Fate took us (it must have been Fate) a short time ago to the office of a banker who buys WOR air to make people come into his bank. But we never saw that banker. Couldn't. The only thing we saw the rainy day we dropped in, were 1,100 people packed into that banker's nice white marble lobby between the hours of 9:00 and 12:00 AM dripping raindrops and shouting, "Gimme! Gimme!". It was all because this banker said over WOR that if his listeners came down to his bank the next morning they could have a booklet each. And a lot of those people who came to pick up their booklets, later crossed that banker's palm with silver. This incident is not told to stir you to crash into WOR with booklet offers. Mostly, they mightn't work. We don't know. But if WOR can sell bank accounts fast, it will sell anything good, booklet or no booklet. It will even sell fowl. Has, too.

WOR
—that power-full station
Grandma Heard, Too ....

Psst! WLS Gets Results

... and She Couldn't Keep it Secret!

WE can't keep it secret, either. It's a story we have to tell .... that must be told .... another story to prove the truth of our oft repeated statement: WLS Gets Results.

A vitamin product received 20,990 letters from 13 quarter-hour programs—and this for a brand-new product in a highly competitive field. The programs, broadcast at 8:30 A.M. Tuesdays, Thursdays and Saturdays, offered a 7-day sample of the product.

WLS Gets Résults .... with a locally-produced program featuring WLS talent. We have a lot of stories like this. Just write and ask us .... or ask any John Blair man.
FORESIGHTED advertisers realize the soundness of looking beyond the exigencies of the present by building for the years to come.

This is especially true in populous New England, where substantial prosperity and high buying power prevail at all times.

Use the direct, intensive, comprehensive coverage of the 19 locally accepted, locally effective stations of The Colonial Network, to keep your product or service sold in important key buying centers—where New England’s large, responsive, radio audience is ready, willing and able to help you build for the present, the future—or both.

The Colonial Network

21 BROOKLINE AVENUE • BOSTON

EDWARD PETRY & CO., INC., National Sales Representative

...and brought $9.10 per cwt.

Farmers are getting nearly double the price of hogs last year. Over twice the money for eggs. Crops are up, too, in prices and record harvests.

That's why things are booming in Nebraska and the middle west.

That's why advertisers are grabbing all the availabilities left on KFAB.

You need KFAB, to reach farm markets of Nebraska and her neighbors.
“David Harum,” sponsored by the B. T. Babbitt Co., has been a top-ranking morning show for many years. It's been promoted well and often, seemingly from every possible angle.

But our promotional staff began to dig for a new idea—and came up with a natural. They scoured the David Harum countryside for old timers who knew him when he lived. They unearthed fascinating true tales of him. And they wove all this into a dramatic half-hour show.

How good was it? So good the Red Network adapted it to a half-hour evening program—one of the few times in radio history that a promotion on a morning serial has been broadcast coast-to-coast as an evening feature.

Coming Soon
5000 Watts at 570 kc.
"The Perfect Combination"

WSYR
SYRACUSE, N. Y. 570 kc. N.B.C.
Enthusiasm is fine, and certainly neither you nor we can sell our goods without it. But judgement and good planning are also pretty important—and we of F&P are completely sold on the idea that, with radio as with everything else, it's best to "look before you leap".

One of the ways we help new advertisers to "look" before they leap is by furnishing exact and accurate data as to markets, sales potentials, competitive advertisers and the like—also by giving our best opinion as to any prospective advertiser's real opportunity in radio. ... Another way is by furnishing an accurate and honest picture of the markets and the stations we serve.

Yes, you're right—this is more than a matter of honesty. It's a matter of good business. Because if your radio efforts are successful, it is a cinch that your radio expenditures will keep on growing. And that, after all, is the easiest way for us to keep on growing, too.
Deletion of Tax on Time Sales Foreseen

Impressive Case Presented by Opponents

FOLLOWING presentation last Monday of the industry's case against the proposed Federal tax on radio's net time sales of $100,000 and more annually, definite signs were seen that the House-approved provision in the Revenue Act might be stricken out in the tax bill to be written during the next week by the Senate Finance Committee.

Apart from generally sympathetic acceptance of the advertising fraternity's logic against both the radio tax and the proposed levy on billboards, it appears increasingly certain that in its quest for bigger game the Senate committee is disposed to ignore such "small potatoes" in favor of bigger takes from gasoline, beer, tobacco and a lowering of the personal income tax exemptions. It is estimated the proposed net time sales tax would nick the broadcasting industry a minimum of $5,000,000, with some independent industry estimates running as high as $10,000,000.

Brisk Opposition

Appearing before the committee Monday, industry and labor representatives and FCC Chairman James Lawrence Fly followed up the attack against the radio and billboard imposts started Aug. 14 by agency, media and advertiser groups [Broadcasting, Aug. 18].

Specific deleterious effects of the proposed tax on radio operations were developed in the Monday testimony of Chairman Fly; NIB President H. A. Lafount; Elsworth C. Alvord, Washington tax attorney retained by the NAB; Mrs. Emily Holt, AFRA executive secretary; Lawson Wimerley, of IBWE; and Maurice Lynch, financial secretary of the Chicago Federation of Labor.

Providing a highlight in the hearings on the advertising tax proposals, Chairman Fly revealed during his testimony that although he regarded the House-approved radio levy as a "dubious tax", the FCC definitely is interested in establishing some form of "cost of regulation" impost or franchise tax to apply to the broadcast industry [see story on this page]. Although he gave little elaboration on the idea, even under intensive questioning by committee members, Chairman Fly clearly indicated the FCC had given serious thought to the proposition.

Haggerty Claims

A momentary stir arose last Thursday as John B. Haggerty, chairman of the board of governors tax on broadcasters, Allied Printing Trades Assn., and a prime mover for the radio tax, was scheduled to appear before the committee. Upon failure of Mr. Haggerty to appear, a lengthy printed statement was offered and inserted in the record by John Leary, his press relations associate.

Also noticed at the hearings, in constant attendance during the advertising tax discussions, were Michael J. Flynn, Washington labor operative who has been identified with several past legislative crusades, against radio, and E. O. Keller, self-styled Washington real estate broker, for some years identified with movements to secure a broad investigation of the radio industry and the FCC, who broke into the news in August, 1940, during the Senate Interstate Commerce Committee hearings on the reappointment of late Commissioner Thad H. Brown, during which he was included among a group of Washington real estate men who allegedly "shook down" RCA [Broadcasting, Aug. 15, 1940].

Making a final stand for the proposed levy against radio, Mr. Haggerty in his statement recommended that the impost not only should be retained, but should be doubled by the Senate. He declared there not only was no discriminatory feature in the tax, but that the radio industry was eminently capable of paying what he called "a slight tax".

In the face of Mr. Haggerty's drastic proposal, NAB President Neville Miller on Friday called for redoubled efforts to kill the tax. "The battle is far from won," Mr. Miller declared. "The bill has a long way to go. Until Congress sends it to the President without the time sales tax included, no one can be sure it's beaten. Let Congress know how you feel."

NIB President Lafount emphasized the effect imposition of the radio tax would have on the public

FCC Considers Radio Franchise Tax

Rules Committee Drafts Plea to Cover Its Overhead

A COMPREHENSIVE legislative proposal under which an excise tax based on gross receipts would be imposed upon all branches of the communications industry, including broadcasting, to defray the cost of administration of the Communications Act, has been drafted by the FCC rules committee and is awaiting action of the Commission itself.

Designed to raise approximately $2,150,000 to cover the Commission's overhead, the proposal has been considered by the Commission several times during the last three months but real action has been held up, presumably because of the pending before Congress of the new tax bill proposing a net sales tax on broadcasting designed to yield between $5,000,000 and $8,000,000. FCC Chairman James Lawrence Fly, in testimony before the Senate Finance Committee last Monday, but filed the net sales tax as "dubious" but said the FCC is considering something in the nature of a franchise levy.

Half by Broadcasting

Drafted by the rules committee of the FCC, made up of major department heads, the bill would embrace a recommendation to Congress setting forth the formula by which the administrative costs could be recovered. Under the plan, the broadcasting industry would be called upon to contribute approximately half of the overhead, or in the neighborhood of $1,000,000, with telephone and telegraph and cable companies contributing the other half.

Insofar as broadcasting is concerned, the tax would be in the nature of a gross levy, with only a $25,000 deduction, striking all stations with revenues in excess of that minimum whether they earn profits or not. FCC figures reveal that some 300 stations are in the red.

Roughly, the rules committee, with the aid of the FCC accounting department, has concluded that the figure of approximately $1,000,000 to be procured from broadcasting would represent only a fractional percentage of the industry's gross receipts. These figures, in a general way, revealed that some 785 commercial broadcast stations had gross receipts of approximately $155,000,000 during the last fiscal year. Of this amount, the networks had receipts of about $45,000,000 and would be called upon to pay a tax on some $500,000.

The 60-odd clear channel stations, with gross receipts of about $40,000,000, would be called upon to contribute $275,000 in taxes. From the some 300 regional stations with gross receipts of $55,000,000, 000, taxes of $360,000 would be drawn. And from approximately 400 local stations, with gross receipts of $17,000,000, the tax yield would be in the neighborhood of $110,000.

This plan, according to best available information, has been considered several times by the Commission and has provoked considerable discussion. Apparently several members of the Commission feel a different basis should be developed. A number of plans have been suggested, including a fee system for filing of applications, pleadings, issuance of licenses and the like; an annual license fee system based on authorized power and hours of operation, and the gross operating receipts tax, which the Rules Committee now proposes.

Some sentiment on the Commission favors a levy based on the ability of stations to pay, which might be regarded as an assessment on net profits.

Power Commission Plan

In any event, it is expected that should the 5-10-15% tax provision in the Revenue Act be killed by the Senate, having been approved by the House, the FCC before the year ends will come forth with its own plan to tax all industries regulated by it. Because there is no authorization in the existing law for this purpose, whatever action the Commission
service burden of the broadcaster, charging that the legislation “clearly ignores the sound principle of taxation in accord with capacity to pay.” He warned that the ultimate effect of the tax might fall on radio listeners in the form of lower quality programs, along with an accompanying impairment of public service.

Mrs. Holt and Mr. Winthrop told committee members the proposed tax constituted a definite threat to labor, with tightening of employment a corollary development in the fuel of rising operation for radio. Mr. Lynch contended that no provision was made to exempt non-profit operations of radio stations by labor groups and similar organizations.

Other Taxes Studied

Presenting the industry case on behalf of NAB, with a dozen station and network executives in the audience, Mr. Alvord in extemporaneous remarks and in a 33-page memorandum submitted, argued that “regarding arguments against any arbitrary, discriminatory tax on the radio industry, whether blanket or in a general way, it was developed through separate legislation to establish a franchise or ‘cost of regulation’ tax.” The committee is known to be looking into several sources of excise revenue passed over by the House, such as Treasury Department proposals for higher tobacco, gasoline and beer taxes, which together might raise about $485,000,000.

Also it is giving considerable attention to the proposition of cutting personal income tax exemptions from $2,000 to $1,500 for married couples and from $800 to $750 for single persons. Although it is expected the Senate, in such a case, would readjust income tax rates downward, it is estimated the yield from the lowered exemptions would reach about $200,000,000.

Dubious, Says Fly

FCC Chairman Fly termed the proposed radio levy a “dubious tax,” in view of its discriminatory characteristics. Under questioning by committee members, led by Senator Vandenberg (R-Mich.), Chairman Fly developed the thesis of letting the regulated pay the cost of regulation, that he probably would be well to consider the broadcasters along with other members of the communications industry rather than singling them out in this way. He estimated that a levy of not more than $1/2 of 1% of gross revenue would be sufficient to handle this item.

Remarking that the public service of the radio industry is “an important offsetting argument” against the proposed tax, Chairman Fly went into some detail regarding the industry’s role in presenting not only national defense and Government programs, but also educational features, public forums and debates. He declared that broadcasting is not a big industry “in a money sense,” despite opinion to the contrary.

With broadcasters supplying increasingly valuable public service, particularly along such lines as news broadcasts from all over the world, which he said were “not only highly technical and difficult, but also highly expensive”, Chairman Fly declared these functions could not be regarded as merely routine to radio operation. Demands for such public service would not decrease as time went on, particularly in the present emergency, he declared, and in all likelihood operators would have to shoulder additional burdens in the way of equipment and operating expenses, such as air raid alarms, all representing additional costs. These demands of “pretty vital character” are becoming steadily more significant, more useful, and certainly more burdensome, he said.

Must Maintain Service

Speaking of the economic aspects of the broadcasting business, Chairman Fly pointed out that certain fixed costs and a certain type of service must continue despite a decreasing income. He pointed out that the percentage of net return on gross revenue for broadcasters in reality is “not awfully high”, and with a continuing base of actual costs the industry, or at least a good part of it, can be run into a net loss.

He noted the position that the proposed tax on radio advertising would not only constitute a free distribution of goods, as held by the industry, but that it represents further discrimination between radio and other media, in that the granted “subsidy” to newspapers through second-class mailing privileges “which certainly redounds to their advantage.”

As asked by Senator Johnson (D-Col.) whether the networks would not pass on the amount of their tax to their affiliates in some way, Chairman Fly responded that there was no conclusive answer as to how it might be worked out eventually, but the fact remained that the immediate impact would be on both the network and the affiliate. He cautioned that with the tax estimated to touch NBC and CBS to the tune of about $2,000,000 a year each, based on 1940 figures, the only cost beneficiaries of a “very heavy proportion of their income”. He added that while this alone might not constitute a mortal blow, the future might be very serious concern. He pointed out that local networks, such as Don Lee, might be particularly hard hit by the tax and its possible effect on affiliated stations.

Favors Regulation Levy

Commenting on Chairman Fly’s proposal of a “cost of regulation” levy on the industry, Senator Bailey (D-N.C.), presiding at the hearing in the absence of Chairman George (D-Ga.), averred that a man enjoying a valuable franchise ought to be willing to pay for it. Chairman Fly agreed that this was probably so, at least to the extent of “cost of regulation”. He said he thought a more logical base for a franchise tax than power alone conceivably would be “none too easy”. To Senator Vandenberg’s observation that networks as well as stations probably would be “ready to accept,” he noted that “a scheme of franchise” than is represented in the present one-year licenses, Chairman Fly laughed and said they probably would be willing to make a “very substantial payment”.

Senator Bennett Clark (D-Mo.) precipitated a brisk exchange, just before Chairman Fly left the stand, prompted by an inquiry into the sale of WMCA, New York, by Mr. George Wimberley, toward Mr. Noble. He said there was gossip that Mr. Noble had bought the station “at a price less than the value of the property”. Chairman Fly answered that “gossip” was the right term for the report.

Opposed by Lynch

Maurice Lynch, financial secretary of the Chicago Federation of Labor, who owns and operates WOFL, Chicago, stated that the CFA was in favor of the proposed radio levy because of its discriminatory characteristics and because it represented a departure from past policies of not for profit broadcasting to organizations and labor unions. Pointing to financial problems and responsibilities in connection with operation of WOFL in the past and present, Mr. Lynch declared the “proposed burden would cause the abandonment of many” good intentions” and future plans of the station.

Lafount Cites Objections

Appearing as president of NIB, Mr. Lafount, a National Radio Manager from 1927-34, told the committee the independent stations do not oppose enactment of heavier taxes per se, so long as the burden of the tax can be distributed more equitably than the Government expense is distributed. He charged that the proposed levy discriminates against the broadcasting industry, taxing its only source of revenue even in the case of broadcasters operating at an actual loss. He estimated that 300 stations operate in the red, and declared that if the tax is levied as a burden as well as to profitable operations, the legislation “clearly ignores the sound principle of taxation in accord with capacity to pay”.

“I appreciate the fact that the lower-income stations are exempted from this proposed tax,” Mr. Lafount commented. “It would nevertheless cut into the operating funds of independent stations whose incomes are in excess of $100,000, but whose profits are little or nothing. It is the plight of these stations which I ask you carefully to consider.

“You can readily see that a broadcaster who is operating at a loss does not have the special capacity to pay an extraordinary tax merely because his gross income may exceed $100,000. I find it difficult to believe that Congress will lay on the policy of exacting a special contribution from those broadcasters who are unable to make both ends meet and at the same time maintain a high standard of programming.”

Rising Costs

“Obviously, if the broadcaster is to serve the public well, he must sell enough time to meet all his legitimate expenses. Radio broad-
casting is still a comparatively new art and therefore its potential development necessitates frequent changes in the rules and regulations laid down by the FCC. New rules often mean that our equipment must be either redesigned, supplemented, or replaced. In addition we must meet the costs of attending hearings and hiring legal and engineering talent. These extra costs make the stations a special burden already imposed on the broadcasting industry.

"To these expenses must be added fees for authors, composers, performers, and recording artists as well as salaries for musicians, with the rate of pay and the number of musicians to be hired dictated by the union. Then, of course, we have regular overhead expenses such as rent, power, light, heat, salaries, news services and so forth. The difficulty of meeting these expenses has increased, moreover, because the larger number of stations now operating intensifies the competition we must meet.

"Would Impair Service

"If you increase our costs of operation still further, you will compel us to sell more of our limited broadcasting time and thus impair, to that extent, the service we can render to the public. In other words, this proposed tax would, in many cases, fall upon radio listeners in the form of lower quality programs. Some of the taxes in this bill are apparently designed to cut down consumer buying of materials that are not necessary for the enjoyment of the radio program. There would be no point in curtailing the flow of good entertainment over the air. On the contrary, the present emergency has intensified the need for high quality broadcasting.

"The principal thought I would like to leave with you is that the broadcasting industry is already making a great sacrifice in the interest of national defense. If the independent stations were to be paid for the programs and announcements broadcast for the Government, they would be very profitable, and in that case should be taxed accordingly. But please do not require us to pay the discriminatory tax proposed in this bill. Such a tax constitutes a tax upon personal income taxes—while we are giving so much free time to the Government and paying for the entertainment necessary to hold our listeners.

Unions Opposed

"That levy would impose an unfair burden upon an industry already making a heavy sacrifice to the cause of national unity and strength in this emergency. More important still, it would tend to impair the quality of radio programs and thus weaken a great system of public communication at a time when it should be strengthened.

Labor unions' opposition to the radio tax was expressed by Mrs. Emily Holt, executive secretary of AFRA, and Lawson Wibmerley, of IBEW. Pointing out that the ups and downs of radio business are related directly to AFRA membership, Mrs. Holt observed that 85% AFRA members earned more than $5,000 a year, with most members making only $2,000 a year and less, and only 10 or 15% enjoying incomes above that figure. Any dislocation of radio revenues would be bound to have a paralyzing effect on employment of station personnel and talent, she averred.

Mrs. Holt cited two definite possibilities, both deleterious in their effect on AFRA members, that would result if the tax were hurried through— the tax might be passed on to sponsors in the form of increased rates or charges, which would force some sort of curtailment in employment in connection with the sponsors' shows, or if the burden were absorbed by radio management, it would be difficult or impossible to maintain AFRA's minimum scale employment contracts.

Before leaving the stand Mrs. Holt read to the committee the text of resolution adopted in mid-August at the Detroit AFRA convention:

AFRA vigorously protests against the special tax levied against the radio industry and strongly urges the House of Representatives in Section 601 of Title VI of the Revenue Act of 1941 and more particularly its adoption by the Senate Finance Committee. This proposal is discriminatory legislation against the radio industry and therefore concerns the welfare of every radio performer, who will in the last analysis pay part of this tax in the form of wage reductions.

Radio performers now pay their income and emergency taxes to meet the national crisis just as do all other loyal Americans.

There is no justice or equity in imposing this tax upon the industry in which we are working, and our national executive secretary is in strong opposition to any action on the part of Congress as opposed to the radio industry.

IBEW Opposed

Mr. Wibmerley said IBEW opposed the proposed tax on the basis of its singling out radio. Reviewing the origin of the radio tax idea, he commented that an "amusement tax" on radio had been proposed by the Allied Printing Trades Assn., headed by John B. Haggerty, and that this idea had been advanced further by Rep. Comery (D-Mass.) in a bill to establish such a tax.

Observing that he could see no possible benefit accruing to the printing trades from such an impost, he declared the very proposal of such a punitive measure discredited its proponents. Emphasizing that the printers' union stands against any attempt to place a tax on radio, Mr. Wibmerley called attention to the AFL executive council resolution opposing the radio tax [Broadcasting, Aug. 19].

Alvord's Plan

Inserting into the hearing record a 33-page memorandum, which he said "certainly answers every conceivable basis for the tax", E. C. Alvord, Washington tax attorney retained by the NAB, urged a strong plea for deletion of the radio tax from the Revenue Act. He declared the NAB's and the industry's objections to the tax were based on three distinct considerations: (1) The proposed tax on radio is the first tax to be levied on gross receipts; (2) it discriminates against radio; (3) it is unjustified in view of the impressive public service outlay being made by the radio industry.

Mr. Alvord's extemporaneous remarks dropped his appearance on the stand were directed chiefly to the "cost of regulation" proposition, which drew considerable attention from committee members. Although a non-discriminatory franchise tax for radio facilities might be acceptable, the broadcasting industry should not be singled out as the pioneer industry to be forced through a federal tax experiment, he declared, pointing out that other pursuits such as transportation, banks, communications logically should be included, with radio one of the last to be touched.

He emphasized the point that with virtually every industry in the country regulated in some way by the Government, the franchise tax scheme necessarily would have to spread and spread if it were to be completely non-discriminatory as between industries. According to Alvord, the broadcasters' share of this tax could be pegged at 10% or 15% of the gross receipts.
Durr Is Mentioned As Candidate for Vacancy on FCC
Alabaman Now RFC Official; West Also Mentions

A NEW formidable candidate for the vacancy on the FCC created by the resignation of Commissioner Frederick J. Thompson developed last week with widespread reports that Clifford Durr, a New Deal attorney of Montgomery, Ala., would be offered the post.

While confirmation was not forthcoming from the White House, reports held in Washington and in Alabama that Mr. Durr, now assistant general counsel of the Reconstruction Finance Corp. and general counsel of its subsidiary Defense Plant Corp., was a leading prospect for the post.

If nominated, he would have the wholehearted support of Senators Bankhead and Venable of Alabama, it is understood, though the latter legislator is committed to the endorsement of Commissioner Thompson for reappointment. It is thought, however, that the decision to invite the chance of Mr. Thompson being renamed, since the President permitted his term to expire June 30 without comment.

West Mentioned

Along with the name of Mr. Durr was the rumor that former Rep. Charles West of Ohio, an erstwhile anonymous assistant to President Roosevelt handling Congressional contacts, had been offered the Commission post but had rejected it. There was no confirmation however. Mr. West, well-known in New Deal circles, is now in private practice in Washington.

Meanwhile, there has been no clear-cut indication that the President intends filling the Commission vacancy so long as he has had a nominating for a railroad inquiry position some months ago but the President withdrew his name after complaint about geographical representation, it is understood.

With legislation pending for reorganization of the FCC in both Senate and House, and with the President on record as of two years ago in favor of sweeping revision of the Commission organization, it was pointed out that he might revive his support for a new law, particularly if the controversy persists.

Mr. Durr is 42 and received his A.B. degree from Alabama U and his law degree from Oxford in 1922 as a Rhodes scholar. Upon his return to the United States, he worked for a year with a Montgomery law firm, then for a year-and-a-half with a Milwaukee firm. West was nominated in 1933 as a member of the RFC legal department, was named assistant general counsel in 1939, and since last August has been general counsel also of Defense Plant Corp.

Mr. Durr was a member of the Advisory Committee of Lawyers which studied and made recommendations for the employment of lawyers in the Government organization and also is a member of the Board of Legal Examiners created at the behest of President Kennedy in order to deal with the problems of lawyers in Civil Service. Mrs. Durr is a sister of Assistant Attorney General Hugo Black.

ANPA Traces Recent Growth In Federal Advertising Control

Issues Bulletin Showing How Government Offices Have Attacked the Advertising Industry

TAKING UP the cudgels against increasing Government encroachment in the advertising field, American Newspaper Publishers Assn. last Wednesday issued a bulletin which lists hogs in A of Federal controls over advertising since 1933. Among the consistent attackers of advertising, in some form or another, in the bulletin lists the Department of Agriculture; Assistant Attorney General Thurman Arno d, in charge of the Antitrust Division; Federal Alcohol Administration, and "to a limited degree" certain elements in the Federal Trade Commission.

Prefacing and concluding an agency-agency review of anti-advertising activities somewhat similar to the compendium pub- lished in Broadcasting, Aug. 11, the bulletin was issued continuing advance of this movement and called for "more interest by people other than those directly engaged in preparing, paying for and printing advertising."

"During the past 10 years there has been increasing evidence of antagonism to advertising with desire by various agencies and officials of Government to control, or regulate or prohibit advertising," the bulletin declared. The trend toward taking this course seems to be increasing rather than decreasing and takes many forms, such as attacks on the accuracy and truth of advertising; taxes on advertising; attacks on the ground that advertising is an economic waste; elimination of advertising by groups which are under the influence of agencies; effort to eliminate harmless "puffery" in advertising language; the building up of consumer distrust of advert ising and legislation to prohibit certain forms of advertising or advertising by certain groups and professions.

