, Tex., granted CP new station 370 kc 5 kw unl.; NEW, Midwest Broadcasting Co., Chicago, granted CP new station 1460 kc 250 w unl., joint hearing with applications of Radio Broadcasting Co., Utica Observer-Dispatch; KGGM, Albuquerque, N. M., granted CP new station 860 kc, increase to 5 kw unl., joint hearing with KVOA and KVSP.

Miscellaneous—NEW, Chattanooga Broadcasting Co., Columbus, Ga., granted CP new station 1420 kc 250 w unl. in pending file under Order 79; NEW, Fairfield Broadcasting Corp., Lancaster, Pa., granted CP new station 1420 kc 250 w unl. in pending file under Order 79; KTBC, Austin, Tex., Application for temporary license in pending file under Order 79.

JULY 11
Miscellaneous—NEW, Mid-American Broadcasting Corp., Louisville, Ky., dismissed without prejudice petition amend CP in new station to 25 kw and continue motion to install new transmitter to 7:30-41; WCTF, Hartford, passed unopposed, transferred and continued motion to install new transmitter to 7:30-41; WSGD, Milwaukee, Wis., granted CP new station 850 kc, transferred and continue motion to install new transmitter to 7:30-41; KXFZ, San Bernardino, Cal., dismissed without prejudice application CP change to 1450 kc 1 kw unl.; WLW, Cincinnati, granted request to change station designation from 1050 kc to 1050 kx, granted CP new station 1050 kc.

Applications...

JULY 9
WML, Washington—Voluntary assignment license from NBC to M. A. Lees Radio Corp.
WKWB, Buffalo—Modification CP new transmitter change 1352 kc.
KNET, Palestine, Tex.—Voluntary assignment license to Palestine Broadcasting Corp.
WKDF, Gainesville, Fla.—CP increase to unl. hours, install right directional.
WYFM, Fort Wayne, Ind.—CP, install new transmitter and move with studio.
WDJS, Madison, Wis.—Modification CP to change to 1510 kc, and directional.
KDON, Monterey, Cal.—CP install new transmitter, increase to 250 w.

Tentative Calendar...

JULY 10
KIDW, Lamar, Col.—License renewal.

JULY 14
(Consolidated Hearing)
NEW, New Holland Broadcasting Corp., Louisville—CP new station 1080 kc 1 kw N 5 k.
WGRC, New Albany, Ind.—CP 1080 kc 5 kw unl.

SEPTEMBER 5
KWTO, Springfield, Mo.—CP 560 1 kw N 8 kw D.

WESTERN ELECTRIC

BROADCASTING • Radio Advertising

Ship Operators Rules Are Suspended by FCC

SUSPENSION for six months of the requirement that commercial radio operators possess at least a half-year's previous ship service to be eligible for employment as the radio operator on a cargo ship was announced last Friday by the FCC to help meet the demand for radio telegraph operators in the expanding merchant marine.

Action was taken pursuant to an amendment to the Communications Act approved July 8 as an emergency measure and was in accordance with the intent of Congress, the Commission said. The suspension was placed in effect immediately to meet a shortage of operators, which has resulted in delayed sailings of cargo ships. Under the Commission's order, graduates of the Maritime Commission's radio schools who have secured FCC licenses will be eligible for employment on cargo ships.

FCC Appointment Remains in Doubt

Commission Operating With Only Four Present

The FCC limped along last week with only four of its six members present and with no indication from the White House as to the appointment of a successor to Frederick I. Thompson, whose term expired June 30. Commissioners T. A. M. Craven and George H. Payne were the only ones present.

At his press conference last Friday, President Roosevelt said he had not decided on the FCC appointment because of the possibility of naming Edward Rosenblatt, assistant publicity director of the Democratic National Committee and a former Washington newspaper reporter. In answering the question, the Chief Executive said he had no information.

