Martha Deane*

one of America's most outstanding women's programs on WOR, Mon. thru Fri.,
at 2:00 P.M. beginning Aug. 4th

5-time a week participations now open at $350.00 per week

write, wire or call—

WOR

1440 Broadway
in New York
PE 6–8600

*starring Marian Young, formerly women's editor, NEA; nationally-known feature
writer, columnist, foreign correspondent.
Just Across the Road!

WLS has long been conceded the dominant station on the farms of the Middle-West. And just across the road from these farms lie the cities—70 cities over 10,000 population in the WLS primary area—70 cities effectively served by WLS.

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

And from the farm, just one example: poultry raisers in 41 states and Canada—11,297 of them—wrote to WLS asking for information on chick brooders, following six evening and three daytime programs on WLS.

In the city or on the farm—people listen to WLS. They listen and they respond. These listeners have confidence in WLS... and confidence in any product associated with the WLS name.
CHALK UP "V's on YOUR SALES BOARD

THEY ARE THE VITAL MARKETS for VICTORY in NEW ENGLAND

No single station, or small combination of stations, can reach and sell this prosperous six states area because it is definitely divided into specific buying centers, each a salient sales unit in itself.

Every one of these key sectors merits intensive promotion. Community merchants expect it — community residents respond to it and repeated successes of foresighted advertisers prove that this "all out" attack is essential for maximum results.

You get this sales-effective coverage only with the 19 stations of The Yankee Network, which delivers locally accepted, locally acted upon advertising. It's a "must" on every radio campaign in New England.

**Memo To THE MAKERS of BOND BREAD**

Just a word of thanks for your scheduling of Gene and Glenn, thru your agency Newell-Emmett Co. Inc., on a Yankee Network hookup, Monday thru Friday at noon.

We'll bet the boys will sell plenty of bread.

JOHN SHEPARD 3rd.
President, The Yankee Network

THE YANKEE NETWORK, INC.

21 BROOKLINE AVENUE, BOSTON, MASSACHUSETTS


WNAC  Boston
WTIC  Hartford
WEAN  Providence
WTAG  Worcester
WICC  Bridgeport
WCSH  New Haven
WLLH  Portland
WSAR  Lowell
WLBS  Lawrence
WLBZ  Fall River
WFEA  Bangor
WNBH  Manchester
WBRK  New Bedford
WNLC  Pittsfield
WLNH  New London
WRDO  Laconia
WCOU  Augusta
WHAI  Lewiston
WSYB  Auburn
WELI  Greenfield
WELI  Rutland
WELI  New Haven
Here is what a major-domo of one of America's greatest Cigar Companies has to say about KOIL's 7-Point Plus Merchandising:

"We are very grateful for KOIL's Seven-Point Plus Merchandising, and we know it is doing considerable toward increasing the listening audience of our program."
Indiana happens to be an ideal test market—and the facilities of new full-time WIBC are an ideal way to reach that market.

The fact that Van Camp is a name in which American housewives have had confidence for 80 years is a tribute to astute merchandising as well as quality foods. So it just naturally follows that WIBC puts out a "quality product" too, or it wouldn’t have been chosen for this important test.

A good clear signal—5,000 watts, non-directional—covers Hoosierland and edges well into the surrounding states. WIBC does a merchandising and sales job because WIBC’s first concern is a large and loyal listening audience.

Then we follow that with sound cooperation—and the result is—RESULTS.

If you’ve a product to sell Hoosierland get in touch with WIBC.

Indiana's Friendly Station Serves Hoosierland

NOW OPERATING UNLIMITED TIME

5,000 Watts Days
1,000 Watts Nights
1070 KC

WIBC

INDIANAPOLIS

Affiliated with the Mutual Broadcasting System

Represented by HOWARD H. WILSON CO., New York, Chicago, Kansas City
Maybe you haven’t noticed it so much, but right now there are dozens of radio-station changes of facilities coming through which may seriously upset a lot of well-planned “lists”. So no matter how fine you’re feeling about your list, now’s a good time to have a check-up from ole Doc F&P!

With 15 good men spending all their time on radio—with a complete data library in every office—with an intimate knowledge of markets, local station and program preferences, the best hours for reaching the right audience, and a lot of other important facts that you won’t find in data books...we’re bound to know most of the things you need to know.

If that sounds like big talk, call us in and give us a chance to demonstrate. No consultation fees of any sort!

**FREE & PETERS, INC.**

Pioneer Radio Station Representatives

Since May, 1932
Ban On Multiple Ownership in Same Area

Order of FCC Hits Dual Control, Overlaps

TAKING UP another phase of its self-appointed crusade against purported monopolistic tendencies in radio, the FCC last Tuesday adopted a proposed order banning multiple ownership of broadcast stations in the same area and set oral arguments for next Oct. 6 after which a final order will be considered.

Likely to affect a minimum of 40 ownership situations, depending upon ultimate interpretation of what constitutes a substantial overlap in service or what constitutes control, the order was adopted by the Commission with less than a quorum of its membership present. It was stated, however, that the order (No. 84) was drafted upon instructions by a quorum of the Commission at its meeting the preceding week.

Duplications of Services

Notice that an order of this nature was in the making had been given two months ago, when the FCC inaugurated the practice of issuing conditional grants to stations which might be involved in the "problem of multiple ownership". The order as drafted covers only situations where substantial duplication of service might be involved by virtue of community ownership in the same area, and does not affect a large number of situations under which the same individuals or corporate entities own stations in non-competitive areas.

The order sets forth a new rule, which would become Section 3.35 of the rules governing standard broadcast stations. The new rule specifies that no person should directly or indirectly own, operate or control a standard broadcast station that would serve a substantial portion of the area served by another standard broadcast station owned, operated or controlled by such person.

The rule would take effect immediately as to all new applications. There is a proviso, however, that with respect to persons or entities now directly or indirectly connected with a standard station failing within the scope of the ban, the effective date would not be until six months after the final rule has been adopted. There is the further provision that the Commission can extend the effective date from time to time "in order to permit the orderly disposition of properties, a phase overruled from the revised chain-monopoly rules.

Of significance is the fact that the Commission interpreted the word "control" as not being limited to majority stock ownership but to include "actual working control in whatever manner exercised". This would cover situations in which less than 50% ownership is involved.

Because there are variables involved, the precise limitations on duplicating service will not be known until the FCC hears oral argument on this ban on Oct. 6, following which a final order presumably will be drafted. Briefs may be filed with the Commission up to two weeks prior to the argument.

It is understood that a preliminary Commission survey revealed some 40 odd cases where a particular licensee or interest owned two outlets in the same general area. These are regarded as situations which would fall squarely within the purview of the proposed new rule.

Overlap Situation Uncertain

In other cases, however, the question of degree of overlap, such as might occur where one station operates in one market with substantial power, whereas a second station owned by the same interests operates in an adjacent market with less power, is not so clearcut and is subject to further interpretation.

Presumably this matter, plus the variables involved in what constitutes actual control or operation, would result in the Commission defining the order unless clearly defined in the order as finally adopted.

The FCC order sets no complete list is available, but that copies of the order had been sent to every station in the country placing them on notice. It is "up to the Commission" to decide how the order shall be interpreted, according to the Law Department.

The Law Department feels that parties which regard their situations as borderline should appear Oct. 6 and state their cases, perhaps asking for clarification. The Commission would be in the position of "prejudging" if it attempted to make a list of the situations involved available, said one FCC attorney.

First reactions from the industry were that the order and procedure were confusing in the extreme. Some broadcasters, with which to gauge the effect of the order, said a number of broadcasters and their counsel, there is not available any basis for determining what situations will be encompassed in the order.

Possibility that a group of stations apparently falling within the purview of the order will organize and retain counsel cooperatively, was foreseen. As soon as the order was released, contacts to this end were made by several broadcasters. A meeting may be held to start such stations—possibly in Chicago as the most accessible point—within a fortnight.

Notice that the FCC was inquiring into the question of multiple ownership was given by the Commission in its sensational network monopoly report issued last May. At that time it said that such matters were being handled in day to day actions of the Commission. Last June, the Commission, in authorizing improved facilities for stations WOCF, Boston; RGA,

Industry Girds For All-Out Fight Against Tax Proposal

Advertising Groups and Unions Unite To Defeat Radio and Billboard Levies In The Senate

PRIMED for an all-out battle against the 5-15% Federal tax on annual net time sales of $100,000 and over included in the Revenue Bill passed by the House last Monday, industry forces have laid the groundwork for arguments before the Senate Finance Committee, tentatively set to begin Aug. 18.

The Senate committee last Friday started public hearings, expected to last from two to three weeks, after the House, under strict rule against amendment, had approved the $5,500,000,000 tax bill, virtually as recommended by the House Ways & Means Committee, by a thumping 369-33 majority.

Advertising Forces Muster

Apart from intensive preparations for making known an industry-wide opposition to the radio tax proposal, led by the NAB, NIB, IRNA and radio labor organizations, advertising groups as a whole have directed opposition both against the radio levy and the tax on billboards, also provided in the House-approved bill.

Despite failure to secure sufficient support to delete the radio tax provision in the House, considerable hope was expressed for a successful fight against the proposal in the Senate.

Tentatively scheduled for appearances at the Aug. 18 Senate Finance Committee hearings are the NAB, whose presentation will be handled by Ellsworth C. Alford, Washington tax attorney; NIB, represented by President H. A. Lafontant; Chicago Federation of Labor, operator of WCKL, Chicago, by Maurice Lynch, CFL financial secretary; AAAA, by President John Benson; Assn. of National Advertisers, by G. S. McMillan.

Although not definitely scheduled for appearances as BROADCASTING went to press Friday, some statement in opposition to the tax or appearance also had been indicated by IRNA, Advertising Federation of America, American Newspaper Publishers Assn., American Federation of Radio Artists and International Brotherhood of Electrical Workers (Associated Broadcast Technicians Unit).

The NAB board spent two days (Continued on Page 50)
TEXT OF DUAL OWNERSHIP ORDER

TEXT of the order (No. 84) as adopted by the Commission follows:

WHEREAS, The Commission is of the opinion that public interest, convenience and necessity will be served by adoption of the following proposed rule:

Section 3.33—Multiple ownership.
(a) No person or corporation shall own or control a standard broadcasting station that would serve a substantial portion of the area served by another standard broadcasting station owned, operated or controlled by such person or corporation, unless such person or corporation has the consent of the Commission to such ownership or control.

(b) This rule is to take effect immediately. Persons applying for or holding control of a standard broadcasting station shall be required to file with the Commission a statement that the standard broadcasting station will serve a substantial portion of the area served by another standard broadcasting station owned, operated or controlled by such person, and that such person has the consent of the Commission to such ownership.

NOW, THEREFORE, It is HEREBY ORDERED:

That the order be held before the Commission en route on Oct. 6, 1941, at 10 a.m., at which time all interested persons will be given an opportunity to appear and present argument as to why the above proposed rule should not be adopted, or why it should not be adopted in the form proposed by this order. The adoption of the rule as hereinafter set forth is final, and the Commission is hereby authorized to make such changes in the rule as it may deem necessary to secure uniform application of the rule.

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Approval of NBC-ASCAP Deal Uncertain

Third of Replies Oppose Terms of Deal

POSSIBILITY that the agreement for the return of ASCAP music to NBC's networks and M&O stations may be stymied if not upset before the contract is signed, due to failure to secure ratification from a sufficient number of affiliated stations was foreseen last weekend in New York.

It was reported that up until last Friday evening about one-third of all stations affiliated with NBC had responded to the telegram sent them a week previously by Niles Trammell, NBC president, which notified them of the major terms of the agreement reached with ASCAP's board of directors and asked for their immediate ratification [BROADCASTING, Aug. 4].

Confident of Acceptance

However, in Washington, where Mr. Trammell and other top ranking NBC officials were conferred on the FCC monopoly regulations with FCC Chairman Myron P. Roberts, confidence was expressed that, when fully explained, the NBC-ASCAP deal would be ratified by a majority of affiliates. This confidence apparently was an outgrowth of sentiment expressed by NBC affiliates attending the meetings of the NAB executive board and the IRN executive board.

Mr. Trammell and Mark Woods, NBC vice-president and treasurer, met with NBC affiliate representatives who are members of the two boards at a luncheon Thursday, and while there were numerous inquiries as to how the regional stations would be affected, there appeared to be no concerted opposition. The consensus of these meetings seemed to be that the contract was a "good dollars and cents deal."

Some Refuse Approval

On the other side of the picture, of the more than 75 replies which NBC had received, about one-third have refused to give their approval to the proposed agreement. Reasons for these refusals, split into three general classes, was said. Some stations stated their intention to insist on a per-program arrangement (which is available for non-network programs) and declared that they would not extend their approval to another blanket license arrangement with ASCAP.

Others expressed satisfaction with the success of BMI in building and maintaining a supply of music for the broadcasting industry, and stated that they see no reason for making an additional payment to ASCAP for music which is no longer essential to the industry's operations.

The remainder of those who refused said that the agreement falsely said that they would not deal with ASCAP under any conditions.

Deny Settling of BMI

Another question which seemed to bother some affiliates was whether the ASCAP contract might eventually lead to a scuttling of BMI by NBC. This was denied flatly by NBC officials, who said there never has been any intention on NBC's part to withdraw support from BMI. Mr. Woods told the NAB board Thursday that NBC was prepared immediately to renew its BMI license for the same nine-year period the proposed ASCAP deal would run.

In another meeting the NAB board told NBC officials that he liked the new contract, inasmuch as he could now get both ASCAP and BMI."(Continued on page 48)
FCC Hands
Ultimatum to Networks
Fly Demands Time Option Change; Appeal Seen

A VIRTUAL ultimatum that they accept and petition for a modified version of the time-option rule drafted by its staff, and simultane-
ously agree not to challenge its jurisdiction, or claim the right to disregard the
onerous network-monopoly rules as originally drafted, was handed the major networks by the FCC last Thursday, climaxing six weeks of
conferences.

No date was set for a further meeting following the three-hour session, at which FCC Chairman James Lawrence Fly submitted
what amounted to the take it-or-leave it proposition. Even MBS, which heretofore has been largely favorable to the FCC's position, is
reported to have found itself at odds with the new proposal.

In the Commission's behalf, how-
ever, optimism was expressed
which session, meeting following
conferences.

Chairman Fly has expressed his deter-
mation to have the matter settled
by mid-August so that networks would have at least a month prior to the new Sept. 16 effective date through which to adjust contracts
with affiliates.

Nobody Happy

Despite this, reaction from net-
work participants was that Chairman
Fly's proposal was unsatisfactory and arbitrary. He kicked off an accord tentatively reached the proceeding week by the net-
work officials with General Coun-
sel Telford Taylor providing for time-options on what was at present a
current time-use basis, though NBC had been adamant because of the effect of even this formula upon the going-concern value of the Blue,
still in doubt under another clause
of the rules.

At the Thursday session, at which
Chairman Fly was flanked by Com-
mmissioner Paul A. Walker, an ardent supporter of rigorous net-
work-affiliate regulation, as well as
more than 40 of the officials who make up the
Commission, it was understood that Chairman Fly is understood to have in-
hibited:

1. That the networks immediate-
ly petition for his proposed time-
option rule on a separate basis. They rejected the prospect of the original rules which would ban
option time and make all stations free agents effective Sept. 16.

2. That if the petition in that
fashion, they agree (presumably
not in writing) not to go to court to
challenge the FCC's jurisdiction to
issue the regulations—a right NBC has exercised since the conversations began last June through the good offices of Chair-
man Wheeler of the Senate Inter-
state Commerce Committee.

3. That if a petition is not filed,
and no commitment is given on the
request that they refrain from a
legal attack, then the rules will be
come effective as drafted on
Sept. 16.

Demands Acquiescence

There was little indication that
any of these demands would be
complied with promptly. The out-
look, unless Chairman Fly himself
calls another meeting, is for litiga-
tion either in New York or in
Washington to enjoin the Commis-
sion from making its rules effect-
ive, and to file a suit to regulate contractual relations be-
 tween networks and affiliates, in
the light of the language used by
the Supreme Court in the Sanders
Case last year.

Chairman Fly suggested that the
modified version of the time-option
rule be made operative and that it
be read in practice in actual prac-
tice from time to time. His view
was that should it prove onerous,
it could be revised to rectify short-
comings that appear.

DCB Report Lends Impetus To Speculation Over Power

Defense Emergency Studies May Pave the Way For Superpower and Regional Boosts

A FURTHER basis for speculation over possible FCC grants of super-
power to clear channel stations, in
order to improve rural area cover-
geage, as an extension of the national defense measure, was provided last Friday when the Defense Communications Board, in a report progress, announced that "various plans for providing relia-
ble distance radio service in rural areas are now under consideration."

It was learned that not only su-
perpower on clear but increased
power in regional stations, the licensing of more local and regional stations
and the imposition of more rigid
requirements of technical perfection
are being studied for the DCB, which
of course will coordinate its efforts along that line with the FCC whose engineers are making the studies.

In the report made public by
James Lawrence Fly, chairman of
both FCC and DCB, it was stated that the studies by the defense
the group indicate that, even with
every station in the country tied up
for emergency broadcasts, certain rural sections would still be with-
out reliable radio service.

The DCB statement observed that all urban areas are adequately
covered for emergency defense com-
munications, but that four rural areas with populations of more than 25,000 are without local broadcast
outlets.

Superpower Applicants

Three clear channel stations have already filed new applications with the
Commission: WLW, Cincinnati, seeking 650,000 watts, and KSL, Salt Lake City,
and WSM, Nashville, asking for
500,000 [BROADCASTING, July 7].
They are among the 13 who in 1936
asked for 500,000 watts, but they have brought their applications up to date. The others then filing were WOR and WJZ, New York; WGN, Chicago; KFI, Los Angeles; WSB, Atlanta; WJR, Detroit; WHAS, Louisville; WGY, Schenectady; WHO, Des Moines; WOAI, San
Antonio. Presumably all of these stations could be "ordered" to go to
full power when the FCC makes
any use of them now, assuming that
the necessary equipment is obtainable.

There was speculation also that the DCB announcement could be inter-
preted as possibly applying to the
movement to permit the use of
10,000 watts daytime by regional
stations now limited to 5,000. Ap-
lications for such powers are al-
ready being prepared for WIBW, To-
poka, and WCHS, Charleston, W. Va. [BROADCASTING, Aug. 4]. It is estimated that such horizontal boosts would increase coverage of those stations approximately 40%, primarily in rural and semi-rural areas.

Private Operation

In a press release outlining the
work of DCB, it was emphasized that broadcasting would remain in private hands and that all facilities will be on a coopera-
tive basis "except for areas of ac-
tual needs." In the latter case, of
course, all civilian activities would
come under the military com-
mander of the area. At outlined in the report, the DCB announced that
it would be allowed to use in case of military emergency as it has been in England, namely,
(Continued on page 47)
Mary Margaret McBride
TO BROADCAST OVER WEAF

Her well-known participation-program for women will go on the air September 2, 1941—will be broadcast to the world’s richest market, Mondays through Fridays, 1 to 1:45 p.m.

For nearly seven years, Mary Margaret McBride’s 45-minute radio feature has been outstanding in the New York market. To advertisers, as well as audiences, Miss McBride has endeared herself. And she has built an enormous following among women who buy, in amazing quantities, the products she recommends.

Now, with WEAF’s impact of 50,000 watts delivered the Salt Water Way to America’s richest market, Mary Margaret McBride’s programs can reach bigger audiences than ever—can show bigger results than ever to advertisers who know the sales power of a woman speaking to women about their products!

Write or telephone today for complete details.
Sonovox Gives Human Voice to Sounds

Adapted to Mike, Any Sound Can Form Words

RADIO WILL shortly witness an entirely new development in sound technique through the various broadcasting applications of Sonovox, an invention through which any sound can be made to speak in its own voice. Originally developed in Hollywood, and used in a number of motion pictures, it shortly will be available for broadcasting.

James L. Free and H. Preston Peters, partners of Free & Peters, representatives, have formed a new separate corporation, Wright-Sonovox Inc., for the purpose of developing the various radio aspects of the invention and licensing performance rights of Sonovox for specific radio uses. The company has an exclusive contract with Gilbert M. Wright, inventor and the owner of the basic patents. Neil C. Conklin, formerly head of the Chicago office of CBS Artists Bureau, is general manager of the new company with headquarters in Chicago and a newly opened New York office.

Through the use of Sonovox, the drone of a seaplane, the sound of a steamboat whistle, trains, chimes, bells and animals—any sound effect that can be transmitted over a microphone—can be articulated into human speech. Because unique sound effects that have been identified on the air with their products for years can now be made to speak—actually to say the name of the product or the slogan identified with it—Sonovox has immediate important applications to existing programs, network and transcribed, and a great many unforeseen new ones. Demonstrations are now being made daily in Chicago and New York to advertising agencies, several of which are actively experimenting with Sonovox and discovering new aspects for themselves.

The Ghost Talks

The Sonovox is unlike anything that has ever been used before in radio. The sound which is to be articulated into words is amplified and transmitted through the Sonovox units, two small cylindrical objects, the outward appearance of which might be likened to old-fashioned earphones. The person who operates the Sonovox, called the Articulator, places the units in contact with his throat. If the Articulator merely opens his mouth, the sound in its natural form comes out his mouth. For example, if the sound is a steamboat whistle, that sound will come out of his mouth. If he then silently shapes words with lips, tongue, teeth, the voice of the steamboat whistle speaks those words.

Fundamentally, the Sonovox makes use of the simple voice principle. The human voice box or larynx produces sound by the vibration of air through the vocal chords. The sound can be varied in pitch and volume, but the organs of articulation—the tongue and lips—form that sound into words. In the Sonovox, however, the human voice is not used—the sound is transmitted through the throat of the Articulator, who transforms it into words. (Sonovox also has a therapeutic use, in that a person who has lost his voice can again speak by using the instrument.) Because the voice is not used, the Articulator can be either a man or a woman. A woman Articulator, using Sonovox, can articulate a recording of Tito Schipa singing in Italian—and Tito Schipa’s tenor voice will come out of her mouth singing in English.

Basso to Soprano

The human voice range varies from 80 cycles fundamental (deep basso profundo) to about 1,500 cycles (high soprano). According to Mr. Wright, through the use of the Sonovox, it is possible to articulate words in a sound range of from approximately 20 to 6,000 cycles. This means that unusual and sometimes eerie effects can be produced with the instrument, if desired, because it is possible to articulate into words sound that is completely out of the voice range. A sound range in words can be produced because of the wide and flexible tonal range. The buzz of a mosquito, the howling of wind, can be transformed into words.

Mr. Free stated that he became interested in Sonovox and its radio application mainly because of the possibilities it presented for new and unique spot campaigns. However, it will also be available for network shows. Together with Mr. Peters, a contract was negotiated with Mr. Wright, and a separate company, Wright-Sonovox Inc., was formed. The company is controlled by Free & Peters, and is under the active management of Mr. Conklin. At present, performance rights are being licensed for specific radio uses. Ultimately the company hopes to have enough equipment available so that some plan for licensing individual stations can be worked out. Defense priorities, however, are expected temporarily to retard immediate development in the station licensing field.

Sonovox is opening a new field for radio talent, according to Mr. Conklin. The American Federation of Radio Artists has classified Sonovox Articulators in the same category as radio actors. Articulators must be trained—they must have a sense of timing and rhythm, and an ability to take cues. "It has been found that," Mr. Conklin explained, "that people with a musical background usually make the best Articulators." Miss Sally Franklin, former radio actress, now chief Sonovox Articulator, is at present in New York, training Articulators for active work there.

Disney and Kyser Uses Sonovox

Sonovox has been successfully used in motion pictures. The Walt Disney production, the Reluctant Dragon, recently released through RKO, contained an amusing sequence with Robert Benchley acting as a Sonovox Articulator and showing how it makes a twain speak. The plot of Kay Kyser’s You’ll Find Out, released last fall, was built entirely around Sonovox. The only radio appearance of Sonovox has been on two network programs—on Strange As It Seems, and We The People. On one program, Sonovox was demonstrated by a mute who talked and sang using the instrument; and on another the inventor’s wife, Mrs. Margaret Wright, articulated an organ rendition into words. Over 5,000 letters were received by Mr. Wright as a result of the broadcasts and letters are still coming in.