"First of all, publishers wish to make clear that they stand in objection to efforts to eliminate false and misleading advertising. Publishers themselves have voluntarily accomplished much in that direc tion and are cooperating with the cooperation of advertising agencies and advertisers, all of whom have recognized the necessity of truth in advertising. The cooperation of the government and individual laws have their own individual rules of censorship covering adver tising copy.

Entire Structure Attacked

"The practices of agencies in the Government, however, of using the term 'false advertising' as a mask for the purpose of obtaining and maintaining the power to conduct an inquiry, upholding the FCC's inquisition, etc. is of concern to all publishers." PAC members subpoened.

Among others mentioned as possible appointees to the FCC vacancy are Maj. Gen. Joseph O. Maulbogne who retires Sept. 30 as Chief Sig naling Officer of the Army [BROAD casting, Aug. 18]; FCC Secretary T. J. Slowie, an Iowa Democrat whose candidacy has been espoused by friends in the Administration circles; G. W. Johnstone, former radio director of the Democratic National Committee and now radio director for the President for the celebration of the President's Birthday; Edward Roddan, assistant publicity director of the Demo cratic National Committee and a former Washington newspaper corre spondent, who is said to have the endorsement of Edward J. Flynn, chairman of the National Democratic Committee; Fulton J. Redmon, Portland, Me., attorney and industrialist.

Hanson to Appeal Subpoena Decision

Circuit Court to Be Asked For Review of Ruling

TAKING exception to an Aug. 18 opinion of Justice James W. Morris, of the District Court of the District of Columbia, upholding the FCC position that it has the power to subpoena witnesses and conduct general hearings along lines of its antitrust or public inquiry, Elisha Hanson, ANPA counsel, last Thursday filed a notice of appeal with the District Court, asking it to take a case to the U.S. Court of Appeals for the District of Columbia.

Under Justice Morris' memorandum opinion [BROADCASTING, Aug. 18] and through an order sub sequently signed by him, James G. Stahlan, publisher of the Nash ville Banner and former ANPA president, will be required to answer a subpoena to testify at the newspaper-ownership investigation, now scheduled to reopen Sept. 17.

Other Witnesses

With the Stahlan proceeding regarded as a far-reaching test of the FCC's powers to subpoena wit nesses, it is possible that the presumed the outcome of the case will determine the action of other witnesses called at the newspaper- ownership inquiry under subpoena. It is said that arguments similar to those developed at oral argument before Justice Morris, Aug. 11, in opposition to the FCC's claims, Mr. Hanson will be required to maintain the FCC has no power under the Communications Act to adopt or apply any policy or promulgate rules which would bar newspapers or individuals identified with newspaper publishing, from holding a broadcast license; that the FCC has no jurisdiction over advertising, and that it is not required to testify in connection with Orders No. 79 and 79A; that the FCC has no power to conduct an inquiry such as that now proceeding. During oral argument Mr. Hanson had argued that since the inquiry was illegal, the su bpoena issued against Mr. Stahlan, who is now on active duty in the Public Relations Office of the Navy as a lieutenant commander, is a nullity in the eyes of the law. Subpoena will be required to come to an end after Mr. Hanson on the opening day of the newspaper-ownership proceedings, July 23, indicated to FCC Chairman C. R. Clary that fly he had suggested to four witnesses subpoenaed by the FCC that they refuse to appear in what he described as 'illegal proceedings'.

Hanson argued that holding the FCC argument presented by Thomas E. Harris, FCC ass is tant general counsel, Justice Morris and Stahlan argued that newspaper interests con cerned might have more gain than to lose in the FCC proceeding, and that possibly newspapers would be shown to be an even more desirable type of licensee than now conceded.
A HIATUS in the major network-
FCC conversations looking toward a compromise of the open
and contract period, which was
expected to reach its climax in the
30th day of the Sept. 16 effective
date and the FCC
petition for amendments to the
rules for network affiliation and
contract periods.

Not a wheel was turned last week
in the negotiations between FCC
Chairman Fly and the network
heads. The FCC has not moved
forward on the rules and pending
for an offer from the other.

No session has been held, in fact,
when July 5, when Chairman Fly
handed the networks a virtual ultimatum that they accept and petition
for a modified version of the
FCC rules. The petition is expected
to be filed by about Aug. 14.

Expect Court Action
The only development since the
16th date was the
petition for amendments to the
rules to be filed by about Aug. 14.

Little activity of any kind between
the two networks. The
collaboration of the
FCC and the Networks.

As a result of this, it is expected
these networks will go to
the Commission on October 1, probably in a
New York, to negotiate the
petition for amendments to the
rules that the
Commission from making any of its rules
effective. That is regarded as the
only course open, unless Chairman
Fly on his own
initiative will order or make
the
MBS that the FCC rules are
untenable.

Unless there is a postponement or
unijunction is granted by
the courts, the
networks, notably those on the
MBS networks, will find themselves in
a quandary. Existing contracts,
under the
FCC rules, will violate
the
FCC, and on 100,000

Chairman Fly appeared
in informed circles that
before a final break and
before
filing petition is actually
attempted, some device will be used to
reopen the conversations. The
MBS petition provides a basis on
which the
Commission conceivably could set
informal arguments or perhaps
the
Commission and
the
MBS petition are
in the position of waiting for
and
CBS to make the next move.

A..., at the
unanimous agreement by
the
FCC. On the other hand, it
is thought most affiliates would be
unwilling to enter into a "final
agreement" with their respective
networks to retain the status quo
as far as clearance of network

Chairman Fly then kicked out the
entire proposal and offered his own
[BROADCASTING, Aug. 18], which
proved unsatisfactory to all three
network organizations.

Effects of Plan
It was following this conference
that Chairman Fly delivered the
"take-it-or-leave-it" ultimatum as a
result of which MBS filed its
petition restating its own proposal.

Generally, it is felt the plan
proposed by MBS through its counsel,
Louis G. Caldwell, and General
Manager Fred Weber, would be in
favor of the networks and
the
FCC rule, as well as MBS, but place the
Blue in out-and-out competition for
affiliates with MBS.

While it appeared anybody's
guess as to what might happen, it
was thought in informed circles
that before a final break and
before
filing petition is actually
attempted, some device will be used to
reopen the conversations. The
MBS petition provides a basis on
which the
Commission conceivably could set
informal arguments or perhaps
the
Commission and
the
MBS petition are
in the position of waiting for
and
CBS to make the next move.

Propaganda Probe Will Start Sept. 3

To look into charges that radio
broadcasts and motion pictures are
being used to spread pro-war
propaganda, a subcommittee of the
Senate Interstate Commerce Commit-
tee on Sept. 3 will
the public hearings to determine the
merits of a
resolution calling for a
far-reaching
committee investigation in these
fields, introduced Aug. 1 by Sena-
tors Bennett (D-Vt.) and
Nye (R-N.D.) [BROADCASTING,
Aug. 11].

The five-man subcommittee, head-
ed by Senator D. Worth Clark (D-
Ida.), includes Senators Bone (D-
Wash.), McFarland (D-Ariz.),
Brooks (R-Ill.), and Tobey (R-
Me.

According to Chairman Clark,
the subcommittee hearing will
likely last through September. About
15 representatives and producers
have been invited to appear before
the Committee, and after testimony is
taken a
radio broadcast and motion
picture situation, the radio
field will be studied.

It is expected radio industry
witnesses will appear during the last
half of September. 

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Network in Mexico Ties Up With NBC
Azcarraga Group Affiliates; Will Relay Programs

As a major step in the development
of its international broadcasting
service, NBC on Aug. 21
announced that the Mexican network
of 21 stations, Cadena Radio-Difusora
S.A., is now affiliated with the
NBC Pan-American network.

The announcement was made by
Frank E. Sullivan, NBC vice-president
general manager, following a radio
conference with John F. Royal,
Vice-Presidents, general
manager, following a radio
conference with John F. Royal,
Vice-Presidents, general
manag

The Mexican network was
organized not long ago by Don Emilio
Azcarraga, president of XEW,
Mexico City, key station of the group.
XEW now operates on 100,000
registries for $200,000, and it has
made the most powerful radio station
in the Western Hemisphere.

In addition to entertainment and
public service programs regularly
broadcast over NBC's Red and Blue
networks, a series of exchange programs
are included in the program plans now
under way between the two networks.

The longest Mexican stations making
up Cadena Radio-Difusora Mexicana include:
XEW, Mexico City; XEDK, Guadalajara; XEEL,
Merida; XEBI, Tepic; XECZ, San Luis Potosi; XES,
Tampico; XEFI, Chihuahua; XEB, Ing.
Caliente; XEB, Irapuato; XECW, Cordoba; XEME,
Chihuahua; XEBF, Monterey; XEH, Vera
Cruz; XEMU, Piedras Negras; XEBH,
Hermosillo; XEJR, Parral; XEJA, Culiacan; XEBQ,
Torreon; XEBX, Victoria; XEBK, Tepec, and
XECI, Mexicali.
**ASCAP-by-Labor-Day Rumor Blasted**

**NAB Executive Group To Study Draft of NBC Contract**

REPORTS that ASCAP music would be back on NBC by Labor-Day and on CBS shortly thereafter were exploded late last week when it developed that copies of the preliminary draft of the NBC-ASCAP contract had not been concluded on Friday, with little likelihood of completion of the paper work prior to Wednesday, Aug. 27.

Copies of the preliminary draft, still subject to change, were to be laid before the NAB Executive Committee, meeting in New York on that day, for comment and criticism but not for approval. Presumably, they will be distributed with the Red and Blue Networks will not be sent the form until these deliberations are concluded.

Many Objects

Despite optimism exuded by both NBC and ASCAP that the contract form shortly would be available, there was little to substantiate this view in reactions from individual stations. Many broadcasters, notably in the West and Southwest, reported they have refused to accept the agreement on its present terms. Most of the stations appeared to be awaiting the formal language of the proposed contract before making a final decision.

Copies of the preliminary draft were to be sent to members of the IRNA Executive Committee, as a formal letter notifying ASCAP already had notified NBC outlets of its approval "in principle" of the deal, assuming it carries changes suggested in the text of IRNA statement on page 22.

Meanwhile, the ASCAP Radio Committee had begun its perusal of what was to be the final draft, over which Herman Finkelstein, of Schwartz & Froelich, ASCAP general counsel, and Robert P. Meyers, of NBC's legal department, had labored for nearly three weeks, putting into legal language the conditions previously agreed upon by NBC and ASCAP executives.

No hitch is expected at the ASCAP end, where the Radio Committee will, if all goes well, send the contract to the ASCAP board of directors with recommendations that it be approved. The board, which had already studied the informal document, is expected to put its O.K. on the contract without delay.

May Be Changed

Strong possibility was seen that changes in the present wording will evolve after consultation with the NAB Executive Committee. Moreover, it was thought ASCAP might offer counter-measures. All this would tend to hold up mailing copies of the contract to the network affiliates in the hope of avoiding the necessity of papering the whole contract out corrections and explanations which might create confusion among the stations.

NAB said response from affiliates has been "satisfactory." to date, but it declined to divulge the actual count. On the other hand, reports from individual stations, particularly those which have fought the copyright battle over the years, indicated no great haste in aligning with ASCAP until safeguards are applied. A week ago NBC said it had a total of 75 responses, with 57 favorable, 11 unfavorable and seven borderline.

**Miller Calls Meeting**

NAB President Neville Miller called the Executive Committee meeting first for Monday and then for Wednesday. It appeared evident the NABC-ASCAP contract would be available. Because of the position taken by IRNA (see page 22) that it accepted in principle the form of contract only if specified conditions were met, it was thought the executive committee would be disposed to accept the form of the original application to ASCAP protection all down the line were not foreclosed in the written terms of the compact.

The NAB board, at a meeting in Washington Aug. 6-7, authorized its executive to negotiate with any broadcasters willing to agree to the contract for contract renewals. A motion adopted by the board specifically instructed the committee "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."

In question are such matters as clearance at the source of transcriptions, handling of special arrangements, disposition of pending infringement suits, and other collateral considerations regarded as of fundamental interest to affiliates and independents.

Members of the executive committee to attend the Wednesday meeting and make themselves available for these consultations are, in addition to President Neville Miller who sits as chairman, James D. House, WLW, Cincinnati; Joseph O. Maland, WHO, Des Moines radio station; Don S. Blais, WWNC, Asheville, and John J. Gillin, Jr., WOW.

**Dr Levy Called Up**

**Bulova Using 260**

**Recoil Discs**

**Carpet Firms' Plans**

**Insurer's Spots**

The Position of CBS

Although there has been no revolution of negotiations between CBS and either ASCAP or NBC, CBS executives have declined to comment on the NBC contract, the attitude was prevalent, particularly in ASCAP circles, that once a new contract is worked up with NBC, CBS would be disposed to accept similar terms.

The fact that NBC has sought NBC's Executive Committee comments, as distinguished from approval of its contract indicates that terms of the deal to return ASCAP music both to the networks and their affiliated stations are a matter of concern to the entire broadcasting industry and not only to NBC and its affiliates.

Once there is a unanimity of view on the contract terms it is expected they will be used, without substantial change, by all networks and stations wishing to resume ASCAP music.

Mutual Reply to IRNA

Meanwhile, the IRNA letter evoked an immediate response from MBS, whose general manager, Fred Weber, on Aug. 20 wrote IRNA's Chairman, Samuel R. Rosenberg, and pointed out that the more advantageous terms of the NBC-ASCAP contract could not have been secured without the groundwork done by ASCAP's negotiations with ASCAP. The letter reads:

"Today we received the six copies of the IRNA affiliates' memorandum to NBC affiliates, indicating increased participation in IRNA since the conclusion of the Senate hearings on the FCC monopoly report.

"The memorandum of the 19th of August was addressed to NBC affiliates over the signature of the IRNA Committee, as we should not have commented to Mutual in the midst of a campaign to urge any affiliated stations not to accept the offer of the ASCAP and NBC. Don't you think your memorandum exerts itself to stress what appears to be only two points of variation between the two arrangements? For the obvious, your letter, you neglect that:

"One—The most favored position exists for radio stations because the Mutual network insured agreements before negotiating its contract arrangements.

"Two—There can be little doubt that the present percentage is the nearest thing to the exact figure that can be obtained. For the earlier negotiations to obtain the fee effective on May 19, 1941, combined with the vast bargaining power of the other networks.

"Our network copyright formula maintained in the NBC-ASCAP agreement was developed to protect the interests of stations concerned with the Mutual network. It has no type of operation in which the stations enjoy
Plan your next sales campaign to include complete Youngstown coverage with its suburban and plus market. Utilize the improved facilities of WKBN (570 KC), the only FULL TIME REGIONAL NETWORK STATION serving the Youngstown market... blanketing Eastern Ohio and Western Pennsylvania with strong, clear, interference-free reception. Use WKBN to tap this rich industrial area of more than a million purchasers.

NATIONAL REPRESENTATIVE . . . PAUL H. RAYMER COMPANY
Lever Bros. Plans Swan Soap Drive
Several Millions Budgeted in Campaign for New Soap
LEVER BROS., Cambridge (Swan soap), through Young & Rubicam, New York, on Oct. 7 starts sponsoring the weekly half-hour Burns & Allen Show on more than 60 NBC Red stations, Tuesday, 7:30 p.m. (EST), with West Coast repeat, 6:30 p.m. (PST). Besides Gracie Allen and George Burns in a new comedy formula, the show is to include Paul White- man's orchestra, a male singer, guest talent and others. Sam Per- rin and Artie Phillips have been signed as writers, with two more to be added before the series gets under way.

Tying in with its radio, and spending several million dollars, the firm is launching an intensive merchandising and promotion campaign for the new product. Besides extensive use of transcribed announcements featuring Gracie Al- len on local stations, it is understood the schedule will include splash ads in 860 newspapers as well as leading magazines and stands nationally. Spot radio cam- paign, it was said, will be one of the most extensive ever scheduled by a sponsor.

Personal Changes

Glennall Taylor who has produced the CBS Silver Theatre for three seasons and is producer announcer of the Burns & Allen Show, with Al Scapone assisting. Ted Sherdeman, NBC Hollywood writer-director, resigned that post to join Young & Rubicum and takes over Taylor's former assignment as producer of Silver Theatre which begins Oct. 5 under sponsor- ship of International Silver Co. on 57 CBS stations, Sunday, 6-6:30 p.m. (EST), with Mickey Rooney as first guest star. Filling the NBC vacancy information man of Sherdeman is Dave Elton who has taken over production of the week- ly sustaining Latitude Zero. Archie Sammel, NBC foreign, has been transferred to Hollywood for writer-producer assignments.

More Salt Spots

INTERNATIONAL SALT Co., Scranton, Pa., on Sept. 23, after a recent merger, will resume participation in the Maryfort Mills domestic science programs on the Yankee Network and similar pro- grams. Stations involved are KKEA WGY WKBW WFBR WYSR WHAM WCAU WWL. Contracts running 6 to 13 weeks. Other radio plans for fall are under considera- tion but not yet completed, according to the agency, J. Mathis Inc., New York.

A STAGE, Screen and Radio Division has acquired the name of Radio Dom Inc. in its anti-Nazi campaign, with several broadcasts planned in the near future. Announcing are Bob Wiesen, chairman of the movement are Lowell Thomas and Wil- liam L. Shiner, chairman. Co- chairman are Burgess Meredith and Helen Hayes.

REUNION of WWJ VETERANS at 21st birthday party of the Detroit News station Aug. 26. Left to right: Ty Tyson, chief sports announcer who has been with the pioneer station practically since its inception; Fred Waring, bandma who first played over WWJ in 1921; William J. Scripps, son of the newspaper's publisher, who as a youngster founded what was to become WWJ.

Celebrities and Pioneer Broadcasters Join in WWJ's 21st Anniversary Fete

CELEBRATING its 21st anniver- sary last Wednesday, WWJ, of the Detroit News, brought celebri- ties and pioneer broadcasters to its microphones and keyed a special program to NBC-Red to tell the world that it was the first station still in existence to broadcast regu- larly scheduled programs of enter- tainment. It was on Aug. 20, 1921, that WWJ began operation and it has been on the air continuously ever since.

Fred Waring, who did his first broadcast over WWJ in 1921, was on hand with his Pennsylvanians for a one-hour broadcast, half of which was carried on NBC-Red. The entire evening's program was also carried by W45D, the FM ad- junct of WWJ, and by WRUL, Bos- ton shortwave station which sent Jose Godoy, Spanish-speaking an- nouncer, to interpret for the Latin American audience.

Service to Public

Earlier in the evening WWJ's musical director, Mischa Kottler, and the WWJ Symphony, with Greta Keller, Viennese singer, presented a program featuring The Sophisto-Cats and other WWJ art- ists. WWJ's manager, William J. Scripps, who as a young amateur started the station, gave a brief talk in which he outlined the aims of WWJ since its inception.

He read a message from Chair- man James Lawrence Fly, congratulating WWJ and calling it a "veritable Methusalem among radio stations," contained a rather significant sentence. "Let me congratulate WWJ," his message concluded, "on this occasion and express a hope that its next 21 years of service will be as outstanding as its first 21 have been."

"Since WWJ was first founded," Mr. Fly also stated, "radio has been transformed from a hobby for a few technically-minded youngsters to a major factor in our social struc- ture, and in that growth this sta- tion has played a significant role. Its three call letters instead of four mark it as a pioneer among sta- tions, and its present status shows it has not been surpassed by later arrivals."

Mellett Praises Radio

For Alert Judgment in Resisting Propaganda

RADIO has been an industry "wise beyond its years" in understanding popular feeling, according to Low- ell Mellett, administrative aide to Edward R. Murrow, writing in the September Atlantic Monthly. The industry has been second only to the movies in resisting use of its facilities for domestic propaganda, he said, but newspapers have been laggard.

Writing on "Government Propa- ganda", he said American radio and the press associations can con- tinue to render a great service to this country. "We do not intend to destroy the confidence they have created." The press associations and American radio, he went on, "have set a standard of truthful reporting that has caused their re- ports to be believed, particularly by the nations of South and Central America. "Nothing save a sudden switch to dishonesty on our part can lose this advantage from us," he said.

In discussing acceptance of peace- time conscription, he said: "No propaganda is likely to be effective in bringing the people to this state of preparedness, and so far as the Government and its agencies are concerned no war propaganda was attempted. The Government refrained from propaganda despite the strong pressure. "This is the American way, the right way, the wise way. It would be wrong for the President to use funds voted by Congress to set up an agency designed to whip Cong- ress into line with his thinking. And the President has not done so.

Soft Drink Test

WELCH FRUIT PRODUCTS, Chicago, through its newly-ap- pointed agency, Reincke-Ellis Younggreen & Finn, is testing a daily five-minute program of WOK, Rockford, for Black Cow soft drink. Program features a daily candy-giveaway of Black Cow for the listener, who, when called on the telephone, has one empty and one full bottle of the soft drink. Programs are sent by two announcers dressed in black uniforms wearing a large cow's head. About 15 different the western market will be added, according to H. C. Vogel, radio director of the agency.

Longines Resumes

L O N G I N E S - WITTNAUER WATCH Co., New York, during the week of Sept. 22 will resume its series of half-hour concert-symphony programs on over 50 stations throughout the country. Series features symphonies by leading orchestras and will be heard Sunday afternoons at varied times. Agency is Arthur Rosenberg Co., New York.

Oyster Shell Renew

OYSTER SHELL PRODUCTS, New Rochelle, N. Y., through Aug- ust, will be heard as a sponsor of W48W in the Metro- politan area. The station is carrying for 52 weeks its campaign of spot announcements on 30 stations throughout the country. Series shares, in a three to five weekly schedule, from three to five weeks weekly on the stations. Agency is Cecil & Froskey, New York.

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The result of the one week's effort on radio turned in a better than 147% gain.

"In all my merchandising experience I have never believed such instantaneous returns could be accomplished in this New England market knowing so well the slow absorption qualities of the immediate buying public.

"I feel your cooperation plus the general pulling power of the 920 Club accounted for this wonderful return."

(SIGNED) Stanley Anderson
Doughnut Corporation of America

This sensational achievement is but one of many successful campaigns merchandised through WORL'S famous 920 Club. Make your advertising work fast — get hard hitting cooperation from WORL.

Buy A Participation In The 920 Club Now!
Announcements and 15 minute programs are open! Write for availabilities and 15 big success stories today!
Schulze & Berch Adds

SCHULZE & BERCH Co., Chicago, has appointed Reinecke-Ellis-Younggreen & Finn, Chicago, to direct the account, and is planning to augment its present radio campaign for saltine crackers. Company at present is using three station break announcements daily on WGN and WCFL, Chicago; WBOK, Rockford; WCSS, Springfield; WGHF, Evansville; WHO, Des Moines. Announcements promote a $1,000 contest in which entry blanks are filled at the local grocer estimating the number of saltine crackers that can be held by a large carton. The grocer uses the large carton as part of a merchandising display of company products. Over a million entry blanks are ready for distribution and markets to be added include Milwaukee, Racine, and St. Louis.

Wisconsin Net Gets Games

EXTRA football schedule of U of Wisconsin will be broadcast this season by the recently formed Wisconsin Network, comprising WIBY, Appleton; KFIZ, Fond du Lac; WCLO, Janesville; WHBI, Sheboygan; WBAE, Wausau; WFRU, Wisconsin Rapids; WEMP, Milwaukee; WRNJ, Racine; WIBU, Pouyette. The schedule, as yet unsponsored, will include five games at Madison and three out-of-state games.

A better way to gauge customer reaction is
a campaign in a basic test market like Station WONO's Indiana-Ohio-Michigan area... with 2,500,000 consumers—51% urban, 49% rural.
Successful advertisers use WONO consistently for testing national.
urban-rural response.

WестиNGHOUSE RADIO STATIONS INC.
INDIANA'S MOST POWERFUL STATION

WIBG Given 10 kw.
For Philadelphia

New Stations for Pasadena
And Washington, Pa.

AT A SPECIAL meeting last Friday to clean up its calendar prior to a recess over Labor Day, the FCC authorized two new standard broadcast stations and granted a new FM broadcasting station in Philadephia as well as improved facilities for a half-dozen stations.

Headlining the list was a three-point grant to WIBG, Glenside, Pa., in effect making the station a full-fledged Philadelphia outlet with 10,000 watts unlimited time on 980 kc., in lieu of its present 1,000 watt daytime assignment. Simultaneously, the Commission authorized transfer of control from its eight present owners to Paul F. Harron and Joseph Lang, who now own WHOM, Jersey City, and John G. Kelly, former Democratic leader of Philadelphia, and Anthony J. Drexel Biddle Jr., now minister to Poland, and several smaller European countries, headquartered in London. The latter two acquire 49% interest for $75,000 with Harron and Lang holding the 51%.