Favored by Fly

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Other possible appointees

Other possible appointees have been rumored in Washington. Possible promotion of T. J. Slowie, FCC secretary and Iowa Democrat, to the FCC has been urged by the Thompson reappointment, primarily because the Commission has voted with the majority on the broadcast license issue and was in the forefront of both the chain monopoly regulations and the newspaper-divestment proceedings.

Other names previously mentioned are those of G. W. Johnstone, former radio director of the Democratic National Committee and pioneer network public relations officer; Fulton J. Redman, Portland, Me., attorney, and Thomas E. (Buster) Lawson Jr., Attorney General of Alabama.

Frost Named by RCA

WITH W. H. Beltz, manager of the Hollywood branch of RCA Mfg Co., called to active duty in the Navy E. (Jack) Frost, in charge of San Francisco operations, has taken over West Coast activities, according to announcement last Friday by C. R. Becker, manager of RCA broadcast transmitter sales. Mr. Beltz, a lieutenant commander in the Navy, has been called to Washington for active duty as of July 15 [see story on page 44].
Network Accounts
All line EDST unless otherwise indicated.

New Business
UNION OIL Co. of Cal., Los Angeles, July 14 and has joined Natex Triplet and three CBS-California stations (KNX, KNXV and KARM), Mon. thru Fri. 7 a.m. to 7 p.m. Pst. Agency: Lord & Thomas, Los Angeles.

Renewal Accounts

BROADASTING

pers
renews for
MARROW'S
KSFO
three
on
July
MARS Inc.,
25 added
Wed.
Farland
stations,
phia.

KAY UK CIGARS, Philadelphia, on July 23 and Ted The Inv

of Sports on 30 MBS stations, Mon., Wed., Fri., 7-7:45 p.m. and Tues., Thurs., Sat., 7-7:45 a.m. Agency: Ivey & Ellington, Philadel

phi.

R. J. SEMLER, New Canaan, Conn. (Krend hair tonic), on July 5 renewed Gabriel Heather on 15 MBS stations, Mon., Thurs., Fri., 1-2:30 p.m. Agency: Erwin, Wise & Co. N. Y.


MARROW'S INC., Los Angeles (Marseillaise shampoos), on Sept. 25 reviews for 52 weeks Hollywood Whis
c,

s, 80 MBS stations, 8-9 a.m. (EST). Agency: Hays Mac

Furland & Co., Chicago.


Network Changes
COCACOLA Co., Atlanta, on June 25 added 6 CBS stations to The Phase That Refreshes on the Air, making a total of 113 CBS stations. Sun, 9-9:30 p.m.
MAR Inc., Chicago (candy bars), on July 13 shifts Dr. J. Q. and Dr. I. O. Jr. to Minneapolis. J. O. Jr. is heard on 80 NBC-Red stations, Mon., 9-9:30 p.m., and Dr. I. Q. Jr. on 20 Red stations. Sun., 6:30-7 p.m.
CAMPBELL SOUP Co. Cudahy, N. J. on July 21 replaces Martha Washington with America I Married on 56 CBS stations, Mon. thru Fri., 11:55-12:30 a.m.

Block News Test
BLOCK DRUG Co., Jersey City, is conducting a 1-week test campaign for Stema-Kleen (false tooth cleanser) using Fred Lang Re

views two weekly hours of program on WNAC, Boston, and WEAN, Providence. If the test proves successful, more stations will be added, probably to Red
field-Johnstown, New York.

Tightened Censorship
In Berlin Is Observed
As Lainius Is Cut Off

FURTHER indications of the tightening German policy on American broadcasts was evidenced last week as Charles Lainius, NBC correspondent in the

nazi capital, was cut off by censor for 40 seconds during his regular morning broadcast last Thursday.

This came as the status of Harry Flannery, CBS correspondent in Berlin, was still in doubt after he had been refused radio facilities by the Ger

man government in re

praisal for statements made on a program by Elmer Davis, CBS news commentator, re

garding the air debut of P. G.

WOdehouse, "incarcerated" English author.