An interesting possibility of Sonovox is the translation of speech from one language to another in the original voice of the speaker. While working in pictures in Hollywood, Mr. Wright experimented with the translation of motion picture sound track from its English dialogue into foreign language. A great deal more experimental work will probably be necessary on this application, according to Mr. Wright.

Son of Harold Bell Wright

The invention is fully covered both as to method and design of equipment by basic patents taken out by Mr. Wright, who has had an interesting and varied career. At one time he was a physics instructor. As a motion picture playwright and short story author, Mr. Wright continued his studies in sound, and it was in connection with a picture on which he was working that he first attempted to develop Sonovox. The name Sonovox was suggested by his father, Harold Bell Wright, the well-known author.

A large part in the development of the Sonovox is credited to Mrs. Wright, the former Margaret Royster, a trained musician and actress who has worked with her husband from the beginning in laboratory experiments and who has actually performed with the Sonovox in motion pictures.

Most agency men and broadcasters who have seen the Sonovox demonstrations, according to Mr. Conklin, believe it constitutes one of the biggest steps in sound engineering since the first talking motion picture.
Guy/strategists are picking the Hartford Market as a primary objective this Fall. According to Sales Management's estimate of current effective buying income, Connecticut is leading the country in its increase over the same period last year. Such figures outdate all previous estimates of your sales possibilities here.

Using WDRC is good strategy too! WDRC's Primary Area includes the richest slice of the state—Connecticut's Major Market. WDRC is the only Basic Columbia Station in the state. And WDRC's rate is attractive enough to permit a consistent, productive schedule.

You get all 3 on WDRC—coverage, programs, rate! Write Wm. Malo, Commercial Manager, for any information you desire.
Atlantic May Cut Commercials In Sponsoring Fall Football

Despite Eastern Oil Shortages, 77 Stations Signed For Sixth Season of College and Other Games

CONTINUING the sponsorship of Eastern football despite Federal restrictions on gas and oil consumption, Atlantic Refining Co., announcing that it has selected 77 stations to carry its 1941 gridiron schedule, has indicated that all product commercials may be eliminated and that institutional advertising and educational information alone may be used.

Play-by-play will be carried on stations in the company's marketing area ranging from New England to Florida along the Atlantic seaboard and West through Ohio. Games of leading colleges pro teams and some college teams will be carried, including Princeton games for the first time. The 1941 schedule will be the sixth undertaken by Atlantic through its agency, N. W. Ayer & Son, Philadelphia.

While the exact list of games has not yet been announced, and stations in Westport, Conn., N. Y. and Reading, Pa., not yet selected, the Ayer agency reports that the schedule to be sponsored will be the largest to date.

Games to Be Covered

The Atlantic schedule will involve more than 1,500 station hours of time, covering games of 27 colleges, two teams of the National Professional League and four high schools. The college list includes Princeton, Pennsylvania, Brown, Boston, Holy Cross, Colgate, Syracuse, Cornell, Villanova, Temple, Penn State, Carnegie Tech, Duquesne, Ohio State, Virginia, Wake Forest, North Carolina State, Duke, Georgia Tech, Florida, Muhlenberg, Lafayette, Franklin & Marshall, Dickinson, Delaware and Gettysburg.

Professional games will include those of the Philadelphia Eagles and the Pittsburgh Steelers. The high school games will be those of Hazleton, Wilkes-Barre and Allentown, in Pennsylvania, and Watertown, N. Y.

Announcers' School

Most of the schedule will fall during the seven-week period from Oct. 4 to Nov. 22 although games have been scheduled before and after those dates. Some of the games will be carried on special hookups including as many as 25 stations.

As in previous years, the announcers selected to handle the games will be given a period of schooling to familiarize themselves with the new rules and develop a uniform style to enable listeners to tune from one game to another without missing any of the details of play.

May Eliminate Commercials

In announcing approval of the 1941 football schedule, Joseph R. Rollins, Atlantic advertising manager, pointed out that the company was undertaking this advertising program in spite of gasoline and furnace oil shortages which have already required the closing of all filling stations in the East from 7 p.m. to 7 a.m. daily.

"It is quite possible," Mr. Rollins said, "that it will be necessary to eliminate all product commercials from these broadcasts, because of our inability to supply new customers or meet more than the minimum needs of present customers. In that event we plan to use part of the time that would otherwise have been devoted to commercials for educational messages to the public, advising them how to conserve gasoline and furnace oil as a patriotic duty in the present emergency. It is possible that the remainder of the commercial time would be used for recruiting appeals for the Army, Navy and Marine Corps, and for other Government appeals, as well as for other purposes of a patriotic nature, such as the United Service Organizations etc.

"The educational phase would be a continuation of the type of informative advertising we have been doing in newspapers this summer. When the possibility of a gasoline
and oil shortage became imminent as a result of the Government's transfer of tankers to Great Britain, the danger of misunderstanding was evident, unless the facts of the situation were clearly presented to the public. In order to obtain the full cooperation of our customers, we have been using advertising to explain the reasons for the shortage, and to urge various efficiencies in car and furnace operation which would reduce the needs and thus help to offset the reductions in shipments of petroleum supplies to the Atlantic states."

List of Stations

The list of stations to carry the Atlantic schedule follows:

WAXC, Boston; WEII, Boston; WICC, Bridgeport; WSBAR, Fall River; WJAI, Greensfield; WFTC, Hartford; WDRC, Hartford; WENJ, Jersey City; WJRC, Lowell; WPEA, Manchester; WNB, New Bedford; WLLI, New Haven; WNL, New London; WHIR, Pittsfield; WEAN, Providence; WPRO, Providence; WJAR, Providence; WSO, Rutland; WSPR, Springfield; WTM, Springfield; WATR, Waterbury; WBRK, Waterbury; WTAG, Worcester; WORC, Worcester; WFB, Syracuse; WHCU, Ithaca; WNY, Buffalo; WBN, Utica; WBC, Rochester; WAMC, Springfield; WBC, Schenectady; WJKE, New York; WSAW, Allentown; WEST, Easton; WDL, Lancaster; WKRO, Harrisburg; WJHP, Harrisburg; WREB, York; WDEL, Wilmington; WGBI, Scranton; WJMO, Sunbury; WBC, Selinsgrove; WJZ, Hazleton; WQAC, Philadelphia; WPIT, Philadelphia; WIP, Philadelphia; WLAB, Atlantic City; WJY, Trenton; WYPR, Altoona; WJEU, Erie; WWB, Pittsburgh; KDKA, Pittsburgh; WJAN, Columbus; WFM, Cleveland; WFB, Baltimore; WJED, Harrisburg; WJXU, Cumberland; WRVA, Richmond; WCHV, Charleston; WLY, Lynchburg; WSVA, Harrisburg; WFTM, Danville; WJU, Richmond; WPFT, Raleigh; WPTF, Charlotte; WQAZ, Akron; WHB, Augusta; WCRY, Savannah; WPGX, Greenville; WJXN, Jacksonville; WBDI, Orlando, and WBIG, Greensboro.

MADE UP of 200 staff members of all three Wichita stations—KANS, KFBI, KFH—the newly-formed Mikerobes organization on July 24 sponsored a National Defense Dance at which a ton of aluminum pots and pans was collected in admission tokens. The executive committee of Mikerobes includes (1 to r) Bob Kent and Leroy Stekely, KFBI; Grenville Darling, Justin Bradshaw, executive secretary, Kathleen Hite, KANS; Monte Tjaden, KFBI; John Speer, Vernon Reed, Eddy McKean, KFH. Entertainment at the dance was furnished by talent from the three stations, with music by Vern Nylegger's orchestra.

RCA Gross and Net Up In First Half of 1941

GROSS INCOME of RCA from all operations amounted to $2,136,304 during the first six months of 1941, representing a net profit after provision for taxes of $5,386,494. This compares with gross income for the same 1940 period of $56,559,704 and profit after taxes of $3,185,222. Gross increased by $15,729,477 and net profit by $2,-121,272.

What the NBC networks contributed to the gross and net was not disclosed since the quarterly reports are not broken down by subsidiaries. Moreover, NBC no longer issues time sales figures as formerly.

The board of directors ordered quarterly dividends of 87 1/2 cents per share on first preferred stock, $1.25 per share on "B" preferred. After payment of $1,009,779 in preferred dividends, earnings applicable to common stock were equivalent to 26.6 cents per share, compared with 11.3 cents in the first half of 1940.

In St. Louis

19th Year of Continued Listener Preference

MORE THAN 30,000 NEW JOBS WITHIN A YEAR

Will be created by primary defense contracts, with more than 150 firms in metropolitan St. Louis participating and with wage increases from 25% to 50%.

Estimates by St. Louis Chamber of Commerce

A Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISCOUNT BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

August 11, 1941 • Page 15
Radio Listening is Top Recreation

Roper Survey Puts Radio Above Newspapers

Other Pursuits

LISTENING to the radio is the favorite recreation of the average American citizen, who spends three hours and eight minutes daily at his receiving set and who prefers radio to newspapers as a source of information, according to a nationwide survey conducted last February by NBC, CBS and the NAB by Elmo Roper, director of the Fortune Magazine surveys.

In his study of public opinion regarding radio, Dr. Roper made a total of 5,208 personal interviews, scientifically distributed by age, sex, income level, geographic divisions and size of city—the Fortune technique—enabling comparisons with answers to the same questions on previous Fortune surveys to measure changes in public opinion about radio.

Radio for News

Six questions were asked. The first: "From which source do you get most of the daily news—the newspapers or radio news broadcasts?" evoked answers showing that radio is 26% more popular than the press, with 39% of the people getting their information from radio and 31% from newspapers, while 26% are evenly divided between the two. A similar poll taken in August 1939 found 64% mentioning newspapers and only 25% radio, indicating a gain for radio of 19% for radio and a loss of 52% for newspapers in the intervening year and a half.

Women depend upon radio for news slightly more than men and Negro groups more than older age groups. Even in cities of over 1,000,000 population, with their metropolitan dailies, radio is preferred by 54%, while 31% prefer newspapers. In the sample of under 2,500 radio is the news choice of 44% to 27% for newspapers. In the top economic level, newspapers are more popular than radio—36% to 30%—but the preference is tied at 33% in the B level and for the C and D Negro groups radio is greatly preferred.

"Which of these recreations do you enjoy most?" was the second question, followed by a list of nine recreations: going to movies, listening to radio, reading newspapers, reading books and magazines, playing cards and indoor games, playing outdoor games, watching sporting events, hunting or fishing, legitimate theatre. The answers prove radio to be America's No. 1 recreation, mentioned by 28% of the people interviewed, 47% more than going to movies, which was mentioned by 15%. While 14% mentioned reading magazines and books.

Youngsters Like Movies

The youngest age group (15-19) included in the survey ranked movie attendance first, with 55% of the mentions; playing outdoor games was second, with 15%, and radio listening third, with 14%. All other age groups placed radio listening first, and all income levels except the A group, of which 22% mentioned radio while 23% mentioned reading magazines and books. Radio is the favorite sport in all localities except cities of over 1,000,000, where the movies got 28% of the mentions against 22% for radio.

A converse question, asking which form of recreation was least desirable, produced only 2% of the mentions for radio, the largest proportion mentioning playing cards and indoor games. These two questions were asked in a Fortune survey in October, 1937, when radio was first choice amusement with 18% (contracted to the 28% in 1941) and was mentioned as least desirable by 4% as against 2% this year.

Dividing programs into five types, the survey found that 98% of radio listeners listen to news, 89% to popular music, 89% to comedians, 85% to quiz shows and 69% to classical music. Quiz shows and classical music are somewhat more popular with women than with men. The younger group likes popular music, quiz programs and comedians more than older people, but news and classical music have the same appeal to all age groups.

News is the most popular type of program with all income groups and classical music the least popular.

Queried as to whether they were listening more or less since Jan. 1, 1941 (the survey was made in Feb. by the NAB), people reported increased listening to all types of program except popular music, for which 63% reported unchanged listening, 10% increased listening and 16% decreased listening.

It is interesting to note that the teen-age group reported 26% more, 56% the same, and 18% less listening to popular music between New Year's Day and February, a more-to-less ratio of two-to-one. This seemingly contradicts a general industry impression that the lack of ASCAP music on the air had been felt most keenly by the youngsters and that they had deserted radio for juke-boxes for their swing sessions, while their elders had increased their listening to popular music on the air with the return of so many favorites.

Based on his own estimate, the average American listens to the radio three hours and eight minutes a day. Women listen more than men (3:30 to 2:43) and listening decreases slightly with age—3:31 for the 15-19 group, 3:11 for the 20-29 group and 2:55 for the 40 and over group. (The NAB-NBC WBS radio listening shows the daily family average listening as 4 hours and 17 minutes, not to be confused with the individual listening figures in the Roper study.)

Listening and Income Level

The time devoted to listening increases as the income level decreases: A group average is 2:42; B group, 2:54; C group, 3:14; D group, 3:35, with the Negro group averaging the overall average of 3:08.

Listening to popular music accounts for more than one-third of the total listening time of 55% of the people, with the 15-19 age group percentage more than twice that of the 40-and-over group. The lower income groups devote more of their time to popular music than the upper brackets, but there is little variation among city size groups.

Riverside Grant Final

MODIFYING its previously announced proposed findings of fact and conclusions of last May 21 [BROADCASTING, May 26] the FCC last Tuesday adopted its order granting a construction permit for a new 1,000-watt station in Riverside, Cal., to the Broadcasting Corporation. The construction permit was amended to assign the frequency 1440 kc. instead of the originally proposed 1420 kc. Si-Quam, the Commission finally denied the rival application of the Riverside Broadcasting Corp. for like facilities in Riverside.
Most Listening On Sunday Nights
CAB Report Shows Thursday Is Best Among Weekdays

SUNDAY evening was the peak listening time last winter, according to an analysis of radio sets between October, 1940, and April, 1941, just issued by the Cooperative Analysis of Broadcasting. Report is based on more than 405,000 completed interviews with set-owners in the 35 cities regularly surveyed by the CAB covering 390,000 half-hours of listening time which the study analyzes by hour, day, geographical location and income.

Sunday Is High
During the hours between 7 and 11 p.m., when most of the major network programs are broadcast, Sunday had the most listening, Saturday the least and Thursday most among the weekdays, as shown by the following table:

<table>
<thead>
<tr>
<th>Day</th>
<th>Average half-hour % of sets in use between 7 and 11 p.m.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td>34.3%</td>
</tr>
<tr>
<td>Tuesday</td>
<td>33.9</td>
</tr>
<tr>
<td>Wednesday</td>
<td>33.2</td>
</tr>
<tr>
<td>Thursday</td>
<td>35.5</td>
</tr>
<tr>
<td>Friday</td>
<td>30.8</td>
</tr>
<tr>
<td>Saturday</td>
<td>28.0</td>
</tr>
<tr>
<td>Sunday</td>
<td>39.0</td>
</tr>
</tbody>
</table>

While variation in evening listening may be presumed to follow closely the spotting of the most popular programs, this does not hold true for the daytime hours, the interval between 9:30 a.m. and 5:30 p.m. when most of the serial programs are broadcast, generally on a Monday-Thursday-Friday “across the board” basis. The variations shown in the following table must be ascribed to reasons other than differences in programs,” CAB points out.

<table>
<thead>
<tr>
<th>Day</th>
<th>Average half-hour % of sets in use 9:30 a.m. to 5:30 p.m.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td>17.7%</td>
</tr>
<tr>
<td>Tuesday</td>
<td>19.4</td>
</tr>
<tr>
<td>Wednesday</td>
<td>19.0</td>
</tr>
<tr>
<td>Thursday</td>
<td>18.5</td>
</tr>
<tr>
<td>Friday</td>
<td>18.7</td>
</tr>
</tbody>
</table>

Saturday morning listening trails that of the weekdays, but from 2 to 5:30 in the afternoon, Saturday leads the others. Sunday listening likewise lags until 5 p.m., after which it shoots far ahead of the rest of the week.

Geographical Breakdown
The geographical breakdown shows that during the weekdays the Southern average listening is higher than the other sections from 7 a.m. until 5 p.m. From 5 to 7 p.m. listening is highest in the Pacific zone: the Midwest takes the lead from 7 to 9 p.m. and the Pacific listeners regain it from 9 p.m. to midnight. On Sundays the Pacific region takes the lead in listening at 3 p.m. and holds it straight through until midnight. The breakdown by income groups shows the third level, Class C, consistently listening more than either the upper A and B groups or the lowest, D group.

The typical radio news listener and the typical newspaper reader are defined in capsule fashion by James Douglas Johnson, public relations department, U. S. Naval Training Station, Great Lakes, Ill., as part of a master’s thesis in journalism, Medill School of Journalism, Northwestern U.

Mr. Johnson made an extensive study of newspaper reading and radio news listening in the Chicago area. He classified listeners by sex, age, educational and occupational background in conducting his extensive study. In all, he asked 45 questions.

The typical radio news listener and newspaper reader is described as between 20 and 50 years old, with an average education being of a grade school level.

Average Listener
The Chicago radio news listener, the thesis says, “is both regular and occasional in his listening. Of course, not all listeners supply his home with 30 minutes of broadcasts. He listens to two other people from 6 to 9 in the morning and 8 to 12 in the evenings on Weekdays, 6 to 12 at night on Saturday, and in the afternoon to 12 at night on Sunday.

“Stations WMAQ and WGN are his first preferences, with WBBM following closely as the radio news sources most frequently tuned. He hears international, national, Washington, and sports news most; he sometimes tunes out market, household, sports, and international or state news. Commentators are his first choice as a method of presentation, and he gives the news his complete attention. There is some propaganda on the air, but his reading, it is believed, with it is a comparatively great. H. V. Kaltemborn, Raymond Gram Swing, Boake Carter, and Elmer Davis are his favorite news broadcasters.”

The newspaper reader, the thesis finds, reads two daily newspapers regularly in his home. Most of his reading is done from 6 to 9 in the morning and evening, both Weekdays and Saturday; Sunday he reads from 9 in the morning to 3 in the afternoon. His favorite papers are the Chicago Tribune and the Daily News in which he reads international, national, local, and sports news in that order. He sometimes skips market, household, sports, and state news.

WHAT MAKES A PERSON WRITE A LETTER LIKE THIS...?

Sponsors themselves write WHEC fan mail because the ordinary human,—like the crusty admiral,—gets a kick out of a genuine opportunity to run up the “well done” signal. Judging by our files, WHEC’S “most action per dollar performance” inspires sponsors, timebuyers and account executives with that real enthusiasm which prompts them to take pen in hand (some even telegraph).

Is WHEC on your list for Fall?

Representatives: Paul H. Raymer Co. New York Chicago Detroit San Francisco
Quaker on NBC-Red
QUAKER OATS Co., Chicago, on Sept. 8 will start a weekly half-hour comic-dramatic program on 51 NBC-Red stations. Program, which will originate from Chicago, will be heard Mondays at 9:30-10 p.m. Contract is for 26 weeks. Title of the show and cast has not been set, according to the agency, Ruthrauff & Ryan, Chicago.

Local and Two Regionals Set
Greensboro, Findlay, Warren Are Awarded New Facilities
GRANTING of new daytime regional outlets in Greensboro, N. C., and Findlay, O., as well as a new local in Warren, O., was announced by the FCC last Tuesday.

The Greensboro construction permit, granted subject to such rules or action as the Commission might hereafter adopt or take with regard to multiple ownership, was issued to the Greensboro Broadcasting Co. Inc., to operate with 1,000 watts daytime on 980 kc. Principals are Ralph E. Lambeth, engaged in the furniture business in Thomasville, 40% stockholder; Helen M. Lambeth, 24% owner of WMFR, High Point, N. C., 40%; James E. Lambeth, furniture dealer and 75% owner of WMFR, 20%. The latter two are parents of Ralph E. Lambeth. The conditional ownership clause was due to the fact that WMFR serves practically the same area as the new regional, according to the FCC.

Principals in the Findlay grant to the Findlay Radio Co. for a 1,000 watt daytime station on 1330 kc. are Fred R. Hower, retail druggist, 59.2% stockholder; Grace L. Inglis, former radio operator at Louisiana State U, 33.2%; Herbert Lee Byrle, attorney and one time owner of WBLY, now WLKR, Lima, O., 1.5%; Clyde W. Oster, 1.5%; Wilmer Bayer, 1.5%; and eight other individuals holding the remaining stock.

The local in Warren was authorized to the partnership of Perry H. Stevens, an Akron lawyer, and Frank T. Nied, merchant, under the name of Nied & Stevens. Station will operate on 1400 kc. with 250 watts fulltime.

Damas Intensifies
COLONIAL DAMES Corp., Los Angeles (J
castics), during an intensive six-week campaign ending in early September, is currently using from one to five spot announcements daily on eight West Coast stations—KNX KMPK KIEV KFVD KSFO KOIN KRSC KIRO. Firm also sponsors a weekly five-minute narrative program, Find the Woman, on 7 CBS Pacific Coast stations—KNX KARM KSFO KROY KOIN KIRO. In addition three-weekly participation, every other week, is used on San Francisco's KNX. The premiere of the first Quiz Kids movie short will be held in Chicago Sept. 3 at the Chicago Theater, and the broadcast that evening will be direct from the stage of the theater.

Plans For ACA Awards Are Made
Canadian Agencies Solicited To Aid Selecting Nominees
THE AWARDS Jury of the Assn. of Canadian Advertisers has invited the association of every advertising organization in the Dominion in nominating persons for the first ACA advertising awards, according to an announcement made last week by Althol McQuarrie, secretary-manager of ACA.

Decision to make the awards was made last November at the annual ACA meeting. The Association went on record as believing that Canadian men and women who have made noteworthy contributions to the industrial and commercial development of the Dominion should receive some tangible recognition. Accordingly, a series of four awards was established providing a gold medal for the most outstanding contribution to Canadian advertising made by an advertising agency executive, artist, publisher or other media representative; a silver medal for an outstanding contribution by an advertising manager or member of an advertising department; a silver medal for an outstanding Canadian advertising by an agency executive and a silver medal for an outstanding contribution by a media executive.

In his announcement, Mr. McQuarrie stressed that the plan does not call for entries in an advertising contest, rather, the awards are to be made to individuals on the basis of providing recognition to a job well done. Nominations should be addressed to Mr. McQuarrie, 1024 Federal Building, Toronto. The presentations will be made at the annual dinner of the ACA to be held on Toronto, Oct. 31.

The awards jury, which will make the selections, consists of: H. H. Rimmer, advertising manager, Canadian General Electric; E. Jones, advertising manager, General Foods Ltd.; J. W. Thiessen, director of A. M. Brick Ltd.; J. M. Lecky, secretary, Poster Adv. Assn. of Canada; Anthony Burke, vice president, Canadian Transportation, vice president; director, Canadian National Newspapers and Periodicals Assn.; W. J. Mota, managing director, The Kitcheners Record, president, Canadian Daily Newspapers Assn.; Harry Neigel, president of CTVB, Toronto, representing Canadian Assn. of Broadcasters; G. V. Cartier, managing director, Canadian Weekly Newspapers Assn.; Irving Lewis, publisher, The Stettler Examiner Co. Ltd.; R. W. F. Caple, art director, Rapid Grip & Batten Ltd.