In granting the WIBG transfer, the Commission reconsidered a previous order for a hearing. It cancelled the hearing and in addition authorized transfer of control also authorized removal of the station from Glenside to Philadelphia. The Commission also approved an application of Seaboard Radio Broadcasting Corp., WIBG licensee for a new FM station to operate on 81.5 m.s. on a regular commercial basis. The area specified is 9,300 square miles.

A new standard broadcast station in Pasadena, Cal. to operate on 1430 kc. with 1,000 watts daytime only, was authorized to Southern California Broadcast Co. Principals are Marshall S. Neal, store owner, 44%; Lee A. Ragan, salesman of KIEV, Glendale, 5%, and H. H. Cooper, KIEV's salesman, 5%. There are 81 other stockholders.

On petition for reconsideration and grant without hearing, the Commission authorized a new station at Washington, Pa., to the Washington Broadcasting Co., to operate on 1450 kc. with 250 watts fulltime. The licensee company is made up of 46 stockholders, with approximately 38% stock held by individuals interested in the ownership of WSTV, Steubenville, O. William S. Yard is president, with approximately 61% of the stock; Louis Berkman, vice-president and head of WSTV, holds 10.6%; Sherman H. Siegel, treasurer, 10.6%.

WNRN, Richmond, was granted an increase from 1,000 to 5,000 watts fulltime on 910 kc. on a directional antenna. Other grants included: KONO, San Antonio, increase from time-sharing to full-time on 1400 kc. with 250 watts fulltime; KPQ, Wenatchee, Wash., increase 500 watts night and 1,000 watts day on 560 kc., in lieu of 250 watts on 1490 kc.

"Heming, we've called you in to answer a very important question. What qualities does your wife most appreciate in a hair rinse—and why?"

Courtesy of THE NEW YORKER

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BROADCASTING • Broadcast Advertising
HIS fact alone is enough to explain the ever-increasing popularity of ABC Stations in Arizona. The best in radio is the listener's natural choice, so wise is the advertiser who makes the most of its good company. ABC's seven stations insure complete coverage of the rich Arizona market.

**KTAR-Phoenix**
5000 W - 620 KC

**KVOA-Tucson**
1000 W - 1290 KC

**KYUM - Yuma**
250 W - 1240 KC

**KGLU-Safford**
250 W - 1450 KC

**KCRJ - Jerome**
250 W - 1340 KC

**KWJB - Globe**
250 W - 1240 KC

**KYCA-Prescott**
250 W - 1490 KC

**NBC Red and Blue Network Stations**

**Other ABC Stations**

**KTAR**
KEY STATION OF THE
Arizona Broadcasting Co., Inc.

Represented Nationally by

PAUL H. RAYMER COMPANY
New York Chicago Cleveland Detroit San Francisco Los Angeles
CONTRAST BETWEEN PAST and present glories was furnished Al-bany citizens during the annual Soap Box Derby when this ancient Sears model, circa 1900, snorted along before 35,000 spectators. At the "steer-ing" of Dr. Harold E. Smith, owner of the car and general manager of WOKO, Albany, accompanied by Sports Announcer Sherb Herrick, who holds wondering Harold E. Smith II on his lap, WOKO carried heat-by-heat accounts of the local race, won by Donald Mathews, who was sent to the Akron Derby by Socony Vacuum Oil Co.

WIBW, WCHS Seek FCC Rule Change To Allow 10 kw. Daytime for Regionals

FORMAL petitions for a change in FCC rules governing power limitations on regional stations to au-thorize use of 10,000 watts during daytime hours in lieu of the present 5,000 watts peak, were filed with the FCC last week by WIBW, Topeka, and WCHS, Charleston. The stations operate on the same frequency of 680 kc.

First of the requests to be made for a change in the rules, the applica-tions were filed in conjunction with nearly identical petitions seek-ing amendment of R.S. (c) to lift the power maximum for Class III-A regionals. Engineering data filed in conjunction with the WIBW application were prepared by An-drew D. Ring and Ralph L. Clark, consulting engineers, with similar data utilized by WCHS.

Others May File

It is estimated [Broadcasting, Aug. 4] that the increases to 10,000 watts daytime will result in an approximate 40% improvement in coverage, primarily in rural or semi-rural areas. Because few ques-tions of interference are involved, except as to adjacent channels, exist-ing antennas can be used in virtu-ally all cases, it was stated. The average remodeling expense to inCREASE the transmitter output from 4,500 to 10,000 watts would be be-tween $5,000 and $15,000.

In addition to the two stations which already have filed, it is un-derstood that WRDO, Orlando, Fla., also assigned to 580 kc, contem-plates a similar application in the near future. A change in the rule by the FCC would open the way for virtually all regionals operating with 5,000 watts full time to double their daytime power by mak-ing the necessary alterations in equipment.

In the WIBW petition, filed by John W. Guider, Carl A. Smith and Lester Cohen, counsel, it was brought out that one of the primary deficien-cies in the present allocation system is the lack of primary daytime service in rural and semi-rural areas. It seems apparent, said the petition, that clear-channel service alone cannot be the answer to the problem. A great number of Class III stations now render daytime service to a large part of the country and are handicapped by the present regulations.

The FCC, in its report, said the petitioners "would provide more adequate and efficient distribution of radio facili-ties throughout the entire United States."

PURVIS LEAVES PAPER; WOULD ACQUIRE WOLS

HAVING recently sold his interest in the Florence (S. C.) Star, Melvin Purvis, ex-Paper agent who retired as a 6-man sev-eral years ago to become publisher, has announced that he has made a deal to purchase WOLS, Florence, from O. Lee Stone. The station operates at 250 watts on 1320 kc. His partner in the trans-ferred deal is M. Schniben, a brother of G. E. Schniben who is now owner of the Cabarrus County Tele-graph & Broadcasting Co., applicant for a new station in Norfolk. The Schnibens operate theatres in and around Florence.

Paper Buys CFCT

CFCT, Victoria, B. C., has been purchased by the Victoria Colonist, morning daily, from George W. Beavon, for an undisclosed sum, according to H. R. Carson, presi-dent of All-Canada Radio Facili-ties, Calgary, who will represent the station nationally. The only sta-tion in Victoria, capital of the Province of British Columbia and home of many retired British civil servants, it will be operated by a staff recruited from various stations of All-Canada, of which All-Canada is affiliated. Manager will be Cecil Berry of CFGF, Grand Prairie, Alta. Al Smith, UNCK, Regina, Sask., will be sales manager. Sale of the station to the Colonist makes 27 news-tellers in the province. The station in the De-minion of a total of 86 active broad-cast outlets.

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BROADCASTING • Broadcast Advertising
Full-Time WIBC + Merchandising =
Low 3¢ Inquiry Cost for Marlin Blades

- A sales and merchandising record in the highly competitive field of razor blades—is a record.

WIBC is pretty proud of the fact that its full-time state-wide coverage of Hoosierland, plus merchandising cooperation due to WIBC's influence on dealers, has been producing sample inquiries at the extremely low cost of 3¢ per inquiry.

As a matter of fact, Marlin had used up all of its advertising budget for Indianapolis, but renewed as they put it, "because of the splendid job WIBC did for the account." WIBC has a good clear signal that reaches all over Hoosierland and edges into surrounding states. WIBC's first concern is a large, loyal and responsive listening audience. We keep it because we make sure we give 'em what they want to hear.

* * *

That makes WIBC a good bet for any advertiser who wants to get his sales story over Hoosierland—in one convenient package.

Indiana's Friendly Station Serves Hoosierland

WIBC
Affiliated with the Mutual Broadcasting System

Represented by
HOWARD H. WILSON CO.
New York, Chicago, Kansas City

INDIANAPOLIS

NOW OPERATING UNLIMITED TIME
3,000 Watts Day
1,000 Watts Night
1072 KC

OFFICES AND STUDIOS ON NINTH FLOOR • INDIANAPOLIS ATHLETIC CLUB

BROADCASTING • Broadcast Advertising  August 25, 1941 • Page 19
Above: Station WPTF, Raleigh, North Carolina, Westinghouse 50-HG Transmitter
We have been selected for essential work in connection with national defense for the same reason that our 50-HG equipment has been selected by key broadcasting stations entering the 50,000-watt group since January, 1940. We know what the job requires—and how to do it. That is because we have been at it for a long time.

Since the earliest days of the industry we have been engaged continuously in broadcasting operations through such well-known commercial stations as KDKA, KYW, and WBZ.

Out of this experience came the distinctive improvements found in our 50-HG transmitter—greater economy, operating simplicity, and fidelity in radio transmission—the kind of developments which are a result of a first-hand operating experience.

The research and development supporting our current defense work will ultimately result in still further improvements in our regular commercial transmitters.

**OPERATING ADVANTAGES**

**OF WESTINGHOUSE 50-HG TRANSMITTER**

- Air-cooled tubes in all stages
- Extremely low operating costs
- Metal rectifiers throughout, except main high voltage rectifier
- Inductive neutralization of the power amplifier
- Equalized feedback
- Compressed gas condensers
- Complete elimination of fuses
- Spare rectifier tube at operating temperature
- Ease of adjustment
- Unit construction throughout
- Full automatic control
- Relatively low plate voltages
- Conservative operation of all tubes
STRONG SUPPORT for the NBC-ASCAP deal came last week from Samuel R. Rosenbaum, WFTL, Philadelphia, and Paul W. Moroney, WTIC, Hartford, chairman and vice-chairman, respectively, of Independent Radio Network Affiliates, who, acting in their capacities as members of the IRNA negotiating committee of NBC affiliates, addressed a letter to all NBC affiliates analyzing the deal and setting forth what they regard as its advantages and disadvantages.

Emphasizing that stations still are free agents, that no commitment has been made to bind them and that they have made no representations of authority to bind them, the letter declares that "it is our considered judgment that this is a very good deal and now is the time to settle copyright differences between networks and affiliates so that ASCAP music can go back on the air." Text of the letter follows:

The NBC-ASCAP Formula

On many occasions in the past two or three years we have all complained about the short-sightedness, the half-bakedness and the narrow-mindedness of network executives from our point of view, in failing to comply with requests from IRNA which we believed to be for the good of the industry. We believe much of the present mess in the networks is in part due to this.

This makes it all the more imperative that we should speak up when we have obtained a network deal for affiliates which we regard as a major accomplishment. The advantages obtained for affiliates in the copyright deal tentatively arrived at between NBC and ASCAP are a victory for affiliates. They are the direct result of demands made by IRNA.

They also reflect the better understanding of affiliates which Trammell, as president, has brought into the direction of NBC.

In recent months the broadcasting industry has had a crisis every morning before breakfast. Broadcasters have faced so many emergencies they are shell-shocked.

Many of you have not followed the details of the copyright situation. Thetelegram you got from Trammell was too short and needs to be amplified.

We therefore believe it is in order to review and explain the proposed new formula and state our views. The decision is up to you. You are free to accept. We have obtained a proposition which, when it is satisfactorily embodied in contract form, is an offer to you. We have not made any commitments for you. We have made no representations that we have authority or power to bind you.

It is, of course, not possible to make final recommendations on the copyright deal tentatively set up between NBC and ASCAP until affiliates have had a chance to examine not only the final NBC-ASCAP contract but also the blank contract, the single contract per program contract, and the contract for clearance at the source of commercial transcriptions.

However, it is our considered judgment that this is a very fair deal and looks to be a move to settle copyright differences between networks and affiliates so that ASCAP music can go on the air.

It is our judgment that other major problems which confront the industry can have our undivided attention.

Benefits Noted

First of all, let us point out the highligths, which shall call the ASCAP Formula of Aug. 1, 1941 (the year of the Big Wind). This is how we see them in the letters.

1. No affiliate is compelled to take a local ASCAP license. Even if you don't take one, you will get the benefit of ASCAP music on network service. 1.05% on the real gross of sustaining programs. On commercial programs you will be asked to reimburse the network only the same amount which the network pays ASCAP on the net dollars you get from the network.

You used to pay ASCAP 5% on these dollars. You are now asked to pay 2 1/2%.

2. Any affiliate who wants ASCAP music locally can get it on a per-program basis or a blanket basis. An affiliate must also be able to get the music on commercial transcriptions cleared at the source, and this contract must be satisfactorily negotiated. On either the per-program or blanket basis, you are allowed to deduct, as before, advertising agency commissions, quantity discounts, and income from political broadcasts. However, in addition, IRNA has obtained for you another flat discount of 15% on top of all that, representing cost of sales to the station itself, and not contingent upon anything.

On the final balance you pay ASCAP 2 1/4% if you take a blanket license, which is obviously comparable with the previous basis by reason of this new 15% deduction we have obtained for you.

Add to that the normal local sustaining fee. Instead of an arbitrary figure as before, this will be, for a blanket sustaining license, 12% times $ if your annual gross is under $50,000; 12 times your highest 30-minute rate if you gross $50,000 to $150,000; and 12 times your highest 1/2 hour rate if you gross over $150,000.

Blanket Licenses

On blanket licenses, adding your commercial and sustaining fees, your total cost of ASCAP will average well under 2%, as compared with a total of between 6% and 7% for both commercial and sustaining licenses before 1941.

This basic differential in favor of affiliates, that is, 2% as against the network 23/4%, is also an IRNA contribution to the terms of the deal.

1. If you take a per-program commercial plan you still get the benefit of the extra 15% deduction we have obtained for you so that the 9% on full programs of ASCAP music and 2% on incidental use of ASCAP music such as bridge, background, theme or signature, are really 5.9% and 1.7%, respectively, for comparison with previous experience.

You can even take a per-program sustaining license if you wish and pay 1% of the gross of local sustainer stations using ASCAP music.

If you wish, you can start with a program switch from program to blanket if you think it will be cheaper, or vice versa. Or you can combine a per-program commercial...
How to put life into your recorded programs

Use NBC ORTHACOUSTIC*—recording so lifelike it wins acclaim of musical experts

Recording the Longines Symphonette was a real challenge, in that the quality of the recorded programs had to match the exceptionally high standards of the artists themselves.

How well the finished records met the challenge is explained in the letter from Mr. Cartoun—and in a letter from the conductor, Macklin Marrow:

"Having examined the first series of recordings I recently made with the Longines Symphonette I should like to express my appreciation for the truly amazing fidelity to tone and nuance in all registers, and for the warmth and richness of the string quality which is unequalled in my experience."

Whether you’re preparing one minute spots or a quarter-hour musical or dramatic program, the live quality of NBC Orthacoustic* is equally effective. Whatever your recording problem, take it to "Broadcasting Headquarters"—for here you will find the finest recording facilities as well as a complete production service—from script to finished pressings.

*Registered trademark
Beyond any per-program license fee, the ASCAP-BMI blanketing agreement leaves no minimum guarantee if you take a per-program license so as to make yourself eligible to pay small per-performance numbers for songs that you wish to use. There is a fixed license fee, however, to log all of your numbers for ASCAP, and this will be onerous.

**Renewal Clause**

4. You can renew at present from time to time with any of the ASCAP-OFP. If you change your mind any time you like and take one, you will get the benefit of all the confessions worth of the term without being penalized because you want to wait and see. This period runs full nine years with provision for renewal for your last year. It's more like the rights of members. The terms for the second nine years will be unchanged from the first, however, which we refuse, in which event the question of an increase would be determined by arbitration.

6. The terms for every affiliate are identical with this lease, including the other one, including network M & O stations. The stations previously signed up include 45% for all affiliates, share in these improved terms. The previous discriminations in favor of larger stations will be swiped. Such the newspaper contract, is abolished.

8. Although it is not, of course, part of the deal, ASCAP will give the NBC network a free pass on the song obligation for five years. The NBC network is given assurance that it intends to do it after that, and to continue to support BMI and encourage it to grow, and we feel that BMI will be well taken care of as a result of this.

11. The deal imposes an added financial cost on NBC which pays ASCAP on its network revenue which, as you know, was previously exempt. If the financial formulae were applied to 1940 business the annual sum payable by NBC to ASCAP to net-work program, commercial and other, would be in round figures $100,000. This does not include the NBC stations, commercial and sustaining fees on blanket license in round figures, $100,000. This makes a total for NBC of $200,000.

12. Out of this deal, BMI has netted $200,000, BMI will receive 6% as compared with between 6% and 7% which they had before 1941. This should effectively dispose of any hang over of resentment against the network from past dealings where people felt the network had made a bad deal for itself at the expense of affiliates.

13. At the present time we are asked to do is inform NBC of our program and commercials to ASCAP to the extent of 2% of gross. The ASCAP members of whom has been submitted as soon as the ASCAP and BMI networks are assembled. Upon the registration, namely, the network contract, and the single station contracts, then the ASCAP members of whom has been submitted as soon as the ASCAP and BMI networks are assembled. Upon the registration, namely, the network contract, and the single station contracts.

Underlying all criticism of the deal and the formula are these fundamental and basic questions in the minds of many affiliates:

Why should we make any deal with ASCAP at all? Who says we used any ASCAP music whatever? We have made out satisfactorily for eight months without any kind. Why bring it back? Admitting the deal is good enough in dollars, why add this expenditure for which we do not need it? Is this not an extra luxury for something which may not be necessary? And if the network wants ASCAP music, why doesn’t the network pay for it and leave us alone?

The Objections

Now we intend to review the objections which have been expressed by some of the other broad casters and complain on them. The time has come for bringing this matter to a conclusion. Full and frank discussion is in order, and we believe that the only response to the question is an open, frank, and honest debate on the issue.

The importance of the matter is evident, and we believe that the only response to the question is an open, frank, and honest debate on the issue.

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Two sharp eyes under a visored cap watch a white sphere approaching. Wham! Another baseball goes traveling . . . another hit for Joe DiMaggio, all-time consecutive game batting champion. Batting out record-breaking sales, too, are a pair of radio stations which belong in every advertising line-up. The Great Stations of the Great Lakes are a still greater buy these days . . . your big league performers in the heart of Industrial America.
LETTING up with many. The confusion, correspondence, bookkeeping, and deals involved in deals with all these people separately, and the flood of infringement claims and suits that might descend upon us would far counter-balance any sentimental satisfaction that the network could enjoy in the dissolution of ASCAP. As far as economics is concerned, such broadcasters should derive all the comfort which they need from the objections first raised in the blanket basis of the consent decree and the formula. ASCAP will have to make many changes and cut out most of the clauses which we broadcasters objected to.

Program or Blanket Basis

The next general set of questions concerned under the head of program and blanket:

As long as two successive conventions of the industry were recorded in favor of a program license or plan or measured use, why are we now called upon to pay for network work on a blanket basis, or to consider blanket licenses for local use?

In the first place, you will note that the percentages in the program plan offered blanket by ASCAP are considerably reduced below the percentages offered by ASCAP to Mutuals. These reductions are also quite in line with IRNA that the percentage should be reduced. ASCAP has reduced them as described earlier, in line with its position, to a point where they amount to 10% of net revenue on guaranteed round figures, $1,000,000 as compared with $800,000 on a blanket basis, and that the amount of network work which it would seek from its affiliates, if it negotiated a blanket plan, would be in round figures $450,000 instead of $290,000 on a blanket basis.

In other words, on the program basis stations would be asked to reimburse the network $180,000 on a blanket basis for work more than on the blanket basis, and even where the network sales cost would be $140,000 more than on the blanket basis on network business alone, or an actual net loss of $20,000. The favor of ASCAP of $320,000 if the program basis were in effect instead of the blanket would be in the neighborhood of $250,000 or a little over.

In any other case, on the program basis stations would be asked to reimburse the network $180,000 more than on the blanket basis, and even where the network sales cost would be $140,000 more than on the blanket basis on network business alone, or an actual net loss of $20,000.

The favor of ASCAP of $320,000 if the program basis were in force instead of the blanket would still be in the neighborhood of $250,000 or a little over.

In the same vein, the network steadfastly objects to the suggestion that the station derives from musical programs which will use ASCAP music. For some an unqualified method may prove economic; for many other times, broadcasters believe that it will prove economically unsound in the case of the smaller stations, because of the cost of maintaining logs. In any event, this is a matter on which each station can make its own decision on its local contract. The stations which say the network has a right to the blanket and which ASCAP but should only ask for reimbursement from affiliates on a program basis would be the first to object at the end, because reimbursement on a program basis would exceed the reimbursement on a blanket basis.

Reimbursement Feature

The next objection relates solely to the matter of the amount of the compensation, which is the blanket and network. Several stations have argued that they are satisfied with some aspect of the deal except this one:

Admitting that the network pays a smaller percentage to ASCAP than it has in the past, therefore, nevertheless the network is getting the benefit of ASCAP, which it does not reject along the stations. These are the deductions of 10% for wire lines, and approximately 10% for wire lines. On the basis of the 1940 business these two items will exempt approximately $8,000,000 of network revenue from ASCAP payment, or approximately 30% of our $24,000,000. These stations argue that part of this saving ought to be delivered to the network in so much for ASCAP to reduce the amounts of station compensation on which the stations are asked to reimburse to the network 2%.

This argument is based upon the view that part of the network’s sales cost and cost of wire lines is already borne by the stations in formula for station compensation, and that these costs, to a large extent, already come out of the pockets of the stations.

Worth the Cost?

However, there is a certain inconsistency in this particular complaint. Suppose it will be agreed, for instance, that the money paid by the network for wire lines is really the money of the stations, and suppose the net proceeds of payment is amended so that the network distributes more money to the stations, and the stations then contribute directly to the telephone company and pay the cost of the wire lines. In such an event the stations would merely refrain from paying the wire line cost to ASCAP and pay this same amount to the telephone company. This is the case where the station derives from musical programs which will use ASCAP music. For some an unqualified method may prove economic; for many other times, broadcasters believe that it will prove economically unsound in the case of the smaller stations, because of the cost of maintaining logs.

In any event, this is a matter on which each station can make its own decision on its local contract. The stations which say the network has a right to the blanket and which ASCAP but should only ask for reimbursement from affiliates on a program basis would be the first to object at the end, because reimbursement on a program basis would exceed the reimbursement on a blanket basis.

New BM Catalogs

...with Oklahoma City Listeners

- A station which can achieve and maintain year after year the decisively standout position of WKY in its community... which is the 3 to 1 choice of daytime listeners*... which is, in fact, listened to by more persons in Oklahoma City from morning till night than listen to all other stations combined*... a station which can do that must HAVE something!


- It is ALL of these and more, which, added together make WKY the decisive choice of listeners and the logical choice of advertisers in Oklahoma City.

*Results of week-long telephone coincidental survey by Ross Federal Research Corporation.

WKY • OKLAHOMA CITY

Continuing Study of Listening Habits
In New York Area Is Started by WOR

IN AN EFFORT to secure more complete information about the listening habits of its potential audience, WOR, New York, has started a "continuing study of radio listening" in the city's metropolitan area, based on 6,000 personal interviews a month, collected by the staff of Crossley Inc.

The personal interview method was selected, according to Joseph Creamer, WOR promotion director, to provide a check on the listening habits of non-telephone as well as telephone homes, as well as to enable the collection of more information than can be secured by a telephone survey. To insure statistical accuracy in the reports, each will be based on 12,000 completed interviews, covering two months. The first report, for June and July, will be completed about the first of September.

Each interview will cover the two hours preceding the time of the interview, in the daytime, or the hour-and-a-half preceding in the evening, so that an accurate report on listening by quarter-hours may be secured from each person interviewed. In addition the interviewer will ask "What program are you listening to now?" as a coincidental check. If the person interviewed has been listening, but cannot recall the programs heard, he will be given a randomized list of programs, with no stations shown, as an aid to memory.

The interviewer will check on the number of listeners in each home and obtain ownership of telephone, auto, etc., to indicate the financial status and provide a means of comparing listening habits in telephone and non-telephone homes. He will note on each report the weather and temperature as these have a decided influence on listening.

Extra Question

Answers will be analyzed by sex and age of those interviewed.

Each monthly interview will include one extra question, such as "Do you prefer to listen to dramatic or musical programs in the morning?", to give WOR an opportunity to get information helpful in solving current problems.

All programs heard in New York, both sponsored and sustaining, will be covered by the study, which will also supply a check on Saturday morning listening with an evening-size sample, furnishing information not readily available from the national program surveys which cover only commercial network programs and hence have to a large degree concentrated in the daytime on the Monday-through-Friday period when the dramatic serials that constitute a large part of daytime network broadcasting are on the air.

Each month's interviews will be made during a single week, usually in the middle of the month, but always a week without holidays or other factors which would make for abnormal listening.

The WOR "continuing studies" Mr. Creamer explained, are aimed at supplying detailed information about listening at any time of day or evening, information which will be of real value to timebuyers—and to WOR salesmen—in selecting the best times and programs for their clients, rather than the vague "we have most of the listeners during the week" sort of results that even if they honestly show the general superiority of a station do not give a prospective buyer any assistance in placing his single program or program series.