It had been rumored that Flannery's broadcasting privileges would be restored but as Broad

casting went to press Friday this report could not be confirmed.

During a description of a German new_rewed depicting the activities of Nazi troops in the war against Russia, a reporter likened the reactions of German troops under fire to a well-drilled Ameri

can football team which seemed to know exactly what to do next. In some quarters it was thought he was cut off the air because the Ger

cman censor thought he was trying to convey to his listeners the idea that the pictures were "faked".

When Lainius was cut, Lainius was switched to the program in Washington so that when he returned to the air he was not heard by Ameri

can listeners.

Joint Antenna in Houston
DESPITE a difference in corpor

ate ownership, KXYZ and KPRC, Houston, were authorized by the FCC last Wednesday to make joint use of the same antenna for day and night operation. KXYZ oper

ates on 1470 kc, with 1,000 watts, and KPRC is assigned to 950 kc, with 5,000 watts local sunset and 1,000 night. The latter station, however, is slated for operation on 1510 kc, with 5,000 watts fulltime when KPR, present occupant of that frequency, shifts to 740 kc. With 50,000 watts, Lainius had been assigned to a transmit

tion for several years.

KXYZ is owned by Til

dorf Jones, nephew of Secretary of Commerce Jesse Jones, and KPRC is controlled by the Houston Post.

WHIS, Bluefield, W. Va., has joined NBC as a permanent member, effective the first of Aug., to both Red and Blue networks, instead of joining the West

ern Group, as previously announced. The station operates on 1440 kc, 1,000 watts during the day and 5000 watts at night. Power. Evening hour rate is $80, and charges for cut-in announcements are $7, $14 day, and $7 Sunday after

noon.

Florida Citrus to B-S-H
FLORIDA Citrus Commission, Lakeland, Fla., on July 11 announced the appointment of Black

ett-Sample-Hummer, New York, as its agency. A five-man com

mittee headed by Thomas B. Swan, chairman of the Commission, had

in New York for over a week confering with the various agen

cies bidding for the account. The new agency will handle both fresh and canned fruit advertising for the Commission. Arthur Kudner formerly had the account.

COLOMBO OUTLET JOINS CBS HOOKUP

CBS has increased its "Network of the Americas" to 62 stations with the addition July 10 of Radio Nut

bara, HJDT, in Medellin, Colombi

a.

In building its Latin American chain, Colombia also is negotiating with other Latin American sta

tions, according to Edmund A. Chester, CBS director of shortwave broadcasting and Latin American relations. CBS aims to provide pro

grams for every one of more than 4,000,000 radio sets below the

United States border.

CBS engineers are rushing work on the two 50,000 watt transmitters for WCBX and WCRC, Brentwood, L. I., the network's international stations which will originate programs for all points in the world. These two stations will devote eight di

rectional antennas exclusively for transmissions to the south.

Though capable of 19 different broadcasting combinations, five other antennas, with 12 more broadcasting combinations, have been assigned to blanket coverage of Mexico, with provisions for shifting to shortwave toward Europe. These transmitters are to be in operation in September.

Approval of President Awaited on OPM Plan

To Start Daylight Time
WHILE an expression of approval from President Roosevelt is expec

ted shortly on the Office of Produc

tion Management's request for uni

versal daylight time, as Broadcast

casting went to press the recom

mendation was still on Mr. Roose

veld's desk.

The OPM recommendations, ask

ing the President to request legis

lation to institute daylight time on

a year-round basis, have been at

the White House for 10 days but

more the press of other busi

ness, it is thought, has kept the

President from acting on them.

When action comes it will proba

bly in the form of a letter to Con

gressional leaders.

Last week Sen. Guffey (D.-Pa.) introduced a bill in the Senate which would reenact the law of March 19, 1918 to provide "fast" time between the last Sunday in March and the last Sunday in Oc

tober each year.