Quiz Kids' Movies
THE QUIZ KIDS on Aug. 16 will go to New York for the filming of the second of a series of six movie shorts sponsored by Paramount Pictures at the Astoria, L. I. studios. On Aug. 20, the Quiz Kids program, sponsored by Miles Labs, will emanate from New York for the one broadcast only. The premiere of the first Quiz Kids movie short will be held in Chicago Sept. 3 at the Chicago Theater, and the broadcast that evening will be direct from the stage of the theater.
**Broadcasting**

**BROADCASTING station us the deal.**

Capital and Oscar SENATOR terests.

ported duplicating the WMMN, ership subject tional Fort fulltime, in power night and from March. vanna Treaty reallocation last plication existing since the Ha-

OPERATION with WWVA, KVOO

This Commission released Tuesday, clearing up a

a Senator Capper of Topeka, was made

in power 25,000 a day, with an increase in

use on 1170 kc.

WWVA was granted an increase in power from 5,000 to 50,000 watts fulltime, in lieu of simultaneous day, sharing night, with WOWO, Fort Wayne, along with a directional antenna for day and night use. This grant, however, was made subject to such rules or action as the Commission might adopt or take with regard to multiple ownership of stations, in view of purposed dual ownership with WMMN, Fairmont, W. Va., also owned by the George B. Storer interests.

SENATOR Arthur Capper's Topeka Capital and Oscar Stauffer's Topeka State Journal have combined plants under a joint operating company known as Topeka Newspaper Printing Co., of which Senator Capper is president. Operation of WTHM, Capper-owned station in Topeka, is not affected by the deal.

**UNITED PRESS listens IN**

Press Service Maintains 12-Man Monitoring Post, Started on Small Scale in 1933

CORNER of the United Press listening post at Valhalla, N. Y., showing the radio instrument panel and a high-speed teletypewriter linking the post with New York headquarters.

Chief Operator R. F. Mead is shown at the control panel.

UNITED PRESS revealed last week a hitherto rather well-kept trade secret, that for the last eight years it has maintained a wireless receiving station and shortwave listening post in Valhalla, Westchester County, New York. The post, claimed to be one of the biggest non-commercial, wireless receiving stations in the United States, is manned 24 hours daily, seven days weekly, by 12 operators and monitors. It is equipped with nine selective receivers and various types of recording equipment.

The station has been built up gradually, starting with one operator, one receiving set and one small aerial in 1933. However, before the war started in 1939 the post was staffed twenty-four hours daily.

In 1933 the only duty of the first United Press operator in Valhalla was to copy one special, fixed-time United Press broadcast from Paris in international code, and one fixed-time United Press voice broadcast from Madrid. Now the post receives scores of special United Press broadcasts daily from six European capitals, besides monitoring dozens of daily short-wave voice and code propaganda broadcasts from 15 to 26 capitals scattered around the world.

A high-speed printer circuit connects the listening post with New York UP headquarters. On days of heavy European news this circuit has carried as much as 32,000 words of copy from Valhalla to New York. There cable editors prepare a small fraction of the total world wide for distribution to regular clients, supplementing the basic United Press foreign report, which reaches New York through the normal, commercial communications channels.

United Press Valhalla headquarters are in a farm house. The surrounding acres are dotted with all types of receiving antennas.

**Fleischmann spots**

STANDARD BRANDS Inc., New York (Fleischmann's Yeast), on August 18 will start a spot campaign of 10 one-minute transcribed dramatic announcements weekly on 59 stations. Contracts run until September 26. Kenyon & Eckhardt, New York, handles the account.

The spending jam got so bad when the 210,000 government employees in Washington were paid their $17,500,000 twice a month, that the government finally had to work out a plan to pay FOUR TIMES A MONTH.

In addition there are 200,000 private employees in Washington who get up to counters day in and day out to spend their $23,000,000 a month or $5,300,000 a week.

Yes, Washington is crowded these days—thousands of new federal employees and, as a consequence, thousands of new private employees. Office space and homes are at a premium, and spending is hitting new highs day after day.

The "Ghost Can Walk" for YOU, too, if you act now to reach these spenders through

980 KC. 5,000 WATTS NBC RED NETWORK TRANS-LUX BUILDING • WASHINGTON, D. C.

Represented Nationally by NATIONAL BROADCASTING CO.

BROADCASTING • Broadcast Advertising August 11, 1941 • Page 19
AFA and AAAA Assail Proposed Tax
On Radio and Billboard Advertising

BOTH the American Assn. of Advertising Agencies and the Advertising Federation of America have addressed letters of protest against the proposed taxes on billboards and radio time sales provided in the House version of the 1941 Revenue Act, designed to produce over three billion dollars to help defray expenses of the defense program.

John Benson, president of the AAAA, wrote Chairman Robert L. Doughton of the House Ways and Means committee, which wrote the bill: "We hold no brief for the radio or the outdoor medium as such, in making this protest. What we deplore about the proposed tax is the burden it imposes upon advertising itself, and hence upon the cost of distribution of consumer goods. Advertising is but one of several forms of selling and is often used to facilitate personal sales effort. A manufacturer uses advertising when he thinks it is cheaper than any other form of selling or wants to economize in time and effort of his salesmen."

Mr. Benson declared that the argument that the tax is not imposed on advertising itself is fallacious. "The radio tax," he said, "will be imposed on the commercial or advertising portion of the broadcasting, and not upon the non-commercial entertainment of sustaining programs."

Mr. Benson's letter was placed in the Congressional Record on Aug. 4 by Rep. Youngdahl (R-Minn.).

Charles E. Murphy, AFA general counsel, wrote Mr. Doughton that his organization considered the tax "harsh to the economy of our nation and detrimental to our well-established system of distributing consumer goods."

"Business uses advertising," Mr. Murphy wrote, "to maintain and increase its outlets for goods. Unless such outlets are maintained and increased during the coming years, the expanded income on which taxes are based will not be forthcoming. Nothing should be done, therefore, to cripple the merchandising machine that produces income, and a tax on advertising will bring that very result."

WMC Gets 5 kw. Night; KWOS Shifts Frequency
WMC, MEMPHIS, was granted an increase in night power from 1,000 to 5,000 watts, with a directional antenna for night use, in a decision announced last Tuesday by the FCC. The station, operating on 790 kw., was given the grant subject to "such rules as may be adopted by the Commission as might affect licensee's ownership of said station". These related both to the FCC's inquiry into the propriety of newspaper ownership of stations, WMC being operated in conjunction with the Commercial Appeal, as well as the question of multiple ownership involved with WMP, in that city.

KWOS, Jefferson City, was granted a modification of license to change frequency from 1340 to 1240 kw., with 250 watts fulltime.

Caught in Contest
JAMES SIRMONS, chief announcer of WFMM, Youngstown, recently married Virginia Gorgas, whom he met when she entered the television contest staged during the RCA television show in Youngstown last April. Miss Gorgas, however, failed to win a contest prize.

Waring Salutes WWJ
DURING the week of August 18, when WWJ, NBC-Red Detroit outlet, celebrates its 21st birthday, Liggett & Myers Tobacco Co., New York, is sending its NBC-Red program featuring Fred Waring's orchestra for Chesterfields to Detroit to originate from the Masonic Temple Auditorium there. Waring made his own radio debut over WWJ, and plans to broadcast special salutes to the station on his programs.

JAMES P. HOPKINS, operator of WTK, Detroit, has asked and received permission from the FCC to discontinue his application for a new 1,000-kw. station on 1600 kc. in Ann Arbor, Mich., home of the U of Michigan.

CURE FOR MIKE FRIGHT is suggested by members of the NBC Chicago engineering department who tried it out on Announcer Charles Lyon, author of an article on "How To Become An Announcer". When Lyon reported for a scheduled newscast, he found that the engineers had enganced him with 14 mice and piece of iron pipe to be used in emergency.

PRO GUIDE
Army Issues Radio Primer
To Help Cut Red Tape
A NEW radio guide for Army public relations officers has been issued through the office of Edward M. Kirby, civilian radio advisor to the Bureau of Public Relations of the War Department. The "primer", supplying factual tips in proper procedure and application of radio in Army activities, is designed to aid in cutting some of the red tape incidental in the past to broadcast-military operations.

The 48-page manual urges all public relations officers to immediately establish radio staffs to utilize the "limitless potentials of radio broadcasting". Instructions on the organization of a radio staff, as well as the formulation of a radio policy, are included. Along this line, the War Department policy on radio is clarified with a statement released by the department April 26. In addition, the guide prescribes the form for commercial-sponsored programs emanating from camps, suggestions for Army features and other program tips.

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**RADIO'S PLACE FOR THE BLIND**

**Established When Sightless Floyd Qualls
Took Over KBIX Continuity**

CONVINCED that radio had a made-to-order place for those unfortunate who live in a world of perpetual darkness, Floyd Qualls, blind since an accident at the age of 14, approached O. C. Benjamin, manager, and Bill Selah, program director, of KBIX, Muskogee, Okla., last April and explained his convictions.

It was his belief that the blind, since they were largely dependent on the radio for information and recreation, were more sensitive to the needs of radio copy-writing than others. So impressive was his reasoning that on April 14 he was added to the continuity department of KBIX.

Qualls wasted no time in proving his beliefs. Today it is a common sight to see the tireless Qualls, head of the continuity department, with his Seeing-Eye dog, "Lottie", daily visiting the offices of advertisers. His routine is interesting. While discussing problems with the advertisers, Qualls makes notes in Braille. Upon his return to the station he writes out the complete ad in Braille and types out regular copies for the announcers, affixing a Braille summary to facilitate identification for himself.

Style Clicks

His formula has proved a success with all. Advertisers are pleased with the sparkle and punch of their ads, and the staff announcers all agree that his copy reads as easily and naturally as any they ever have encountered.

Manager Benjamin summed it up this way:

"Our experiment has proved conclusively that individuals handicapped as Floyd Qualls is have a definite place in radio. It's our hope that his work here will enable others to obtain positions in a similar capacity with stations throughout the country. As far as I know, we are the first station to attempt anything of this nature, but we are not taking any undue credit for a noble experiment. Rather, we feel that other stations, as well as KBIX, should berate themselves for not investigating this opportunity for public service sooner."

Mail at All-Time High

AUDIENCE MAIL received by NBC during the first six months of 1941 reached an all-time high of 4,002,661 pieces, according to figures released by Ken R. Dyke, NBC promotion director. Audience yearly mail has only twice exceeded this six-month total—in 1931 and 1936, when the response for 12 months was 5,186,180 and 5,360,611 respectively. From January to June this year the total mail for sponsored programs was 4,027,201, for sustaining 835,120, as compared to last year's figures for the same period of 2,091,136 sponsored and 837,972 sustaining.
KFH to Start 5 Kw. With New Transmitter, Studio

CULMINATING nearly a year of reconstruction, which included expansion and remodeling of studios in the Yorkite Bldg. and installation of a new 5,000-watt Western Electric transmitter, KFH, Wichita, Kan., has announced that it will begin its new 5,000 watt full-time operation within a few weeks.

Commemorating the occasion, the Wichita Eagle, which operates the station, published a special 10-page supplement to its regular Sunday morning edition of July 27, given over to pictures and stories of the entire KFH staff, along with artist’s sketches of the new studio layout. KFH operates as a CBS outlet.


Clapper Clippering
RAYMOND CLAPPER, columnist for the Scripps-Howard newspapers and Washington commentator for NBC-Blue, left for London by Clipper last Thursday. Clapper, who is heard weeknights with William Hillman, European director of Col-lister’s, will broadcast from the British capital beginning Aug. 26. It is expected that he will do his regular series for one week beginning on that date. He plans to leave London Sept. 10. While he is away, NBC plans to use prominent Washington corres-pondents with a view toward discovering new talent among the newspapermen.

Movie and Radio Study Is Urged
Senate Proposal Provides For Committee Investigation

CHARGING that radio broadcasts and movies are being used to spread pro-war propaganda, Sena-tor Bennett Champ Clark (D-Mo.) and Senator Nye (R-N. D.) on Aug. 1 introduced in the Senate a reso-lution (SRes-152) calling for an investigation by the Senate Inter-state Commerce Committee of the radio and motion picture industries to determine the extent of such ac-tivities.

Presaging swift action on the proposal, Chairman Wheeler, of the Interstate Commerce Com-mittee, last Tuesday named Senator D. Worth Clark (D-Iowa) to head a subcommittee to consider the reso-lution. The subcommittee met in-formally last Thursday to set a date for the start of public hear-ings, but no announcement of a tentative hearing schedule had been made Friday beyond indication that hearings would not start until Sept-ember, probably after Labor Day. Senator Bennett Clark indicated that he would press for early action on the proposal.

Text of the resolution follows:

 Whereas numerous charges have been made that the motion picture and the radio have been extensively used for propaganda purposes de-signed to influence the public mind in the direction of participation in the European war; and

 Whereas all of the propaganda has been directed to one side of the im-portant debate now being held, not only in Congress, but throughout the country; and

 Whereas this propaganda reaches weekly the eyes and ears of one hun-dred million people and is in the hands of groups interested in involving the United States in war; therefore be it

Resolved, That the Committee on Inter-state Commerce, or any duly au-thorized subcommittee thereof, is au-thorized and directed to make, and to report to the Senate the results of, a thorough and complete investigation of any propaganda disseminated by motion pictures and radio or any other activity of the motion-picture indus-try to influence public sentiment in the direction of participation by the United States in the present European war.

The Committee on Interstate Com-merce, or any duly authorized sub-committee thereof, is authorized and directed to obtain such facts as other Government agencies may have, and to secure the assistance of other Gov-ernment agencies in the investigation herein commended.

For the purposes of this resolution the committee, or any duly authorized sub-committee thereof, is authorized to hold such hearings, to sit and act at such times and places, either in the District of Columbia or elsewhere, during the sessions, recesses, and ad-journments of the Senate in the Seventy-seventh and subsequent Con-gresses, and to employ such experts, and clerical, stenographic, and other as-sistants, to require by subpoena or otherwise the attendance of such wit-nesses and the production and im-presentation of books, papers, and documents, to administer such oaths, and to take such testimony and to make such inquiries as it deems advisable. The cost of stenographic services to report such hearings shall not be in excess of 5 cents per hun-dred words.

Grapes are Ripening in WHAM land

All summer long the sun has been shining upon the rolling, vineyard clad slopes of WHAM land, storing up in the purple grapes a rich harvest for the vine-yardists. There will be a banner crop of the famous Western New York Tangy Wines and vitamin rich grape juices to pour purchasing power into the pockets of vintner, vineyardist and laborer alike.

Only with WHAM can you reach all of this pro-fi table territory and all of the eighteen trading centers in which these prosperous folks spend their money.

WHAM gives you, not just Rochester, not just Monroe County, but 45 prosperous counties of West-ern New York and Pennsylvania—all at approxi-mately one-third the cost of localized coverage of the same area. For better coverage, WHAM with its 50,000 Wats and Clear Channel, is a better buy.

National Reps.: George P. Hollingbery Co. 50,000 Watts . . . Clear Channel . . . Full time . . . NBC Blue and Red Networks

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BROADCASTING • Broadcast Advertising
Clipper Craft Building on Radio

**Trimount Clothing Co. Implements Spot With Network**

WITH the signing of a contract last week for a series of NBC-Blue news commentaries by Raymond Clapper and William Hillman, Trimount Clothing Co., Boston, can add its radio success story to the annals of broadcasting—a tale of small, pioneer beginnings on the air, quick acceptance, expansion by leaps and bounds to its schedule this fall of a network program and spot announcements on more than 155 stations.

By 1938 Trimount had been established for 25 years as one of America's well-known manufacturers of moderate priced men's clothes, progressing satisfactorily with no advertising or promotional activities. In that year, Morris Shapiro, president of the company, first conceived the idea of the Clipper Craft Plan whereby individual clothing stores could meet the competition they faced from manufacturing-retail clothing chains.

**Clipper Craft Idea**

In essence, the plan aimed to group together in a voluntary organization a large number of individual stores, and to extend to them the many economies and promotional advantages available to the larger chains. By cooperating with Trimount, the affiliate stores permitted the company to anticipate its fabric requirements for an entire season, and thus to buy at great savings when the market conditions were most favorable. The manufacturing schedule could be planned on an annual basis, avoiding "the sudden spurs of activity followed by dead levels which are the bane of most manufacturers' existence". Employment stayed on a steadier basis, worldlessness was less hurried, and the best designing talent could be hired.

The plan was an immediate success with stores and consumers alike, and by 1941 617 stores from coast to coast were affiliated with CLIPPER CRAFT goes network but continues the spots which have been so successful in building up its business. Here Morris Shapiro, president of Trimount Clothing Co. (center) signs the NBC-Blue contract which will bring the Commentators William Hillman (left) and Raymond Clapper on 63 network outlets under Trimount sponsorship for the Thursday night edition of their News Here & Abroad, starting Sept. 25.

the scheme, unanimously declaring that "their most harassing problem had been solved"—that of offering moderate-priced suits comparable with those of the largest chain stores.

**Radio Enters the Scene**

Mr. Shapiro had been thinking about radio for some time as a means of doing more for stores selling the Trimount merchandise, but was faced with the fact that, according to the working of the Clipper Craft plan, the manufacturer's markup was so small that no leeway was allowed for any promotional activities, aside from the basic cooperative newspaper advertising schedules. With a slight change in this arrangement, however, a method was worked out whereby a sufficient fund could be appropriated for the launching of a modest test campaign in the fall of 1940.

This modification was put into effect with the advent of the stores, and Clipper Craft's first spot announcement campaign started on five Eastern stations—WJZ, New York; WBZ-WBZA, Boston; Springfield; WGY, Schenectady; WHAM, Rochester; WATM, Cleveland.

The announcements consisted of a brief theme song in a nautical vein characteristic of the clipper ship idea, followed by a short straight commercial giving the essence of the plan and mentioning a seasonable item in the Clipper Craft line. In order to tie in the announcements more directly with the local dealers, the length of each recorded spot was limited to 50 seconds, and a 10-second live tag giving the dealer's name and address was appended to each spot to complete the minute. This latter device also permitted a definite check on the campaign.

Response from the stores covered by these initial radio spots was so enthusiastic that Trimount undertook a considerably expanded campaign for the spring of 1941, using a total of 50 stations in all parts of the country for spot announcements, news programs and participations on musical programs. Emil Mogul Co., New York, is agency.

In the spots, a new character was introduced — "Clipper Tim", a yarn-spinning tar, who related his incredible adventures in song at the beginning of each announcement and tied in the commercial in the last verse.

Clipper Craft stores began buying transcriptions of the spots for use under their own sponsorship on local stations, and this fall will be using more than 50 stations.

Results Surpassed Hopes

A post-season survey of the effectiveness of the broadcasts, by means of a questionnaire to stores, revealed results far surpassing anything Trimount had hoped for. Of the stores answering the questionnaires, 86% reported increased sales definitely and directly traced and attributed to the broadcasts.

With all doubts removed as to the advisability of using radio for Clipper Craft clothes, Trimount went ahead with plans for its most ambitious campaign—sponsorship of News Here & Abroad, the NBC-Blue program featuring Raymond Clapper, Washington columnist and correspondent, and William Hillman, European Director of Colliers. Starting Sept. 25, the program will be heard Thursdays, immediately preceding the Town Hall Meeting of the Air, on 63 stations. Trimount also will sponsor spots on 15 stations.

According to the Mogul agency, the radio promotion "has dovetailed perfectly with all other aspects of the Clipper Craft Plan, and has provided the final necessary means of making it the outstanding success it has become. Of course, the plan was contingent on a sufficient volume of business, the necessary consumer acceptance and increase in demand having been provided by the radio advertising".

**WFMJ Youngstown's Favorite Station**

A Hunter-Holmes survey shows that WFMJ has more listeners than any other station heard in the Youngstown district.

**FAIRMONT A Fort Industry Market**

**TIPS to Time-Buyers**

Put this list of WMMN merits beneath your desk glass when you make up the budget book.

WMMN serves 1½ million listeners.

WMMN is one of America's greatest mailpull stations.

WMMN is a CBS affiliate.

WMMN has just been authorized to operate on 5000 watts nighttime (now 5 kw day, 1 kw night)

WMMN programs are slanted for those constant radio listeners of northern West Virginia, southwestern Pennsylvania, western Maryland and part of eastern Ohio.

JOHN BLAIR represents us

**WMMN** 5,000 WATTS DAY 1,000 WATTS NIGHT

FAIRMONT, W. VA.

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**AGENCY Appointments**

LIGHTOLIER Co., of New Jersey (lighting fixtures and lamps), to Al Paul Letton Co., Philadelphia. The account will be serviced by the agency's New York office.


DE METS Inc., Chicago (candy), to Weiss & Geller, Chicago.

ILLINOIS TRAVELING MEN'S HEALTH Ass'n., Chicago (insurance), to Goodkind, Walker & Morgan, Chicago. Radio plans have not been formulated.

CALAVO GROWERS of California. Los Angeles (avocados), to J. Walter Thompson Co., Los Angeles, starting with 1941-42 fall season.

GILBERT APPLE PRODUCTS Co., Webster, N. Y., packers of apple and tomato juice, canned vegetables, etc., to Smith & Sweeney Inc., manufacturers representatives, as brokers for the metropolitan New York area. Erwin Wasey Co., is the agency.

RICHARD BROOKS, NBC writer-director, is author of a book of short stories, Splinters, some of which he has broadcast on NBC Blue, which went on sale Aug. 1.

**Johnson to MPRF**

WALTER JOHNSON, West Coast radio department manager of Music Corp. of America, Beverly Hills, Cal., has resigned, effective Sept. 1, to become representative of the Motion Picture Relief Fund on the CBS Screen Guild Theatre, which renews its sponsorship of Gulf Oil Corp. Sept. 28, Sunday, 7:30-8 p.m. (EST). Johnson will act as liaison between MPRF, Gulf Oil Corp., and Young & Rubicam Inc., agency servicing the account. He takes over duties formerly handled by Conrad Nagel. Johnson aided Screen Actors Guild in organizing the radio series three seasons ago. MPRF has established radio division offices in the Corrine Griffin Bldg., Beverly Hills, Cal., where Johnson will be headquartered. Associated with him will be Huntley Gordon and Jane Thompson.

**in Baltimore--a new low rate on WFBR**

for afternoon hours (2 to 5):

5-fifteen minute periods, weekly $192

Subject to dollar volume AND weekly rebates

Write for details or see the Petrny representative

**ECONOMICAL COVERAGE: 5,000 WATTS—FULL TIME**

**FCC Amends Rule On Studio Sites**

TO PROHIBIT any possible misconstruction of its rules respecting the location of standard broadcast stations, the FCC last Tuesday announced adoption of amendments to its rules (Section 330 (b) and 331), specifying that the transmitter of a standard broadcast station shall be located so that the primary service is delivered to the "borough" or city in which its main studio is located and that the main studio may not be moved outside the borders of the "borough" or area in which it is located without first making written application to the Commission.

The revised language, it is understood, was adopted to prevent any technical construction of the language which might permit a station to move within a large metropolitan area. Such a situation, it is understood, arose in connection with the recent WBYN, Brooklyn, application for the consolidation of the four Brooklyn stations, which sought to move its transmitter to New York proper. Under the amended language, the main studio and transmitter must remain in the borough of Brooklyn.

The full text of the Commission's notice on the amendment follows:

The Chairman having determined the existence of a quantum of the Commission, placed into effect Administrative Order No. 3, for the day of Aug. 5, 1941, only, under which the following action was taken by a board composed of Commissioners Fly, Chairman, Case and Walker:

Amended Sections 330(b) and 331 Rules Governing Standard & High Frequency Broadcast stations so that (1) the transmitter of each standard broadcast station shall be so located that primary service is delivered to the borough or city in which its main studio is located, in accordance with the Standards for Good Engineering Practice, prescribed by the Commission, and (2) the licensee of a standard broadcast station shall not move its main studio outside the borders of the borough or city or district, territory, or possession in which it is located without first making written application to the Commission for authority to so move, and securing written permission therefor. The licensee shall promptly notify the Commission of any other change in location of the main studio.

**NEW YORK**

KINY has better than 90% coverage of Ju- nem, Douglastown, Haines, Petersburg, Wrangell, and Sitka. And about 50% coverage of Seward, Cordova, Kodiak, and Valdez.