Air School Broadened

SCOPE of New Horizons, Wednesday series of the CBS School of the Air of the Americas, is to be broad-ened for the 1941-42 school year to include an historical survey of all the Americas. Under the title Landmarks of New World Neighbors, the programs, starting Oct. 8, will dramatize the exploration, natural history, geography and history of the entire Western Hemisphere. Jointly sponsored by the National Education Assn. and the American Museum of Natural History, the series will present to students a supplementary textbook.

CALL LETTERS issued to recent new stations are KWRC, Pendleton, Ore.; WRHN, Warren, O.; WGBG, Greensboro, N. C.; WFPN, Findlay, O.

Page 28 - August 25, 1941 - BROADCASTING • Broadcast Advertising
NO NEED to wait for your Western Electric 443A-1 — the 1 KW that's been labeled "tops" by stations from coast to coast!

Designed by Bell Telephone Laboratories, it is complete in one unit 44" wide, 39" deep, 78" high — requires about one-half the floor space of former 1 KWs. It employs the famous Doherty Circuit for increased stability and efficiency — plus grid bias modulation. It has overload protection through magnetic circuit breakers and stabilized feedback.

You can get delivery as soon as you want it. Better ask Graybar for details.

Western Electric
Ask your Engineer!
David Joins Donovan’s Staff
As FCC Widens Foreign Bands

More Frequencies for Domestic Licensees Giving
International Service Will Be Available

RESIGNATION of Nathan H. David, chief of the litigation section of the FCC’s law department, to join the staff of Col. William J. Donovan, U. S. Coordinator of Information, was announced last Monday by the FCC. Mr. David will serve as liaison officer on legal matters between the Donovan organization and the FCC, it was reported.

A Harvard Law School graduate, Mr. David joined the FCC in 1939 as assistant to Chairman James Lawrence Fly. Subsequently he transferred to the legal staff and recently was named chief of the Litigation Section. He is 28, and before joining the FCC was in the law office of former Judge John J. Burns of Boston.

Coordinating Work

While no formal announcement has been made by the Donovan office as to the extent of its coordinating operations in the radio field, it is understood a working arrangement already has been established with the FCC’s Foreign Broadcast Monitoring Service. The Donovan office will coordinate all national defense information for the President.

In addition to the work of the monitoring service, which recently received a $209,000 appropriation for the fiscal year 1942 (Broadcasting, Aug. 18), the Donovan committee is also coordinating in a general way the service of a number of listening posts attached to Col. Donovan. He has held several conferences with representatives of these stations with a view toward improvement of overall service in the interests of hemispheric solidarity.

In the latter connection, the FCC announced last Tuesday modification of its rules governing international broadcast stations to permit greater flexibility in the choice of operating frequencies. This, the Commission said, would bring about more efficient use of the limited number of frequencies available for this service. The Commission said that listeners would be provided with programming that demonstrates the necessity of the United States being well represented in the international broadcast band and of maintaining an adequate service to the people of foreign nations.

More Interference

Expansion of international broadcast facilities in other countries has resulted in considerable increased interference to the transmissions of stations in this country engaged in international broadcasting, it added.

The changes made in the international broadcast rules (4.44) will make it possible to assign more than one frequency in the international broadcast band to a single domestic licensee. This will enable the licensee, should interference be experienced on one frequency, to shift to another frequency not subject to the same degree of interference. In addition, due to the time differential in foreign lands served by international broadcast stations in this country, it is possible to assign the same frequency to two or more stations broadcasting to different portions of the world, without conflict.

The Commission pointed out that there are now a dozen international broadcast stations in operation or under construction in this country. A minimum power of 50 kw. is specified for these stations.

New Shortwave Programs

New programs now shortwaved to England on NBC’s international station, W2XOB, and to Canada and Puerto Rico—so that translation and analysis of the foreign shortwave broadcasts could begin immediately upon reception. The plan also provides for linking the translation and analysis at Washington headquarters by a system of fast wire communication

Text of Order on SHORTWAVE BANDS

The Chairman having determined the absence of a quorum of the Commission and the effectiveness of the notice making it possible to assign more than one frequency in any band to a single licensee, and that interference would not be of such a character as to require modification of any kind, the following order was signed by the Chairman:

Revised Rule 4.44, subsections (a) and (c) regarding frequency assignments to International Broadcast Stations.

The revision of Rule 4.44(a) brings the frequencies listed in this subsection into line with the current configuration of the rules and eliminates the use of the so-called “Pan American” frequencies which have been in the past reserved for use to subject to a number of restrictions.

Revised Subsections (b) and (c) provides for a greater flexibility in the choice of operating frequencies, permitting more efficient use of the limited number of frequencies available, making it possible to assign more than one frequency in any band to a single licensee, and should interference be experienced that licensee may shift operations to another frequency not subject to the same degree of interference, due to the time differential of various foreign countries, service by these international broadcast stations, it is possible to assign the same frequency to two or more stations without conflict or interference.

The following subsections were added:

Rule 4.44(a) "An international broadcast frequency shall not be used more than once."

Rule 4.44(b)(d) "An international broadcast station must be licensed to use more than one frequency listed in any group listed in subsec-

Rule 4.44(c) "An international broadcast station shall not be assigned frequencies available to another station for the "Pan American" network, unless special permission is granted by the Commission.

The additional funds, included in the first supplemental National Defense Appropriation Bill, 1942, were authorized by the Senate Appropriations Committee as a result of the Senate conference after approval by the Senate, and finally approved by the House in the conference report. They were not in the bill as originally passed by the House.

Speedup Plan

The $209,000 appropriation, added to the regular $60,000 appropriation for fiscal 1942 provided some time ago in the Second Deficiency Bill, gives FBMS a total operating appropriation of $269,000 for the fiscal year 1942 (Broadcasting, June 2, 16). The additional funds, requested by Lloyd A. Free, FBMS director, and E. K. Jett, FCC chief engineer, in an appearance before the Senate Appropriations Committee on July 29, became needed under a reorganization plan for FBMS, already speeded up the monitoring agency's operation.

Under the plan outlined to the committee by Mr. Free, FBMS would decentralize the work of translating, transmitting and receiving foreign broadcasts by establishing complete staffs at each of its four listening posts—Portland, Ore., Kingsville, Tex., Guam and the Philippines and should it be necessary that translation and analysis of the foreign shortwave broadcasts could begin immediately upon reception. The plan also provides for linking the listening and analysis at Washington headquarters by a system of fast wire communication

Additional Fund of $209,000 Provided For FCC’s Foreign Monitoring Service

To Be Used in Speeding Up its Monitoring, Translating and Analyzing Functions and Increase the Opportunity for their Practical Application to Defense Problems, the Public Broadcasting Service, a Subsidiary of the NBC-ABC System, has been authorized by the FCC to use an additional appropriation of $209,000 for the fiscal year 1942 (Broadcasting, June 2, 16).

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Rather than relying on air express and motor vehicles to deliver transcriptions of the broadcasts. Part of the funds will be used to establish teletype connections with the listening posts, so complete translations of foreign broadcasts would be in Washington a few hours after they were received rather than several hours to several days later.

Quick Action

Mr. Free indicated the plan had been developed in cooperation with and the approval of the State, War and Navy Departments, DCB and Col. William J. Donovan, Coordinator of Information. He stated that FBMS’ work must be speeded up “very, very materially if we are going to perform the function we should.”

The original plan was satisfactory; however, it was determined that a longer analysis of propaganda, he declared, “but we have reached the point where the Government should be in a position to listen to these programs, just as we listen to programs in this country.

Another innovation made possible under the appropriation, “an extremely important innovation,” according to Mr. Free, is the stationing of an American editor in London, with access to the British Broadcasting Corp.’s monitoring service, which will be speeded up particularly in the long-wave field, on which until now it is not possible to receive reports of the long-range analysis of propaganda.

Although the bulk of the new funds will go for moving personnel, maintaining larger quarters, paying for extensive use of new equipment and telephone service, part will be used for additional personnel, Mr. Free indicated.
Of Special Interest—

to Advertisers, Agencies and Time Buyers
concerning a POWERFUL STATION

PRESENTLY operating 150,000 watts, 1-A clear channel of 1050 kc., under the Havana Treaty. 100,000 watts, equivalent, signal as of September first, 1941.

WE FIRMLY BELIEVE that this powerful station XEG, Monterrey, "THE VOICE OF NORTH AMERICA", governed by self-imposed high standards, will fill a long-felt want among advertisers, agencies and time buyers.

XEG COMPANIA RADIO EMISORA MONTERREY, S.A.
For complete details, rates and availabilities, wire or write:

NORTH AMERICAN ADVERTISING AGENCY
MOORE BUILDING, SAN ANTONIO, TEXAS
..National Representatives..

CHICAGO OFFICE. NATIONAL RADIO SALES, 360 No. Michigan Ave., Chicago, Ill.
BEST KNOWN, BEST LIKED AND MOST LISTENED

AL. BLAND in the

ASSISTED BY BERNAN

ANOTHER POPULAR PERSONALITY ON
TO RADIO COMIC in CINCINNATI AREA
MORN PATROL...
J.D. JOHNSON & MOSE

THAT IS DOING THE REAL JOB FOR THE ADVERTISER
L.B. Wilson

FIFTY GRAND IN WATTS
Advertising Under Fire

RATHER SUDDENLY it has dawned upon the advertising realm that Uncle Sam is doing a job of sniping at their business, which now looms as a coordinated effort dictated from inner New Deal councils. How Government people, crowded to the eyebrows with war and draft of every advertiseability, about the mid-summer revitalize job founded on the phoney promise of “consumer protection,” probably will remain another of those inscrutable New Deal mysteries.

The underlying philosophy of the anti-advertising snipers appears to be that Government grading of everything from toothpicks to 10-ton trucks would eliminate the necessity of promoting name brands, and save the consumer the advertising differential. But such intent is denied by these very same people, whether high officials like Assistant Attorney General Thurman Arnold or some lesser functionary in an administrative agency.

One thing is evident. The attack is coming from all imaginable sources, with a trial balloon here and an incidental statement there. It’s a job of shooting at a moving target. There’s no legislation to attack. Advertising is being discouraged by suasion and innuendo.

In the Aug. 18 BROADCASTING was published the results of a survey creating the widening anti-advertising front. Now the American Newspaper Publishers Assn. has circularized its membership, pointing to the increasing evidence of “antagonism to advertising” in Government actions and activities and citing the need for action.

Radio, along with other media, is becoming increasingly aware of the trend. Unlike newspaper and magazines, it has no editorial page or policy. But radio, while giving freely of its time and facilities to causes of national welfare, education or religion, certainly can contribute a medium in its own interest as well as that of every advertiser, agent or medium.

The public should know the truth about advertising. That story can be told over the air.

Service and Repair

LOOK NEXT to the public utilities as sponsors of programs promoting servicing and repair of electrical and gas appliances. National defense requirements will perforce reduce their ability to deliver new refrigerators, washing machines, gas ranges, vacuum cleaners and the like, and they are already casting about for new avenues of trade to recapture the income loss. Biggest of the utilities, New York’s Consolidated Edison, has launched a project to set up certified service and repair stations under supervised operation and with standard prices and terms, providing also for plans to finance the repairs. Appliance manufacturers, large and small, and their other distributors may be expected to follow suit—and radio looms as undoubtedly the most effective promotional medium at hand.

Frying Pan Into Fire

IN THESE turbulent times it’s risky to predict precisely how much revenue-raising legislation. But enough has transpired to venture a guess that the discriminatory 5-15% net time sale impost, approved by the House, will be knocked out by the Senate Finance Committee in its draft of the Revenue Act.

The controverted provision could not withstand the logic of the opposition expressed in hearings before the committee last week. Several members of the committee freely admitted they considered the tax indefensible, ill-advised and unfair. And for the first time in many moons all elements in the industry—indepen ended, affiliates, networks and even the labor unions identified with radio—were united in their opposition.

But there immediately develops a frying pan-into-the-fire aspect. FCC Chairman Fl y magnanimously opposed the tax as discriminatory and advanced cogent reasons to support his argument. Yet, under cross-examination, he revealed that the FCC has its own plan for a franchise tax to defray at least the cost of regulation, though he did not outline the precise formula.

Elsewhere in this issue we recount a recommendation pending before the Commission proposing a gross-receipts tax, designed to raise from all communications operations regulated by the FCC approximately $2,200,000 annually to cover normal overhead. While the amount is far less than would be raised under the House provision in the new Revenue Act, it nevertheless does not differ in principle from the obnoxious so-called Haggerty-Flynn proposal.

The FCC proposal would impose a gross receipts tax on stations and networks whether or not they earn profits. It would strike at the ill-fed, ill-clothed one-third, ignoring the cardinal precept that taxes should be paid in ratio to earning capacity. Moreover, the very arguments advanced by Chairman Fly in opposing the House provision apply with equal force to

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KENNETH MALCOLMB HANCE

WORLD WAR I was at its height when Kenneth Malcolmb Hance, now vice-president and treasurer of KSTP, St. Paul, landed in the Texas town of McAllen in 1917. Secret German radio messages somehow were filtering through the Mexican air to Berlin, messages that caused no end of consternation to the U. S. Intelligence Division.

Mr. Hance, it was later revealed, had been a member of an extensive network of German spies in the United States, his duties being confined to the Texas area.

A series of radio messages, which caused a sensation at the time, were intercepted by the Intelligence Division. These messages were the work of a German spy organization in the United States, and the interceptions were the first evidence of the existence of such an organization.

Mr. Hance was able to establish the first radio station in Texas, KSTP, St. Paul, and was later appointed as its manager.

Back to Fargo in 1920 where he established the Radio Equipment Corp., a jobbing house dealing in radio sets and parts. Two years later, with Earl Reineke, he became one of the founders of WDAY in Fargo.

A few years later, in 1928, a new voice was being established in Minneapolis and St. Paul and, selling his interests in WDAY, Ken joined KSTP, the new station, as chief announcer. He remained in that capacity only a short time, quickly moving into the executive end of the station. In 1930, after eight years with KSTP, he was elevated vice-president and treasurer of the station, now NBC's Red Network station operating with 50,000 watts.

Mr. Hance is widely known throughout the world for his work as an announcer and executive producer. His work has earned him numerous awards, including the prestigious RBA (Radio Broadcasters Association) Award for Best Announcer in 1982.

JESSE S. BUTCHER, director of radio activities of the United Service Organisation during its recent fund raising campaign, has been named USO director of public relations. Mr. Butcher, formerly manager of the New York Times feature news syndicate, was previously public relations director of CBS and an executive in the NBC station relations department.

LIEUT. BARRY BINGHAM, president and publisher of the Louisville Courier-Journal and Times and WHAS, Louisville, formerly liaison man in the mid-Atlantic divisions of the Navy Department Public Relations Office, on Aug. 18 was transferred to become liaison officer between the Navy Department and the Office of Civilian Defense, headed by Major LaGuardia of New York.

THEODORE C. STREIBERGER, vice-president of WOR and MBS, and Mrs. Streiberger, on Aug. 10 became the parents of a son, Theodore Paul, born at the Brooklyn Hospital.

ALEN W. SAYLER, supervising investigator of the censor-storming of the War Information Section, and Frances Wheeler, of the NRC, will leave for England and, more recently, Mr. K. Wheeler, of Montara, were married Aug. 22, and left immediately on a Grand Tour.

TREVOR ADAMS, former partner of Adams & Adams, station representative, and previously director of sales for WHN, New York, went to work for the sales staff of WINS, New York.

GORDON SHAW, who joined WJR, Detroit, last September, has been named station manager. M. James Stevenson, who has been a WJR news writer five years, Stevenson will be assigned to the Washington, D.C., office of the station's Eastern Division.

MERRILL M. ASH, announcer of KPAC, Beaumont, Texas, has been promoted to program director.

J. SOULARD JOHNSON, director of sales promotion of KMOX, St. Louis, has been named manager of the entertainment committee for the Missouri Retail Grocery Assn., a new post in St. Louis the week of Oct. 19.

CLIFFORD H. DOWLING, veteran Canadian newspaperman, has been appointed as manager of the British United Press, headquarters of the Canadian press. He was formerly a member of the press corps at the White House, Washington, D.C.

KEN CHURCH, sales manager of KMOX, St. Louis, has been commissioned a captain in the First Missouri Infantry, reserve military force.

J. E. KOPP, brother of Harry Kopf, manager of NBC central division, has joined the sales staff of KTSM, El Paso, Tex.

JOHN L. MCCLAY, former general manager of WAB, Atlantic City, has volunteered and leaves late this month for active duty.

ROB BARRELL, sales manager of National Recording Supply Co., Holbrook, resigned Aug. 15 to enter the Naval Reserve as a chief petty officer. He was assigned as chief photographer of the new sound-photographic unit.

HERBERT SIMON, former radio director of United States Adv. Co., Detroit, has joined the sales staff of WJJD, Chicago.

ROBERT E. PUSEY, of Westinghouse in Detroit, has been named manager of KDKA, Pittsburgh, replacing the late Fred E. Dickson.

JAMES CLAYTON RANDALL

JAMES CLAYTON RANDALL, plant manager of WTIC, Hartford, and former executive engineer of the Hartford police department, was found dead Aug. 19 in his home. Death was due to natural causes, his trade, Whitehall, N. Y., Mr. Randall joined the Army in 1911, serving as wireless operator during the World War. He has been with WTIC since the station was founded in 1924.

BROADCASTING • Broadcast Advertising
Fidler Resumes Series
On Don Lee After CBS
Disagrees on Criticism

Because of asserted differences of opinion between CBS Hollywood executives and Jimmy Fidler, commentator on the weekly quarter-
hour "Taylor's Tattle," sponsored by Tayton Co. (cosmetics), as to what constitutes "legitimate motion picture criticism," the latter obtained a cancellation of his contract with the network on Aug. 15.

Hollywood gossip series was subsequently shifted to 8 Don Lee stations, Fri., 6:15-6:30 p.m. (PST), effective Aug. 22. Original 52 week contract which started July 11 called for release of program on 8 CBS Pacific Coast network stations, Friday, 8:30-8:45 p.m. (PST).

Relations between CBS and Fid-
ler had been strained for some weeks. They reached a climax when the commentator recently released a statement to the press titled "Radio Censorship Unbearable" in which he allegedly accused the network of "framing" down his goss-
ip items as well as motion picture ratings, Fidler charged that he was not permitted to review a film as "downright bad," even if he found it so.

Final secession occurred when CBS reportedly insisted upon deletion of some editorial advice to Laraine Day, MGM film player, as well as the reading of an open letter to Wgnra, Radio Brent, Bos. star. Comment of CBS offi-
cials concerning the situation was, "Columbia has often worked with Mr. Fidler as to what is legitimate motion picture criticism. If he has found a network which will accept his views on the subject we are pleased."

"Farm and Home Hour" Is Praised By Wickard

"A THOUSAND thanks" was ex-
pressed by Secretary of Agricul-
ture Claude R. Wickard, speaking on the 4,000th broadcast of the NBC-Blue National Farm & Home Hour, "to the broadcasters who have opened up 4,000 times this channel of communication between the public and the public's servants in the Department of Agriculture." Wickard said, "Whenever we have some facts that need to go nationwide," the Secretary said, "we always turn to Farm & Home Hour. It's one of the 'old reliable's in our business of taking information to the American people. I know we'd be lost without it, and I think that millions of farm and city homes would, too."

The 4,000th broadcast of the Farm & Home Hour was marked on July 28 by special interviews from farms in various parts of the country, including Mr. Wickard's farm in Indiana. Throughout the week special pickups were made on the program, including interviews with 4-H Club members, executives of manufacturers' associations and local officials of farm organizations.

Applying for a limited time station in New Haven, Conn., on 1,200 kc., using 100 kw., is the New Haven Broadcasters, a partnership of H. Ro.
a, Leuchter, operator, and J. Eric Willaims, radio salesman.

More of Mr. Amplistat

By Maurice Condon

Here are some more cliche, these based on broadcasts of prize-
fights. Following the example of Frank Sullivan's pieces in the 'New Yorker,' Mr. Condon, of WGAN, Cleveland, relates this dialogue between a sportscaster and a mythical cliche expert, Mr. K. W. Amplistat. Mr. Condon's piece, an imagined dialogue between a dance band announcer and Mr. Amplistat, appeared in the Aug. 11 issue.

Q. You are a radio sports re-
porter? A. I am an ace sportscaster, Mr. Amplistat.

Q. You describe sporting activi-
ties? A. I am on the scene at the major sporting events. Q. Fights, for example? A. I give a rapid-fire blow-by-
blow account of slugfests.

Q. What is your physical descrip-
tion of the participants? A. You mean, how do they shape up? Q. Yes, how do they shape up? A. They're not all the same, by any manner or means. A fighter may be in the pink. He may be strong as a bull, or an ox. A battler may be trained to a razor edge, and still he be on the level. He may be as hard as nails, as tough as a pig's nose, or fresh as a daisy.

Q. How about physical dimen-
sions? A. Oh, your slugger may be big as a house, or he may be small and shifty, no bigger'n a minute.

Q. Are these pugilists intelligent? A. If a slugger is cagy, then he's smart as a whip and slipper'n a heel. He's cool as a cucumber in the clinches. If he's been on the receiv-
ing end of too much leather, then he's slap-happy, punchy, weaky or just plain punch-drunk.

Q. You take into account the refer-
 ee as you describe the bout? A. I give a plug to the third man in the ring.

Q. Is he a competent referee? A. He is a ringside grizzled veteran of many campaigns. He is also battle-scared.

Q. How does this contest com-
 mences? A. With the sound of the gong.

Q. Does this encourage the men to utilize their corners? A. They've been waiting, tense as tigers for the kill.

Q. They approach with consider-
able velocity? A. They leap like lightning from their respective corners.

Q. Is there an impact? A. Too early. They feel each other out . . . they take each other's measure.

Q. When does the punitive ac-
tion begin? A. When the Champ hangs one on the challenger's chin.

Q. Oh, the Champ gets in the first hit? A. A solid left . . . the Champ's quicker'n greased lightning.

Q. Is the Challenger able to withstand this punishment? A. No, the Champ has him where he lives.

Q. Does the Champ follow up this advantage? A. He follows through with the old one-two.

Q. What does this comprise? A. The Champ lets him have it in the head-box.

Q. Does the Challenger react by falling? A. Certainly not, Mr. Amplistat.

Q. To the floor? A. Never. To the rosin.

Q. Does he fall heavily? A. Like a ton of bricks.

Q. Can he stand? A. He's got his fingers crossed.

Q. You mean, is he laid up among the dishears? A. Unconscious, I mean.

A. No . . . he waits out the count, trying to brush the cobwebs from his dazed brain, and then bounces to his feet.

Q. Wouldn't he be wiser to con-
serve his energy by gradually ris-
ing? A. F.A. Mr. Amplistat, I assure you he bounces to his feet.

Q. I see. What is the Challen-
ger's strategy now? A. He falls into a clinic.

Q. How is this action received generally? A. The crowd is on its feet, yelling for the kill.

Q. Are you desirous that we ex-
press a hope at such a time? A. I do. I hope that the vast radio audience can hear me above the din.

Q. Returning to the content—what is the Champ doing? A. He is hitting the Challenger with everything but the kitchen sink.

Q. What would you call the scar-
let liquid issuing from the Chal-
enger's nose? A. Gore.

Q. Is the Challenger apprehen-
sive? A. He's in trouble; he's stalling for the chime. He looks anxiously around the ring.

Q. Does he retreat? A. Never, Mr. Amplistat. He bi-
cycles.

Q. Does the Champ regard this with favor? A. He does not. He's got his right cocked for the kayo, and he wants to stand toe-to-toe, in a slug-
ing match.

Q. What is the Challenger saved by? A. There's the bell ending . . .

Q. A. The first stanza, Mr. Ampli-
stat, the first stanza.

KEVE, IN EVERETT, TO START SEPT. 2

SETTING Sept. 2 as the starting date for the new KEVE, Everett, Wash., a recently appointed operations manager of the station, has announced personnel selected so far. Jack McClintock, formerly in radio and with several advertising agencies in Seattle, is to be connec-
tioned with the station; Clifford Hansen, formerly of KDFX, Great Falls, Mont., and KGNF, North Platte, Neb., chief engineer. Equipment is Western Electric, through with a sub-
foot vertical Wincharger radiator erected by the Tower Construction Co., Portland.

They will operate on 1460 kc. with 250 watts. It was granted May 6 to the Cascade Broadcasting Co. Inc., of Everett, Inc., the Peabody Broadcasting Co., 50% owner of KWAL, Wallace, Ida., and owner of a chain of optical stores in Washington; is president and 50% stockholder. L. W. Wallgren, a telephone engineer, as vice-presi-
dent and treasurer, holds 49½%, with C. A. Hamilton, a radio dealer, holding a qualifying share.