Donovan Heads News

APPOINTMENT of William J. Donovan, former Army colonel and lawyer, as co

ordinator of information on na

tional security, was announced last Friday by resident Roosevelt. As a civilian official, Col. Donovan will "collect and assemble informa

tion and data bearing on national security" from Government agen

cies and analyze and collate it for the President, it was announced. Previouly, it had been reported Col. Donovan would be named chief of military intelligence with a ma

jor general's rank. His new work will not duplicate activities of the Army General staff, the regular in

telligence services or the FBI.
U. S. to Cooperate In Draft Coverage

Names of Those Drawn to Be Made Available Locally

BROADCAST stations will have the cooperation of the Selective Service System in connection with the second registration to be held at 7 p.m. (EST) July 17 in Washington, according to Maj. Ernest M. Culligan, Public Relations Officer.

Replying to a letter from Arthur Stringer, of the NAB, who had written about past difficulty experienced by stations in getting draft information from local boards, Maj. Culligan wrote:

"It is my understanding that instructions have been issued to all members of the Selective Service System to make information regarding Selective Service readily available to the press and radio news agencies. During the past several months we have corrected many mistakes for radio boards who were reluctant to release information and I am sure that radio stations will not encounter any difficulty in this connection.

Promises to Help

"Should any situation come up which requires your action, please advise me and I assure you the matter will be straightened out."

John W. Savage

JOHN W. SAVAGE, 49, assistant to the president of General Electric Co., New York, on July 10 died in Harkness Pavilion, New York. Joining G-E in 1921, Mr. Savage was a specialist in the commercial research department of the company, later becoming manager of that division. He then became assistant to Charles E. Wilson, executive vice-president, retaining that post when Mr. Wilson became president in 1940. Surviving are his wife and mother.

Serutan News

SERUTAN Co., Jersey City, for Serutan and associated products on July 10 will start sponsorship of Beyond the News With Jay Sims on WOR, New York, Thursdays 10-10:15 p.m. During the first week in October the program will be expanded to a limited MB network and changed to a Sunday morning quarter-hour spot on WGN WXYZ WGR WAAB WJW WHK. Raymond Spector Co., New York, is agency.

Sign UP Service

KGLL, Hillings, Mont., has signed a long-term contract for United Press News Service, as has KIWI. Brownwood, Tex., has renewed contracts are KOKA, Okmulgee, Okla.; KYUL, Tulsa, and WITK, Rockford, Ill.

NAB Sales Group HEADED BY CARR

APPOINTMENT of a seven-man executive committee for the sales managers division of the NAB, headed by Eugene Carr, assistant manager of WGN, Cleveland, was announced last Thursday by NAB President Neville Miller. The committee, pursuant to a board of directors ruling, comprises chairman Carr, selected at large; one member each representing small, medium and large stations, and one representing each of the networks.

John M. Butler Jr., commercial manager of WSB, Atlanta, is the large station representative, with E. Y. Flanagan, commercial manager of WSPD, Toledo, for medium stations, and Robert MacKenzie, manager of WCM1, Ashland, Ky., for small stations. Mr. Flanagan was chairman last year.

Network representatives are Arthur Garfield Haynes, CBS Radio Network, New York; George H. Frey, sales service manager, NBC eastern division, New York; and Linus Truesdell, station manager of the Yankee Network and WAB, Boston, which is MBS-affiliated.

Chairman Carr, who served in Washington last weekend with Frank E. Pellegrin, director of the NAB department of broadcast advertising, preparatory to calling the first meeting of the new executive committee later this summer.

Horswell Buying KNET

BERT HORSWELL, onetime Chicago station representative and former manager of KRIC, Beaumont, Texas, has been fulltime concerned with the FCC for authority to purchase KNET, Palestine, Tex., a 100-watt daytime station on 1460 kc. He proposes to pay Simon Frizell, the present owner, $50,000 for the property. Now employed at KNET, Mr. Horswell would hold 34% of the stock in the new company he has formed to operate the station, with his wife owning 33% and his mother-in-law, Pauline M. Gordon, of Beaumont, the remaining 33%.