**频道**

HOMER OWEN GRIFFITH, Hollywood, has been appointed Pacific Coast representative of KFQD, Anchorage, Alaska, and KFMB, San Diego.

**BROADCASTING • Broadcast Advertising**
Schwab to Biow

LAURENCE SCHWAB, famed Broadway and Hollywood producer, has been named creative director of the Biow Co. radio department by Milton Biow, president of the agency. For the last year, at Mr. Biow’s suggestion, Mr. Schwab has been taking a survey of radio with a view toward correlating stage, screen and radio. Mr. Schwab assumes his new duties Aug. 15. Among the productions he has been associated with are, the Broadway hits, "Desert Song"; "The New Moon"; "Good News" and "Follow Through." In addition, he produced operettas for the St. Louis Municipal Opera for two seasons and produced three movies for 20th Century-Fox.

DuMahaut Forms Agency

L. JEROME DUMAHAUT, former general sales manager of AKLW, Windsor, Ont., resigned to form his own agency in Detroit. Prior to his entrance in the radio field, Mr. DuMahaut spent more than nine years in the advertising departments of the Detroit Times, Free Press and Mirror. The new agency announces that it will offer a general service with a special radio department. Robert H. Powell, formerly of the Cleveland office of McCann-Erickson Inc., will be charged with radio continuity. Offices have been opened in the David Stott Bldg. Telephone number is Randolph 9460.

Eckart Picture Records

CHARLES ECKART, who formerly operated his own West Coast agency, has established headquarters at 250 N. Junius St., Los Angeles, and is manufacturing a new type illustrated record for radio premium and advertising purposes. Of course, each label with plastic coating, recordings are made in 5, 6, 8 and 10 inch size. Each carries a photograph or drawing across the full face. Plastic transparent coating placed over the photograph is not the usual acetate as used on instantaneous recordings, says Eckart.

THE LANGUAGES ARE DIFFERENT... BUT THE THOUGHTS ARE THE SAME

Whether the language be Polish, Hebrew, Italian, Spanish, Greek, or any of the nine languages which are regularly spoken over this station they all implant but one single thought in the receptive minds of these fervent listening audiences.

They have come to know how precious is freedom, how deeply important are the ideals of this mighty democracy. They are indeed proud to be Americans. Their helping shoulder is bent to the wheel.

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

WHOM

1480 Kilocycles
FULL TIME OPERATION
29 WEST 57TH ST., NEW YORK
Telephone Plaza 3-4204
JOSEPH LANG, Manager
AMERICA’S LEADING FOREIGN LANGUAGE STATION

Has been awarded the Phila. Industrial Area in Defense Contracts To Date.
Are you getting any of this

$1,713,000,000

We can help you get your share of this added money which is being spent in the third largest market.

THIS IS OUR MARKET LET US TAP IT FOR YOU

WPN

5000 WATTS
Pennsylvania's Most Powerful Independent Station

950 KC

BROADCASTING • Broadcast Advertising
August 11, 1941 • Page 25
White, Sanders Bill May Get Hearings This Session

WITH RIPPER bills to rewrite the Communications Act pending in both houses, as Congressional sentiment to check the ramps of the FCC reached a new high, possibility of a small new Communications Law at this session of Congress was foreseen in official Washington.

The heels of the introduction of the White Bill (S-1806) on July 31, Rep. Jared Y. Sanders Jr. (D-La.) last Tuesday dropped into the House hopper a bill (HR-5497) generally following the theme of the White measure as to organization of the Commission, but proposing a series of studies looking to support the industry, now is pending before the committee. Following routine procedure, the bill was sent to the FCC for study, analysis and recommendation, with a reply expected within a week. Thereafter, the question of hearings and appointment of a subcommittee will be considered.

Because of increased interest of Congress, particularly on the Senate Interstate Commerce Committee, in radio regulation, aroused by the charges leveled against the FCC during the June hearings on the White Resolution, it is thought that hearings will be authorized. The chances for this are increased also since every indication is in the direction of a continuous session of Congress. Presumably, a subcommittee of five, comprising three Democrats and two Republicans, would be named.

Because of the interest of Chairman Wheeler (D-Mont.) in radio, it is entirely possible, it was pointed out, that he would assume the subcommittee chairmanship. Other Democrats regarded as likely appointees, in view of their active participation in the White Resolution hearings, might include Senators Hill of Alabama, Clark of Idaho, Bone of Washington, or Tunnel of Delaware. The two Republican members, it is thought, unquestionably would be Senator White, as author of the bill, and Senator Gurney, of South Dakota, himself a former practical broadcaster, who operated WNAX, Yankton.

No indication yet has been given as to disposition of the Sanders bill in the House. Before introducing the measure, based largely on recommendations for new legislation made by the Federal Communications Bar Assn., Mr. Sanders is understood to have checked with both majority and minority leaders in the House. Because the consensus appeared to favor a re-appraisal of the existing statute, particularly in the light of recent actions of the FCC, he decided to introduce the measure. Mr. Sanders is a member of the Interstate & Foreign Commerce Committee.

FCC Expected Opposition

It is not expected that the FCC, in making its report to the Congressional committees, will favor any legislation along the lines advocated. As a matter of fact, the Commission has made every effort to block a Congressional inquiry into its activities, this having been made abundantly clear by FCC Chairman James Lawrence Fly during his appearance before the Senate Interstate Commerce Committee on the White Resolution. This resolution, still pending, would have ordered a far-reaching inquiry looking toward writing of a new statute and would have stayed the effective date of the FCC's alleged punitive rules against networks, now scheduled to become effective Sept. 16, but still the subject of conferences between network officials and the FCC.

Not only the network monopoly inquiry and the newspaper-divorce issue, but the latest move of the FCC in banning multiple ownership where overlapping service is involved, has tended to arouse Congressional sentiment in favor of new legislation. The multiple ownership order broke on the same day that Mr. Sanders introduced his new bill to amend the existing Act.

If hearings are ordered on both measures, it is hardly expected that they will be held simultaneously because they are in essence companion bills. It is presumed that hearings logically would get under way first in the Senate, which already has had a taste of the issue during the June 2-20 hearings on the White Resolution. The 626-page record adduced in those proceedings could be incorporated in hearings on the White bill.

Sanders Urges Action

In introducing his measure, Mr. Sanders, who served his first terms in Congress from 1934 to 1936, and was reelected in 1940, declared he had no axe to grind with the FCC, but that he had observed that events of the last few years in radio, particularly in the light of the Senate and FCC proceedings, "might necessitate some changes in the Communications Act". He said in his judgment Congress should look into such matters as newspaper ownership and network monopoly itself to decide, as a matter of policy, whether it should legislate or leave action up to the FCC.

Calling the present law old and outmoded, Mr. Sanders said he did not know whether the changes in the bill were desirable, but that he did think "Congress should hold hearings to determine whether such legislation is desirable".

"The question of newspaper-owned stations is very fundamental", Rep. Sanders said. "It raises the question of whether a man in one line of business may go into another. The policy involves more than newspapers. It even involves the question of lawyers, ministers who are going into the radio business".

In a statement accompanying his bill, Mr. Sanders said it provides in general for a reorganization of the FCC into two autonomous divisions, with the chairman as the executive officer; changes procedure before the Commission to assure fuller public hearings; provides clearer definitions of interests and rights of licensees and applicants, including rights of appeal, and specifies that reports and recommendations on various matters be made by the Commission to Congress at specific dates.

Seven sections of the 10-section bill, Mr. Sanders explained, constitute recommendations made by the executive committee of the Federal Communications Bar Assn. and in some cases correspond with those made by Senator White in his bill introduced July 31 [BROADCASTING, Aug. 4]. In other respects, he said, the bill seeks to accomplish different ends. Whereas Mr. White included in his bill, in its Sections 7 to 11, relates to equalities of rights and opportunities in the use of radio for purposes other than commercial, Rep. Sanders said his measure in Section 7 provides that the FCC shall make studies and reports to Congress upon certain specified proposals.

FCC Studies Ordered

He enumerated these provisions as follows:

1. The Commission shall study the following proposals and shall report to Congress not later than July 1, 1942, its recommendations thereon together with the reasons for the same.
   a. Whether and upon what terms and conditions the Congress shall authorize and require the FCC to conduct an inquiry into the extent, if any, of radio broadcasting and radio networks or other combinations of radio facilities, which it deems to unduly program material to such licensees.
   b. Whether and upon what terms and conditions the Congress shall authorize and require the FCC to conduct an inquiry into the extent, if any, of radio broadcasting and radio networks or other combinations of radio facilities, which it deems to unduly program material to such licensees.

2. Whether and upon what terms and conditions the Congress shall authorize and require the FCC to conduct an inquiry into the extent, if any, of radio broadcasting and radio networks or other combinations of radio facilities, which it deems to unduly program material to such licensees.

3. Whether and in what terms the Congress shall authorize and require the FCC to conduct an inquiry into the extent, if any, of radio broadcasting and radio networks or other combinations of radio facilities, which it deems to unduly program material to such licensees.

4. Whether and upon what terms and conditions the Congress shall authorize and require the FCC to conduct an inquiry into the extent, if any, of radio broadcasting and radio networks or other combinations of radio facilities, which it deems to unduly program material to such licensees.

To Report by Jan. 1

"The Commission shall report to the Congress not later than January 1, 1942, the standards and principles adopted by it. If the Commission is authorized to make a recommendation contained in Section 307 (b) of the law to amend as it recommends, it shall report to the Congress its recommendations, which it recommends to the Congress for approval, and the Congress shall have 60 days from the date of receipt of such recommendation to consider the same. If the Commission, after due consideration, recommends the Congress to reject such recommendation, the Congress shall have 60 days to consider such recommendation. If the Congress, after due consideration, amends the law to the extent that such amendment is consistent with the recommendations of the Commission, such recommendation shall be considered to be approved by the Congress. If the Congress, after due consideration, fails to amend the law to the extent that such amendment is consistent with the recommendations of the Commission, or fails to act upon such recommendation within the time set forth in this section, such recommendation shall be considered to be rejected by the Congress."

"The Commission shall report to the Congress not later than January 1, 1942, the standards and principles adopted by it. If the Congress is authorized to make a recommendation contained in Section 307 (b) of the law to amend as it recommends, it shall report to the Congress its recommendations, which it recommends to the Congress for approval, and the Congress shall have 60 days from the date of receipt of such recommendation to consider the same. If the Congress, after due consideration, recommends the Congress to reject such recommendation, the Congress shall have 60 days to consider such recommendation. If the Congress, after due consideration, amends the law to the extent that such amendment is consistent with the recommendations of the Commission, such recommendation shall be considered to be approved by the Congress. If the Congress, after due consideration, fails to amend the law to the extent that such amendment is consistent with the recommendations of the Commission, or fails to act upon such recommendation within the time set forth in this section, such recommendation shall be considered to be rejected by the Congress."

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ON THE DOTTED LINE goes the signature of A. E. Taylor (seated, right), advertising manager of the Skelly Oil Co., Kansas City, Mo., to the contract making Utley (seated, left), commentator for the Skelly Oil Monday through Friday early morning news program on NBC-Red. Looking on are (1 to r, standing): Frank Ferrin, vice-president, Henri, Hurst & McDonald, agency handling the account; George Diefendorfer, salesman for NBC-Red; Paul Mccluer, NBC-Red sales manager of the Central Division.
WEEKLY quiz contests are being held on the Home Builders program, transcribed in the studios of WTOL, Toledo, and presented each Monday, Tuesday, Wednesday and Thursday. Cash is awarded for correct answers to each question, with the money going into a jackpot when the question is incorrectly answered. The winners of each day's contest are invited back for competition in a special Friday night final contest for the jackpot.

Civic Jobs

ASPECTS of civil service applications and examinations for positions in city government serve as the basis for a new series of programs on KYW, Philadelphia, conducted by Major Harry L. Butcher, secretary of the Committee of Seventy, a civic reform group. The weekly programs include interviews with members of the city's Civil Service Commission and public office holders relating how they attained their present responsible positions through civil service.

Others' Ideas

COVERING every type of subject but war and politics, Other People's Business, five-weekly quarter-hour series on WQXR, New York, through August features Wilbert Newbold and Alina Dettiger discussing the masculine and feminine viewpoints on the arts, beauty, fashions, hobbies etcetera.

Sketch Book

WSB, Atlanta, is presenting a new night time program built around an original play written each week by Elmo Ellis, head of its continuity department. A narrative opens a mythical sketchbook to various chapters and weaves in the play with a background of music.

Democratic Poets

LIVES and works of 18th century poets who were influential in building democracy are dramatized on the quarter-hour Sunday series, Poets of Democracy, heard on WINS, New York, under the direction of Lewis Morton.

Turn the Tables!

Give lagging sales a healthy dose of WAIR and watch volume shoot skyward. We've GOT SOMETHING and what we've got you need!

WAIR

Winston-Salem, North Carolina

National Representatives

International Radio Sales

Life of a Selectee

THE Private Life of Private Price is WLW's contribution to Army programs, a 15-minute transcribed show made in army Camps Livingston, Claiborne, Polk and Beauregard. The transcriptions have followed the mythical Private Price from his life just previous to his being drafted, through the routine of his first days in camp, to his induction in the Army. Private Price (WLW Production Manager Ed Hoerner) will review every phase of army life to give radio listeners an idea of what is going on in the selectee's world.

Navy "Y" Programs

TO AID morale-building among the service men, WTAB, Norfolk, is cooperating with the Navy YMCA in a weekly half-hour Navy "Y" Program, picked up from the lobby of the YMCA. The program consists of community sings by the sailors, Navy special events announcements and a quiz for those chosen to participate. These awards are given for correct answers, the prize being the town and the city and the furnishing the town.

Women in Defense

A RADIO FORUM, Women in Defense for America, recently started on KYA, San Francisco. Discussions are led by Mrs. Ambrose N. Diehl, chairman of the Pacific Coast Women's Division, National Assn., of Manufacturers. The series covers women's activities and is serving as an information bureau to help coordinate and create an understanding of the multiple activities now being undertaken by women's organizations in the national defense program.

Antique Furniture

ANTIQUES furnish the subject matter of The Story Behind Antiques, conducted weekly on WICC, Bridgeport, Conn., by Freda Rappaport. Program consists of tales about old furniture, historical background, new uses, etc. The audience is solicited for questions, and Miss Rappaport has all about Chippendale, Sheraton, Hepplewhite, Duncan Phyfe and the others.

Life of a Selectee

THE Private Life of Private Price is WLW's contribution to Army programs, a 15-minute transcribed show made in army Camps Livingston, Claiborne, Polk and Beauregard. The transcriptions have followed the mythical Private Price from his life just previous to his being drafted, through the routine of his first days in camp, to his induction in the Army. Private Price (WLW Production Manager Ed Hoerner) will review every phase of army life to give radio listeners an idea of what is going on in the selectee's world.

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Johnny Panda licks the platter clean to illustrate how KXOK sells in the rich pi Valley Market. KXOK strives constantly to do something new, something better than ever before and believes that progressive ideas as well rams on a good frequency are necessary to produce results for advertisers. tising in 80 newspapers in this area is used to increase KXOK's already vast entire series is scientifically planned to develop good will and the KXOK t... a typical KXOK promotion plan designed to further assure KXOK ad- tail station well met" by a friendly audience. Johnny Panda says "If you 'he platter clean, get in touch with KXOK."

KXOK

630 kc. 5000 watts day and night
CAGO, DETROIT, SAN FRANCISCO• OWNED AND OPERATED BY THE ST. LOUIS STAR-TIMES
Jovial - Mid-Mississippi different, as good publicity. Weekly advertising, listening habit, advertisers want to lick the patience.

NBC BASIC BLUE STATION • ST. LOUIS, MO
AFFILIATED WITH KFRU, COLUMBIA, MO. • REPRESENTED BY WEED & CO., NEW YORK, C.
• Every one of these letters carries a warm “Thank you!” They’re just a sample of many letters WKY receives in the course of a year for services which it has been privileged to render persons and organizations of all kinds.

These letters, in a way, mark a trail of public service which WKY has blazed through the years in Oklahoma. By serving the individual interests of groups, large and small, WKY serves Oklahoma abundantly.

This is one of many reasons why WKY is the station uppermost in the minds of Oklahoma listeners ... why WKY is first choice of advertisers.

WKY - OKLAHOMA CITY
For two years KHUB, Watsonville, Calif., has used film trailers in two local theatres to promote KHUB programs. Recently the station started devoting the trailer to the sale of National Defense Savings Bonds with a message saying: "KHUB as U. S. Buy National Defense Bonds. Defend America and you defend your home. Listen to Hollywood stars asking your cooperation several times daily over KHUB, the voice of the Monterey Bay Area".

KYA and Telenews KYA, San Francisco, has made a cooperative deal with the Telenews Theater in San Francisco under which two programs are broadcast daily from the theatre showhouse. The point of origination is mentioned on all. The theater in turn calls attention to the KYA broadcasts—News in Review and a man on the street program—hourly throughout the day on the screen.

Home Builders COMPLETE story on the building of a home from the buying of the lot to final completion is described in the new weekly half-hour show hour of KTSA, San Antonio. Picturing the construction in dramatic form, each family as characters, program is designed for sponsorship by various firms engaged in phases of home building.

Shopping News Promotion KROW, Oakland, Calif., recently entered into a cooperative promotion deal with the Oakland Shopping News, on the paper's 11th anniversary. The station broadcast special programs during the anniversary week, participated in Shopping News personalities. In return KROW was given considerable space in the radio section.

With the Bands AS FURTHER promotion for its weekly recorded Band of the Week program, WWRL, Woodside, N. Y., is releasing to newspapers in its area a weekly illustrated column with a biography of the bandleader interviewed as well as notes of the music world. Walter K. Her, WWRL publicity director, writes the column and conducts the programs.

UP's Displays TO MEET numerous station requests for appropriate lobby window displays and for use by broadcasters in connection with current state and county fairs, United Press is distributing to all its radio clients 30 x 40 inch four-color posters carrying the call letters of each station and stressing its news coverage facilities.

BRISTOL-MYERS Co., New York, has entered into an amended and substitute stipulation with the Federal Trade Commission, agreeing to cease certain representations for Minn-Rub, according to a July 29 FTC announcement.

Merchandising & Promotion

Defense Trailers—South Dakota Outpost—Home Builders—UP Displays

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Display Content

GROCERS of four cities in the area served by WHBF, Rock Island, Ill., are competing in a contest of the station’s merchandising depart- ment for the best Kix-Lone Ranger window displays. Winners will receive as prizes a $10 wrist watch, a $45 watch and a new radio.

Bright Paint

PACKAGES containing small paint brushes are being sent to advertisers and agencies by WPEN, Philadelphia. "Copy suggests use of station facilities 'if you want to paint a rosie picture for your business'"

KLY Trailer

PROMOTING the Saturday morning CBS program, Stars Over Hollywood, KLY, Denver, is featuring some of the guest stars of the broadcast in a 55-foot sound movie trailer at the local Orpheum theatre.

BROCHURES

NBC-Red—Folder "High Man on a Totem Pole," giving facts on the network's program and advertising audience with Indian-motif decorations.

WCAU, Philadelphia—Booklet on Orth Bell, conductor of a new participating show on the station.

KLY, Denver—Mailing piece introducing Maida Stevens, now in charge of women's programs.

WBWX, New York—Folder, illustrated with pencil drawings, announcing Nancy Nelse's weekly program Nancy's Diary, informal quarter-hour of talk about everyday happenings.

Trying to cover the Texas Gulf Coast without KXYZ-KRIS is like trying to cover a long bed with a short blanket. Things are booming down here—money's flowing. Somebody's going to sell Texans the things they're itching to buy—some smart chap who uses the only combination to blanket the heart of this section. Will it be your competitor—or you?

National Representatives

THE BRANHAM COMPANY
Sound Talk

RADIO TECHNIQUE in on the threshold of a new cycle. Don't be amazed when a schedule of transcription spots comes through with the commercials woven into tinkling bells, train-whistles, roaring lions or droning airplanes. Such sounds actually will talk! This innovation in sound entertainment comes in the Sonovox, an invention through which any sound can be made to speak in its own voice. It is another offshoot of the electronics art which itself owes its development to radio and the vacuum tube which radio and the vacuum tube

There were the television flasko, the chain-monopoly explosion, the newspaper-divorce inquiry and order (with an espionage system to do the undercover work), the aiding and abetting from within the discriminating 5-15% net time sales tax, and now the multiple ownership ban. These are only the highspots.

Is all this conducive to a free American radio, protected under democratic precepts and so often espoused by President Roosevelt? Or is it a drive toward government ownership, abetted by a clique of power-hungry men who resent radio's success as a private operation and whose inclinations and sympathies are opposed to what might still be called the capitalist system? On this latter score there may be revelations soon that will make newspaper headlines.

There are now pending in each house of Congress bills to amend the Communications Act of 1934. Both are aimed at hearings so that the statute can be reappraised, the intent of Congress clearly defined and the functions of the FCC, reconstituted and redefined, set forth in simple, understandable fashion. They would take the guesswork out of regulation.

Neither the White Bill nor the Sanders measure may be perfect. But both are aimed at the same objective—to let Congress do the legislating. Congressional interest is aroused to a greater degree than ever before because of the FCC's antics. Congress is busy with other matters of greater immediate importance. Yet the FCC's crusades strike at certain fundamental liberties, apart from the purely economic aspects of broadcasting.

Whitting Away

A NICK AT a time ... keep 'em off balance, guessing and in a dither ... never tell why. That's the strategy of the FCC's blitz against broadcasting—a campaign that seems to be studiously calculated to stultify, intimidate and ultimately impoverish the industry so that eventual government ownership will be easy.

The order banning multiple ownership where duplicating service is involved is another phase of the whittling process. The order may be sound, though we doubt it. But why not tell the very people affected what and who constitute objectionable types of ownership? They have the public service of their stations to protect, not to mention their investments. The Commission says simply that it feels such an order "may serve public interest, convenience and necessity". It sets oral argument for Oct. 6, but doesn't say who shall appear or what issues are to be met.

We have shouted ourselves hoarse in these columns because of the FCC's disdain of the law and its assumption of power over the business aspects of radio. The trend started some three years ago when the Commission began collecting, on an annual basis, the financial and operating statements of stations and networks. It never had that authority and doesn't today. Then came the license renewal form, broadened and streamlined, going into program matters as well as financial breakdowns, clearly outside the Commission's scope as reflected in the statute and in court opinions.

Under the new regime that entered upon the scene two years ago, the pace quickened. There were the television flasko, the chain-monopoly explosion, the newspaper-divorce inquiry and order (with an espionage system to do the undercover work), the aiding and abetting from within the discriminating 5-15% net time sales tax, and now the multiple ownership ban. These are only the highspots.

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Whether there should be a single Commission for broadcast regulation or a separate division on the FCC, completely autonomous, as proposed in both measures, is academic. But there is no doubt there should be hearings and there should be a concerted drive at this session of Congress for new legislation.

Broadcasters cannot afford to wait any longer. The whittling process continues. Now it's newspapers and monopoly; next, perhaps, insurance companies and department stores and Republicans will be banned from station ownership. Then there will be a ban on programs of particular types that some FCC minions feel "appeal to the gambling instincts of the public". The tide will not be stemmed until Congress does it by affirmative action.

Every broadcaster had better make up his mind now to do something about new legislation. It shouldn't be confined to an attack on this or that edict of the FCC. A full-scale offensive is essential.

It's a question of doing it now or eventually turning over radio to the Government. Maybe the way to save radio is to hang it up now, when something can be salvaged through a President and Congress who certainly do not want government ownership, rather than have it taken over a chunk at a time.

The Radio Book Shelf

FEDERAL Radio Education Committee has issued Classification of Educational Radio Research by H. M. Beville Jr., NBC research manager, and Cuthbert Daniel of the Office of Radio Research, Columbia U. The pamphlet classifies and analyzes the various types of listeners' research. The value of each to broadcasters, teachers and civic and administrative groups and also offers brief summaries of recent or current research in the different fields. Publication is one of a series issued by FREC and may be obtained from the U. S. Office of Education, Washington at 50c a copy.