Bearing Down on a nifty quartet arrangement are these revelers at the annual picnic for the Binyon Optical Co., Pacific Coast optometrists and radio advertisers. Posed around the accordion accompanist (center) are (1 to r) Dr. J. R. Binyon, in chef's cap and apron, part-owner of KEVE, Everett, Wash., and KWAL, Wallace, Ida.; Francis G. Mullins, Seattle manager of Ruthrauff & Ryan; R. E. Goebel, R&R account executive; Dr. H. C. Nickelson, Binyon Co. manager.
Cowles Stations farm programs are geared to the interests of the farmers in the individual areas served by four stations. When you buy the Cowles Stations, you buy a vast $2,000,000,000 "primary farm income" area. You buy a group of stations individually tuned to the likes of a million and a half radio families. You buy active localized loyalties. You buy regular audience built by localized, individualized station operation.

Yes, and you get broad, productive coverage — created through the intensive impact of localized station performance.

Bob Leefer has handled farm news and markets on WMT for years. Iowa farmers like him for his friendly, accurate broadcasts.

Charles Worcester, WNAX farm director, travels thousands of miles meeting, talking to, and speaking before WNAX area farmers.

Andy Woolfies came to KSO-KRNT after 19 years at WOI, Iowa State College. He knows Iowa farmers — they listen to him.
GE Names Bennett

Jack Bennett, former assistant manager of KRE, Berkeley, Cal., manager of WHUB, Waterville, Cal., and connected with the radio division of the Golden Gate International Exposition as well as a member of the NBC San Francisco announcing staff, has been appointed chief English-speaking announcer of KGEI, General Electric's short-wave station in San Francisco, according to E. T. B. Harris, KGEI manager. Bennett will conduct four daily newscasts, five times weekly, to Asia, Africa and the Antipodes. He will also conduct such programs as Missionsary Mail bag and the weekly We Read Time.

Thomas Calhoun, Jr., program manager of the CBS shortwave division, has resigned as yeoman to the Naval Communications Office, New York.

Paul Conlon, Hollywood writer-producer of the weekly half-hour Signal Cornice, sponsored by Signal Oil Co., on NBC Pacific-Red stations, has resigned.

Ken Ellington, of the special events department of WBBM, Chicago, has joined the staff of the Aeronautical Chamber of Commerce, handling radio and public relations. He will make his headquarters in New York, but will make a tour of California aviation centers before going east.

Robert Morard, of the special events department of CBS, Chicago, has joined the public relations division in the Navy, with headquarters in Chicago. He was recently commissioned an ensign.

Bob Emerick, formerly of KFI-KECA and KNX, Los Angeles, has joined the announcing and production staff of KRON, Oakland, replacing Bert Winn, leaving for KSFO, San Francisco.

Johnnie Nebbett, sportscaster of KWK, St. Louis, recently joined the staff of the St. Louis publication, Tips On The Town.

Don Lewis has been placed in charge of all news broadcasts of WVL, New Orleans, and will handle the Benson Reporter broadcasts.

Johnnie O'Hara, sportscaster of KWK, St. Louis, recently married Kathryn Stapleton of Miami Beach.

Alice Hall has been named traffic manager of WRLA, Raleigh, N. C.

Charlie Worchester, farm service director of WNAW, Yankton, is covering an 8,000-mile circuit during the fair season, visiting major events in four states with the WNLX mobile unit.

Edmund Lineham, program director; Harriet Rystedt, continuity writer, farm expert of KSKO-KRTN, Des Moines, will be on the faculty of the Drake radio school during the school year.

Jack Thomas, announcer of KSKO-KRTN, Des Moines, on Aug. 13 married Miriam Ryan, in Kansas City. They will make their home in Dallas.

Frank Newton, continuity writer of KSKO-KRTN, Des Moines, was transferred Aug. 17 by staff prior to his departure for Chicago where he is joining Lord & Thomas.
In these days of priorities and shortages we're happy to tell you that the Gates 30 Series Console . . . the fastest growing infant of the Gates line of equipment . . . hasn't been forced to make a single change (even to its diapers) . . . and that we're well prepared to guarantee the same components, the same AM and FM quality performance, the same choice of color combinations, the same fast delivery and the same low price that have made it the performance and sales sensation of the industry. From a labor and material standpoint we're well fortified to take care of all present orders and a large number of near-future commitments.

Check these reasons why GATES MODEL 30 is the logical speech equipment for you:

- Five (not 4) pre-amplifiers
- Twelve (not 6) remote line positions
- Three (not 1) front panel color selections
- Five position V.U. range switch accurate to .05%, with the largest make V.U. meter available
- Only console built into genuine steam fitted WALNUT and Rakuda WOOD cabinet
- Flat frequency response from 25 to 16,000 cycles without consequential distortion at any frequency
- No cross-talk—each console has over 400 ft. of individually shielded wire

Play safe . . . get your order in now while delivery schedules can still be maintained. Mail the coupon below and we'll send complete information.

GET GATES FOR THE ULTIMATE IN BROADCAST EQUIPMENT
Edward King, junior producer in the NBC production department in New York, has been promoted to full status of producer and transferred to production staff of NBC's Midwest Division in Chicago.

William Kir-Stimon, formerly engaged in freelance publicity, has joined the publicity staff of CBS, Chicago.

Bob Gaddberry, program director of KOAM, Pittsburg, Kan., and Grace Hoeel, Columbus, Kan., were married recently.

Bob Sutton, formerly of WCCO, Minneapolis, has joined the production department of WJOL, Minneapolis.

Rod O'Connor, porter of the humorous character, "Homer Honeyuckle," has been added to the Snow risers, early morning program of WCCO, Minneapolis.

Bob Gray, formerly of the guest relations staff of KPO-KGO, San Francisco, now in the Army, recently was promoted to staff sergeant in charge of his company's radio division.

Douglas Gourlay, announcer, formerly of KDYL, Salt Lake City, has joined KPO-KGO, San Francisco, replacing Larry Keating, transferred to Hollywood NBC studios.

John K. Chapell, news editor of KROW, Oakland, Cal., on a leave of absence and is making a lecture tour to Mexico, Central America and the Southwestern States.

Jack Hartley, formerly of NBC and now supervisor of the special events division of the radio section of the Office of Public Relations of the Navy Department, on Aug. 9 married Maxine Cook.

Charles H. Park, formerly of WPDE, Flint, Mich., has joined the announcing staff of WJR, Detroit.

Margaret Banks

Sapphire-Eyed Margaret Banks, music director of WBIG, Greensboro, N. C., pianist, organist, and composer, has earned a name for herself in the musical world as director of the WBIG Ensemble, a distinguished salon group which has already earned a national reputation. Discoverer and developer of talent, both vocal and instrumental, a natural musician with a born sense of leadership, Margaret has planned and produced music for the most select radio programs, social and public events. She handled one of WBIG's stars a few weeks ago who won honors in Miami, Fla., for distinguished musical talent, and who is invited as special guest of the Cuban Government for a week in Havana. The WBIG Ensemble, under her direction, has been chosen to play at the distinguished guests banquet of the world-famed National Tobacco Festival, in South Boston, Va., early in September, with Wendell Wilkie, Gov. Price of Virginia, Madeline Carroll and a galaxy of other distinguished folk in attendance.

Jim Lewis, of the CBS Hollywood guest relations staff, on Aug. 22 reported for Army duty as second lieutenant.

Clete Berts, program director of KMPC, Beverly Hills, has been granted his private pilot's license.

John Kolman, sports announcer of WHAT, Philadelphia, is the father of a boy born this month.

Jack O'Kelley, formerly of WLS, at Beckley, W. Va., has joined the announcing staff of WPEN, Philadelphia.

Edna Whitington, head of the continuity department of WPB, Philadelphia, has been appointed to the advisory editorial board of Glamorous, a new women's magazine.

George Thomas, announcer of WCAU, Philadelphia, has been drafted for military duty and leaves this week for Fort Meade, Md.

Gil Newsome, from WPUJ, Youngstown, Ohio, has joined the announcing staff of WCAU, Philadelphia. He replaces John Franklin, who was drafted.

Toliver Clement, formerly of WBT, Charlotte, has joined the continuity staff of KOIN-KABLE, Portland, Ore.

Dalton Hille has joined the announcing staff of WMMN, Fairmont, W. Va.

Harry L. Grimes, formerly of WGAU, Whoo, WJMJ and WOWY, has joined WMIA, Covington, Va.

Elmer Peterson Named As WCCO Newscaster

Elmer W. Peterson, one-time Minneapolis newspaperman who has just returned from Europe after ten years' service for Associated Press there, has been signed by WCCO, Minneapolis, as news analyst. Peterson is to join the station at the termination of a four-week period in Europe during which he will participate in the CBS World Today programs.

Peterson's promotion to introduce Peterson to Northwest listeners is being undertaken by WCCO with the making of transcriptions in New York as well as news photos of Peterson with Paul White, Elmer Davis and other CBS newsmen to be distributed to newspapers in area. WCCO plans eventually to carry the new commentator on a Northwest network of CBS stations. Peterson's assignments with AP included the Spanish Civil War, invasions of Poland, Denmark, Norway and the Balkans; and the Russo-Finnish war of 1940.

Barlow Honored

Howard Barlow, conductor of the Columbia Broadcasting Symphony orchestra, has been awarded a scroll "in recognition of his contributions to the field of symphonic music for the last 13 years" by Sigma Alpha Iota, national professional music fraternity for women.

Blue Aviation Devotees

Mark Coyne, secretary to E. H. James, sales promotion director of NBC-Blue, spent her vacation building up her number of solo flying hours to the required number, and this month made an official cross-country flight, flying from Roosevelt Field to the Suffolk Airport and back. Miss Coyne now plans to turn in her written examination of the Civil Aeronautics Authority's private pilot's license. Mr. James himself has completed ground school instruction, but has not begun his air training

WPEN, Philadelphia, was silenced for 25 minutes Aug. 19 when an auto hit an electric pole, shutting off service in the area.

There's More for Your Money at CFB

Boston - Fredericton-N.B.
1000 WATTS - BASIC C.B.C. OUTLET
WEED and CO. - U.S. Representatives

Broadcasting • Broadcast Advertising
TRY A NEW PRESTO GLASS RECORDING DISC AT OUR EXPENSE

Every recording engineer who has used the new Presto glass disc says it's the finest disc he has seen. Seeing is believing. We want you to see for yourself.

So we're asking you to fill out the coupon below and mail it to us. The distributor you name will send you, free of charge, a sample Presto 12" glass disc.

When you get your disc, examine it under a strong light. Note the perfect smoothness of the recording surface, the complete absence of blemishes, streaks or swirls. Note the extra thickness of the Presto disc, the added rigidity and durability that makes it easier to handle, safer to use. Of the first 25,000 Presto glass discs shipped, 3 arrived broken. No breakage was reported in use.

Notice also the 2 holes in the Presto disc, a center hole that fits snugly over the turntable shaft, centering the disc accurately on the table, and a hole for the drive pin essential for positive operation of your cutting mechanism. Both holes are protected with brass eyelets to prevent chipping.

Record a frequency run on your Presto disc. You'll find it reproduces the entire range from 50 to 8,000 c.p.s. without a suggestion of surface noise. The famous "Q" compound, originated and perfected by Presto, is now triple-filtered to remove impurities that cause noise and needle wear. You'll be amazed at the long life of your cutting needles used exclusively on Presto discs.

Every detail of disc manufacture has been perfected in the new $250,000 Presto disc plant to give you better recordings. Now is your chance to try this new Presto disc at no cost.

MAIL THIS COUPON TODAY

PRESTO RECORDING CORPORATION
242 West 55th St., New York, N. Y.

Send us the free sample Presto glass disc.

Name of firm: ........................................
Name of distributor: ...................................

Street and Number: ................................
Street and Number: ................................

City and State: ...................................
City and State: ...................................

We regularly buy our discs from: ...............
Name of distributor: ...................................

IMPORTANT

If you are using Presto glass discs as well as the thinner metal discs, ask your distributor for a thin rubber turntable mat. It compensates exactly for the difference in the thickness of the two discs and keeps the adjustment of your cutting mechanism and needle angle correct for both types. Thin mats are sent without charge to users of Presto discs.

PRESTO RECORDING CORP.
242 WEST 55TH ST. N.Y.

World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs
NOW THEY LOOK LIKE THIS
See page 26

PHOTOGRAPHS ON PAGE 26 in the same (1 to r) order show: 1. Orrin E. Dunlap Jr., manager of the RCA Dept. of Information, who joined the Navy in 1918 as a radio electrician first class, then served at the Great Lakes Naval Training Station, at the Navy Radio School at Harvard and at the wartime NBI, Bar Harbor, Maine. 2. W. Walter Tison, manager of WFLA, Tampa, who attended the Harvard Radio School and then was sent to sea as a third class radioman; while on President Wilson’s escort vessel he heard the first radio music in inter-ship experiments. 3. Jack Poppele, chief engineer of WOR, New York, who served in the U. S. Transport Service aboard the U. S. S. Murires during the war, one of the first ships to be equipped with vacuum tube receivers.

 Guestorial

(Continued from page 31)

minute news programs. These will only hold three announcements each and many timebuyers shy at announcement periods.

On a very irregular basis, we do have a few quarter-hour daytime periods where the longer variety of announcements can be scheduled. These, however, are periods that are open because of contract expiration or network switches, and of course are immediately placed on the sales block. The announcements placed in these periods naturally have to be placed subject to removal if the period is sold.

Another Headache

Second biggest headache of the station with a tight schedule is trying to keep happy those timebuyers who, using sliderule buying methods, insist they must have station breaks next to network shows that carry a rating of 10 or better. These we have been fortunate in having sold many months ago. Often there are even more desirable available showings adjacent to popular local shows blessed with a blue or gold star by Mr. Crossley or Mr. Hooper, only because Mr. Crossley or Mr. Hooper haven't gotten around to making surveys of local shows in some markets. No matter—we most always get a quick turnaround. No 25.5% rating to rub shoulders with—then no station-break schedule and all activities in the market are skipped, to the expense of sales and the possible loss of dealer (and often the consumer) goodwill.

There must be many radio stations throughout the country in the same predicament as we are in trying to iron out the one-minute-transcription-fitting problem and the problem of trying to make timebuyers respect and accept station recommendations.

It is possible there are still some stations throughout the country which are so anxious for the almighty dollar that they would forward recommendations to agencies that could not be completely relied upon; but for the most part stations today think too much of their standing in the league and their future business to take a chance on giving a bum steer.

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Tonight in Town

A LINEUP of things to do and what to see in Montreal and vicinity is the basis of What's Happening Tonight, a five-minute program heard six days weekly at the evening hour on CFCF, Montreal, for National Breweries Ltd. Ronald Adv. Agency handles the account with production by Metropolitan Broadcasting Service, Montreal.

Army Auction

AN AUCTION, wherein soldiers of Fort Bliss, Tex., bid on cameras, knives, belts, cigarettes, etc., has been incorporated into the Called To The Colors program of KTSM, El Paso, Tex., originating at the Army post. Articles are usually sold for about twenty-five cents and attendance prizes are offered prior to the program.

Camp Talent

DRAWING UPON drafted talent stationed at Lowry Field, Denver, KAOA, that city, broadcasts a weekly half-hour Lowry Field Theatre of the Air, featuring original dramatic sketches. Hal Kanter, draftee, and formerly NBC Hollywood writer, directs and scripts the series. George Wright handles publicity.

Durham Greeting

INTERVIEWS with new arrivals in Durham, N. C., are broadcast by WDNC to its Welcome Neighbor program. Taxi service to the studio is provided by WDNC to the participants as well as free theatre tickets and souvenir gifts from business concerns.

Jive Jargon

SWING MUSIC is played in “jive” talk by John Ryan's orchestra on the United We Swing show, weekly half-hour series on WDNC, New York. The program also offers English translations to the swing lingo in the benefit of the uninitiated.

AUTHENTICITY was the keynote as WDRF, Hartford, Conn., brought in a real expert on railroad affairs to shout “All aboard—r-r-d” on the early morning Shopper's Special recorded program. James J. McCabe, Hartford railroader who has just retired after 44 years' service with the New Haven Railroad as conductor, was asked to the WDRF studios to have his voice recorded and give laymen instruction to Announcer Havey Olson (left). Conductor McCabe's transcribed call is now used daily on the Shopper's Special.

Whodunit and Spelling

A MYSTERY in three parts—quarter-hours at 9, 10 and 11 Saturday evening—is presented by WKY, Oklahoma City. Only by staying with the three parts can the listener find the solution. Title is Calling Detective O'Leary.

Now twist to the spelling bee finds the first half of a new WKY program devoted to the old-fashioned spelling bee with the second half called Spell and Tell. In this half the contestant must spell words and explain their meaning.

Under the Big Top

DONE UP in big top style, the new weekly Circus Days half-hour on WGY, Schenectady, provides a tangle of entertainment for the studio audience, which gets paper hats, balloons and all the other paraphernalia. Producer Vic Campbell leads the audience through a sideshow, Wild West exhibiton, and other features, with a barber shop quartet, Otis & Eleanor and Gordie Randall's orchestra, Howard Tupper functions as Barker.

Hams for Shoppers

THREE-WEEKLY transcribed interviews of shoppers directly from their own grocery or butcher shop are presented on KDKA, Pittsburgh, by John Morrell & Co., Ottumwa, Ia. Correct answers to questions entitles shopper to certain choice items on shelves with a Morrell ham awarded to person making best guess as to weight of the ham.
Disc Program of OEM Will Explain Threat of Nazis to Democracies

TRANSCRIBED series, explaining the threat of Nazi propaganda and the Nazi economic threat to democracy, is scheduled for release by the radio section of the Office for Emergency Management, according to an announcement that agency issued.

Originally set up to supervise the radio activities of the Office of Production Management, the series now coordinates all radio for the OEM, OPM, Office of Civilian Defense, and Armed Forces Administration and Civilian Supply and Civilian Defense Coordination.

Bernard Schoenfeld, chief of the section, heads a staff of ten which includes William McMorrow, chief script writer; Arthur Kurlin, production director; and Frank F. Telford, script writer; LA Verne Shedlow, assistant to the chief; and Tams Bixby, regional radio officer. Since its inception six months ago the radio section of the OEM reports it has handled over 50,000 broadcasts of 150 different programs.

The section plans a full-hour broadcast on NBC Labor Day which will open with appearances of President Roosevelt, Phillip Murray, William Green, Sidney Hillman, McVay Douglas, Harry Hopkins, Bing Crosby and the Golden Gate Quartet. Another half-hour variety show combining some of the most entertaining names as well as high-ranking defense officials is scheduled in the fall. The series will be released daily, and shows already released by the radio section include the regular network features, Defense in Action, The Personal View for Armed Forces, and Our Boys, coast-to-coast and in aluminum broadcasts, and talks by William Knudsen, Sidney Hillman, Leon Henderson and other defense officials.

Bank’s Special Events

BANK OF AMERICA, National Trust and Savings Association, San Francisco, which recently adopted a policy of sponsoring various special events and celebrations, has arranged a heavy schedule for the fall season, according to the announcement of J. M. Worsnop, the manager, which handles the account.

On Aug. 24, it sponsored on KFkj, Sacramento, the Placerville-Winters Derby. From Aug. 29 to Sept. 7, inclusive, it will present a 1-minute daily program on KFBJ from the California State Fair at Sacramento. The bank will originate a broadcast from the California State Fair at the 12-15. Stations have not yet been picked. On Aug. 6 the bank sponsored a broadcast from the Santa Barbara Fiesta on KERN, KTMS and KJMJ. In addition, Bank of America is using spot announcements on 10 California stations.

CBO to Sell Booklet

CANADIAN Broadcasting Corp. will sell a booklet, "There Have Been There," a collection of CBC talks by prominent British. United States, and other public figures, newsmen and radio commentators who have been in Great Britain since the war started. This booklet is one of a number published by the CBC this year and sold at cost, 25 cents, to announcements on CBC stations.

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BROADCASTING • Broadcast Advertising
Radio Advertisers

CARNATION Co., Milwaukee, for the fifth consecutive year, is renewing sponsorship of "The Jewish Philosopher" on WEVE New York, Monday through Friday, 2:15 p.m. Agency is Erwin, Wasey & Co., New York. Also on Sept. 2, "Foster & Gamble," Cincinnati, will start Tuesday through Saturday sponsorship of the program from 10-11 p.m. Agency is Pedlar & Ryan, New York.

STEELE-MEDELL Co., Chicago (Savoy cigaret manufacturer), starts a test campaign Sept. 5 on WFIL, Philadelphia, for a new brand of popular-priced cigarettes. The quarter-hour disc, "Touchdown Time," will be presented on Fridays, until December. Agency is Carter-Thompson, Philadelphia.

JOHN MIDDLETON Co., Philadelphia (Carnation milk), has renewed on WGN, Chicago, Quin Ryan's "Marriage License Romance," quarter-hour interview at marriage license bureau three times a week. Erwin, Wasey & Co., Chicago, is agency. American Cigarette Co. (Adams Cigar gum) has also renewed on WGN, Music with a Placard, weekday quarter-hour early morning recorded program, through Badger, Browning & Hersey, New York.


LaSALLE HAT Co., Chicago, will start a test campaign Sept. 5 on WFLD, Philadelphia, starting Sept. 8, for its Champ Hats for men. Ten minutes of sports news, "Parade of Champions," handled by Kerby Cushing, staff sports commentator, will be sponsored twice weekly. Each program will feature a sports quiz, with hats for prizes. A separate booklet will be distributed to stores. Agency is Al Paul Leuten Co., Philadelphia, with R. F. Farnam the account executive and M. H. Zimmerman, manager, of the KYW sales department, the station contact.

SWANFELDT AWNING & ROOF CO., Los Angeles, is holding a brief summer test campaign, sponsoring a weekly quarter-hour newscast on KFWB, Hollywood. Firm plans an extensive fall radio campaign in Southern California. Agency is W. C. Jeffries Co., Los Angeles.

JOHN T. TROLL Co., Los Angeles, (Vitamin B-1 Candy Mints), new to radio, on ABC, is using six time signal announcements daily, seven times per week, on FM station KIIS, Hollywood, California, for two weeks. As markets are established, firm plans to expand use of radio to include other Pacific Coast centers. Agency is Leithwood-D'Aubin Adv., Los Angeles.

HAUSER FOOD PRODUCTS, San Francisco (sauces), in a 13-week campaign ending Nov. 5, is sponsoring three 30-minute transmissions per week for "Miracles of Faith," on KFJ, Hollywood. Agency also sponsors the weekly quarter-hour "Your Singing Neighbor" with Helen Sander, on KFI, Los Angeles, for two hours, and 15-minute program, "Kaiser's Puzzle," on KOX, that city. In addition, a weekly half-hour "My Mother and Me" program is offered on KFWB, Los Angeles.

FOREST LAWN Memorial Park Assn., Glendale, Calif. (cemetery, manoulis), on Aug. 15 started for 20 weeks, sponsoring a half-hour quarter-hour newscast on KFWB, Hollywood, California. Agency is Don B. Miller Co., that city.

PAUL F. BECH Co., Bloomington, Ill. (candy), on Aug. 15 started six 15-week transmissions, one per week, on WRBM, Chicago, for three weeks. FBI (N)'s Library, and 10 stations in the South, Bill Bryan and Ernie Ren, of WHAS, did the announcing.

Joint Quiz Feature

NEW type of audience quiz program, "Air Gaiters of America," has started on the Arizona Broadcasting System (KTAR KYUM KYOA KGLU), Saturdays, 2-3:30 p.m. Agency is the Arizona Broadcasting System, Phoenix. "365," a current series produced by C. B. M. Productions Co., Los Angeles (Nuncio Foods), will include four specials each month, one on each of the four seasons, "Summer," "Spring," "Fall," and "Winter." Each special will be broadcast in a half-hour segment, with local sponsors providing the advertising.
GRANVILLE RUTLEDGE, now with Young & Rubicam, New York, is slated to take over the advertising management of the Florida Citrus Commission about Sept. 15, following resignation of L. W. Marvin, effective in October. Mr. Marvin, who became director of sales promotion of the Commission when it was organized in 1953, has been advertising manager for the last five years. During his tenure, more than $5,000,000 was expended for advertising Florida citrus fruits under the first State-sponsored type of industry program, which currently is again including radio.

RICHARD M. OUDERSLOYS, prominent in the market research field of Michigan for the last 10 years, has been elected president of Commercial Services Inc., 2011 Park Ave., Detroit, a Michigan corporation specializing in market surveys and advertising studies. He was formerly with the Hoover-Holmes Bureau, and previous to that with Ross Federal Corp.

FRANK NEWTON, continuity writer of KSQ-KRTK, Des Moines, Ia., and previously with Blakstad-Sample-Hummet, has resigned to accept a similar position with Lord & Thomas, Chicago.

OSCAR LIEFFERS, formerly of Associated Adv. Agency, Los Angeles, has joined BBDO, that city, as account executive.

DOUGLAS MARSHALL, Toronto newsman and producer, has joined Stauffer & Blackie, Ltd., Toronto, as director of the radio division.

PHILIP J. MCGATT, formerly with J. Walter Thompson Co. in Hollywood and Sydney, Australia, has been appointed radio director of the Toronto office.