11 Stations Carry Ohio Legal Series

ELEVEN Ohio stations are broadcasting "Law's Supreme," starring Lowry Curtiss, under the auspices of local bar associations and the public relations committee of the Ohio State Bar Assn. These programs, which are presented weekly by transcription, containing 15-minute dramatic stories illustrating incidents involving legal questions and the activities of lawyers, showing their relationship to the public and describing their work in upholding and defining the rights of citizens.

The programs are heard on WSPD Business Network, WFMJ Youngstown, WKBW Buffalo, WCNW Columbus, WOUB Athens, WORWO WOUB Columbus, WAB CNW Columbus, WAPM Lima, WHIO Dayton, WTVN Marion and WTVN Steubenville.

Mr. Carr

"Come On! Didn't the Chief Tell Us to Broadcast ALL the Army Games?"

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Mr. Carr

"Come On! Didn't the Chief Tell Us to Broadcast ALL the Army Games?"
TWo and one-half years ago when the matter was first investigated, over 5,000 churches had been abandoned high on rock-ribbed mountains, deep in pebbled gulches throughout the hilly regions of WLW's coverage area in Kentucky, West Virginia, Tennessee, and other states. This had come about because the tiny pastorates could not support individual pastors.

Today, 522 of these rural churches are again open every Sunday. 30,000 men, women, and children in the 522 churches alone gather in groups ranging from 25 to 400 each, to hear the sermon over WLW by Reverend E. Howard Cadle.

It was Rev. Cadle's inspiration to re-open these churches. And it was WLW's privilege to assist him in every possible way. Radios were installed in these remote spots, stimulating attendance . . . And so, already, through WLW's cooperation, a sizeable number of the idle churches are again alive and helpful.

These are the people who need this type of service, probably to an even greater degree than their city cousins.

The many who are sensitive to an inborn urge for religious expression are aided through other WLW programs, also. There is the "Church By the Side of the Road", a presentation of hymns by the Crosley Employees Choir, with a sermonette by pastors of different faiths from all parts of WLW-land.

Together, these programs are more reasons why so many rural people consider WLW a part of their lives . . . it is stations like WLW who can and do provide this type of service.
For Finest Response from any Recording!

NEW RCA TRANSCRIPTION TURNTABLE
Type 70-C1

★ Lateral and Vertical Reproduction from Same Head
★ Polished Diamond Stylus—One-Ounce Pressure
★ 6-Position Frequency-Characteristic Switch
★ Pickup Response: ±2 db., 50-10,000 cycles
★ Provision for Instantaneous Recording Attachment

Vertical or lateral recordings... professional transcriptions or commercial pressings for home use... Orthacoustic or conventional records... now every type of disc can be reproduced to the full limit of its inherent quality with a single pickup head!

This new RCA development adds important advantages to the already famous RCA Series 70 line of transcription turntables, of which more than 2,000 are now in use. Type 70-C1 embodies the new RCA MI-4875 pickup, which tracks both lateral and vertical grooves with a frequency-response flat within 2 db. from 50 to 10,000 cycles. Six-position switch, in conjunction with a special filter unit, selects the ideal type of playback characteristic for the particular type of recording—two vertical positions and four lateral positions. A diamond stylus, ground and polished to microscopic accuracy, eliminates needle changing.

Like the famous 70-C, the new Type 70-C1 combines accurate timing and excellent speed regulation with extremely low noise level. Turntable rotation is precise within 0.6 percent at 33 1/3 r.p.m., and within 0.4 percent at 78 r.p.m. Cabinet is attractively finished in black or umber grey, with chromium trim. An RCA Type 72-C Instantaneous Recording Attachment can be added easily and quickly. Ruggedly constructed, the RCA 70-C1 will stand years of hard use—write for data on this ideal studio investment today.

Use RCA Radio Tubes in Your Station for Finer Performance

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