ACADEMIC DISCUSSION and reviews of pertinent literature on the subject are included in Studies in Philosophy & Social Science, published by the Institute of Social Research, New York, as a special number on the sociology of communications [single issue, $1]. The paper-bound volume was edited in collaboration with the Columbia Office of Radio Research. The reprinted papers, written by recognized leaders in the field of academic radio, do not contain figures, but stress general observations, detailed case studies and actual broadcasting experience.

ADVERTISING Federation of America has issued its 1941 bibliography of Books for the Advertising Man, a cumulative supplement for 1935-40 inclusive [25 cents]. The classified bibliography on advertising, marketing and related subjects was prepared under the direction of Alfred T. Talk, director of the AFA Bureau of Research and Education. Copies of the supplement and the main bibliography [50 cents] may be obtained from the AFA, 330 W. 42nd St., New York.

THE THIRD edition of Keith Henney's Radio Engineering Handbook, 945 pages of basic reference material for designers and engineers engaged in all phases of radio, has just been published by McGraw-Hill Book Co., New York. Bringing all data up-to-date, it includes new data on crystal control circuits, ultra-high frequency apparatus, modulation systems, etc., and has complete rewritten sections on air-craft radio, television, facsimile and other subjects.

Congress for new legislation.

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Page 32 • August 11, 1941
HON. ROGER CRAFT PEACE, newly appointed junior Senator from South Carolina, is the broadcasting and publishing industry's newest champion in Congress' upper house. President of the Greenville News-Piedmont Co., publishers of the Greenville News and Piedmont, and owner and operator of WFBC, Greenville, S. C., Senator Peace was named last Tuesday by Governor Burnet B. Maybank to succeed the late Senator Alva M. Lumpkin, who only a fortnight before had taken over by appointment the Senate post vacated by the elevation of Justice James F. Byrnes to the U. S. Supreme Court.

Although Senator Peace only last Wednesday was sworn in and assumed the Senatorial toga, it is thought he will find plenty of opportunity to voice some practical views in an official capacity on radio and newspaper problems before his successor is elected and takes office about Oct. 15. He joins Senator Arthur Capper (R-Kan.) as the only active newspaperman and broadcaster in the upper house, although Senator Chan Gurney (R-S. D.), former owner and operator of WNAV, Yankton, will probably retain the mark with which they are fighting their interests are concerned.

Since he has occasional occasion engaged in some snappy exchanges with FCC Chairman James Lawrence Flynn on such considerations as the newspaper-ownership issues and multiple ownership, possibility is seen that he may avail himself of an opportunity to bring a practical operator's philosophy to the Senate floor. This possibility appears not unlikely as it is remem-bered he was once active in the work of the Newspaper-Radio Committee, headed by Harold Hough, of Fort Worth.

Photograph was taken as Mr. Peace paused on the White House steps just after witnessing the swearing in of Senator Byrnes as a Justice on the Supreme Court. At the time, nothing was further from his mind than the possibility that a few weeks later he would man the Senate from South Carolina.

A native of Greenville, Senator Peace was born there May 19, 1889, the eldest son of Bony Hampton and Laura Chandler Peace. He began his newspaper career in student days at Furman U, working part time as a reporter for the school paper. Subsequently the Peacees acquired the Greerville Piedmont, an afternoon daily.

In 1933 Senator Peace established WFBC, now a regional station with 5,000-watt fulltime operation on 1330 kc. authorized. Since WFBC's founding, the radio station has drawn active attention from the Greenville News. His editorship of newspaper's possibilities attracted the interest of his father, head of a large commercial printing establishment, and in 1917 the elder Mr. Peace acquired the News. In partnership with his son, he developed the publication to a high-ranking position in Southern journalism circles. Subsequently the Peacees also acquired the Greerville Piedmont, an afternoon daily.

As a newspaperman's publisher, young Mr. Peace has a background of down-to-earth press experience. After serving as a reporter from the time he was 15 until 1919— with time out for an RTMC hitch with the Army at Plattsburg and Camp Perry during 1918-19—he served as sports editor for about two years, then as editor of the News from 1924-29, business manager from 1929-34, and finally became publisher in 1934.

A Bachelor of Arts graduate of Furman U, Senator Peace now is of 5'10" and weighs 150 pounds, and is a member of the 1920-24, business manager from 1924-34, and finally became publisher in 1934.

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ARBURTH FREYRE, singing humorist of WJSV, Washington, has presented 50 records of the familiar doughboy tune “You’re In the Army Now,” as transmitted by him to the Army’s morale division. The records will be sent Army camps throughout the country.

HERBERT FOOTE, well known Chicago orangist, has joined the staff of WBIM, Chicago.

HARRY CREIGHTON, announcer of WAAF, Chicago, is recuperating from broken ribs received in an accident during a softball game.

CHARLES BARNHART, continuity editor of KOXK, St. Louis, has been selected to play one of the featured roles in the St. Louis Civic Theatre presentation, “Twentieth Century,” starring Ian Keith. Hollywood and Broadway star.

JOHN FELL, after being confined to bed for two months as a result of being assaulted and robbed, has returned to his announcing post at KYW, Philadelphia.

BETTY WELS (BRIGGS), for four years director of women’s affairs of WOF, Ames, Ia., on Aug. 20 will join KSO-KRTY, Des Moines, in a similar capacity.

GEORGE P. WILSON, Jr., a graduate of the U of North Carolina, has joined the announcing staff of WBIG, Greensboro, N. C.

WILLIAM WAGNER, of WHO, Des Moines, is the father of a boy born July 26.

DON WAXNE, formerly of WJSV, Indianapolis, and Gene Lattimer, formerly of WTFL, Philadelphia, have joined the announcing staff of WKMX, Kokomo, Ind.

DON WALKER, announcer of WCHS, Springfield, Ill., on Aug. 26 will marry Jean Kirkton, of Springfield.

PHILIP STAHL, announcer of WQXR, New York, and Helen Bartlett, of New York, were married the week of Aug. 4 in Stockbridge, Mass.

Winston Ross, brother of Laney Ross, star singer on the CBS program for Campbell Soup Co., Camden, N. J., and singer on the variety show British Brevities, heard weekly on WWRL, Woodside, N. Y., Ross uses the air-name John Swinburne.

MAURICE C. DREICER, news commentator of WINS, New York, has been appointed secretary of the radio committee of the National Morale Committee.

RALPH LOCKE, who plays the role of “Pope David” on the CBS Life Can Be Beautiful program, sponsored by Procter & Gamble Co., has received his sixth award for distinguished life-saving services at his summer home at City Island, New York.

BILL HENRY, former CBS foreign correspondent, and currently heard on CBS Pacific Coast stations in a series sponsored by American Chicle Co., Long Island City, is substituting for Heidi Hopper on her CBS program for the California Fruit Growers Exchange. Henry is handling the program from Aug. 8 to Sept. 8 while Miss Hopper vacations in Hawaii.

RHONA LLOYD
Young and fresh looking as a college senior, although her professional career started 30 years ago at the age of 7, is Rhona Angela Trewbyham Lloyd. Abandoning a stage singing career in 1933, after scoring on Broadway in Countess Maritza, she started in radio on CBS and NBC with a vocal trio called The Canadians. The trio disbanded, but Miss Lloyd remained as a soloist. An advertiser admired the quality of her speaking voice, and thus she became a commentator on a program called the Home Forum Show. In 1939 WFIL, Philadelphia, engaged her to go to Washington for a color description of Queen Elizabeth’s garden party. This led to a daily show on WFIL for Philadelphia Dairy Products Co., which attracted the attention of Fels Naphtha Soap Co., and soon Golden Boys of Melody was born on WFIL and the Quaker Network. Two sponsored across-the-board shows, one 30 minutes and the other 15, is enough to keep anybody busy. But Rhona Lloyd takes it in stride.

ELSIE DICK, formerly publicity director of the President’s Ball, Miss America Celebration and on the editorial staffs of Home Beautiful and Harper’s Bazaar, has joined the continuity staff of WOR, New York, handling religious and educational programs.

FRED DAIGER, former program director of WSUN, St. Petersburg, Fla., has joined the production staff of KYA, San Francisco.


BILL MARSHALL, of NBC Hollywood music rights department, is to be transferred, along with the network New York production staff, following a three-week vacation.

BILL GRIFFIN, new to radio, has joined the announcing staff of KYCLE, San Luis Obispo, Cal.

BILL JACKSON, sports announcer of WTVG, Greensboro, N. C., has enlisted in the Navy and has been assigned to publicity work.

PVT, LOUIS E. WALL, formerly news editor of WMRN, Marion, O., has been made associate editor of the Carol Lee (Va.) Traveler.

AL SAVAGE, CFBR, Toronto, Ont., is the weekend news director in Wrigley’s Treasure Trail and British American Oil Co.’s B-A Bandwagon, will appear in the moving picture, “Captains of the Clouds” being produced at Uplands Airport, Ottawa.

CLINTON JONES, for the last three years associate editor, has been made CBS Hollywood news editor. He succeeds Nelson Fringle, now commentator on the five-quarter-hour news programs sponsored by Union Oil Co. on 3 CBS California stations. Addie Grimes has been named news staff. See John Reidy, formerly UP Spokane manager, and Pat O’Reilly of the UP Sacramento radio department.

HAL FIMBERG, Hollywood radio-film writer, has been signed for the weekly CBS Al Penner Show, which resides under sponsorship of R. J. Reynolds Tobacco Co. (Camel cigarettes) in October.

HOWARD CULVER, announcer of KFRC, San Francisco, is the father of a girl born recently.

BILL BROOK, formerly of WIBU, Poynette, Wis., has joined the announcing staff of WHBL, Sheboygan.

ADD PENFIELD, sports editor of WPPT, Raleigh, has been named director of sports publicity at Duke U.

LEE STUART, of Philadelphia, has joined WPTG, Atlantic City, as continuity director.

ALLYN BROOK and Bob Carlyle have joined the announcing staff of WFIL. Atlantic City’s former voice with WSFA, Montgomery, Ala., Carlyle is from Williamsport, Pa.

DON BRICE, news editor of WKBW, Youngstown, has volunteered for service in the Army. Will Douglas, of the WKBW production staff, has been drafted and will report Aug. 15 for Army training.

JOHN LINDSEY, from WCSC, Charleston, S. C., has been named program director of WGB, Augusta, Ga., succeeding John Watkins, re-signed.

VICTOR ECKLAND, KOGB, Honolulu, news editor, in addition to those duties, has been appointed KPMC, Honolulu station manager. Special staff correspondent in Hawaii.

BILL MILLER, magazine editor of the NBC press division, New York, is back at his desk after a six-week illness.

BAYLISS CORBETT has joined the news staff of KXOK, St. Louis, replacing Tom Wolf, who has joined the St. Louis convention publicity department.

ABNER GEORGE, announcer of WNAX, Yankton, S. D., has joined the Army and is stationed at Fort Snelling, Minn.

CLINT BUEHLMAN, WGR, Buffalo, was guest m.c. at CFBR, Topeka, Kans., and special staff correspondent in Hawaii.

JOHN RANDALL has joined the news staff of WNAX, Yankton, S. D.

Firms like B. F. Goodrich, Armour, Plough have tested items and ideas in the test market—Cincinnati—because it’s no push-over and is proportioned “city and rural.” WSAI, tested also, proved profit-producer and all three remained with Cincinnati’s Own Station.

WSAI CINCINNATI’S OWN STATION
REPRESENTED BY INTERNATIONAL RADIO SALES

Page 34 • August 11, 1941

BROADCASTING • Broadcast Advertising
The Cliché Takes the Air

By MAURICE CONDON

Editor's Note—John Patt, manager of WGAR, Cleveland, has issued a list of clichés which occur so frequently in the broadcast speech of announcers, as a guide to his staff men of what is best avoided on the air. Following the example of the hamorist, Frank Sullivan, whose cliché dialogue have appeared in the 'New Yorker' we have expanded Mr. Patt's list into a testimony between advance band announcers and a mythical cliché expert, Mr. K. W. Amplistat.

Q. You, sir, announce dance band programs?
A. Yes, Mr. Amplistat.
Q. Do you find this a tedious occupation?
A. No, it is with the greatest of pleasure that I again present Herb Haddock and his Merry Melodists.
Q. Is Mr. Haddock a congenial associate?
A. He is a genial young band leader, who is playing for happy dancers nightly.
Q. What is the nature of Mr. Haddock's music?
A. He plays the current favorites—Tin Pan Alley's latest hits—melodies both old and new.
Q. Are they performed in an ordinary fashion?
A. Certainly not. They are played in Herb Haddock's distinctive style.
Q. His arrangements are—
A. Smart.
Q. His music is—
A. In the modern manner.
Q. His girl vocalist is—
A. Petite and charming.
Q. His male singer—
A. A romantic baritone.
Q. His rhythms are—
A. Toe-tickling.
Q. His medleys are—
A. New arrangements of old favorites. Delightful potpourris.
Q. His ballads are—
A. Romantic pleas.
Q. If there is a sharp transition in the moods of succeeding compositions, you describe it as—
A. Going from the sublime to the ridiculous.
Q. At the conclusion of the broadcast you assure the public—
A. That it has been a pleasure to have presented Herb Haddock and his Merry Melodists from the gay, colorful and smartly appointed Whacko Club, just a five-minute drive from town.
Q. Thank you.
A. Oh, and Mr. Amplistat, there is never a cover charge at any time.

New BMI Availabilities

BROADCAST MUSIC Inc. has secured the performance broadcasting and television rights to the music of F. D. Bookley, Jim Cornelius, Hollywood Hit Publishers, Musicco and Charles Rinker Music Co., which is immediately available to all BMI subscribers.

Rapp's Ace

CONTRARY to golfing traditions Manager Cy Rapp, of KMA, Shenandoah, Ia., had 12 witnesses when he recently scored a hole-in-one on the 171-yard second hole of the local South Moreland Country Club. And you guessed it, the ball, now gold-plated, rests on the desk of the proud Mr. Rapp.

Wisconsin Rapids

WFHR

1340 Kc.
250 W.

Give Advertisers The Equivalent of 3 LOCAL STATIONS IN 1 with Studios at Wisconsin Rapids, Marshfield and Stevens Point. You can be SURE of coverage in Central Wisconsin with WFHR.

Let us show you some success stories.

WFHR GETS RESULTS!

Wm. F. Hoffman, Owner
G. T. Freytag, Mgr.
Q: On what day of the week are listening audiences largest?
Q: On what day must listeners depend upon radio alone for news?
Q: On what day have most big stories of World War II broken?
Q: On what day is public desire for news greatest?
Q: What's one of the best days for news sponsorship?

Answer: SUNDAY!

BEST WISHES TO WISH, new Indianapolis regional outlet on 1300 kc, which made its bow July 26 as an NBC-Blue outlet, occupying ultra-modern studios covering the second floor of the Board of Trade Bldg. This photo was taken in the main auditorium, which seats 560, just prior to the grand opening and shows (1 to r): William W. Behrman, general manager; E. R. Borroff, general sales manager, NBC western division; Col. Roscoe Turner, famed aviator who conducts a flying school in Indianapolis; Robert E. Bausman, commercial manager; C. Bruce McConnell, president of the licensee corporation; A. R. Jones, vice-president; Miles Reed, program director. At the piano is Mrs. Borroff. The plant is RCA equipped throughout.

Support Grows for New Law
(Continued from page 26)

Congress not later than January 1, 1942, the steps taken and the policies advised by it to effectuate the purposes of Section 303 (c) of the Communications Act of 1934, as amended, must in those purposes have application to the larger and more effective use of radio by stations which are intended to and do communicate with the public.

In my judgment the Congress should review the facts and problems incident to the expansion of the subjects after the Commission has stated them to us in their simplest terms. The bill which I have introduced requests the Commission to study and report with recommendations on each of these subjects. By this method I believe that the Congress can best utilize the knowledge and experience of the Commission and its personnel.

Defense Work Brings Business Boom to Wichita, Kansas

America's "biggest business"—national defense—has sent economic and physical Wichita skyrocketing to new heights unparalleled in the history of Kansas' "Air Capital." Wichita's metropolitan area population now officially estimated at 140,000, is expected to reach 200,000 by 1942 if present trends continue.

That's why we say that the Wichita market is a must on the schedule of every national advertiser.

And KFBI, the "pioneer voice of Kansas," offers a good way to reach the market effectively.

and, based upon this, determine what future policies should be.

"In this connection it must be borne in mind that virtually all of the substantive provisions of the present law are 14 years old. They were first written in the Radio Act of 1927, at which time the radio industry was an infant industry and the knowledge of the Congress was necessarily limited. In 1934, when the present law was enacted, it did little more than to admit then existing provisions of the Radio Act of 1927. Many new problems have arisen and many old problems have been given greater importance since any comprehensive attempt at legislation has been made in this field. I have attempted to direct the attention of the Congress to some of the most pressing and important problems in a manner in which I think they can be most speedily and effectively dealt with."

Sanders Bill Analysis

A paragraph-by-paragraph analysis of the bill discloses that it would set up a separate Division of Public Communications of three members, which would select its own chairman, to handle all matters pertaining to broadcasting. Then there would be a Division of Private Communications, similarly constituted, to handle common carrier activities. In this connection the bill is identical with the White measure. The chairman would be appointed by the President, and serve as executive officer.

The entire Commission would have jurisdiction over adoption and promulgation of rules and regulations of general application, including procedural rules, assignment of bands of frequencies for various radio services, qualification and licensing of radio operators, selection and appointment of all officers and employees, and generally over all other matters with respect to which authority is not otherwise conferred by the other provisions of the act.

The chairman of the Commission would not serve as a member of either division, except in case of a vacancy or because of enforced absence, when he temporarily would serve on a division, with full powers of a regular member for that interim.

Section 4 of the Sanders bill would amend paragraph (a) of Section 303, dealing with issuance of licenses. Section 5 would amend Section 309 of the existing act by setting up an entire new procedure on interests of hearing, appeal and protest.

Section 6 would amend paragraphs (b) and (c) of Section 310, dealing with transfers, and specifies that no license shall be transferred, assigned or disposed of, voluntarily or involuntarily, except upon application to the Commission and upon finding by the Commission authorizing it.

The provisions in Section 7, comprising an entire new section, would require the Commission to make specific studies and report to Congress. The first of these relates to
the power of the Commission to regulate contractual or other relations between licensees of stations and networks or other organizations, and strikes directly at the network monopoly regulations, which precipitated such a furor and still are under negotiation.

Related to this would be recommendations from the Commission on whether or under what conditions Congress should provide for the licensing of networks. Such a move had been proposed by President William S. Paley of CBS before the Senate Interstate Commerce Committee, but was not subscribed to by the heads of other networks.

Striking directly at the issue of newspaper ownership, now under inquiry by the Commission, the bill asks the FCC to report by the July 1, 1942 date whether and on what terms Congress by statute should redefine and fix the qualifications of station licensees. Contentions have been made repeatedly that the Commission is without jurisdiction to discriminate between various classes of licensees.

Also bearing upon network ownership of stations and operation of subsidiary companies, such as talent bureaus and transcription adjuncts, is the fourth study on which a report would be filed by the July 1, 1942 date. This inquires whether and upon what conditions Congress by statute should limit the number of services which may be conducted by any network and the number of stations of any class which may be licensed to any network.

Then the Commission is asked to report not later than Jan. 1, 1942 the standards and principles adopted by it relating to a fair and equitable distribution of facilities among the states and communities, together with recommendations for further legislation, if any, that goes directly to the question of clear channels and rural coverage, another of the FCC's many hot issues.

Television and FCC Aspects

Also due on Jan. 1, 1942 would be a report on what the commission has done to provide the "larger and more effective use of radio by stations". This relates to its regulation of television, FM and other

LALLY'S SUCCESS
Des Moines Baseball Series
Brings Auto Business

WITH automobile production to be curtailed 50%, the fields of the new car and auto repair-maintenance businesses will get a same greater importance as prospective radio advertisers, it is believed. Here is how one auto repair concern in Des Moines already is utilizing radio with smashing results.

At the beginning of the current baseball season, Lally's Service Inc. began a Behind Home Plate series on KSO, Des Moines, conducted by Gene Shumate immediately after his play-by-play broadcasts of the baseball games each afternoon. Program content is a resume of all the day's ball scores, with highlights of the day's playing.

Commercials on the program stress Lally's complete auto service, pointing out the various specialized departments. As a special giveaway offer, certain license numbers are chosen each day and the owners of the cars possessing the tags are given free services. Lally's in this way has succeeded in building the Des Moines market, as well as those from the surrounding towns of Ottumwa, Newton, Carroll, and others, to which it has and has greatly increased its business through radio, KSO reports.

Offshoots of broadcasting, likewise under sharp criticism in recent months.

Section 8 of the Sanders Bill would amend the appellate provisions of the existing act and provide clear-cut procedure on litigation. It specifies that courts certain types of appeals may be carried and spells out the precise parties which can sue for judicial relief, beginning to existing vision immeasurably by opening appeals up to any person aggrieved or whose interests are adversely affected by any order of the Commission.

Contrary to recent actions of the FCC, parties in interest would be permitted to intervene upon proper application. Where the court dismisses the Commission not only on matters of law but on unsupported fact or arbitrary or capricious action, the court's judgment would be final, subject to Supreme Court review. The Commission would be required to give effect to the court's judgment upon the basis of proceedings already had and upon the original record. This is in contrast to current FCC procedure under which it reopens the record for taking of additional testimony and the final judgment usually decides cases the same way.

Section 9 of the Sanders Bill covers rehearing and liberalizes existing procedure. Section 10 specifies a "full and fair hearing" and the manner in which reports shall be issued. Any final decision order or requirement, it is stated, must be accompanied by a "full statement in writing of all the relevant facts, as well as conclusions of law upon those facts."

UP Programs to Library

AT THE request of the New York City Public library, a complete set of the series of 20 transcribed radio programs produced by United Press to dramatize the coverage of news has been included in the Library's transcription files. The discs, supplied by UP to 370 stations, feature impressions by UP correspondents of major developments in the war, together with behind-the-scenes stories of how news was recorded and transmitted under wartime conditions. UP also reports that its radio wire service, "True-Our," which deals with human interest topics rather than war news, is used regularly by 31% of its clients stations, with 20% reporting sponsorship of the show.

WWXY, Watertown, N. Y., 500-watt daytime outlet on 1380 kc., has applied to the FCC for 1,000 watts fulltime on 700 kc.

Wadham's Making Plans

For WTMJ Sports Series

COMPLETED arrangements for the broadcasting of sport events this fall and winter on WTMJ, Milwaukee, under the sponsorship of Wadham's Oil Co., has been announced by the station which claims it to be the most extensive schedule of sportscasts in its history.

Starting Aug. 29 and continuing through Nov. 16, descriptions of the entire 12-game schedule of the Green Bay Packer professional football games will be carried. Beginning Oct. 4 and continuing for the following four Saturdays, grid games of the U of Wisconsin will be broadcast by Wadham's. When basketball season opens 11 games of the U of Wisconsin will be carried, Dec. 6 through March 7, as well as one game of Marquette U on Dec. 31.

WLS Shows at Fairs

ANNUAL TOUR of the National Barn Dance, heard on WLS, Chicago, Saturday nights, 7:30-12:00 P.M. (CDST), started Saturday, Aug. 9, when the full cast appeared at the Illinois State Fair in Springfield. The Barn Dance will appear Aug. 16 at the Wisconsin State Fair, Milwaukee, and on Aug. 30 at the Indiana State Fair in Indianapolis. The complete four and a half hour show will be presented at the three Fairs. The Dinersell program, heard Monday through Friday, 12:45-1:15 P.M., featuring Arthur C. Page, Associate editor of Prairie Farmer, will be presented from the Prairie Farmer-WLS booth at the Fairs.