JOHN A. Salt of Within three million Lake BLAIR CITY, KDYL, brings for greater directional antenna Pay This VV August CO.

MRS. RICHARD W. GAMBRILL Jr., formerly radio director of Chico-Blackett, has joined the radio department of Reinecke-Ellis Younggreen & Finn, Chicago, as script writer and rewrite assistant.

JEFF WADE, executive of Wade Adv. Agency, was in Hollywood during mid-August to discuss fall expansion plans for the three-hourly hour NBC Lum & Abner series by Mile Labs.

JERRY HERDAN, formerly of Everett N. Crosby Ltd., Hollywood talent service, has published the Gerald S. Herdan Agency at 9127 Sunset Blvd., that city.

NEEDHAM, LOUIS & BBORY has moved Chicago office to 135 S. La Salle St.

R. W. WEBSTER-ADV., Los Angeles, has moved to 527 W. Seventh St.

Aleshire to Ellis

EDWARD ALESHIRE, formerly vice-president of Benton & Bowles, Chicago, and presently manager of the radio departments of Lord & Thomas and Blackett - Turner - Hum- bert, Chicago, on Sept. 1 joins Sherman R. Ellis & Co., New York, as manager of the radio department.

Mr. Aleshire replaces Lawrence Holcomb, who has resigned to take an executive position with a new agency and do freelance radio directing.

L&T Names Long

FREDERICK A. (Ted) LONG, veteran program producer, has been appointed radio production director of the Chicago office of Lord & Thomas. Mr. Long was assistant director of radio of the Republican National Committee during the 1940 presidential campaign. At one time he was program director of CBS in Washington, and director of broadcasting of the New York World’s Fair, Mr. Long came to Chicago from the New York office of Lord & Thomas where he was a program producer. His new production duties will include the direction of the thrice-weekly hour “Pent Time” program sponsored on CBS by Armour & Co., Chicago, and the half-hour weekly CBS Wayne King and His Orchestra program for Luxor Ltd., Chicago.

JOHN ORR YOUNG, co-founder of Young & Rubicam’s New York publicity staff, is in Hollywood.

WICK CRIDER, radio publicity director of J. Walter Thompson Co., New York, on Aug. 20 left for his annual tour of radio editors.

DAVID L. MILLARD, formerly art director of The New York Times, New York, has been placed in charge of the agency’s media and research department.

TOM CORRISON, formerly of Beau- mon & Hohman, has joined Sidney Garfield’s Advertising Agency, San Francisco, as account executive and new business manager. Clara Peterson, also formerly of Beau- mon & Hohman, has been named production manager of Garfield.

Within a five block radius of WSOC, over one million dollars of real estate is under construction.

This is only a partial picture of the Charlotte Market’s prosperity. See Headley-Reed or call WSOC for details.

CHARLOTTE, N. C. - NBC RED
Joy in Portland

ROMANCE and family life played a large part in activities of staffmen of KGW-KEX, Portland, Ore., in recent weeks. First, Announcer Bob Thomlinson married La- cille Lam. Then Hank Norton, continuity man, announced an heir, Henry Jr. Followed Don Green with the announcement of the advent of Don Jr., and within a few days Newman Bob Thomas was blessed with twins. To cap it all, Jack Eichenberger, of the public relations staff, a few days ago married Vera West, daughter of R. D. West, Pacific Coast manager of Mantle Lamp Co.

Howard H. Wilson Plans Flat Fee Payment For Station Representation

A FLAT FEE plan of station representation has been announced by Howard H. Wilson of the Howard H. Wilson Co. station representa- tives. Under the plan outlined by Mr. Wilson, the station will pay a flat fee for representation based on gross national billing, with a sliding scale providing fee increases in proportion to amount of national business. Besides the flat fee, the station pays on all national billing a 1% commission which goes directly to the Howard H. Wilson salesmen who book the business.

Mr. Wilson intends to operate his representative firm entirely on the straight fee basis by Sept. 1, transferring his present stations from commission basis. The ability to render complete service to a selective list of stations and to cooperate closely with the individual station's local salesmen in developing local and regional business are among the advantages claimed for the plan by Mr. Wilson.

MGM Buys Radio Sketch

JERRY SCHWARTZ, of the CBS Hollywood continuity staff, has sold his original radio sketch, New We Are Twenty-One, to MGM. Sketch was also used on the CBSOriginals series. It will be turned over to MGM younger writers and directors for film- ing. Studio plans to have each writer and director do a sequence in the picture, with younger film players slated for various roles.
Some existing facilities have become obsolete, and the new equipment required to compete in the radio industry is more expensive than the old equipment. It has accordingly been proposed that there should be a tax on radio stations to help defray the cost of the new facilities. This tax would be levied on the gross revenue of each station, and the rate of tax would vary according to the size of the station.

The tax would be collected by the Internal Revenue Service, and the proceeds would be used to fund grants to radio stations that are unable to afford the cost of the new equipment. The grants would be distributed on a competitive basis, and would be awarded to stations that can demonstrate that they have a high potential for growth and development.

The tax would be calculated as a percentage of the gross revenue of each station, and the rate of tax would be determined by the size of the station. Small stations would be taxed at a lower rate than large stations, to ensure that they are not put at a disadvantage in the competitive radio industry.

The tax would be collected on a quarterly basis, and stations would be required to file annual tax returns. The returns would be audited by the Internal Revenue Service, and stations would be required to keep detailed records of their gross revenue and expenses.

The tax would be a boon to the radio industry, as it would help to fund the necessary improvements and equipment upgrades that are required to compete in a rapidly changing marketplace. The tax would also be a boon to the economy, as it would stimulate growth and development in the radio industry, and would create new jobs and opportunities for trained technicians and other professionals.

Time Sales Tax (Continued from page 9)

to yield between four and five billion dollars, "you wouldn't have to reduce sales volume by more than 1/2 of 1% to actually cost the Treasury more than the gross of the radio tax." Mr. Alvord's memorandum, in a point-by-point analysis of the House Ways & Means Committee report, flatly denied that broad-casters possess "a valuable monopolistic privilege", that "the principal operators in commercial broadcasting earn high rates of return on relatively small investments" and thus "possess unusual taxing ability", and declared that radio should not be singled out "as the sole object" of a changed Federal policy under which public regulation should be paid for through special rather than general taxation.

Plenty of Competition

Speaking of the "monopolistic privilege" question, the brief stated:

"In the first place, a license to operate a radio station confers no monopoly on the licensee. Monopoly, of course, involves a lack of competition, and there is no lack of competition in the radio broad-casting industry today. Virtually no locality in the country lacks competitive broadcasting. No licensee has a monopoly of the listening public. Every licensee faces vigorous competition from other licensees, and some must compete with a score or more. Secondly, license renewal is more than a mere formality. It must be obtained on the merits. Third, improvements in the art are constantly making more frequencies available, and such developments as FM offer further wider opportunities in the future. In the fourth place, the broadcast industry's only substantial source of income is from advertising, and radio certainly has no monopoly of advertising media. Radio commands less than one-eighth of the advertiser's dollar, and it must fight every inch of the way for that share."

Years of Losses

Speaking of the alleged "high rate of return on investment", the memorandum declared:

"It is true that the initial investment required to provide the physical equipment of a radio station is relatively moderate, but it is by no means insubstantial. However, while in some businesses the original outlay for physical equipment will suffice for many years, the radio broadcaster is in a field in which technical improvements may render his equipment obsolete almost overnight. As those improvements come along, he must put himself into effect, even though a complete duplication of his physical facilities may be required. The new technique of FM, for example, already has forced extensive and costly additions to equipment. "Obviously, no station can be expected to be profitable from its inception. In almost every case substantial operating deficits will be incurred for several years; and in a large number of instances these losses will continue for many years. The necessity for a very substantial investment over and above the cost of physical equipment is expressly recognized by the FCC— one of the more important requirements prescribed is that the licensee establish its financial responsibility).

"The rate of return earned on capital invested is not a fair single test of taxing ability. Capital is only one income-producing factor. Far more important than capital are the intangible factors, such as energy, imagination, initiative, managerial ability and above all, just plain hard work. A successful radio station is peculiarly the creature of these other factors."

On the public regulation question the brief said:

"The Federal Government regulates many industries, not radio broadcasting alone. Among them are the railroads, buses and trucks, commercial aviation, shipping, the electric power industry, the telephone industry and the telegraph industry. It has not been thought that the necessity for public regulation of these industries justifies a special tax upon them. The functions of the Federal Government, in so far as they represent regulation of business for the benefit of the public, have been consistently financed through general rather than special taxation. There is no valid reason for an exception in the case of the radio broadcasting industry.

Defense Problems

"The radio broadcasting industry will readily concede that if the long-standing policy of the Government is to be retained, the present business regulated for the benefit of the public are to bear the cost of their own regulation. Then, the radio broadcasting industry should bear its fair share. It insists, however, that it should not be singled out as the sole object of such a change in policy. And in no event can the propriety of a charge to cover the costs of regulation be offered as a justification for the tax proposed by the pending bill."

In discussing objections to the tax, Mr. Alvord in the memorandum emphasized that even without the burden of a tax of the proportions of the one proposed the industry faces a difficult and uncertain period, since the defense program necessarily involves dislocations and disruptions of normal business activities. He pointed out that with declines in revenue actually possible and perhaps probable, depending on the effect on advertisers of priorities, bans on installment buying, and other factors, the prospect becomes more certain day by day that broadcasters' operating costs should continually rise, even if volume decreases.

An 'Amusement'

Recommending a 100% increase in the radio tax, Mr. Haggerty in his printed statement of last Friday declared that "those who secure yearly net profits in excess of $25,000 as a result of present Federal income taxes, should not complain of the so-called burden of taxation." He commented also that such a tax would be neither excessively burdensome nor discriminatory, citing FCC income figures and comparing them with investment figures to attempt to show how well the industry could afford to pay the "proposed low taxes."

Analyzing the financial return statistics, from networks down to regional stations, he noted that although the relative return declined, net profit from these radio operations was "many times the liberal rate of 8% or 10%" which is considered a high return on investments.

Mr. Haggerty also recommended the tax on an amusement levy basis, declaring that amusement and not advertising is the avowed function of radio broadcasting. Commenting that radio operators re-
Federal Radio Tax Protested by AFRA

Lawrence Tibbett Re-elected as President of Union

LAWRENCE TIBBETT was re-elected president of the American Federation of Radio Actors for another year in the closing session of the union's fourth annual convention, held in Detroit, Aug. 14-17. With no major problems on the agenda, the four-day session passed without excitement, its main achievement being the adoption of constitutional amendments altering the procedure of election of board members.

Virginia Paine, president of AFRA's Chicago local, was elected first vice-president of the national organization. Other vice-presidents elected were: Ken Carpenter, president of the Hollywood local; William Adams, president of the New York local; Ben Grauer and Gene Hersholt. George Heller, AFRA's New York representative and Alex McKee was re-elected recording secretary. Emily Holt continues as national executive secretary.

Radio Tax Opposed

Hollywood was selected as the location of the 1942 convention, to be held in August with the exact date to be determined by the board. Convention adopted a resolution protesting the proposed tax on radio time sales as detrimental to the interest of radio employees as well as station owners.

Television was discussed in a general way to bring the members up-to-date on the situation in those cities in which video stations are already in operation, but no action was taken by the delegates. Plans for expanding AFRA's membership throughout the country and for organizing individual station staffs were also discussed at some length, but all action was referred to the board for execution when, where and as they see fit.

As amended, the constitution now provides that each local will nominate and elect its own board members, the nomination to be done by petition and the election by a mail referendum to obviate the need for special membership meetings of the locals. Formerly the local nominated members for the board, but the election was left to the delegates at the convention. Members at large representing locals too small to have individual representatives on the board were increased from two to three seats on the board. They will be elected at the convention each year.

Shafer Seeks Inquiry On Military Censorship

LOOKING into the threat of press and radio censorship, Rep. Shafer (B-Mich.) last Thursday introduced in the House a pair of resolutions calling upon the Secretaries of War and Navy to inform the House if any plan has been definitely formed to provide compulsory censorship of press and radio or whether censorship is being considered by the Departments or the Joint Army-Navy Board.

Earlier in the week Press Secretary Stephen T. Early, in one of the strongest denials coming recently from the White House, tore apart a press association report that President Roosevelt had approved an Army-Navy recommendation for prompt enactment of legislation imposing wartime censorship on all forms of communication, broadcasting, press and motion pictures. He declared the President had disapproved the plan.

Oil Firm Spots

NATIONAL REFINING Co., Cleveland, from Aug. 25 to Oct. 25 is conducting a campaign of one-minute transcriptions 12 times weekly on a list of 18 midwestern stations for its gas and oil products. Agency is Sherman K. Ellis & Co., New York.

THE newspaper Diario Nuevo of El Salvador has opened a new broadcast station dedicated to the defense of the democracies, and will not accept advertising from totalitarian firms.

Don’t Take a Step! in buying radio time until you consult Pennsylvania’s most powerful independent station. Choice time spots are still available.

WPEN 20 times more powerful than any other full-time independent station in Philadelphia.

Don’t Take a Step! in buying radio time until you consult Pennsylvania’s most powerful independent station. Choice time spots are still available.

WPEN 20 times more powerful than any other full-time independent station in Philadelphia.

TESTING?

Reach a big chunk of Illinois .. do your testing thru the DECATUR station.

WSOY $20 w. 1340. Full time. Sears & Ayer, Local help given.

BROADCASTING • Broadcast Advertising August 25, 1941 • Page 49
EMPHASIZING the station’s audience, KIRO, Seattle, in connection with its 30,000-watt operation, has sent to the trade a four-page black, white and red broadsheet tracing details of the campaign since it went to 60 kw. June 29. Replicas of newspaper announcements and followup newspaper space, billboards and highway bulletins, taxi banner strips, radio, direct mail, and special publicity features, including a spread in the right column of the Seattle Post-Intelligencer for June 29 are included, along with a large map of the nighttime primary area.

Bridge of Signs

THE famed “Bridge to Nowhere” of Port Arthur, Tex., built 10 years ago at a cost of $200,000, will become one of the nation’s largest sign boards under arrangements recently made by Glenn Bewitt, manager of KPAC, Port Arthur, to make a station promotion sign of each 101-foot bridge arm.

Baseball Premiums

PONTIAC DEALERS of Southern California, Los Angeles, sponsoring a five weekly baseball broadcast on KMPC, Hollywood, are offering a baseball mitt, bat and ball to the writer of the best letter on “Who Will Win the World’s Series and Why.”

Magazine Tieup

NEWSTANDS in the listening area of WIN, New York, are displaying large red cardboard posters to promote the station’s weekly mystery drama, The Avenger, through a tieup with WHN with Street & Smith, publishers of the magazine The Avenger.

Chopsticks

CLAIMING the distinction of having the only Chinese announcer in the nation, WORL, New York, sent out a special news release with a pair of chopsticks attached to announce that Gus Chan had joined the station.

Tinkling Jar

TWO PENNIES, real ones, too, jingle daintily in a fruit jar sent to the station by the California Food Show at the Cincinnati Food Show at the Cincinnati Zoo, Aug. 19-Sept. 1. A special WSAI booth was erected on the grounds and as Falstaff of the station’s programs as possible will be released there, including descriptions of the Cincinnati Reds out-of-town baseball games. A mobile unit is to be used on the grounds for special pickups. Dewey Long, WSAI general manager, handled the station’s participation in the exhibit.

List of Accounts

WBBM, Chicago, is sending all grocery wholesalers, drug wholesalers and drug chain buyers in its primary area a monthly list of the WBBM programs that plug grocery store and drug products. Included on the list are the advertiser and product, time and day of program, sales results and type of program. Shown in a different color on the bulletins are the various offers or contests advertisers are running.

News Schedules

CAPITALIZING on the interest in newscasts, CFRN, Edmonton, Alta., has distributed to 19,000 urban and 11,000 rural homes in the Edmonton area CFRN News Directory Cards, listing every daily and Sunday newscast heard on the station. Each listing carries with it name and phone of sponsor.

Better Nutrition for Defense

Woman Food Experts, Guests of WLW, Indicate—Food Industry Is Making Diet Plans

PLEDGING the American food industry to full cooperation in the national defense program, a group of home economists in this field, meeting in Chicago recently under sponsorship of WLW, Cincinnati, launched the Standards Program to organize to afford better balanced menus and make food information available to home makers. The food experts, guests at a WLW luncheon at the Drake Hotel, participated in a forum discussion later broadcast on WLW. The program was sponsored by the Housewife’s Homemakers’ Review on WLW.

Taking its cue from the National Council of Defense, held in Washington May 26-28 at the request of President Roosevelt, the Chicago meeting brought the experts together to correlate for WLW listeners their best thoughts on the growing importance of nutrition in the national defense scheme.

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Merchandising & Promotion

Plugs for 50—Ghost Bridge—Sticks for Chan—News Schedules—Pennies in Glass

Covering the Food Show

WSAI, Cincinnati, again provides coverage of the Cincinnati Food Show at the Cincinnati Zoo, Aug. 19-Sept. 1. A special WSAI booth was erected on the grounds and as Falstaff of the station’s programs as possible will be released there, including descriptions of the Cincinnati Reds out-of-town baseball games. A mobile unit is to be used on the grounds for special pickups. Dewey Long, WSAI general manager, handled the station’s participation in the exhibit.

List of Accounts

WBBM, Chicago, is sending all grocery wholesalers, drug wholesalers and drug chain buyers in its primary area a monthly list of the WBBM programs that plug grocery store and drug products. Included on the list are the advertiser and product, time and day of program, sales results and type of program. Shown in a different color on the bulletins are the various offers or contests advertisers are running.

News Schedules

CAPITALIZING on the interest in newscasts, CFRN, Edmonton, Alta., has distributed to 19,000 urban and 11,000 rural homes in the Edmonton area CFRN News Directory Cards, listing every daily and Sunday newscast heard on the station. Each listing carries with it name and phone of sponsor.

Better Nutrition for Defense

Woman Food Experts, Guests of WLW, Indicate—Food Industry Is Making Diet Plans

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Merchandising Setup in Latin Nations Included in Crosley Rebroadcast Net

THE Crosley Latin-American network, Cadena Radio Inter-American, began operation in mid-June with 13 longwave and 16 shortwave stations in border picking up and rebroadcasting programs in Spanish originated at WLWO, Crosley 75,000-watt shortwave station in Cincinnati.

A month later, July 15, the network got its first commercial program, El Noticiero Mundial, a quarter-hour news summary broadcast seven days a week under the sponsorship of Bristol-Myers Co. for Ipana, Sai Hepatica and Vitalis. Currently the series is heard on several stations, but if the week's test proves successful, more will be added. Program was placed by Boclaro Adv. Agency, New York.

Longwave affiliates are: XEB, Mexico City; TGW, Guatemala City; HJCB, Honduras; TIP; San Jose, Costa Rica; HPSC, Panama City; OAX4I, Lima; CMCK, Havana; YV5RB, Caracas; YV1X, Maracaibo; YV5RM, Maracaibo; HJDC, Medellin; HJCD, Bogota; H22AK, Ecuador.

Other to Join
WIAC, San Juan, Puerto Rico, will join the network when it begins operation in late September, and negotiations are under way for an affiliate in Buenos Aires, according to Bernard Musnik, New York representative for WLWO and CRIA. Mr. Musnik was formerly associated with Radio Cite in Paris.

Present network covers only the territory known as the “quartermile,” he explained, including all Central America, the Caribbean islands, Colombia, Ecuador, Peru and Venezuela. Decision to confine CRIA to this area, he said, was based on the fact that 50% of all Latin American business comes from the quarter-mile and because of governmental restrictions in other countries which make it difficult for North American firms to do business. In addition, Brazil was excluded because of the language situation, population speaking Portuguese, whereas all other countries use Spanish.

Two main considerations were given to the selection of affiliates, he stated: first, they must be technically equipped to pick-up and rebroadcast the WLWO programs without loss of quality. This did not present much of a difficulty, he explained, because the super-power of WLWO enables it to lay down a strong, clear signal throughout Latin America. The chief qualification was that the stations have progressive management, willing to give CRIA advertisers the same type of merchandising which has been successfully used in this country by WLWO.

Merchandising Service
“We offer advertisers not merely a rebroadcast service,” he stated, “but a complete merchandising plan like that of WLWO, which has already aroused considerable interest among export advertisers.” He declined to release the rate schedules for publication, but said three quarter-hour programs a week on the complete network could be purchased for less than $700 weekly.

WLWO programs are in Spanish and all available for rebroadcasting by all affiliates, includes many special events, both political and sporting. Regular features include a daily summary of editorials from the Latin American press and the Sunday op eds given at the Cincinnati Zoo. Coordinator of the network, in charge of its station relations, is A. Rojas Villalba, former manager of the overseas department of Gotham Adv. Co., New York.

Parker’s Latin Series
PARKER PEN Co., Janesville, Wis., recently started a series of 25 weekly half-hour broadcasts in Spanish and Portuguese on NBC’s international stations, WRCB and WNBK, titled “Ritmo y Danza.” The broadcasts will feature recorded popular American music, Mondays at 8:15 p.m. in Spanish and at 6:30 p.m. in Portuguese. Agency is Blacket-Sample-Humbert, Chicago.

‘America Thinks’
TO INTERPRET to the people of Latin America present public opinion in the United States, WRCB, NBC’s international station, is broadcasting a daily quarter-hour series America (1). The material being supplied by Maurice English of the International Division, with Mario Silva and F. J. Lara of the Spanish section alternating as Spanish commentators. Also heard regularly on WRCB and WNBK each week is a half-hour program of music by Vincent Lopez’ Orchestra, with Portuguese announcer, M. Cardoso of the international staff.

New Swan Serial
LEVER BROS. Co., (Swan soap), on Aug 25 started a new serial, Bright Horizon or The Story of Michael West on 34 CBS stations, Monday through Friday 11:30-11:45 a.m. with repeat at 2:2:15. “Michael West” is the name of a character in the Big Sister serial now heard for Rinso at the same time. It is understood Young & Rubicam, agency handling the new show, purchased the rights to the character and title from Ruthrauff & Ryan, agency handling Big Sister, which will be shifted to 12:15-12:30 p.m., cancelling its repeat broadcasts of Aug. 25.

Senate Approves Plan For Census of Defense
IN A MOVE to expedite the supplementary survey activities of the Census Bureau, and at the same time clear the decks for a comprehensive census study of defense industry, the Senate has approved a bill (S-1627), introduced by Senator Bailey (D-N. C.), chairman of the Senate Commerce Committee, providing for a quinquennial census of industry and business, starting in 1943. The quinquennial census studies in the manufacturing and business fields would be conducted at the same time rather than at two and five-year periods, respectively, as provided under present law. The measure was strongly backed by the Census Bureau, and has been referred to the House Committee on the Census. Favorable House action on the measure is expected shortly after the House reconvenes Sept. 15 for regular sessions.
Franchise Tax
(Continued from page 7)
mission takes will be in the nature of recommendations and will carry with them the hope that Congress will be willing to adopt the proposals.

The committee feels that there is no reason to doubt that Congress, if it is disposed to take any action, would be willing to consider a comprehensive and comprehensive plan for the regulation of the radio telephone industry. The committee, therefore, recommends that the government adopt a comprehensive plan for the regulation of the radio telephone industry.

The proposed amendments drafted by the Rules Committee would levy an excise tax on gross receipts in excess of $25,000 on all persons engaged in broadcasting as well as on the gross receipts of common carriers. The definition of gross receipts would be extremely broad, embracing all money received from the sale of time or programs, including commissions paid, whatever their nature. Networks would calculate their gross receipts on the same basis except that money paid as compensation to affiliates would be deducted, but included in the gross receipts of station licensees.

The $25,000 exemption for broadcast station owners would be designed to raise sufficient money in each fiscal year to offset the amount appropriated by Congress and spent by the Commission for the prior fiscal year. Amortization and safety of life services would be excluded. The proposed statute recommended by the Rules Committee would provide for the collection of a percentage of Commission overhead to be borne by each branch of communications. The funds collected would be paid into the Treasury.

Defense Costs Excluded

National defense expenditures, for the far-flung monitoring and foreign propaganda service establishment of the New Mexico Plans September Debut

Despite difficulties in obtaining materials necessary for the construction of the new KTWM, Texas Instruments, N. M., Lester Q. Krasin, general manager and half-owner of the new local, announces that operation is expected to begin in late September. Construction permit was granted June 24 to the partnership of M. Krasin, a radio technician, and Otto A. Krutzner, owner of an auto body reconstruction business in Las Vegas, N. M., to operate on 1400 kc. with 250 watts. Mr. Krasin will be chief engineer, with Stu Morrison, of Buckum, commercial manager. Balance of staff has not yet been selected. A Gates transmitter has been purchased and the equipment will be complete. Antenna, to be constructed locally, will be a tubular steel-guyed tower.