National Advertisers
Get Greatest Coverage
per Dollar Spent

WNBC
in HARTFORD
America's Test City

General Offices: 54 Pratt St., Hartford, Conn.

Broadcasting • Broadcast Advertising

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WICC, Bridgeport, Conn.

Dr. Swetts Root Beer Co., New York (root beer), 130 t, thru C. I. Miller Co., N. Y.
Foster-Millburn Co., Buffalo (Donut's pills), 125 t, thru United Broadcasting, N. Y.
Church & Dwight, New York (Cow Brand Soap), 165 sa, thru Brooke, Smith, French & Dorrance, N. Y.
Cinemat Club Co., Minneapolis, Minn. (picture ads), 176 t, thru N. W. Ayer & Son, N. Y.
Carter Products, New York (Carter's Little Liver Pills), 240 t, thru Street & Finney, N. Y.
Canada Dry Co., New York (Spar), 260 t, thru J. M. Mathew, N. Y.
Manhattan Soap Co., New York (Sweetheart Soap), 200 t, thru DeArminskin Adv. Corp., N. Y.
McKeen, Benjamin, New York (true story magazine), 15 t, thru Arthur Kuder Inc. N. Y.

KYW, Philadelphia
Michigan Milk Producers (All-Purpose face cream), 5 sa, thru direct.
Foster-Millburn Co., Buffalo, N. Y. (Donut's Pills), 3 t, thru Street & Finney, N. Y.
Carnation Milk Co., Milwaukee (canned milk), 4 t, thru Erwin, Wasey, N. Y.
Procter & Gamble Co., Cincinnati (Duz), 8 sa, thru Compton Adv., N. Y.
Wesson Oil Co., New Orleans (cooking oil), 6 sa, thru Keynon & Eckhardt, N. Y.

WFIL, Philadelphia
Procter & Gamble Co., Cincinnati (Duz), 3 sa, thru Compton Adv., N. Y.
Lydia E. Pinkham Medicine Co., Lynn, Mass. (proprietary), 10 sa, thru Erwin, Wasey & Co., N. Y.
Knox Co., Los Angeles (Cyster), 2 t, thru S. Burton & A. Stebbins Adv., Los Angeles.

CFRB, Toronto
Bromo Seltzer Ltd., Toronto, weekly ep, thru Ruthrauff & Ryan, N. Y.

CFCC, Montreal
Eaton Co., Ltd. Montreal (chain department), 1 sa, thru 6 weekly.
Henry Morgan & Son Ltd., Montreal (department store), 1 sa, thru 6 weekly.

KIDO, Boise, Idaho
Los Angeles Soap Co., Los Angeles (White King soap), 5 ep, thru Raymond R. Morgan Co., Hollywood.

KOAA, Denver
Procter & Gamble Co., Cincinnati (Dish), 3 sa, thru Peffer & Ryan, N. Y.

KALLEO, Denver
Battle C sk (Pep), 10 sa, thru Keynon & Eckhardt, N. Y.

WJID, Chicago
Dave Miner Co., Chicago (music lessons), 5 t, favorable.
Travelers Casualty Insurance Co., Chicago, 3 ep, thru First United Broadcasters, Chicago.
American Aircraft Institute, Chicago, 3 ep, thru Monroe & Dreher Inc., N. Y.
Franklin Bruck Adv. Corp., N. Y.
Fred J. Walsh Co., Chicago (real estate), 1 week, thru Burton Brownes Inc., Chicago.
Star Penn Co., Chicago (Waltskin Penn), 7 week, thru United Adv., Co., Chicago.

WGN, Chicago
Blue Moo Foods Inc., Thorn. Wis. (Bull ryan cheese products), 6 ep, thru H. B. LeQuatte Inc., N. Y.
Lever Bros. Co., Cambridge (Swan Soap), 6 weeks, thru Young & Rubicam, N. Y.

WROK, Rockford, Ill.
State of Wisconsin, Dept. of Agriculture, Madison, 25 sa, thru.
Western Bottling Co., Chicago (Black Kow), 17 ep, thru Reinecke-Ellis-Young-green-Finn, Chicago.

WEOL, Boston
J. L. Prescott Co., Passaic, N. J. (Dazle soap - etc.), 30 sa, thru Monroe & Dreher Inc., N. Y.
Kenyon, Wis. (Realm motor tuneup), as series, thru Kirksgaard-Drew, Chicago.
Eastern Steamship Lines, Boston, as series, thru N. W. Ayer & Son, N. Y.
Procter & Gamble Co., Cincinnati, as series, thru Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati (Ivory soap), as thru Compton Adv., N. Y.

WNAC, Boston
Forty Pothom Fisheries, Boston (packed fish), 29 ep, thru Alley & Richards Co., Boston.

WIBG, Glenoaks, Pa.
Crawford Inc., Philadelphia (furriers), 19 sa, thru.

WOR, New York
National Shoe Stores, New York, 6 ep, thru Emil Mogul Co., N. Y.
Maller Co., Burlington, Vt. (crestels), 6 ep, thru S. G. Croett Co., N. Y.
Quaker Oats Co., Chicago (dairy foods), 6 week, thru Sherman & Marquette, Chicago.
Chatham Mfg. Co., New York (blankets), 6 day, thru M. H. Hatchett, N. Y.
Bond Stores, New York (men's clothing), 7 ep, thru Neff-Bogow, N. Y.

WXR, New York
Botany Worsted Mills, Passaic (Botany products), 3 week, thru A. J. Silverstein, N. Y.
H. W. Rail, New York (furriers), 6 ep, thru Letter Harrison Associates. N. Y.
Brett, Wycoff, Potter & Hamilton, New York (real estate), 6 ep, thru Huber & Sones, Boston.

WNEW, New York
P. Lorillard Co., New York (Old Gold), 5 ep, thru 2 weeks, thru Lennan & Mitchell, N. Y.
Sals Bros., Inc., New York (pens), 5 week, thru 2 weeks, thru H. N. Leon Inc, N. Y.

WJZ, New York
Detroit & Cleveland Navigation Co., Detroit (transportation), 8 ep, thru Ralph L. Wold, New York.

WEAF, New York
Delehanty Institute, New York (civil service trade school), 3 week, thru Dimmick Adv. Agency, N. Y.

WAB, New York
American Cheico Co., Long Island City (Chillette-Dicine), 6 ep, thru Badger & Browning & Hensey, N. Y.
Book House Inc., 5 ep, thru A. J. Silverstein, N. Y.

WHR, Wisconsin Rapids, Wis.
Sterling Insurance Co., Chicago, 6 ep, thru.
Rolls Camera Co., Chicago, 6 week, thru First United Broadcasters, Chicago.

WCHB, Columbus, Miss.
Ralph Scott Inc., St. Louis (foods), 3 ep, thru Firestone Tire & Rubber Co., Akron, Ohio.

CJCA, Edmonton, Alta.
John R. Woodbury Co., Cincinnati (soap), 6 ep, thru A. J. Silverstein & Mitchell, N. Y.
Finex Co., Fort Wayne, Ind. (Finex sold ready), 220 sa, thru Russell M. Seeds Co., Chicago.

KFCR takes over Housewives' show
Protective League program

KFCR takes over "Housewives' Show" Protective League program switches from KSFO

AFTER MORE than a year on KSFO, CBS affiliate in San Francisco, the Northern California edition of the Housewives' Protective League has shifted to KFCR, San Francisco, taking along with it many of its local advertising sponsors.


Dale went over to KFCR to get the show organized, then departed for Hollywood, where he is to conduct the KNX edition for Wheeler.

The latter, recently signed for exclusive sponsorship by Campbell Soup Co., brought Dale to Hollywood and had a show debut at San Francisco is Paul Gibson.

The Housewives Protective League is now heard as a participa-

BROADCASTING

Testing Bureau
Unique feature of Housewives Protective League is that all prod-

Department Stores, New Process Laundry & Dry Cleaners.

To supplant the Housewives Protective League on KSFO started a similar program with feminine ap-

Among the major participating sponsors are Standard Beverages (Par-P-T-Pack), Par Soap Co., South-

Forbes begins work on a new series of variety-drama programs on 63 CBS stations Monday 10-

14), has announced the starting date as Sept. 15. The show will originate in Hollywood and will have drama, comedy and music as principal ingredients. It marks Forbes' return to radio after a year in producing motion pictures. Agency is Pedlar & Ryan, New York.

Welles starts Sept. 15

LADY ESTHER, Chicago (cosmetics, toilet preparations), which will star Orson Welles in a new series of variety-drama programs on 63 CBS stations Monday 10-

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The Business of Broadcasting • Broadcast Advertising
rubsam & hombroff brewing co., new york (b & h beer), is using three spot programs on wor, new york, to promote its beer.

the company is currently running barrel of fun, thursdays 8:30-9:00 p.m. and recently added promotions in happy jim walden's, wed. and thurs., at 10:30 a.m. and spot announcements on raymond & the twin twisters, tues. and thurs. at 10:00 a.m. agency is samuel c. croft, inc., new york.

thu-ade inc., los angeles (beverages), with local bottle tie-up, in a two-month campaign which started aug. 4, is using daily participation in news while it's news, on whaa, springfield, mass. in a similar deal, the firm also is sponsoring daily participations in happy john on whrl. in addition, daily transcribed announcements are being used on wbcm-wdcw, washington, d.c., with two per day on wraw, scarborough, n.y. agency is benjamin & hollman.

dr. p. phillips canning co., orlando, fla. (canned fruit juices), on july 23, is using key west fl. -style man, a five-minute live show featuring will anderson, jr., on kpo, san francisco. company has been participating in key cook's women's tournament in addition to three daily spot announcements on kpow.

furman's fur's, los angeles, in a late summer campaign in conjunction with daily spot announcements on kpo and kenki, los angeles, charles davis adv., los angeles, has the account.

grocers packing co., los angeles (packaged vegetables), has started to tie up, new to radio, on aug. 4, started 30-second daily participation in breakfast at sardi's, on kwst, los angeles.
Muzak Forecasts

FM ‘Subscribers’

Sees 10% of N. Y. Population Paying $2.50 Per Month

Muzak Corp., New York, expects 10% of that city’s population to apply for its non-commercial FM program service when it starts early next year at a maximum rate of $2.50 per month, according to a statement by Waddill Catchings, Muzak president. Company, for some years engaged in supplying advertisingless musical programs by wire to hotels, restaurants, apartment buildings etc., was recently granted a permit to construct an FM station (117.65 mc.) in New York by the FCC. Although the programs will be broadcast, Muzak plans to restrict reception to subscribers by sending a discordant noise along with the program which can be tuned out only with the special Muzak receiver [BROADCASTING, July 7].

Citing a statement of the NAB that advertising on the air is justified because of the high quality of entertainment it allows the broadcasting industry, Mr. Catchings declared:

“Muzak, which is now furnishing programs to hotels, restaurants and defense industries, can give just as much entertainment to its home subscribers.

Everything But Commercial

“We expect 10% of the population of New York City to apply for our FM service,” he declared, “whether or not they are radio set owners. Our programs can be standby programs, supplementing the big commercial programs on the air. Enough subscribers paying the nominal fee we plan to charge will enable us to supply music, news broadcasts, dramatic programs (including live talent wherever desirable) — everything, in short, that radio provides, except commercials.”

Muzak patents will also be available to others desiring to operate a competing service. “So far as we have agreed with the Commission to make our patent available,” Mr. Catchings said. “Purpose of the patent is to make sure that only those who subscribe to the service receive it. Thus we avoid ‘bootlegging.’ This is a technical aspect of transmission and does not concern a subscriber to the service.”

Success or failure of the Muzak experiment will depend on the public’s willingness to pay the fee that would warrant furnishing such a service. Purpose of the experiment,” according to a statement issued by the company in applying to the FCC for permission to construct the FM station, “is to determine whether the public sufficiently large portion of the public would prefer to obtain radio programs by direct payment for the service.”

Navy Will Expand Radio Department

WITH naval communications traffic increasing rapidly, Secretary of the Navy Frank Knox recently announced expansion of facilities with the increased load. Secretary Knox also indicated that plans are under way to increase materially the size of the Naval Communications Reserve, and to retain reserve officers and enlisted radio men and signalmen in increasing numbers.

According to Navy figures, nearly 300% increase in traffic has been handled in the last 2 1/2 years. Total average daily messages increased from 1,534 during the early part of 1939 to 4,518 on July 1, 1941 — with a corresponding increase from 98,402 to 238,864, it was stated. To relieve the growing load on official naval radio facilities, much of this traffic has been diverted to wire lines and the telephone and telegraph services, the Navy Department commented.

Since 1939 radio personnel of the Navy has more than doubled, it was indicated, with 1,300 officers performing communication duty now, as against 700 in 1939; 9,200 radio men against 4,800 and 3,150 signalmen against 1,400. Of the 903 officers on the rolls of the Naval Communication Reserve, 655 are on active duty, along with 5,277 of the 7,000 enlisted men. It is anticipated that 1,700 reserve communication officers will be required, and a procurement program is in progress to provide this number, with still further increases foreseen.

The Navy Department also lauded the work of the Defense Communications Board, headed by FCC Chairman James Lawrence Fly, declaring that DCB’s “vast effort” would be justified, if only for its development of prospective plans for using Governmental and commercial communication facilities to supplement the purely military communication services and for the alternate routing of traffic to meet essential commercial requirements should normal routes fail to function.

Kornheiser Heads Radio Tunes

PHIL KORNHEISER, for 20 years general manager of W2OJF Inc., and more recently serving as a consultant to Merrill Tomkins, vice-president and general manager of Broadcast Music Inc., has been named program manager of Radio Tunes, a BMI subsidiary organized to publish and promote popular music [BROADCASTING, July 14].

"Arr-rk! better spot WEDF Flint Michigan! arr-rk! so the old buzzard will get results!"

BOND BURGEOES

Drops Radio 'Til Stocks

— Can Be Replenished

BOND CLOTHING Co., Philadelphia, men’s clothing chain, recently cancelled its radio contract with KYW-Philadelphia, under unusual circumstances. It wasn’t that radio failed to produce results for the sponsor. Rather, according to A. L. Petrie, manager of the local Bond store, it was because radio was too fruitful.

Attributing the results entirely to radio, Mr. Petrie explained that the store has sold out practically its entire stock and it would be necessary to go off the air in order to reduce the traffic of customers whose needs the concern is unable to meet at the moment.

“There is no sense in advertising,” said Mr. Petrie, “when we have nothing to sell.” Mr. Petrie said that the store would return to the radio in the Fall, with stock replenished. Bond Clothes participated in the W47A Musical Clock each morning for a quarter-hour.

MBS Includes FM

CURRENT issue of the MBS program folio lists FM stations carrying Mutual network programs along with regular Mutual affiliates, marking the first time a major network has tied in FM outlets with its affiliate listings. FM stations include W71NY, owned by WOR, Mutual New York affiliate; W39B, Boston, W73B, Boston, and W74A, Albany.

Network Lists FM

FREQUENCY modulation stations carrying MBS network programs are listed along with regular Mutual affiliates in the current issue of the network’s program folio. The new listing marks the first time that any major network has tied in FM outlets with its affiliate listings. First FM stations to be so included are the following:

W71NY, New York; W70B, Boston; W73B, Boston; W74A, Albany.

REL FM’s PIONEER MANUFACTURER

NEWS! NEWS! NEWS!

The REL DL line of FM transmitters employs the new Armstrong phase shift modulator. Only REL FM broadcast transmitters give you the advantages of this latest Armstrong development.

RADIO ENGINEERING LABS., INC.

Long Island City, N.Y.

BROADCASTING • Broadcast Advertising

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Larger Crowds at Lake Compounce

Radio Is Responsible For Amusement Park Gains

By JULIAN NORTON
General Manager,
Lake Compounce, Bristol, Conn.

A FEW WEEKS ago our amusement park was awarded a contract for the 1941 season with WDRG, Hartford, which called for the heaviest radio appropriation in our advertising history.

Ours is almost wholly a spring, summer and early fall business. That’s when people go to the amusement park to dance, to ride the roller coaster, the speed-boats, the scooters, the play automobiles, to swim, bow, have picnics, and frequent the shooting galleries.

That’s when they come to be amused, to have dinner parties, to eat ice cream, and other refreshments. We appeal to the great middle class, and those under and over—in other words, almost everybody.

It Worked in 1940

How could we bring to this great middle class population what we had to offer? How could we tell them that Lake Compounce, in the heart of Connecticut, was just what they ordered if they wanted to have fun?

The answer, of course, was radio. We tried it hard in 1940, exclusively over WDRG. It worked. We had the second best year in our 96-year history. It worked so well we’ve been on WDRG again this year with our greatest radio appropriation. And we’re on our way to a banner year, probably our best.

The crowds are bigger than we’ve ever had before, and they’re spending more money. The response from our radio advertising has been excellent, and we feel radio is doing us a lot of good. Naturally, we're more than pleased with our results, and our experience with WDRG has been over a period of 11 years.

We have a planned schedule over WDRG. One of the programs we sponsor is a street interview broadcast, which we believe has a tremendous audience—a type of program which the whole family listens to. That’s what we want, whole families. And they come out here to picnic and to play.

Then we sponsor the popular Saturday Strictly Swing Club show, which has more than 13,000 members. Here our appeal is to the music lovers, the swingers, the dancers. Each week we have a name band at Lake Compounce, and the attendance is always high after sharp plugging on the radio.

On two other days we have special spots on WDRG calling attention to the attractions at the park, and inviting all comers. The spots and programs begin on Wednesday, and from then on through Sunday there is mention of Lake Compounce every day in some manner.

Our biggest crowds, of course, come on week ends and our radio advertising is arranged to keep the name of the park out in front during that period.

They Hear About It

We feel that young people, especially working people, listen to radio a great deal, and pay more attention to the advertising than they would if they read it in the newspapers. They don’t read the papers very carefully. They don’t notice the ads, unless they want to go some place and then they go looking for it.

But when they’re listening to a favorite program on the radio, they also listen to the announcer—and that’s where Lake Compounce comes in.

Radio definitely impresses Lake Compounce on their memories. They hear about it, again and again. And when they think of some place to go, Lake Compounce jumps to their minds.

We’ve been getting some huge crowds this year. Business is better, and the people are spending more. We know radio is responsible for this attendance, because we’re getting people from places our newspaper advertising never hits.

Our advertising on WDRG has been well repaired. Radio advertising is really a nice asset for us—it’s good business. Our particular line of business works in very well with radio, which reaches just the type of person we desire to attract.

An average Sunday will find more than 3000 persons at the lake, and a good Sunday will see more than 15,000. On holidays, like July 4, we’ll get 25,000 to 30,000. And they keep coming back, bringing new faces with them all the time.

Our WDRG set-up is extremely satisfying to us, or we wouldn’t have continued it. We’re grateful for the cooperation of the station’s program department, and to Commercial Manager Bill Malo and Sales- man Eric Williams, who handles our account for the station.

All in all, we’re tickled about the way radio is working for us. Who wouldn’t be; watching those crowds roll in!

Student Exchange Series To Be Started Aug. 15

FIRST student exchange program between North and South America has been arranged by the Pan American department of the Intercollegiate Broadcasting System, New York, for showtime Aug. 16 at 7:30 p.m. on NBC’s international stations, WRC and WNSB.

The quarter-hour program in Portuguese will salute the U of Sao Paulo, Brazil, as the first South American member of IBS. At the completion of the United States program, the University will answer in English.

At intervals of two weeks during August and September, the series will continue, the second program scheduled for Aug. 29, when IBS salutes the National University of Bogota, Columbia, for its progress in technical and scientific education.

Each program is a cooperative venture between students of the two nations and is prepared with university authorities in South America. Besides the series of exchange programs, the IBS Pan-American department is producing a series of America Folk Music programs on the Library of Congress for broadcast on WRUL, Boston station of the World Wide Broadcast Foundation.

McBride on WEF

MARY MARGARET McBRIEDE, who for seven years as Martha McBride, conducted one of radio’s most successful participating shows for women on WOR, New York, is starting national clear radio coverage of the same type of program back to the air on WEF, 1:45 p.m. EDT, Monday thru Friday. Since leaving WOR, Miss McBride has conducted a Column of the Air on CBS for the Florida Citrus Commission, on a sustaining basis and under sponsorship of Bohack Stores, New York.
Here's what you buy when you say "yes" to advertising space in Broadcasting. You buy the all-radio medium . . . because Broadcasting is 100% radio, nothing but radio. You buy prestige . . . because you're using a prestige medium. You buy tested advertising power . . . because 85% of Broadcasting's clients renew. You buy blanket coverage of clients and prospects . . . because Broadcasting completely blankets national radio advertisers and their advertising agencies. You buy economical advertising . . . because Broadcasting's circulation has increased 400% in 10 years, but its advertising rates only 20%. You buy the No. 1 Advertising Choice . . . because Broadcasting is first in the trade paper reading preferences of advertising agency executives and national radio advertisers. Isn't that 50,000 watts of advertising space for your money?

Buy
Broadcasting
Today!

WRITE FOR 5 SURVEYS OF ADVERTISING AGENCY AND NATIONAL RADIO ADVERTISER TRADE PAPER PREFERENCES.
AN INVENTION which may save broadcasters the expense of studio duplication or auditorium rental has been under experiment for some time at NBC New York. Able to simulate any form of acoustical surroundings by the control of reverberations, the perfected system can give the illusion of a small room or the empty hallows of a tremendous cathedral. It adds a "third dimension" to broadcasting or receiving, according to its inventor, Dr. Alfred N. Goldsmith, New York consulting engineer and onetime chief engineer of RCA.

Working on the principle that reverberation puts the acoustical surrounding on the ear, Dr. Goldsmith states he has perfected a system for controlling the reverberations by casting around as it is made and creating, electrically, echoes of those sounds. These echoes are then treated as synthetic reverberations, which can be controlled by a switch. If a large concert hall were to be simulated, the switch would be turned on to set up many vibrations (because of the closeness of the walls in a small room there are naturally more vibrations bouncing off them).

Mixes the Sounds

The system now in use is both uneconomical and inflexible, according to the inventor. In order to simulate a certain flavor of a complete house, a studio replicating the acoustical arrangements has to be built for each. Different sounds have different effects in different studios, auditoriums, or "reverberation chambers" to use. All this, he says, can be eliminated by the new system now known as the "reverberation synthesizer." With a concert being played from a broadcasting studio, the push of a button will bring the illusion of a Carnegie Hall, Constitution Hall or a Central Park Mall.

Dr. Goldsmith calls his echo-makers "recording heads." Actually they transform the sound wave into magnetic waves to produce a sound record. When the normal sounds are mixed with the controlled reverberations, the desired effect is obtained.

"The implications of the invention are far-reaching," says Dr. Goldsmith. "Radio stations can have most programs eminating from the same studio. Natural conditions can be more easily and expeditiously simulated. Suppose a character in a radio drama walks from a crowded room to the center of the house. The full sounds of the room to the hollow sound of the empty basement is a matter of a twist of the switch." In addition, Dr. Goldsmith looks to the day when all receiving sets in the home will have a "synthetic reverberator" so that each listener could suit the surroundings of a program to his taste. He might want to feel that certain organ music is coming from a tremendous chapel or a musical program from a symphony hall. With the new attachment, the transformation would be easy. Examples could be increased a hundredfold, forgetting one of theArchive/Google Books
Help Wanted

Operator-Transradio Man—Married; seeks permanent connection. Available immediately. Box 787, BROADCASTING.

Combination Announcer - Operator - Now employed, available immediately, head of State salary. Box 776, BROADCASTING.

News Reporter—University graduate; six years newspaper background. $60 minimum. Immediately. Box 785, BROADCASTING.

Sports And Studio Announcer—Football, boxing, basketball. Five years' experience, draft exempt. Employed as present, but desire change. Box 786, BROADCASTING.

Situations Wanted

Operator-Transradio Man—Married; seeks permanent connection. Available immediately. Box 787, BROADCASTING.