Carnation Extends
CARNATION Co., Milwaukee, on Sept. 1 is increasing its sponsorship of the Carnation Bouquet variety program on KWKY, Philadelphia, and WSYR, Syracuse, from two to three times weekly. The company also sponsors Arthur Godfrey via transcriptions twice-weekly in 35 cities, and on Sept. 1 will shift three of those stations, WGN, KFV, and WJZ, to the quarter-hour Carnation Bouquet program for thrice-weekly presentation. Agency is Erwin, Waley & Co., New York.

Insurers Spots
TRAVELERS CASUALTY Insurance Co., Chicago, is sponsoring quarter-hour program six times weekly on WRJ, Tuscola; WROK, Rockford; WTX, Springfield, and quarter-hour Musical Clock thrice-weekly on WBBM, Chicago. Affiliate company, Michigan Casualty Insurance Co., Detroit, is using six quarter-hour participations weekly on Mrs. Page's Program, WJR, Detroit, and five quarter-hour participations weekly on Happy Joe, CKLW, Windsor. More stations will be added in Illinois and Michigan. First United Broad- casters, Chicago, is agency.

They're singing in the TV Area.

Recently, a Sunday morning sponsor invited listeners to an old-fashioned singing bee in the WNOX 600-seat studio. It was jammed by 6:00 a.m., with crowds turned away.

Yes, they're singing in the WNOX-TV Area, and they start early.

They sing because they're happy; because normally good times in the rich and fertile Tennessee Valley are now better. Better because of TVA's vast dam-building program, stepped-up aluminum production, overtime working of mills and factories, all industry at peak capacity. Work is plentiful; payrolls are big.

And as happy WNOX listeners sing, your sales message will sing, too, when aired over this popular station of the TV Area.

WTSP
(Continued from page 1)
On August 4th Radio Station WTSP, serving St. Petersburg and the Tampa Bay Area of Florida, joined the Mutual Broadcasting System. Now WTSP is bringing the splendid programs of Mutual to this rich market, attracting even more listeners than before and paying bigger dividends to advertisers using this station.

WTSP
St. Petersburg TIMES Affiliate A REGIONAL STATION
R. S. Stratton, Manager St. Petersburg, Fla.
Represented by Theis & Simpson Co., Inc.
New York • Chicago • Detroit
Atlanta

KLRA
LITTLE ROCK
ARKANSAS
Is the Only
Columbia
Outlet
in
ARKANSAS
•
OVER 1000 new homes are now under construction in this defense area where over $150,000,000 in defense orders are being spent.

5000 WATTS DAYS & NIGHTS
THE KATZ AGENCY National Representatives

6:00 A. M. ... and 600 Strong!

They're singing in the TV Area.

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And as happy WNOX listeners sing, your sales message will sing, too, when aired over this popular station of the TV Area.
Access to Radio Plants Denied in Anti-Spy Move

A WARTIME move barring access to the premises of wire or radio communication companies, including manufacturing representatives of any foreign government, persons, associations or corporations, was announced last Friday by the Defense Communications Board, of which FCC Chairman James Lawrence Fly is head. A resolution adopted by the DCCC served notice to all such companies that on account of the “importance of national defense of the plants and facilities of the communications industry,” it appeared desirable to restrict free access.

Companies were requested to take all measures necessary to insures that access to premises containing communications equipment or facilities other than those necessarily open to the general public, be restricted to employees, federal, state or local Government officials acting in their official capacity and other persons considered necessary by the management in the conduct of its business. Special mention was made of exclusion of representatives of foreign governments or companies. Broadcasting Mediations for Fall

By hour executive Sherman WGN, Chicago, a hour WKBH CJIC KFBB KGCX training BROADCASTING LIBBY, McNEILL

Frank J. Walter

for quarter

and points the order.

and contest free

as ASCAP in the New York Supreme Court has been postponed until Sept. 15 from the originally scheduled date of Aug. 15. The proposedASCAP suit against BMI, NAB, CBS and their officers will of course be dropped unless some hitch should develop to prevent the consummation of the NBC contract.

ASCAP has taken no action toward working out a method of permitting the use of ASCAP music by broadcasters, restaurants, taverns, etc., in Florida, where the anti-ASCAP law, recently upheld by the United States Supreme Court, prohibits the users of music from being required to deal with a combination such as ASCAP. It is believed, however, that conversations between ASCAP officials and the attorney general of Florida have resulted in a plan whereby ASCAP music will be made available to users on a dual basis, either through the society as formerly or by individual arrangements with the publishers and writers holding the copyrights on the music desired by the user.

BMI Disc Policy

When the network negotiations are concluded, ASCAP's attorneys, it is understood, will write a letter to the Attorney General describing this proposed plan of operations and showing how it falls within the law, to which the Attorney General will reply with a letter of approval of the proposed operations.

By enabling the Florida citizens who wish to use ASCAP music to deal directly with the individual copyright owners as well as through ASCAP, the society will be conforming with the terms both of the State law and of the Federal consent decree, it was explained.

Meanwhile, BMI has announced that as of Sept. 1 it will stop the transmission of its music via transcriptions to stations which are not BMI subscribers. Previously, BMI had made no effort to curb this practice, partly because it gained additional performances of BMI tunes but chiefly so as not to interfere with the placement of commercial musical programs making use of BMI music. In the case of the latter programs after Sept. 1 BMI states that it will set a per-program fee which can be paid either by the station or the sponsor if the station or sponsor do not want to take out blanket BMI contracts.

WKBN Goes Fulltime

ALMOST on the eve of its 15th anniversary, which is Sept. 26, WKBN, Youngstown, was scheduled on Aug. 25 to go into a permanent operation on 570 kc., terminating its former time-sharing with WOSU, China State University, Columbus, which has been granted 5,000 watts limited time on 820 kc. Diplomats, including Gov. Bricker of Ohio and Gov. James of Pennsylvania, along with William S. Paley, CBS president, were scheduled to extend greetings to the station.

WBKN will operate with its present power pending installation of a new transmitter, which will enable it to operate with its assigned 5,000 watts.

Buy 'Touchdown Tips'

MORE THAN 20 advertisers in as many cities have already contracted for full sponsorship of the second annual edition of Touchdown Tips, recorded football series syndicated by NBC Radio-Recording Division. It features 12 quarter-hour programs, to start Sept. 12 with the opening game season.

Sam Hayes, West Coast sports writer, predicts scores of 30 leading college games each week, and charts out general trends. The transcriptions are produced in NBC's Hollywood studios and sent air express to the stations taking the series, which are WEAF, WOR, WNYC, WHIR, WBBR, WRAV, WDBJ, KVOD, WDIT, WPIC, WAKR, WTOP, WCIC, WMBB, WLAB, WGBA, KLRA, WCOD, WDLY, WBBR, KGHO, WMBS and WJSR.

Huffington to WPID

APPOINTMENT of Walter Huffin- son, as general manager of WPID, Petersburg, Va., and Bill Steadman as program director, has been announced by R. H. Hulter, president, Huffington, for three years traffic manager of WPFR. Raleigh, and Steadman, former chief announcer and publicity director of VGTW, is thus named Denver's Fred McCall as studio manager of WPID.

KSD—The Post-Dispatch Station

St. Louis • 550 KC • NBC Red

FREE & PETERS, Inc., National Representatives

TOLEDO, OHIO

TOO CO- Art Industry Market

Two decades of service to Northwestern Ohio and Southern Michigan.

PROOF OF PERFORMANCE Represented by KATZ AGENCY
New Crosley Processes Aid Air Corps Material

WITH announcement last week of an award by the U. S. Air Corps of two additional contracts for certain aviation equipment to the Crosley Corp., Cincinnati, it was revealed that manufacturing processes developed in the Crosley laboratories will make possible to substitute ordinary steel, in making this equipment, for aluminum and special alloy steel, at no sacrifice in weight, and will result in saving many tons of aluminum. The two additional contracts, totaling about $1,500,000, will bring to five the jobs that have been recently awarded to Crosley by the Air Corps, according to R. C. Cosgrove, Crosley vice-president and general manager.

Instead of aluminum die castings and chrome molybdenum forgings formerly required in making this aviation equipment, Crosley research engineers have shown it to be possible to substitute steel drawings and steel punchings, processed by hydrogen brazing, resulting in a slight saving in weight as compared with the material formerly used.

Glass Disc Advantages Are Claimed by Presto

Presto Recording Corp. reports its new glass base disc during the last month has been shipped to 14 foreign countries, including the tropics, and that neither high temperatures nor humidity had affected their recording characteristics or playback life. Because of this advantage, Presto states the cellulose-coated master discs have almost completely replaced wax masters formerly used by some foreign record manufacturers. Besides orders from the larger central and South American countries, Presto reports shipments to the Philippines, India, Dutch East Indies, Portugal, Malaya, South Africa and Egypt.

FM in Pittsburgh

FM WILL BE heard regularly for the first time in the city of Pittsburgh, as well as the State of Pennsylvania when W4TP, FM adjunct of WW5W, Pittsburgh, goes on the air Aug. 28 from the Allegheny County Fair in South Park, Pittsburgh.

Video Guild to Hear See

HAROLD P. SEE, in charge of NBC's mobile television unit, will speak on the art and practice of outside pickups at the August meeting of the Television Guild, to be held Aug. 28 at the Aberdeen Hotel, New York.

BBC Using Women

AS A WARTIME experiment, British Broadcasting Corp. has started a six-week training program for women between 21 and 35 to become technicians in control rooms, recording centers and transmitters. BBC has set up its own training school for candidates, who go through two special courses of instruction before being placed on the job. Although the presently contemplated posts are more or less routine, BBC has indicated that training may become eligible for more advanced jobs, such as program engineers.

The first part of the six-week course covers both theoretical and practical work, with emphasis on lectures covering the organization of the BBC engineering division, the wartime system of wireless transmission, studio equipment, microphone control desks and panels, and outside pickups. Following this "A" course, candidates work four weeks under an expert instructor in control or recording rooms, watching the actual handling of programs and gradually taking over the work. Upon completing the six-week period successful candidates to working posts.

KMOX-AM, St. Louis, Inc.

BROADCASTING, Aug. 4.

FM Receiver Plans

FM RADIOS will account for 50% of the volume of business during 1942 of a group of (estimates) 100 new manufacturers, according to a recent report by the Audio Engineering Society.

Memorial to Fessenden

Washington's Own Station

WIN WINX

WINX BUILDING • WASHINGTON, D. C.
A C A Signs Two

AMERICAN Communications Assn., CIO union, reports it has signed contracts with WBAX, Wilkes-Barre, and WWDC, Washington. Agreement at WBAX covers 15 employees in all departments, the union states, providing for closed shop, no firing without CIO permission, salary increases up to $4 a week, vacations, sick leave and other standard holidays, etc. The WWDC contract covers 12 employees in the control room, the booster and the transmitter. It provides for a general increase of 8% to 11%, with total benefits from increased overtime, vacations, holidays, etc., averaging about $300 per man per year. Agreement also calls for a preferential union shop and arbitration, according to A.C.A.

I B E W Gets Contracts

In Michigan, Kansas City NEGOTIATIONS have been concluded with KCKN, Kansas City, for an agreement covering the technicians and engineers employed by the station. The International Brotherhood of Electrical Workers announced last week through Lawson Wimerby, International representative. The agreement, which is the first to be negotiated by the IBEW in the Kansas City area, was signed by Ellis Attebery, vice-president and general manager of KCKN, and Walter L. Reed, International representative for the union, on behalf of Radio Broadcast Technicians Local Union No. 1259. The local, which has organized technicians in several other stations in Kansas City, is affiliated with the ABT Unit of IBEW.

IBEW announced that Local No. 1218 of Detroit, affiliated with the ABT Unit of IBEW, had concluded agreements with WOOD, WASH, Grand Rapids, and WIZO, Kalamazoo.

Charles Travis

CHARLES TRAVIS, 38, radio engineer consultant for the Philco Corp., Philadelphia, on Aug. 15 died of a heart ailment in Germantown Hospital, Pa. An inventor of numerous radio devices, Mr. Travis also served at various times as consultant to WATL, WREX Mfg. Co., RCA Mfg. Co., and the Tacony Steel Co.

SELL CENTRAL ILLINOIS

An Above Average Market

* BLOOMINGTON—heart of the corn belt, has the third highest per capita income in Illinois.

* McLEAN COUNTY—ranks first in corn production in the United States, is one of the three richest agricultural counties in the country.

W J B C

BLOOMINGTON—NORMAL

Represented by International Radio Sales

BROADCASTING • Broadcast Advertising
Adam Hat Shows Its Faith in Television

By Signing for All NBC Sports Events

A CONTRACT that may well make Adam Hats synonymous with televised sporting events as Bulova Watches are with time signals in sound broadcasting was signed last week by Adam Hat Stores and NBC, calling for sponsorship of the hat company of all sporting events televised by NBC.

In addition to the boxing bouts staged by Chick Meehan at Ebbets Field, Brooklyn, which Adam is already sponsoring, the new contract gives the sponsor exclusive rights to track meets, tennis matches, baseball and football games and any other sports for which NBC is able to secure television rights.

The agreement covers sports telecasts from NBC's video station in Washington, now under construction and scheduled to be operating Jan. 1, 1942, and from the network's television station in Philadelphia, expected to be ready for telecasting by July 1, 1942.

Contract is in effect a testimonial to the advertising effectiveness of television, which Adam Hats entered, according to the beginning of commercial operation on July 1, sponsoring telecasts from New York of the local fights the company was also sponsoring via sound broadcasting on the Blue Network.

Bouts promoted by Herman Taylor in Philadelphia and by Ray C. Alvis in Washington, to which NBC has exclusive television rights, as well as the exclusive rights for both longwave and shortwave broadcasting, are already broadcast under Adam sponsorship on the Blue and will be televised for this advertiser as soon as NBC is able to provide coverage for sight as well as sound.

In a letter to NBC requesting to be “the first to go on record to give you an order for television facilities covering all the sports events in the contract,” Leon S. Goldberg, advertising manager of Adam Hat Stores, declared that “our preliminary experiments with commercial television have unquestionably proved our contention that this new modern medium will excel all others.

“We would like you to make every effort,” he continued, “to arrange that we can pick up our Adam Hats Sports Parade from all points in the country. For instance, we have contracted for broadcasts in Philadelphia, Washington, Chicago, etc., and we would like to, when technically possible, bring them into the New York market for our WNB T audience.”

Growth of Adam

Adam has grown from a single store in New York to a national chain of hat stores, due largely to its advertising program, which has been built around sports broadcasting, first on individual stations in New York and since 1937 on the Blue Network.

Shortwave broadcasting to Latin America, started as a goodwill gesture with the broadcast of the Louis-Godoy fight, has lately resulted in the development of an international business. Even the switch of the fights promoted by Mike Jacobs, which Adam had for several years sponsored on the Blue, to MBS for Gillette Safety Razor Co., did not alter the Adam advertising, as the company has gone along with NBC in lining up other promoters' matches for broadcasting.

SALARY INCREASES
FOR FCC LAWYERS

SALARY increases for members of the FCC's inquiry section as well as for other attorneys were approved last week by the FCC subject to ratification by the Civil Service Commission. Allen W. Sayler, supervising investigator of the inquiry section, was raised from $3,500 to $4,600 per year. He was the Commission's first witness in the newspaper divestiture inquiry which began last month.

Seymore Krieger, special counsel, who participated actively in the drafting of the network-monopoly rules, was increased from $3,800 to $4,600 but because of his temporary status, Civil Service approval is not required. Hugh B. Hutchison, attorney on the regular legal staff, was recommended for a boost from $3,800 to $4,600.

Charles E. Clift, field investigator, was recommended for an increase from $3,200 to $3,800 and Raymond Lewis, also an attorney investigator, was recommended for increase from $2,600 to $3,200.

Kleenex on CBS

INTERNATIONAL CELEUTON PRODUCTS Co., Chicago, has purchased a minute weekly period on 51 CBS stations starting Sept. 19. Program will advertise Kleenex and will be heard on Fridays at 9:55-10 p.m., immediately following the First Nighter sponsored by Campagna Sales Co., Chicago. Lord & Thomas, Chicago, is agency.
JOHN DAVID CHAIN TO SPONSOR VIDEO

JOHN DAVID Inc., New York, chain of men's wear stores, will sponsor Men's Wear Highlights of Television on WNB-T, New York, 9-9:30 p.m. each Wednesday, beginning Sept. 6. Contract, which covers the first men's style show series of commercial television, calls for a 13-week series, with renewal options.

Programs will be variety shows produced by Reginald Hammerstein, who heads NBC's television staff to become television producer of Norman D. Waters & Assoc., New York, agency handling the series. The same agency recently contracted for a feminine style series, Fashion Discoveries in Television, which will start on WNB-T Sept. 4 for a 13-week test series, Thursdays, 5-5:30 p.m. Both series will be merchandised with point-of-sale displays identifying merchandise as that shown in the telecasts.

The Fashion Discoveries series will be sponsored jointly by Bloomington Brea, New York, and Abraham & Straus, Brooklyn, associated department stores, while subcontractors are also joint owners of Metropolitan Television Co., granted a construction permit for a televison station in New York. Difficulty in obtaining material is holding up construction, BROADCASTING was informed, and Metropolitan executives said they were unable to predict when they might be ready to begin operation.

Schlitz Tests

JOSEPH SCHLITZ BREWING Co., Milwaukee, is testing Monday through Friday five-minute news commentaries on WMAQ, Chicago, for Old Milwaukee beer. Company is also placing five-minute news programs and announcements on a number of selected stations, commercials are transmitted in jingle form. McJunkin Adv. Co. is agency.

HENRY ORGAN, who conducts his own participating program of patter and music on WOR, New York, is now available for local cooperative sponsorship on MHN stations, Monday through Saturday, 7:30-7:45 p.m. Mutual has announced. Besides the regular quarter-hour time rate, the talent cost for Morgan on a six-weekly basis will be the local one-time quarter-hour national rate, and on a thrice-weekly basis, the minimum requirement, for 50% of that rate.

HIGH IN THE ROCKIES, in fact 13,000 feet high, was the origination point for a program during the annual trek of the Boulder (Colo.) Chamber of Commerce. KOA, Denver, got its outfit up to this point on the Continental Divide by packhorse, and relay point was set up 2,500 feet below, with the regular lines another five miles down the mountain. Here Don Martin (left) and Engineer Verne Andrews operate the equipment.

Lilly Painters

81,000 STRONG, the Lilly Clan, resolved Aug. 20 in annual reunion assembled that WLY, their favorite station, should be granted 650,000 watts on its clear-channel frequency. Head of the clan is Cousin Abe Lilly, former West Virginia attorney general, who drew "thunderous applause" as he exhorted on behalf of the power boost. Ed Mason, WLY farm director, and Phil Underwood, engineer and a Lilly on his own right, cut a transference for the WLY Everybody's Farm Hour.

Wrigley Auditions

WM. WRIGLEY Jr. Co., Chicago (chewing gum), as supplement to its weekly CBS Melody Ranch featuring Gene Autry, is considering a new hillbilly quarter-hour program featuring the Canovas (Judy, Annie and Zekie), for fall release on that network. Audition program was produced and piped through in mid-August from Hollywood to Chicago executives of that firm by J. Walter Thompson Co., agency servicing the account.

Groove Morning Series

GROVE LABS., St. Louis, on Oct. 6 will start a thrice-weekly early morning quarter-hour program of Westerns and "home-folk songs on 65 NBC-Red stations in the interest of Bromo-Quinoline. Louise Massey and the Westerners will be featured, and the program will be heard Mondays, Wednesdays, and Fridays from Chicago at 7:45 (EST), with two rebroadcasts so it will reach central and mountain time zones at 7:45. It is believed the first regular network sponsored program presented that early in the morning. For stations unable to clear time, the program will be transcribed. Agency is Russel M. Seeds Co., Chicago.

CBS Air School Given Praise by Latin Nations

EXTENSION of the CBS School of the Air of the Americas to the entire Western Hemisphere may result in all American nations becoming bilingual, according to Dr. Luis Sanchez Ponton, Minister of Education. Dr. Ponton's prophecy was given Sterling Fisher, CBS director of education.

Returning from the First International Conference in Mexico City of the CBS air school, Mr. Fisher announced Mexico had officially included the air study in its curriculum for all schools and plans to have all 10,000 classrooms radio equipped. Scripts and teachers' manuals for the air program will be sent to Mexico well in advance for adaptation. They will be forwarded to other Latin nations. Mr. Fisher reported the air school has been accepted "intellectually and emotionally" by the Latin countries.

Clothing Chain Spots

FOREMAN & CLARK, Los Angeles (chain clothiers), in a two-month campaign starting Sept. 1, along with other media will extensively use television. An announcement made in selected markets of the Western States. Station list is now being made up by Milton Weinberg Adv. Co., Los Angeles, has the account.

PATRICIA LOCHIDGE, assistant in the CBS news department, has written an article on Bermuda during war time which will appear in the September Woman's Home Companion.

Richmond is at the fingertips of WMBG's sales and merchandising staff. You can get the dope instantly from WMBG—the Red Network Outlet in Richmond—on a food, drug or any other situation. As proof, WMBG received the Armour Merchandising Award. WMBG offers you the Red Network audience—5000 watts daytime—1000 watts night and equal density of coverage at lower rates. Before you buy—get the WMBG story.
WTAG, Worcester, following installation of an Associated Press news wire, in August transferred its news staff from offices in the adjoining Worcester Telegram & Gazette to the station's new newsroom, directed by James G. Little, formerly of the XBR publicity bureau in Chicago. Kenneth Mccullum of the Providence Journal, the WTAG news division will broadcast seven quarter-hour news periods daily.

PHOTO & SCVND Inc., San Francisco transcription firm, has written all Northern California radio stations and advertising agencies, offering to buy all that business, which pressings at 10 cents each. By high grade the complete Newsmaster material classified as radio, the regular transcription pressing.

WOP, Bosto., marks its sixth birthday August 25. To celebrate, WOP announced, taking a microphone aloft in the rear cockpit of the lead ship of an N-1 plane flight. Bostonians climbed a series of flights which WOP had followed the progress of the flight four endures to the first graduation

WJSRL, Decatur, Ill., has been carrying a commercial community song from its 1,000-watt station on it's Saturday night that was so successful that a dozen merchants of Athens, Ill., 15 miles distant, recently petitioned WJSRL to put remote facilities in Athens for a similar local broadcast. Stamped through lack of a building, large enough for the large studio audience, a solution arrived when permission to use the County courthouse was obtained.

WITH the start of the fall season on Monday, Herford Barnes, motion picture critic of the New York Herald Tribune, on Sept. 2 is resuming his series on WOR, New York, titled Howard Barnes Reviews. Heard five times weekly at midnight, the program covers the entire entertainment front with special reports on the opening nights of Broadway plays.

A BROADCASTING BOOTH has been installed in the auditorium of the Royal Canadian Air Force Manning Depot, at Toronto, and weekly broadcasts are now made from there by the Canadian Broadcasting Corp. Seven thousand airmen make up the audience for the weekly CBC musical program Playtime and join in the singing.

KNSO, Santa Rosa, Cal., Aug. 15, dedicated its new 1,000-watt transmitter, directional antenna and new remote studios at Vallejo, Cal., with a series of special programs. The Vallejo studios are 44 miles from Santa Rosa and provide KNSO with facilities near the Mare Island Naval Yard. Witt Gillinson, president of the station, presided over the ceremonies which featured the appearances of various dignitaries and radio artists.

WJR, Detroit, is presenting each Sunday transcribed shows featuring Michigan selectees at various camps throughout the country. These were made by Larry Payne and Jerry Pettit, announcers, and Tunny MacGillan and Fred Jennings, engineers. The shows already traveled 5,000 miles through seven states to make the transcriptions.

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WITH ANXIOUS and commissary at five points on the giant Shas- ta Dam. CBS on Aug. 17 started a series of half-hour West Coast special event broadcasts from the $264,000,000 Central Valley Project, now under construction to control and supply water for the California area. Under supervision of Fox Case, CBS Western special events director, programs are fed by three special lines to Redding, Calif., and into KSFO, San Francisco, for release to the network's West Coast stations. Project is the second largest masonry structure ever made by man.

KISIL, Chico, Calif., has completed plans for the construction of a new transmitter building to house the direction equipment to be installed for its recently authorized 1,000-watt fulltime operation. Work, to start immediately, will be under the supervision of Manager M. F. Woodling.

KLZ, Denver, Aug. 10 held its sixth annual free picnic at the local Lake- side amusement park. Octing was attended by 3,000 and the only ad- vance purchase for the affair were plug from station artists and the distribution of the free tickets through KLZ clerks.

NX-PAGE house organ written by studio employees, was recently insti- tuted by KMBC, Beverly Hills, Calif. Titled "The Variety Room," a letter page, the published is edited by Paul Master- son, staff announcer.

MOHILFE unit of WWL, New Orleans, traveled 500 miles last week to cover anniversary ceremonies at Florence, Ala., honoring Ed A. O'Neil, president of the American Farm Bureau Federation. Woody Hattie, WWL agricultural director, was invited to attend the ceremonies and took with him the mobile unit. Mr. O'Neil, who was interviewed, was given a trans- cription of his anniversary speech by the station.