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Sports And Studio Announcer—Football, boxing, basketball. Five years' experience, draft exempt. Employed as present, but desire change. Box 786, BROADCASTING.

They're readying fall and winter schedules. So talk to them now—through BROADCASTING!

Pabst’s All-Stars

EXCLUSIVE broadcast rights for the All-Star football game Sept. 3 have been given to WHN, New York, which will carry a play-by-play description of the event under sponsorship of Pabst Sales Co., Chicago, for Pabst Blue Ribbon Beer. The contest in New York's Polo Grounds is arranged by the New York Herald-Tribune annually and will be between the New York Giants Professional team, coached by Steve Owen, and the collegiate stars of the country, coached by Jim Crowley. Agency is Lord & Thomas, Chicago.
WHIC, Hartford, has started a summer-time promotion campaign to call attention to the Shoppers Special, heard on WITC in the well-known post-humorist, Ogden Nash, who was summing at nearby Little Bootee's. The program was one of a series produced and written by the boys at Camp Langdon.

A SERIES of public service transcriptions for use by stations of Indiana was cut Aug. 2 at WOG, Fort Wayne, by the Department of Agriculture. The series was produced by the boys at Camp Langdon.

WHOM, Jersey City, during the period May through July contributed to the Treasury Dept. a total of $445,000 to the sale of Defense bonds and stamps, representing $7,295,000 in time sales, in 154 foreign languages and English, including 15 a day weekdays and 30 a day Sundays from May 1 to 4 in May and in July, and 45 in June.

TO ASIST the campaign for cutting down gas consumption, Al Hodges, automobile reporter for WMCA, New York, is making a series of short radio commentaries on the effects of gas conservation tests on tires. This is the first in the American Automobile Assn., which has denouncing the troubles of life will be explored and listeners asked to suggest antidotes.

WHERIS, Portsmouth, N. H., featured as a guest artist on a recent "Let's Join The Army Day of National Reunion" broadcast, is the well-known post-humorist, Ogden Nash, who was summing at nearby Little Bootee's. The program was one of a series produced and written by the boys at Camp Langdon.

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Gen. Mauborgne Retires Sept. 30

Expected to Leave DCB Post, Gen. Olmstead Acting Head

MAJ. GEN. Joseph O. Mauborgne, Chief Signal Officer of the Army, member of the Defense Communications Board, is a recognized authority on communications, will retire from the Army Sept. 30 upon completion of his four-year tour as Chief Signal Officer. Simultaneously, it is expected he will resign his Gen. Mauborgne post on DCB.

Gen. Mauborgne left Washington last Thursday on an extended inspection tour of all Signal Corps activities of the four Armies in field maneuvers, which he will conclude at the end of August. He will then take a month's leave prior to retirement Sept. 30.


Lt. Col. William S. Rumbough, of the Signal Corps War Plans Section, will act as Gen. Mauborgne's alternate on DCB until further notice. Gen. Mauborgne also has asked to be relieved of his post as the Army's representative on the National Inventors' Council.

It was believed that Gen. Mauborgne, after his retirement as an active Army officer, presumably with the rank of major general, will be called upon by defense authorities to assume an important role in the communications preparedness for national defense.

KGBS, Harlingen, Starts Aug. 15, Staff Is Named

OWNED by McHenry Tichenor, a retired newspaper publisher, the new KGBS, Harlingen, Tex., is scheduled to go on the air Aug. 15, according to Ingham S. Roberts, general manager who formerly was with KPRO, Fort Worth; KBCO, San Antonio; and KRVG, Weslaco. The station is Western Electric equipped throughout and utilizes a Blaw-Knox tower.

Mr. Ingham announced the following staff: Thomas B. Moseley, of KEGO, Fort Worth, chief engineer; Charles Bigg, E MAC, San Antonio, program director; Howard Holbrook, KTEM, Temple, Texas, manager; Don Phillips, WACO, Waco, announcer; Roy Rogers, new to radio, announcer; Kathryn Porter, KVIC, Victoria, Tex., continues; Eleanor Shafer, Texas State Network, traffic; Lee Hatchett, auditor.

DCB Report
(Continued from page 10)

for air raid warnings, messages, communications and continuity; it was believed that "certain remediable shortcomings are still to be overcome." These are taken to mean the need for reaching rural areas and remote quarters. In an adequate power supply can be maintained only if the regular power supply is interrupted.

Possible Supernetwork

In conjunction with the Office of Civilian Defense, headed by Mayor LaGuardia, the DCB is working on plans to link stations to local civilian defense centers for instantaneous receipt of local and regional warnings and announcements and a potential nationwide supernetwork to be available for transmission of messages national in scope.

Studies by the DCB show that of the approximately 880 stations in operation, nearly 500 are already connected to the potential supernetwork by telephone lines. This apparently refers to a linking of the three major chains through a central point, as is already done in the case of some national broadcasts which all three are carrying.

DCB says that an additional 132 stations have studios in cities now served by the "supernetwork", in which cases only a local connection is needed to tie them in. Only 12 stations in the entire country, according to these studies, are located away from regular program lines and these can be tied in through use of ordinary telephone lines for special announcements and warnings. The remaining 240 stations are located along lines of the supernetwork and could be connected with little trouble.

Thus every station in the country can promptly be utilized for military or civilian defense messages. In addition, this network would be available for warnings to a particular station that its signal is in danger of becoming a direction finder for enemy planes.

Program Interruptions

Speaking of program interruption, the DCB report states:

"Successful use of broadcasting for military or civilian defense under private ownership and operation, depends upon the reliability of transmission and its freedom from intentional or deliberate interruptions. Preliminary reports to the Board indicate that reliability varies from station to station, but that a high degree of freedom from program interruptions can be attained. Thus 20 selected stations were found to be losing an average of less than 1 minute every half week per program interruption of all kinds. Reliability of these stations was calculated at 99.982%.

"Electric power failure, it was found, is the most frequent cause of interruptions, accounting for about 50% of all program breaks."

Since continuous operation of broadcast stations during power failures is essential, the Board has in progress means of continuing service while public power is cut off. At present an estimated 10% of all broadcast stations are equipped with emergency gasoline or steam-driven power generators which will enable them to continue operations under any conditions except actual demolition of the transmitters. A few other stations are served by two or more independent sources of public power. Studios are now under way to decrease the likelihood of broadcast failures from power cutoffs.

"In addition to steps designed to protect particular stations which may be designated for special defense functions, the DCB has instituted reliability studies of the potential supernetwork which will weld the stations into a nation-wide unit. Reports to the Board indicate that the 45,000 miles of program transmission circuits now in existence provide alternate routes to all but two of the 310 cities now served. Thus in the event that all network stations were mobilized for a nation-wide defense broadcast, any particular circuit interruption could be compensated by recruiting over alternate transmission lines. Alternative power supplies for these program transmissions are provided by adequate storage battery reserves in 4,000 relay centers."

A "STAND-OUT" IN FALL 1940
ALL SET AS HIGH-SCORER FOR 1941

NBC's Recorded Program
"TOUCHDOWN TIPS"
by SAM HAYES

IN ITS FIRST SEASON as a "major contender," Touchdown Tips skyrocketed to outstanding heights of popularity. Again this Fall, this peak-popular program is already headed for top honors.

It's the year's best bet in timely shows—recording by NBC, rushed to you each week by Air Express—and at a cost that will surprise you.

Gifted with rare showmanship, Sam Hayes packs each of these weekly quarter-hours with accurate predictions, competent analyses of 30 major college football games in all sections—spiced with football-facts and "Gridiron Grins" that are every football fan's meat.

Better wire today for details from your nearest NBC Radio-Recording Division office.

Scores with Stadions and Sponsors!
FROM AKRON: "... the best transcripted quarter-hour this Fall... put us down again next year."
FROM BUFFALO: "... Very pleased with the first opportunity of a similar series will... be available next year."
(from sponsor has bought 1941 series.)
FROM BALTIMORE: "Very successful in selling men's clothing to the retail trade."...
FROM CHICAGO: "... Highly pleased... glad to report that (our station) is being sold the same way."

NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service
RCA Bldg., Radio City, New York + Merchandise Mart, Chicago
Trans-Lux Bldg., Washington, D.C. + Sunset and Vine, Hollywood

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NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service
RCA Bldg., Radio City, New York + Merchandise Mart, Chicago
Trans-Lux Bldg., Washington, D.C. + Sunset and Vine, Hollywood
Approval of ASCAP Deal Uncertain

(Continued from page 8)

minished charges to independent broadcasting stations”.

The statement explains that “our society is founded upon good music and that is our main concern . . . for American music to continue to express the hopes and ideals of free men and women” and continues: “The urgent need of this music in the cause of national unity and national defense was no small factor in spurring our efforts to restore music to the national networks.”

“The American Way”

After expressing ASCAP’s belief that “this cooperative society represents the American way of safeguarding composers and authors from cultural and financial starvation” and that it offers commercial users of music a “vital” service at “nominal costs,” the statement concludes:

“By insuring the economic and cultural freedom of composers and authors we obtain for the public the benefits of the creative efforts of these men and women of genius. Conscious of this responsibility, we re dedicate this society as an American institution.”

A doubt that ASCAP “represents the American way” of protecting songwriters was expressed last week by BMI, which pointed out that talent songwriters can get “ready cash from BMI, which pays on a performance basis, regardless of seniority, and leaves its writers completely free to do anything they wish to do with their own interests,” whereas “ASCAP, which ties its writers to 10-year contracts calling for their entire output, bases its payments to writers on contribution to the Society as well as on seniority and promises a pension based on a continuous flow of creative genius.”

First effect of the approval of the deal with NBC by the ASCAP board was the resignation of Edgar Leslie as a board member. Mr. Leslie, who is reported to have voiced vehement objections to what he believed to be a subservient attitude on the part of ASCAP towards the networks, tendered his resignation to Louis Bernstein, acting president of ASCAP. It will be presented to the board for action at the next board meeting, which will be called whenever the NBC contract is ready for ASCAP’s signature. ASCAP’s president, Gene Buck, is away on vacation.

The young writer’s chief complaint against the ASCAP system, according to BMI, is that he gets no pay for the radio performance of his best work, frequently produced when he is young and his songs have a fresh note that makes them popular favorites. “The publishers,” says BMI, “are literally compensated for them, but the writers do not receive a penny from performances until they have become established performers and assure ASCAP that they can produce hits year after year. This is one reason the legend of the ‘starving songwriter’ has persisted. We will probably hear less of it from now on as BMI has demonstrated that anyone with talent can earn substantial sums from air performance regardless of age.”

** * * *

Craney Rejects Deal

Ed Craney, operator of KGIR, Butte, and the Z-Bar Network, who has been in the forefront of the copyright issue for nearly a decade, flatly rejected the proposition for refunding to NBC the 2 1/2% blanket license fee on commercial network programs, but offered to negotiate his affiliation contract with the network.

Roger W. Clipp, vice-president and general manager of WFIL, Philadelphia, taking a somewhat different position, agreed to the refund but upon the condition that independently-owned stations will have the same options available at the same rate for the purchase of ASCAP music as the deals set forth with NBC for its managed and operated stations.

Nothing Barred

VOICE of the bleachers reached deaf and the bars when Guy Savage, on his before-the-ballerine interviews on WGN, Chicago, quizzed a red-eyed Cub fan who knew all the answers. Before moving on to his next interviewee, Guy was asked by the fan if he could say hello to his pals, who were probably listening. “Doubtful,” Guy asked, where the pals were. The bleacherite replied, “Stateville Prison, gown in Joliet—Hiya, fellas”.

Station Views Vary

A number of other stations also have advised NBC of their refusal to accept the ASCAP rate. In other cases, affiliates agreed to the refund but stated flatly they would not accept a blanket license fee from ASCAP, but insist upon a per-program or per-use basis, also provided for as an alternative means of payment under the ASCAP-BMI consent decrees negotiated with the Department of Justice. The factor of a guaranteed minimum, however, is proving a complication in working out the per-program method.

Mr. Barnard, addressing his telegram to Mr. Trammell, said:

“Your message concerning ASCAP received. If NBC desires a blanket ASCAP license, that is your business. Personally, I believe you are selling your stockholders short. NBC use of ASCAP music can have no more effect on our contractual relations than NBC use of SESAC. We cannot consider refunding a portion of what NBC pays us for the payments of any charge made to NBC, whether it be the ASCAP or the SESAC charge. If NBC finds it necessary to renegotiate our contractual relations at any time, we are perfectly willing to go into the matter with you.”

WFIL Seeks New Deal

Mr. Clipp, in his telegram Aug. 2, expressed the sentiment that a ASCAP at long last is ready to accept the offer made by NBC on behalf of its stations and its affiliates and that WFIL wanted the agreement of the ASCAP group that the ASCAP music will be an extra expense. “We therefore agree to the request of NBC to refund to it 2 1/2% of station compensation received by us and would operate our business in order to make possible and encourage NBC use of the ASCAP catalogue on network programs, subject only to the following points,” Mr. Clipp wired.

“First, that independently owned stations will have the same options available at the same rates for the purchase of ASCAP music as the deals set forth with NBC for its managed and operated stations. Second, that measures will be taken to eliminate the discrimination in favor of stations in states where such refunds are prohibited by state anti-ASCAP laws and who apparently will receive ASCAP music for the network without charge. Third, that the network will reaffirm its pledge to the affiliates to maintain BMI. Fourth, that opportunity will be afforded for stations which take blanket licenses to obtain the same deduction for sales costs as granted the network. Fifth, that opportunity will be afforded for discussion between stations and the network for passing on to the stations part of the savings to the network in the deductions for sales and wire costs. Sixth, that steps be taken to satisfy the stations that this deal can be fully explained and is basically satisfactory and that they are not being rushed into a telegraphic reply without opportunity to see details of the contract.”

CBS HOLLYWOOD AND AFM TO ARBITRATE

As a result of negotiations in Chicago with James C. Petriello, president of the American Federation of Musicians, backing up contract adjutants, a tentative agreement has been reached on a formula for a new deal between CBS and Hollywood musicians. It is understood no contract was signed last week when J. K. (Spike) Wallace, president of Los Angeles musicians Local 47, conferred with Petriello and Ben Paley, CBS West Coast director of operations, and Leslie Atwill, AFM Hollywood vice-president, and further deliberations that will settle all differences are reportedly scheduled to start Aug. 1 in Hollywood.

Several adjustments are demanded. Contract changes extended to and accepted by NBC Hollywood are substantially the same as those now in process of negotiation with CBS, it was said. It includes pay raise for NBC’s 18-man staff orchestra on a three-hour day, six days weekly, with guaranteed 52 weeks employment, and no regional or transcontinental commercials.

Don Lee Network has already adjusted its KHJ, Hollywood, contract with a staff orchestra of 18 men on a straighter basis. Scale has been increased from $46 to $50 weekly per man on a 15-hour week.

Burleigh Nominated

HARRY T. BURLEIGH, noted Negro composer, has been nominated for an honorary degree by Wesleyan University, one of the eight candidates named for the three vacancies to be filled by standing committee. Still active as baritone soloist at St. George’s Presbyterian Church in New York, although 74 years old, Mr. Burleigh was a pioneer in correlating folk music and art music. His best known oratorio is “Little Mother of Mine,” sung throughout the world by John McCormack. If elected, he will become the first Negro board member of ASCAP.

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House Ends Daylight Saving Hearings, Regional Plan Seems on Inside Track

CONGRESS has started the ball rolling toward legislation to establish daylight saving on a more extensive scale than at present. The House Interstate & Foreign Commerce Committee last Thursday concluded three days of public hearings on pending DST proposals, chief among which was a White House-endorse bill introduced by Chairman Lea, of the Committee.

While it appeared that DST legislation definitely would be enacted, and within a short time, also it was evident that strongest support probably would go to a proposal such as the Lea bill, authorizing the President to order daylight saving time either on a national or a regional basis, as he sees fit. In event the DST law takes that form, it is not thought likely universal DST observance would result, since it is held DST would do more harm than good in some areas—the Federal Power Commission, for instance, has held that imposition of “fast time” in some areas would work a prohibitive hardship on municipally operated power plans.

No Programming Remedy

Without universal DST observance, little can be done to remedy the plight of broadcasters in their semi-annual programming headache resulting from the prevailing hit-or-miss daylight saving basis over the country. It was thought in some industry quarters that extension of DST areas, short of a national scale, probably would still further complicate programming troubles for radio.

Appearing briefly at the hearings, Rep. Keogh (D-N.Y.), author of one of the DST bills introduced early this season, urged universal observance of daylight saving, if it is to be observed at all, rather than any regional plan. Chairman Leland Olds, of the Federal Power Commission, speaking in support of FPC’s regional recommendations, estimated that nationwide observance of year-round DST would result in a reduction of 741,000 kw., or about 2%, of the peak power load.

McLean’s Three Zones

Appearing for OPM were W. L. Batt, deputy director of production, and J. A. Krug, chairman of the heat, light and power section of OPM, both of whom went down the line for daylight saving time as an instrument for aiding national defense.

Rep. McLean (R-N. J.), author of the first DST bill of this session, also appeared before the Committee last Thursday to broach his plan for establishing three time zones for the country, to replace the present four zones. Rep. McLean explained that establishment of the three zones, in each of which time would be adjusted to Mean Greenwich Time in order to afford the greatest amount of daylight to all residents, would in effect eliminate all need for daylight saving time. Robert Myers, NAB assistant director of research, told the Committee that the daylight saving proposition bore the endorsement of the NAB board of directors as well as a majority of broadcasters participating in a DST survey conducted by the NAB early this year. Mr. Myers observed that since there is a growing extension of daylight saving time, universal DST appears to be the best answer to the broadcasters’ problems rather than a reversion to universal standard time.

CALL LETTERS of KGFI, Brownsville, Tex., have been changed to KRED. FCC also approved use of the call letters, KFUN, for the new station granted to the Southwest Broadcasters in Las Vegas, N. M.
Radio Tax Fight (Continued from page 7)

WHDF WJMS WATW

Discussing the tax situation last Wednesday and Thursday. Although no formal resolution was adopted, board members laid a ground plan for industry cooperation to the discriminatory tax, all agreeing on an all-out fight against the provision. Mr. Alford participated in the board meeting Wednesday, outlining the proposed method of attack.

Unfair and Unjustified

The board is understood to have taken the position that the proposed tax is unfair, that it represents a departure from the theory of taxation heretofore practiced by the Federal Government, and that it is not justified even in the light of the present emergency. Aimed at the discriminatory characteristics of the proposal, the board held that if there is to be an “industry tax”, it should be levied uniformly rather than picking an industry here and there and applying the levy to it.

During the board’s discussions cases were cited where stations that showed a “reasonable net return” would be thrown into the red if the tax provisions were enforced. Board members pointed out that such a tax would be certain to cause a withdrawal of some commercial business from radio, which, apart from actually reducing revenue, also brought added cost to the operator in supplying sustaining programs to fill the vacated spots. In general, the situation boils down to a proposition of increasing operating cost as business decreases, it was stated.

Board members also cited the definite possibility of a falling-off of business because of the defense effort. It was pointed out that reduced production means that advertising difficulties already are indicated or are in effect in lines such as automotive and radio receiver manufactures, rubber and gasoline, and that this situation was certain to have a some effect on radio. One result, it was stated, would be added cost of operation on the sustaining side as commercial business fell off.

OPACS and Radio

In similar vein, it developed during the last week that radio’s commercial broadcasting rates conceivably might come under scrutiny of the Office of Price Administration & Civilian Supply, with an eye on freezing rate levels. In testimony before the House Banking & Currency Committee, considering the emergency price control legislation, OPACS administrator Leon Henderson stated that communications operating companies—telephone, telegraph and radio—probably would be free from any OPACS price control regulation, since their rates are regulated by the FCC, but indicated that broadcast time rates might come within the purview of OPACS because they are not regulated by the FCC. However, because these rates constitute merely a part of advertising costs of products any OPACS regulatory move in that direction appears unlikely, it was believed, since it has the more important tasks of fixing prices of commodities of vital and general significance to the public. At any rate, industry observers noted this development as further evidence that there would be little chance of absorbing any substantial tax increase through increased rates.

Other Media Join

The surge of activity apparent in advertising circles in opposition to both the radio and billboard taxes indicated that the advertising fraternity looks askance at any proposal to tax advertising, regardless of its extension only to certain media, since it doubts presages a general widening of the tax programs to hit similar small-income stations all over the country, below the $100,000 class, have been warned to recognize the proposed radio tax as the first step leading toward a reduction of exemptions until all commercial stations would be taxed.

In recent letters to Chairman Doughton, of the House Ways & Means Committee, both AAAA President John Benson and Charles E. Murphy, general counsel of AAAA, stoutly opposed the radio and billboard taxes. Labor organizations such as AFRA and IBEW (ABTU) are actively working with the industry in fighting the discriminatory radio tax, holding that imposition of the levy will adversely affect employment of their members.

The only House change made in the Revenue Act, as recommended by the Ways & Means Committee, was elimination of the provision requiring joint income tax returns for husband and wife, rather than separate returns. Elimination of this requirement is estimated to cut the tax yield by some $300,000,000. In some quarters it was felt that if the Senate felt constrained to make up this difference in some manner, it would work against the possibility of cutting the radio tax out of the bill, since the Senate committee would be looking for something to add rather than subtract. However, sentiment now seems to be growing in favor of President Roosevelt’s suggestion to cut individual exemptions substantially, which would restore a great share of this “loss” and perhaps even outstrip it.

Some observers also took heart when Senator George (D-Ga.) recently gave up his chairmanship of the Senate Foreign Relations Committee to succeed the late Senator Harrison as chairman of the Senate Finance Committee. It was brought out that Senator George mirrors much of the tax philosophy of his predecessor, who as a matter of course rewrote House tax bills when they came to the Senate. Hope was seen in that this rewriting process, if it did come about, the radio and billboard taxes would be eliminated.

Approved First in 1942

The Revenue Act, as passed by the House, provides a 5% levy on annual net time sales from $100,000 to $500,000; 10% on $500,000 to $1,000,000; 15% over $1,000,000. [Broadcasting, Aug. 4]. In addition, excise rates on radio receiver and parts sales were boosted from 5½% to 10%, and a new tax on telephone, cable and radio leased wires was included.

Estimates have varied on the size of the expected tax yield from the 5-15% levy, which would apply to sales for the calendar year 1942. Treasury Department estimates indicated a gross take of about $12,500,000, against a loss of approximately $7,700,000 in excess profits and corporate surtaxes otherwise collectable, leaving a net increase for the industry of about $4,800,000. Independent industry estimates have been considerably higher, establishing an additional $5,000,000 in Federal taxes as a probable minimum, and a maximum which might reach as high as $10,000,000.

Speaking during House debate...
Million Offered To Settle Suits
GE, Westinghouse Seek to End Stockholders’ Proceedings
AN OFFER to pay $1,000,000 for full settlement of the several pending suits brought by RCA stockholders against RCA, General Electric Co., and officers and directors of those companies, was presented Aug. 6 to Justice Aaron L. Levy in New York Supreme Court by General Electric and Westinghouse.
Justice Levy referred the matter to Abraham J. Halprin as referee to ascertain the fairness and adequacy of the offer, and the trial was adjourned for further hearing in October.
Major portion of the suits filed by the stockholders was settled last year by Supreme Court Justice Bernard L. Shientag, who dismissed several of the alleged causes of action because of the statute of limitations. The remaining action for $250,000,000 covered alleged illegal transfer of stock for the use of certain patents and investment losses in connection with RKO and RCA Victor.
GE and Westinghouse, in making the offer, do not admit the charges to be correct, but state that final adjudication would require long and expensive litigation, seriously interrupting the work of executives and other personnel and impeding the production of equipment vital to the national defense program.