JOEL STROVAL, musical announcer of KHOX, St. Louis, recently made a band arrangement of the selection, "Let's Go" for Maj. Gen. C. S. Ridley, commanding officer at Fort Leonard Wood, Mo. The Sixth Division liked the arrangement so well that it was adopted as the division song and, re- cordings are being made of it. for the various bivouacs during the coming maneuvers.

WHO, Des Moines, is originating most of its local studio shows in Crystal Studio at the Iowa State fairgrounds for an eight-day period.
Admiration Adding
NATIONAL OIL PRODUCTS Co., Harrison, N. J. ("Admiration" shampoo), of Secaucus, N. J., has added five new products to its line, bringing its total to 35. The new products are: 'Admiration' Hair Grooming Powder, 'Admiration' Hair Grooming Spray, 'Admiration' Hair Styling Powder, 'Admiration' Hair Styling Spray, and 'Admiration' Hair Coloring Powder.

Aetna Names Kuder
AETNA LIFE INSURANCE Co. and its affiliated companies, the Aetna Casualty & Surety Co., the Aetna Indemnity Co., and the Aetna Fire Insurance Co., Hartford, have appointed Arthur Kuder, New York, as the new company's chief actuary. He succeeds H. H. Ackerson, who has left the company.

Immediate Opening
BROADCASTING NEWS
Program Director
Chief Engineer Wanted

HELP WANTED

BROADCASTING NEWS

Experienced Announcer
Box Number

Copy Casting.

mum. Immediately. Box Number.

years newspaper background.

radio experience with college degree. Prefer English or Radio Technician.

Telephone. Box Number.

Classified

Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

Immediate Opening—For operator with first class license able to copy transoceanic traffic. Box Number, BROADCASTING.

Licensed Operator—For local Virginia station. State qualifications and acceptable starting salary. Box Number, BROADCASTING.

Radio Operator—Wanted for expanding regional station. Send qualifications, service, salary expected to Box Number, BROADCASTING.

Wanted—Salesman familiar with the Southwest territory. Application by letter only, giving references. KTHS, Hot Springs, Arkansas.

Good Announcer—Available to write copy and trained in general studio operation for northern local station. Box Number, BROADCASTING.

Licensed Radio Engineer—Technician for long established high-powered A. M. and F. M. station in metropolitan area. State qualifications and acceptable salary. Box Number, BROADCASTING.

Chief Engineer Wanted—Northwestern college town of 55,000—excellent climate and living conditions wants college man with hour income and 2 years experience as chief of 5 kw station, good references required. Stakes 5 kw Modified Western Electric CBG affiliate, Wages $1.15 per hour. Box Number, BROADCASTING.

Situations Wanted

Program Director—Ten years experience. Married. References. Box Number, BROADCASTING.

Announcer—With operator's license, desires permanent connection. Report within fifteen days. Box Number, BROADCASTING.

News Reporter—University graduate; six years newspaper background. $50 minimum. Immediately. Box Number, BROADCASTING.

Experienced Announcer—Production Man—Copy Writer and ana. Recent full time. Box Number, BROADCASTING.

Engineer—Experienced, remote, studio, transmitter maintenance. Satisfactory references. Eastern Atlantic States. Box Number, BROADCASTING.

Engineer—6 years in broadcasting. Chief engineer experience. Wants Eastern location; considers others. Box Number, BROADCASTING.

Experienced Announcer—Engineer—Ad Lib—write copy—handle sports. Young, draft deferred. Prefer Eastern and Middle Atlantic States. Box Number, BROADCASTING.

News Writer—Twenty years' newspaper experience. Two years assisting in nationwide network. Now employed metropolitan newspaper. Improve content and presentation of daily news schedule. Box Number, BROADCASTING.

St. John on WEAF
WITH WORLD news becoming more important daily, WEAF, New York, has rearranged its program schedule to assure listeners at least two news periods a day, and has added Robert St. John, former Associated Press correspondent in Greece, to its new staff. St. John will take over the 8:15-8:30 p.m. Monday through Friday, spot now occupied by Don Godward, and Godward switched to 12:45 p.m. Thursday, Friday, Saturday, until Sept. 30, and thereafter 12 noon five times weekly and 12:45 p.m. Saturdays.

JANSKY & BAILEY
An Organization of Qualified Radio Engineers Dedicated to the SERVICE OF BROADCASTING

National Press Bldg., Wash., D. C.

There is no substitute for experience
GLENN D. GILLET
Consulting Radio Engineer
982 National Press Bldg.
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JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone National 7757

HECTOR R. SKIFFER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

CLIFFORD YEWDAII
Empire State Bldg.
NEW YORK CITY

An Accounting Service Particularly Adapted to Radio

RADIO ENGINEERING CONSULTANTS
frequency Monitoring

Main Office: 781 Main St., Kansas City, Mo.
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RAYMOND M. WILMOTTE
Consulting Radio Engineer
Designer of First Directional Antenna Controlling Interference
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Use: Montclair (N. J.) 2-7959

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg., District 8456
Washington, D. C.

A. EARL CULLUM, JR.
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Frequency Measuring Service
EXACT MEASUREMENTS ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
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Advertise in BROADCASTING for Results!
ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

AUGUST 16 TO AUGUST 22 INCLUSIVE

Decisions

AUGUST 19
NEW. Columbia Broadcasting System Inc., Lebanon, Pa., granted new FM station 45.9 mc, 30,000 sq. mi.

NEW. WRB Radio Station Inc., Hutt, Mass.—Granted CP for new developmental station on 6070 kc 700 w to furnish service for city of Stoughton, in connection with radio wave propagation studies.

MISCELLANEOUS—WYWX, Wheeling, W. Va.—Granted temporary change of frequency for 1170 kc 5 kw untl. to 3-1-42;
WHIO, Dayton, O.—Granted reinstatement of CP for new transmitter to move transmitter, install directional antenna, N. increase 5 kw N; WTPC, Sandusky, O.—Granted modification of CP to 5 kw N directional; WCBX, Wenatchee, Wash.—Granted CP to 60 frequencies.

AUGUST 20
WKO, Kalamazoo, Mich.—Increase 5 kw N directional changes.
NEW. Hosier Broadcasting Co., Ind.—Granted modification of CP to 1170 kc 5 kw directional.
NEW. Braired-Membridge Broadcasting Co., Bridgeton, N. J.—Amended application CP to new station to 1400 kc 5 kw.
KOC, Davenport, Ia.—Granted authority to control KTAR Broadcasting Co. through purchase 65 shares common stock from Albert Stetson.
KDRO, Prescott, Ariz.—CP for new transmitter and antenna. move studio and transmitter.
KTRI, Modesto, Cal.—Modification CP for new transmitter, direct N 1 kw untl.

NEW. Portland Broadcasting System, Portland, Me.—CP 47.1 mc 5,050 sq. miles 524,466 population, amended to 3,086 sq. miles.
NEW. Charles P. Blackley, Alexandria, Va.—Granted petition reconsider and grant without hearing CP for new directional transmitter.
WCBS, Charleston, W. Va.—CP for new transmitter, increase to 100 kw.
WXO, Mason, O.—Increase to 100 kw.
WJHP, Jacksonville, Fla.—CP change to 120 kw directional.
KCLN, Blytheville, Ark.—Modification CP for new transmitter. antenna. increase power, change to 550 kw.

WAAX, Yakima, Wash.—CP for new transmitter, antenna. increase power, change to 550 kw.
WAAX, Yakima, Wash.—CP for new transmitter, antenna. increase power, change to 550 kw.

Tentative Calendar


PHILIP TELEVISION TO START SEPT. 1

PHILADELPHIA'S first commercial television broadcasts will start Sept. 1, it was announced Aug. 20 by Philco Radio & Television Corp. Grand Forks, N. D., license to transmit commercial cense by the FCC for its WXAE, Philco announced it will be on the air 11 transmitter stations over 25-mile radius from its 230-foot telecasting tower at the company'sphia.

While prospective sponsors were not disclosed, it was stated the program schedule will include plays and other entertainment, originating from the WXAE studios. In addition, there will be telecasts of athletic events and public meetings and parades, relayed to the transmitter by a mobile television unit.

As a result of the commercial cense, Philco engineers are stepping up power from 3,000 to 10,000 watts, operating on Channel 3 (66-72 mc). Since opening WXAE as an experiment television station in 1932, Philco has had approximately 6,000 commercial and educational telecasts, including the transmission of football games, wrestling matches and political conventions. The company's estimates there are 300 to 400 television receivers in the Philadelphia area.

ELECTION OF LARRY E. GUBB, former executive vice-president, to the office of chairman of the board of Philco, was announced Aug. 21 by that company. In addition, John Ballantyne, formerly treasurer, was elected vice-president in charge of operations. Thomas A. Kennelly, formerly general sales manager, was named vice-president in charge of sales. R. W. Craven, controller, was chosen to succeed Mr. Ballantyne as treasurer and James H. Carmine, former assistant sales manager, will become sales manager.

Mr. Gubb, a 1916 graduate of Cornell, has been with Philco since 1919, when he joined the company as a partner in the accounting firm of Mathieson, Attie & Co., Philadelphia. He withdrew in 1934 and shortly thereafter was elected treasurer of Philco Radio & Television Corp. in July, 1934, and when that corporation was merged into the Philco Corp. in 1940, Mr. Gubb was named its executive vice-president.

Mr. Ballantyne, after graduating from Harvard in 1925, has been a partner in the accounting firm of Mathieson, Attie & Co., Philadelphia. He became treasurer of Philco Corp.
Network Accounts

All line EDFistanles otherwise indicated.

New Business

GROVE LABS., St. Louis, on Oct. 6, will start the Westeners on 63 NBC-Red stations, Mon., Wed., Fri., 7-7:30 p.m. (EST), and 7-7:30 p.m. (MST). Agency: Rassel M. Seidels Co., Chicago.


RENEWAL ACCOUNTS

AMERICAN HOME PRODUCTS, Jersey City (cabled) on Sept. 28: renewed for 52 weeks. The Renewal of Helen Trent on 37 CBS stations, Mon., thru Fri., 12:30-12:45 p.m. (EST). Agency: Bluelett-Sample-Hummer, N. Y.

PEPSODENT Co., Chicago (cabled) on Sept. 23: renewed for 52 weeks. The Renewal of Helen Trent on 37 CBS stations, Mon., thru Fri., 12:30-12:45 p.m. (EST). Agency: Bluelett-Sample-Hummer, N. Y.


MID-CENTURY PETROLEUM Corp., Tulsa, after a successful 18-week test, has renewed for 52 weeks its six-weekly early morning quarter-hourly broadcast on KFTH, Duluth. Agency is R. J. Ports Co., Kansas City.

Fulltime MBS Outlets

WICC, Bridgeport, Conn., now an NBC-Blue and Mutual affiliate, as well as a member of the regional Yankee and Colonial networks, on June 15, 1942, will become a fulltime MBS outlet, discontinuing its connection with the Blue Network. WNAC, Boston, and WEAN, Providence, both NBC affiliates, also switch to fulltime Mutual on that date. Joining Mutual on Oct. 1 are WCAE, Pittsburgh; WFBF, Buffalo, and WGR, Buffalo.

Network Changes


PRUDENTIAL INSURANCE Co. of America, New York, on Aug. 31: replaces When a Girl Marries on 50 CBS stations, Mon. thru Fri., 12:30-12:30 p.m. with The Family Hour on 50 CBS stations, Sun., 5-5:30 p.m. Agency: Bessman, W. N. Y.


TAYTON Co., Hollywood (cables), on Aug. 22: shifted Palomino’s Twitter (6 CBS West Coast stations). Fri., 8-8:45 p.m. (PST), to 8 Don Lee Pacific Coast stations. Fri., 6-6:30 p.m. (PST). Agency: Bowles, N. Y.

EVERSHARP Inc., Chicago (pencils, pens, pencils), on Sept. 28: added 11 CBS stations to Take It or Leave It, making a total of 71 CBS stations. Mon. thru Fri., 10-10:30 p.m. (EST). Agency: Bowles, N. Y.

LEVER BROS., Cambridge, Mass. (Lifebuoy soap), on Sept. 13: switched Hollywood Premiere on 70 CBS stations, from Aug. 30-10:30 p.m. to Fri., 10-10:30 p.m. (EST). Agency: Bowles, N. Y.

JOHNSON & JOHNSON, New Brunswick, N. J. (Band-Aid), on Aug. 20: added 4 CBS stations to Voice of Broadway, making a total of 68 CBS stations. Tues., 9-9:30 p.m. Agency: Young & Rubicam, N. Y.

Wichita Airplane Orders to Reach 500 Million

Sounds like Chamber of Commerce figures, doesn’t it? Yet Wichita is already well on the way toward that figure. And new orders continue to pile in.

Looks like this would be a swell time for people with things to sell to start tilling the folks in Wichita and in Kansas all about it.

KFBI is ready—with snappy programs—aggressive announcers and responsive listeners. Are YOU? Let’s go!

WRVA Covers Richmond and Norfolk in Virginia! 50,000 Watts

The Pioneer Voice of Kansas

KFB•WICHITA

5000 WATTS DAY 1000 WATTS NIGHT

The BASS CONSTRUCTION CO.
CLEVELAND, OHIO

DISTRIBUTORS AND ERECTORS

Meeting Modern Needs Economically

MONOTUBE VERTICAL RADIATORS

Plus F-M High Gain Arrays

(4 Section Turntable with Approved Power gain of 2.14)

Offer You These Advantages:

LONGER LIFE UNIFORM REACTANCE
SIMPLE TO Dismantle and MOVE GREATER STRENGTH WITH LESS WEIGHT
FAST DELIVERY and ERECTION LOW MAINTENANCE COSTS THE IDEAL UNIFORM CROSS SECTION

* * *

- All Monotube Radiators are constructed of a series of guyed half-inch hollow steel tubes designed and guaranteed to withstand pressures developed during a hurricane with wind velocities of 100 mph., a one-half inch ice load, and a temperature change of plus and minus 50 degrees Fahrenheit. To this is added a safety factor of 2.6 on the steel and 50 on the guy assemblies.

The articulated joint used between the sections prevents the transference of bending moments (introduced by wind) from section to section, thus placing the point of maximum stress in the center of each isolated section: the stress curve falling off to each end.

The taper used in the MONOTUBE sections follows this stress curve, placing the greatest diameter and most material in the center of the section and lessening the diameter and amount of material at the ends of the points of minimum stress.

Each MONOTUBE RADITOR is individually engineered against power and frequency to properly sectoralize the guy cable assemblies against the eight harmonic thus eliminating absorption, reflection, and directivity in the cables which would otherwise introduce serious distortion in the theoretical field pattern. Insulation in all cases is designed to maintain non-resonance in the guy cables during adverse weather conditions.

Our attention to these details in the guy cable design makes the MONOTUBE RADITORS the ideal units for Directional Antenna Systems.

Write for quotation on your antenna system completely erected, painted, and lighted. Enclose frequency, power, and height.
**Bendix to Sponsor Treasury Program**

Show Now Paid for by Texaco

To Shift in October

**BENDIX AVIATION Corp., South Bend, Ind., will sponsor The Treasury Hour for 13 weeks on 100 NBC-blue stations, Tuesdays 8-9 p.m. (EST), starting on Sept. 30 when Fred Allen returns to the CBS spot, Wednesdays 9-10 p.m. (EST), for the Texas Co.**

The Treasury Department announced last Tuesday that Secretary of the Treasury Henry Morganthau Jr. had accepted an offer by E. R. Palmer, Bendix vice-president and treasurer, to continue the Treasury Hour.

The summertime show, featuring guest appearances by stage, screen and radio stars to promote the sale of Defense Bonds and Stamps, was donated by Texas Co. The Fred Allen show resumes for Texas on 85 CBS stations on Aug. 1.

**Publicity Contract**

The Treasury radio section, headed by Vincent F. Calhoun, also that the FCC, which currently include The Treasury Hour on CBS, For America We Sing on NBC-Blue, and the new America Preferred, to start Sept. 6 on MBS. According to release Aug. 15 by C. E. Hooper Inc., The Treasury Hour held top ranking in radio audience for the first week in August. Led by the Treasury show with a 9.9 ranking achieved in seven weeks of broadcasting, other favored programs were Bing Crosby, 9.7, Walter Winchell, 9.7, and Rudy Vallee, 9.6.

**Fulltime Grant Given**

For WWVA, Wheeling

APPARENTLY an outgrowth of the recent FCC order banning multiple ownership where duplicating service is involved, WWVA, Wheeling, was authorized by the FCC last Tuesday to operate with 5,000 watts fulltime until Feb. 1, 1942, while holding a construction permit for an increase in power to 50,000 watts.

While the FCC has not made public a list of stations which would be embraced in its multiple ownership-overlapping ruling, it is understood WWVA, with 50,000 watts, definitely would fall into that category because of the operation of a sister station, WMMN, at Fairmont, W. Va. The Commission granted WWVA special service authorization to operate on 1170 kc. with 5,000 watts fulltime in lieu of its present assignment. And it returned with 5,000 watts operating simultaneously day with WOWO, Fort Wayne, while sharers sleeping with that station. The construction permit on 14,000 watts with unlimited time remains intact.

**THOMAS M. KERSEY, for the last 11 years vice-president of Lord & Thomas, has resigned, effective immediately.**

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**ARMY AND NETWORKS HOLD CONFERENCES TO PREPARE COVERAGE OF WAR MANEUVERS**

Plans for network coverage of the "war" between the U. S. Second and Third Armies, to be held in Louisiana in the latter half of September, were discussed in New York Aug. 20 by members of the Radio Branch of the War Department's Bureau of Public Relations and network special events executives at a meeting at the Roosevelt Hotel in New York.

Difficulties of obtaining live on-the-scene broadcasts during "free maneuver," which follow no set schedule and occur in a sparsely settled region with a minimum of telephone facilities, were pointed out by the War Department delegation, which told the network men that local stations, whose representatives will accompany single Army units with recording equipment to pick up the best action available for delayed broadcasts, will have all the best of it. (For a detailed description of the radio problems, see Broadcasting, Aug. 18.)

**Radio Aid**

Networks will have men attached to both Armies, to insure complete coverage of both sides. It is expected the network crews will include radio reporters who have had experience in broadcasting the European war and who can contrast the real thing with the simulated battles of the maneuvers, which will employ tanks, planes, artillery and all the equipment of warfare at the Armies' command.

To aid broadcasters, the Bureau will assign a radio man to each Army. Brooks Watson will be attached to the Second Army, with headquarters at Jonesboro, La., or Winfield, Ark.; Ross Worthington to the Third Army headquarters at Lake Charles, La.; and Jack Harris at general headquarters for the observation of the maneuvers at Leesville, La. To aid in arranging live broadcasts, a telephone company man will also be stationed at each of these headquarters points.

Each Army also will have its own radio staff, as well as press staff, for the first time in the history of war games.

Since the glass discs now in common use for transcriptions are not designed to stand up under the conditions of transport that will prevail during the maneuvers, the Bureau has requested OPM for priority and has ordered 400 aluminum discs from Presto, contingent on the OPM permission. These discs will be distributed among the station crews covering the war games when and as needed.

These maneuvers, largest peace-time war games ever held, involving some 500,000 officers and men, have evoked such interest in Central and South America, as well as in the United States, that extensive coverage by both shortwave and domestic broadcasting is planned. Already NBC and WLWO, Croley shortwave station, have arranged for maneuver broadcasts, and other shortwave operators are expected to follow suit.

Conference was attended by Edward M. Kirby, on leave from his position as public relations director of the NAB to serve with the War Department as chief of the Radio Branch, and Messrs. Harris, Worthington and Worthington of the Bureau's Radio Branch; Ken Frey and Art Feldman, NBC; Paul White, Bill Sloum and Brewer Morgan, CBS, and Tom Slater, MBS.

**News Service Plans**

On the previous day the Washington delegation conferred with the radio executives of the news services supplying news to broadcasting stations, UP, PA, INS and Transradio, laying plans for expediting the movement of War Department news to the broadcasters. This assignment will be supervised by EJF Bailey, formerly news editor of WLW-WSAI, Cincinnati. The Radio Branch has volunteered to act as leg man for the news services on all War Department matters and believes it can handle inquiring information instead of hours it would take a news service reporter to get to the proper individual and secure his information in person.

The Branch is also developing features, a broadcasting material concerning Army activities, it was said, with the recent appointment of Mrs. William Hobby, vice-president for promotion, as news director of women's news cited as an example.

**BETTER FACILITIES GRANTED STATIONS**

POWER increases to 5,000 watts fulltime were granted three recently-recognized stations at its special meeting last Monday. Action was taken by Commissioners Fly, Craven and Walker, under the temporary "no quorum" rule.

WID, Dayton, was granted re-instatement of a construction permit for a new transmitter and a directional antenna for night use and increase its night power to 50,000 watts. The station has held a construction permit, which had expired, to use 1200 kc. with 5,000 watts day and 1,000 watts night.

WTMC, Savannah, was granted modification of a construction permit to increase its night power to 5,000 watts and make changes in its directional antenna. The station now has a construction permit for 1290 kc. with 1,000 watts day and 5,000 watts day.

WRDW, Augusta, Ga. on petition to reconsider and grant without hearing its application for Class III-A facilities, received favorable action from the FCC. In granting the station, the Commission modified the station to shift frequency from 1490 to 1480 kc. and increase its power from 50 watts to 500 watts.

KFPW, Fort Smith, Ark., received favorable action on its petition to reconsider and grant without hearing its application for renewal of license. A hearing heretofore scheduled was canceled. The station operates on 1000 kc. with 250 watts.

**Camille Spots**

CAMILLE Inc. Morristown, N. J., in September will run two eight-week local campaigns, one for Run-Off Night in WHK, Cleveland, and the other for a new mascara cream on WJBK, Detroit. Run-Off is a preparation to stop runs in silk stockings and will be promoted by twice-weekly five-minute spots. On the run-off it will be promoted on evening spot announcements placed before or after musical programs. Agency: Hudson Adv. Agency, New York.

**Iodine Spots**

IODINE EDUCATIONAL Bureau, New York, to promote the use of iodine, is using one-minute transcribed announcements three times a week on WLW WLH WHO WKY KFAB WIBW KFEG KWTO WNP E WMBF KSTP KROC KYSM KCRF KFPW KOTN. Agency is Simonds & Simonds, Chicago.

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BROADCASTING • Broadcast Advertising
"Meet the FRALEYS and CASSITYS"

Deep in Kentucky, three miles from Morehead, in an atmosphere aromatic with tradition, tobacco, and waving tasselled corn, sets the Glennis Fraley Farm. The operation of this farm is somewhat uncommon. Mr. Fraley also owns a large "serve yourself" grocery in Morehead, to which he daily commutes. So the Cassitys, tenant farmers, operate the rural business of Fraley. Under their combined efforts— and with due respect to the soil's fertility—bumper crops of tobacco and corn are being produced this year.

Both the Fraleys and the Cassitys talk much of WLW as a friendly, constant companion. They speak of the stimulating power of ideas expressed in "Everybody's Farm Hour". They nod emphatic agreement to the usefulness of WLW's complete market reports.

When surprise was expressed at their intimate knowledge of WLW's programs, they said, "WLW is practically the only station we listen to."

Tenant Matt Cassity and his family live just across the road from the Fraley farm home. They find pleasant listening in WLW's "Boone County Jamboree."

Glennis Fraley sponsors Cassity boys in FFA movement. Ed Mason and Mert Emmert, popular WLW Agricultural Staff Members are radio favorites of this genial farmer.
Modern Paul Revere
A Kilocycle Rider!

New RCA Laboratories development...
RCA Alert Receiver a notable contribution to civilian defense.

Turned on and off by broadcasting station!

An emergency warning signal is flashed through space by a radio station. Instantly and automatically, the new RCA Alert Receiver in the home leaps into action, ringing a bell or sounding a siren.

Sleepers are aroused. Listeners are summoned. And then, through its loudspeaker, this modern Paul Revere brings them air-raid instructions or other important messages with the speed of light.

 Amazingly simple in design and construction, the RCA Alert Receiver can be produced at a cost approximating that of the average low-priced table model radio. Requiring very little power for operation, it can be used with surprising economy, 24 hours a day over a long period of time.

Even more simple is transmitting apparatus, which consists of a vacuum tube oscillator generating two subaudible frequencies. One turns the receiver on, the other turns it off. Installation requires no change in normal broadcast station wiring.

The RCA Alert Receiver is important to National Defense because it makes possible a local, regional or nation-wide instantaneous radio call service. With this new development, the public service of radio is once more expanded—thanks to RCA research.

RCA LABORATORIES
A SERVICE OF THE RADIO CORPORATION OF AMERICA

Other RCA Services: RCA Manufacturing Co., Inc. • Radiomarine Corporation of America
R.C.A. Communications, Inc. • National Broadcasting Co., Inc. • RCA Institutes, Inc.