Pacific Greyhound Shift
PACIFIC GREYHOUND LINES, San Francisco (bus transportation), on Aug. 3 shifted the weekly quarter-hour Romance of the Highways, on 21 Don Lee West Coast stations, from San Francisco to Hollywood, Sunday, 10:15-10:30 a.m. (PST). Commander A. W. (Scotty) Scott and Bill Davidson are featured in the dramatic travelogue. With Thurl Rodney signing to go to New York, Norman Nesbitt has taken over the announcing assignment. Richard Hornman, San Francisco producer of Beaumont & Hohman Inc., agency servicing the account, continues in that capacity.


‘True Story’ Using Spots
MACFADDEN PUBLICATIONS Inc., New York (True Story Magazine), is conducting an intensive 10-day campaign on 31 stations ending Aug. 15. Spots are one-minute transcriptions and chain breaks. Agency is Arthur Rudner, New York.

Grove in Canada
GROVE LBS., St. Louis, is placing one-minute spot announcements and five-minute programs for Brompton on stations in major Canadian markets. Company is expanding its list of stations and greatly increasing its advertising appropriation in Canada for the coming year, following a marked increase in Canadian business the last year. Contracts are being placed through Russel M. Seeds Co., Chicago.

David F. Dickson
DAVID F. DICKSON, auditor of KDRA, Pittsburgh, died Aug. 6 after a brief illness following an operation. Mr. Dickson had been with KDRA since 1923. He previously joined the Westinghouse company’s East Pittsburgh plant in 1924. He is survived by his wife, three children and three grandchil.

Campbell Soup Co.
CAMPBELL SOUP Co., Camden, N. J. (Franco-American Spaghetti and Macaroni), on Aug. 11, through its agency, Rothrauff & Ryan, New York, signed a long-term contract with Dansy Ross for the continuation of his five times per week 7:15-7:30 p.m. program of songs on CBS.

O-Cedar Campaign
O-CEDAR CORP., Chicago (polish, mops, wax), has placed a quarter-hour program, five times a week, on WSB, Atlanta, one-minute spot announcements 11 times a week on KIRO, Seattle, 10 times a week on WMAQ, Chicago, and three to six times weekly on the following stations: WJL, WGRG, WEZ, WAC, WLU, WFPA, of WAJ, WHO, WJR, KTR, WAQ, WAVE, KNX, WTMJ, WJS, WGR, WXY, KWY, KDCA, WPTF, WHAM, KMOX, KPO, WJSV, WRC, H. W. Kastor & Sons Adv. Co., Chicago, is the agency.

Streed Quits WHBF
STREED, Rock Island announces the resignation of Lyn Streed, program manager for the last seven years. Mr. Streed, who will devote his time to hotel interests in Rock Island, will be retained on the WHBF payroll on leave of absence until Sept. 1, at which time his resignation becomes effective. For the present duties of program manager are being handled by Woodrow Magnusson, production manager.

RCA Breaks Ground
For Princeton Labs
CONSTRUCTION of the world’s largest radio research laboratories in the United States, known as “RCA Laboratories,” will begin this week following the groundbreaking ceremony conducted by the Radio Corp. of America Aug. 8 on the selected site of more than 250 acres. The first spadel of earth was turned by Otto S. Schairer, RCA vice-president in charge of the laboratories, who stated in his speech that the immediate requirement of the new laboratories will be to increase the radio’s effectiveness to radio to national defense.
The ceremony was attended by a group of 40 RCA directors and executives, including General James G. Harbord, chairman of the RCA board of directors, and David Sarnoff, RCA president, who announced the plans for the laboratories last March (BROADCASTING, March 10). Designer and builder of the project is the H. K. Ferguson Co. of New York and Cleveland. It is expected that the main building will be completed and occupied by the RCA research organization early next spring.

Dairy Association Plans
Radio And Other Media
AMERICAN DAIRY ASSN., Chicago, has been assured an advertising appropriation of at least $400,000 for the cooperative campaign to be expended on radio, newspapers, and posters. The appropriation may be expanded as additional States join the cooperative campaign to promote greater consumption of dairy products, it was stated by ADA general manager, Owen M. Richards.

States at present cooperating in the drive are North and South Dakota, Minnesota, Iowa, Wisconsin, Indiana, Montana, Washington and Kansas. Spot announcements to be placed through Lee & Thomas, Chicago, will start in September on unselected stations in the following markets: Chicago, Detroit, Boston, Philadelphia, St. Louis, Pittsburgh, Des Moines, Milwaukee, Minneapolis, St. Paul, Bismarck, Great Falls, Seattle.

BEST BUY
in The Tennessee Valley
Power 5,000 Watts Day
Frequency 1150 Kilocycles
Network NBC Red and Blue
Rates Lower than you’d expect


ANN LAHAY
THE NEW AND OUTSTANDING PERSONALITY FOR WOMEN
HOME • BEAUTY • COOKING

WCKY
50,000 WATTS CBS PROGRAMS

Streed Quits WHBF
WHBF, Rock Island announces the resignation of Lyn Streed, program manager for the last seven years. Mr. Streed, who will devote his time to hotel interests in Rock Island, will be retained on the WHBF payroll on leave of absence until Sept. 1, at which time his resignation becomes effective. For the present duties of program manager are being handled by Woodrow Magnusson, production manager.

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ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

AUGUST 2 TO AUGUST 8, INCLUSIVE

Decisions... AUGUST 5


IF YOU PLEASE To Quito's HCJB—

Near the Good Neighbor policy reached a new high via shortwave not long ago, according to the story told by J. Frank Jarman, manager of WDNC, Durham, who says it all happened as he was listening to a program from HCJB, Quito, Ecuador, the other night while fiddling with his shortwave receiver.

When the program ended, Clarence W. Jones, co-director of the station, announced in English that if anyone engaged in the U.S. broadcasting industry were listening, would be pleased to send HCJB copies of Broadcasting and Radio Daily, Jarman collected a bunch, sent them down, and with a letter of thanks HCJB asked WDNC to record a program of its talent and ship it to HCJB for use in Ecuador.

Small Audience Seen For Video Material Shortages Indicate Production Difficulties

DESPITE television's official status as a commercial medium, the signing of five sponsors of WNB7, New York, in its first month of commercial operation and the fact that in New York of television receivers now have a choice of programs from competing stations, sight and sound broadcasting is likely to remain in the stage of experimental rather than commercial advertising for some time to come.

Reason is the scarcity of material available to the manufacturers of radio receivers, who, with not enough aluminum and other materials to make enough sound receivers to meet the demand, are not planning to start production on television sets, for which the demand is less certain.

3,000 Sets in New York

There are now about 3,000 television sets in the homes of pur-

The techniques were again available for the national defense, but whatever the curtailment may be, the use of iron cores and permeability tuners is certain to offset in large measure the aluminum shortage and to leave the impression on radio set design.

IF YOU PLEASE To Quito's HCJB—

The Good Neighbor policy reached a new high via shortwave not long ago, according to the story told by J. Frank Jarman, manager of WDNC, Durham, who says it all happened as he was listening to a program from HCJB, Quito, Ecuador, the other night while fiddling with his shortwave receiver.

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WIBA, Madison, Wis., operating with 1,000 wts at night and 3,000 on day at 1280 kc, has applied to the FCC for 5,000 watts fulltime on 1310 kc, proposing to close its directional antennae accordingly.

obtained, and certainly a more compact assembly.

"There is no telling yet to what extent the aluminum consumption of the radio industry may be cut down in the face of the national defense situation, but whatever the curtailment may be, the use of iron core coils and permeability tuners is certain to offset in large measure the aluminum shortage and to leave the impression on radio set design.

"And why not? Braves at Bell Labs have developed most complete Studio Control Speech Input you could ask," says the Chief Engineer. "Compact? Ugh! Flexible? Ugh—Ugh! Can be arranged to meet exact needs of your station—FM or AM. Quality? High as flight of eagle!"


BROADCASTING • Broadcast Advertising...
**Network Accounts**

*All time EST unless otherwise indicated.*

**New Business**

**ARMS TRONG CORK Co., Lancaster, Pa.** (Quaker rugs and floor coverings), on Oct. 4 start a dramatic show on 100 CBS stations, Sat., 12:30 a.m. Agency: BBD&O, New York.

**QUAKER OATS Co., Chicago (Quaker and Mother Oats), on Sept. 8 start an unannounced dramatic spot on 51 NBC-Red stations, Mon., 9:30-10 p.m. Agency: Ruthrauff & Ryan, Chicago.

**GENERAL FOODS Corp., New York** (Saeco Coffee), on Oct, 9 starts William L. Shiver analyzing the news on CBS, Mon., 5:45-6 p.m. Agency: Young & Rubicam, New York.

**Renewal Accounts**

**STANDARD BRANDS Inc., New York** (Fleischmann's Yeast), on Oct. 6 resumes *Love & Mystery* on 65 NBC-Blue stations, Mon. 8-8:30 (re-broadcast for West Coast 11:30-12). Agency: Kenyon & Eckhardt, New York.

**CAMPBELL'S SOUP Co., Camden (soup), on Aug. 4 resumed for 20 weeks Fletcher Wiley, commentator, on 41 CBS stations, Mon. thru Fri, 2-2:30-2:45 p.m. Agency: Waler Wheelock Co., Philadelphia.

**GENERAL ELECTRIC Co., Schenectady (Maverick), on Sept. 14 runs for 52 weeks Hour of Charm on 71 NBC-Red stations, Sun., 10-10:30 p.m. Agency: J. Walter Thomson, New York.

**Network Changes**

**LADY ESTEt, Chicago** (cosmetics, toilet preparations), on Sept. 15 replaces Fredric Martin & His Orchestra with Oscar Welles, on 63 CBS stations, Mon.-Fri., 3-4 p.m. Agency: Pedlar & Ryan, N. Y.


**LEVER BROS. Co., Cambridge, Mass.** (Rice-a-Roni), on Aug. 25 shifts Big Sister, on 73 CBS stations, Mon. thru Fri., 11:30-11:45 a.m. (re-broadcast 2:15-2:30 p.m., Sat. 11:30-12:15 p.m.) with no re-broadcast. Agency: Ruthrauff & Ryan, N. Y.

**PACIFIC GREYHOUND LINES, San Francisco** (bus transportation), on Aug. 3 shifts Romance of the Highways,' on 21 ABC-Red stations, Sunday, 10:15-10:30 a.m. (PST) from San Francisco to Hollywood on a permanent basis. Agency: Branson & Neman, San Francisco.

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**Dr. Hess Discs**

DR. HESS & CLARK Inc., Ashland, O. (stock and poultry remedies), the week of Sept. 29 will start a country-wide campaign of transcribed and live spots announcements. The transcriptions featuring Sam Guard's Farm Talks are five-minute discs to be carried three times weekly on.

**BROWN & WILLIAMSON TOBACCO Co., Louisville** (Ralph Cigarettes), on Sept. 30 adds 50 stations to its NBC-Red hookup, which will total 110 for College Football. 10:30-11:30 p.m. Recordings of this program and of *University of Walter's Doghouse* (Raleigh Tobacco) will also be broadcast on KGU. Agency: Russel M. Seeds, Chicago.

**BROWN & WILLIAMSON TOBACCO CORP., Louisville, Ky.** (Raleigh cigarettes), on Sept. 30 will add 56 stations to its NBC-Red hookup, which will total 110 NBC-Red stations, Tues., 10:30-11:00 p.m. Agency: Russel M. Seeds, Chicago.

**BROWN & WILLIAMSON TOBACCO CORP., Louisville, Ky.** (Sir Walter Raleigh pipe tobacco), on Sept. 30 will add 56 stations to its NBC-Red hookup, which will total 110 NBC-Red stations, Tues., 10:30-11:00 p.m. Agency: Russel M. Seeds, Chicago.

**S. C. JOHNSON & SON, Racine, Wis.** (Floor wax), on Aug. 19 shifts *Nome* to 50 NBC-Red stations, Tues., 9:30-10 p.m. (EDST), from Chicago to Hollywood. Agency: Needham, Louis & Howley, Chicago.


**STANDARD OIL Co., San Francisco** (petroleum products), on July 31 shifts *Round House* to 67 NBC-Red stations, Wed., 9:30-10 p.m. (PST), from San Francisco to Hollywood for six weeks more. Agency: McNam-Freeman, San Francisco.

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**Transfers Ruled Out**

**THE HOT SPOT**

740 between NBC's Red and Blue.

**KQW**

San Jose, Calif.

San Francisco Studios
1470 Pine Street
Reps.: Reynolds-Fitzgerald, Inc.

**Roger Peace New Carolina Senator**

ROGER C. PEACE, 42-year-old publisher of the Greenville (S. C.) News-Piedmont, owner and operator of WPBC in Greenville, last Wednesday was sworn in as the new Junior Senator from South Carolina. Senator Peace will serve until Oct. 15, when an elected successor will take over to serve until 1943.

It is thought certain that even during his brief term Senator Peace will take the opportunity to bring to the floor of the Senate, particularly in matters as the pending White Bill to re-organized and reconstituted FCC, the philosophy of a practical radio and newspaper operator. Because of unusual attention to the broadcasting situation in Congress at this time, Senator Peace's appointment was regarded with intense interest by industry members.

The South Carolina broadcaster-publisher was named last Tuesday by Gov. Burnside Peace to succeed the late Alva M. Lumpkin, who died after only 10 days in office following his appointment to fill the vacancy existing after the elevation of Senator James F. Byrnes to the U. S. Supreme Court. A successor to the remainder of Justice Byrnes' term, ending in 1943, is to be named at a special State election Sept. 2.


**Clipp Signs NBC Bouts**

WITH Roger W. Clipp, general manager of WFIL, Philadelphia, acting as the intermediary, NBC for Adam Hats Inc. closed another contract last week with Ray C. Alvis for all boxing contests to be held in Philadelphia and vicinity.

**THE HOT SPOT**

740 between NBC's Red and Blue.

**KQW**

San Jose, Calif.

San Francisco Studios
1470 Pine Street
Reps.: Reynolds-Fitzgerald, Inc.

**John Shepard III** signed the first INS radio contract on May 4, 1935. His Yankee Network has depended on INS exclusively for world news coverage ever since.

**INTERNATIONAL NEWS SERVICE**

**Columbia's Station for the SOUTHWEST**

**KFH**

WICHITA KANSAS

Call Any Edward Petry Office

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**BROADCASTING • Broadcast Advertising**

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NAB Executive Group Considers Copyright Plan

Board Authorizes Committee To Counsel Stations

WITH NBC on the verge of closing contractual arrangements for the return of ASCAP music to its networks, thereby probably setting a pattern for the industry, the NAB board of directors at an extraordinary session in Washington last Wednesday and Thursday adopted a motion authorizing its executive committee to counsel with any broadcasters negotiating with ASCAP for contract renewals.

The motion authorized the executive committee of seven, within its discretion, "to meet with negotiators on music contracts and to cooperate with them in devising terms for the use of music, which will be as widely acceptable as possible".

Following detailed discussion of the NBC-ASCAP form of contract, agreed to without awaiting a pending ratification of affiliates, the board decided that every aid should be given stations to insure maximum protection if any solution is reached as clearcut as the assurances given yesterday in special arrangements, special arrangements p e n d i n g suits, and other collateral considerations of fundamental interest to stations and independent stations were covered in this discussion.

Members of Committee

Members of the executive committee available for these consultations are NAB President Neville Miller, chairman; James D. Shouse, WLW, Cincinnati, and Joseph O. Maland, WHO, Des Moines, for large stations; Don S. Elias, WWHO, Ashville, and John Gillin Jr., WWO, Omaha, for medium power stations; John Elmer, WCBM, Baltimore, and William H. Yest, WTMV, East St. Louis, Ill., for low power stations.

Primary attention of the board at the two-day session was devoted to the proposed net time sales tax. Within the NAB tentativeness schedule to appear before the Senate Finance Committee Aug. 18, details of the presentation were covered with Ellsworth C. Alford, special tax attorney, retained by the industry [See page 7].

Reject 2% Discount

The board also rejected a plea of the American Assn. of Advertising Agencies for recognition of the 2% cash discount as a basis for a presentation by Frederic K. Gamble, managing director of the AAA. The rejection came in the form of a letter to AAA chairman that although the issue may later be revived. A suggestion that the cash discount be absorbed through an increase in station rates was also made.

The network monopoly regulation situation was discussed at length, but no action was taken, in view of the tendency of negotiations with the FCC on revision of the rules.

Also presented to the board was the question of telephone line availability from Army camps for national defense pickup, raised by the Radio Branch of the War Department Bureau of Public Relations, headed by Ed Kirby, NAB public relations director now on leave of absence. This matter, however, was referred to the recently appointed National Defense Committee, headed by John Shepard 3d, president of the Yankee Network, Boston.

Board Members Present

All members of the board were present for the session save John J. Gillin Jr., WWO, Omaha, and Edwin W. Craig, WSM, Nashville.

Members of the board attending were Edward Klauber, CBS executive vice-president; James D. Shouse, WLW, Cincinnati; C. O. Maland, WHO, Des Moines; C. W. Myers, KOIN-KALE, Portland; Don S. Elias, WWO, Ashville; James W. Woodruff Jr., WRBL, Columbus, Ga.; John Elmer, WCBM, Baltimore; Paul W. Morencie, WTIC, Hartford; Clarence Wheeler, WHEC, Rochester; Isaac D. Levy, WCAU, Philadelphia; John A. Kennedy, WCBS, Cleveland; Frank King, WMBER, Jackson- ville; J. Harold Ryan, WSPD, Toledo; John E. Petzer, WKZO, Kalamosso; William H. West Jr., WTMV, East St. Louis, Ill.; Earl H. Gammons, WCCO, Minneapolis; Herb Hollister, KANS, Wichita; O. L. Taylor, KGNC, Amarillo; Gene O'Fallon, KFEL, Denver; Howard Lane, KFBK, Sacramento; Harrison Holliday, KFI-KECA, Los Angeles; F. M. Russell, NBB vice-president, Washington; Harry Spence, XKXO, Aberdeen, Wash.

NAB Convention in Cleveland Next May

The 1942 NAB convention will be held in Cleveland, May 11-14. Headquarters hotel will be the Statler—scene of the eighth annual convention in November, 1930. Ratification of Cleveland's bid for the convention and fixing of the dates were announced by the NAB board of directors at its meeting in Washington last Wednesday and Thursday.

Cleveland was selected as the first choice for the convention by the NAB membership at the annual meeting in St. Louis last May. Cleveland broadcasters have been notified of the selection and shortly will set up their own local convention committee and designate their chairman. Studios of WGA are in the Statler.

CBS GROSS GAINS, TAXES CUT PROFIT

ALTHOUGH the gross income of CBS for the first 26 weeks of 1941 totaled $29,134,776, a gain of 16.5% above the gross of $24,952,594 for the same period of 1940, the network's profit for the period was down 3% from last year, amount-

... and Now WBRP Brings You Local News Straight From Head-quarters!

ing to $2,418,073 this year as against $2,493,719 last, according to a consolidated profit and loss statement issued by Frank K. White, CBS treasurer.

Explanation for the difference in profits is found in earnings per share. Although net income per share of $1.45 for the first half of 1940, lies in the important comparison for the United States which rose from $1,299.95 in 1940 to $2,053,463 this year, Profits before taxes were $4,471,500 for 1940, up 17.9% over the sum of $3,783,656 for the same period of 1940.

At a directors' meeting Aug. 6, the CBS board declared a cash divi-

dend of 45 cents per share of the present class A and Class B stock at a per share of $2.50 per share, payable Sept. 5 to stockholders of record Aug. 2.

Bristol-Myers Renewing Eddie Cantor's Contract

BRISTOL- MYERS Co., New York, in renewing Eddie Cantor's contract for the coming season, has doubled the operating clause which made it possible for the comedian to earn bonuses up to $2000 per broadcast, and was substituted a rise in base pay, which last year was reported to be about $10,000 per broadcast. Cantor is now offering one bonus per season and this year's contract agreement was illustrated in his Wednesday evening 9-9:30 program on NBC-Red for Sal Hepatica and Co.

Under last year's contract Cantor was to receive a $2000 weekly bonus for every point his CAB rating exceeded the national average set at 30. This arrangement made it possible for the comedian to earn a maximum of $3000 in bonuses for the 9-9:30 show during his 39-week period on the air. It is understood that he did not collect any part of it, since his average was 18.5, above the stipulated figure. It was thought the competi-

tion of Fred Allen on the radio network was one of the reasons for his Wednesday evening 'hour kept down the Cantor rating. Allen averaged slightly under 21 for the same period. Program is placed through Young & Rubicam, New York.

Chatham Campaign

USING radio for the first time, the Chatham Mfg. Co., New York, will start a campaign for its blankets during the period Oct. 12 to Dec. 12, on 300 stations throughout the country. Coinciding with the fall and winter buying season, the campaign will consist of two to five times weekly participations on such programs as Bessie Beauty on WCB, New York; Light of Day on VCAU, Chicago; Miss Adel- laphia; June Baker on WGN, Chicago, and Agnes White on KECA, Los Angeles. Local mer-

anization by store management and specialty stores will support the nation-

al campaign, according to M. H. Hackley, New York, agency in charge.
"MEET E. L. WARE AND FAMILY"

Meet this progressive farm family, the E. L. Wares, who live on R. F. D. No. 2, near Waverly, Ohio. Mr. Ware, who cultivates 128 acres on a 3-year rotation plan, heartily endorses the sound, agricultural policies of the Nation's Station. He particularly stresses the untold value of WLW's reliable market summaries and friendly, informal weather reports.

Mr. Ware takes an active interest in the farm activities of Pike County. Not only is he a member of the Farm Bureau, oldest member of the AAA (in point of service), but also is Treasurer of the Pike County Fair Board.

There are four children in the Ware family, three daughters and one son. All of them, the youngest to the oldest, find great enjoyment in the varied, daily programs of WLW. Since 1925, radio programs emanating from the Nation's Station have been their chief source of entertainment. The entire family listens to WLW from early morning 'til late at night. Satisfactory proof, isn’t it, that WLW is covering the midwest in a BIG WAY!

(Below): Putting all eggs in three baskets. Mrs. Ware has plenty of praise for the WLW serial programs. Daughter prefers news and late evening features, such as WLW's "Squeakin' Decon."

(WLW THE NATION'S most Merchandise-able STATION)

James Fidler's weather observations at WLW helps farmers of the Midwest grow corn like this. WLW's new Chautauqua series at Franklin, Ohio, is one of the family's favorite programs.

LOW INSTALLATION COSTS
LOW OPERATING COSTS
with this
50 KILOWATT BROADCAST TRANSMITTER
RCA TYPE 50-E

HIGH-FIDELITY quality output, that pleases advertisers and audiences alike, can be combined with impressive savings in a 50 kw. transmitter! Here's how advanced RCA engineering does it:

HIGH-LEVEL CLASS "B" MODULATION in the 50-E gives you the double economy of low power-consumption and extremely long tube life. At average modulation, the transmitter draws approximately 115 kw. from your power line—less than $2.50 an hour at New York City current rates. And high-level modulation means better sound quality, too...the 50-E is virtually free from cross-modulation distortion; flat within ±1 db. from 30 to 10,000 cycles.

AIR-COOLED TUBES THROUGHOUT cut down both installation and operating costs. No water-pumps. No water-coolers. No water-problems, pipes or tanks! And no monthly water-bills...

BUILT-IN WIRE-DUCT still further reduces your installation costs by eliminating floor-trenches between units. UNIFIED FRONT PANEL construction presents a more pleasing appearance combined with cleaner mechanical design and mounting of equipment. VERTICAL CHASSIS CONSTRUCTION, without horizontal shelves, makes all parts easily accessible. Only 281 square feet of floor space is ample for the 50-E (less external blower and transformer equipment). Complicated and cumbersome mechanical controls are eliminated by the use of electrical tuning on the RF power amplifier and exciter stages—adjustments are made by push-buttons on the front panels...Ask your nearest district office sales representative to tell you the complete story.

Use RCA Radio Tubes in your station for finer performance

RCA Manufacturing Co., Inc., Camden, N. J. • A Service of Radio Corporation of America • In Canada, RCA Victor Co., Ltd., Montreal