For example, we (and dozens of our advertisers) know that WHO has greater appeal than any other radio station out here. But until now, we've never been able to prove it. The effect that now proves it has just been revealed by the 1941 Iowa Radio Audience Survey!

_The Iowa listeners who name WHO as "listened-to-most" spend 71.2% of their listening time with WHO. Whereas the listeners who name any OTHER Iowa commercial station as "listened-to-most" give from only 54.2% on down to 29.8% of their listening time to their favorite stations._

This amazing but conclusive fact is given on page 12 of the 1941 Survey—with actual names and figures. If you haven't studied this new Survey, you're missing some really valuable information. Shall we send you your copy?

**WHO**

*for IOWA PLUS!*

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives
On October 1, the New WBAL will become a basic member of the NBC-Red Network.

In addition, the New WBAL will broadcast such popular programs as Lowell Thomas, Cavalcade of America, Xavier Cugat, Grand Central Station, the General Mills Hour, Burns and Allen, Hap Hazard, and others. In other cities some of these "purple" programs are on the Red Station, some on the Blue. In Baltimore, they are all concentrated on WBAL.


With its new, full-time 50,000 watt transmitter delivering an excellent signal to an estimated effective coverage area containing more than six million people, this program schedule will make the New WBAL more than ever "One of America's Great Radio Stations" and the basic advertising medium in this rich area for the great names in local and national advertising.
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Circles Are Round...

...not a very sage observation, you say, but be patient, we're leading up to something.

Standard Program Library discs are circles—perfect ones. (We're creeping up to our point now—be there any paragraph.) And what makes our discs go "circling" round on turntables in well over 300 stations, is the fact that the Standard Program Library "en-circles" the musical requirements of radio stations... completely. (Got there, didn't we?)

For instance, take the way in which we've been meeting the dance band requirements of our station subscribers. Wasn't it just last month that we added Dave Rose and his Orchestra, as well as Abe Lyman and Will Osborne to our already great circle of name bands? And we circle right back to give more of the same this month.

What's more, we keep right on adding new tunes by dance bands after our first releases, so's our stations will have enough selections by each orchestra to do a "name" program series. It's pretty important, that follow-through.

In case you'd like to tie-in with the current "V for Victory" campaign, you will be interested to know that our Super Sound Effects disc No. 57 contains a series of V's in Morse code—three dots and a dash.

Maybe—and mind you we're just suggesting this—maybe you'd like to join our circle of subscribers? If so, just write us today for the full story of Standard Tailored Transcription Service, Standard Spot-Ads and Standard Super Sound Effects!

PROOF OF LEADERSHIP... IN OUR DAILY MAIL

ARE THE TRANSCRIPTIONS you offer your listeners merely taken for granted?... or are they so vital, so commanding in scope and musical quality that they draw expressions of appreciation from sponsors and listeners alike?... Standard subscribers often receive favorable comments from their audiences... indicating that listeners appreciate the difference between superb musical entertainment and "just music"... The Standard Program Library has what it takes to win and hold audiences... showmanship, variety, musical excellence... explaining why the largest list of active subscribers say "Yes" when asked:

"Are Your Transcriptions Up to Standard?"

Welcome to:
KROS—Clinton, Iowa
WCRS—Greenwood, So. Carolina
WLBJ—Bowling Green, Kentucky
KFMB—San Diego, Cal.
WMIB—Chicago
WBBB—Burlington, No. Carolina
KROC—Rochester, Min.
When you think of

New Orleans

you think of:

The Gateway to Latin America

and

WWL

New Orleans

50,000 Watts
(CLEAR CHANNEL)

The greatest selling POWER in the South’s greatest city

CBS Affiliate National Representative - The Katz Agency, Inc.

BROADCASTING
The Weekly Newsmagazine of Radio
Broadcast Advertising

September 1, 1941

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BUSINESS OPPORTUNITIES: Farm income is up over 40 points over last year. Farm overhead has risen only 6 points. Invest in KFAB now, to sell this bigger, wealthier market!
I
Their covens are alike, they look identical, but only one is a best seller.

YOU CAN'T JUDGE A BOOK BY ITS COVER OR A RADIO STATION BY ITS POWER

Power is only one consideration in radio. Important, but much more so when its supplemented with a low frequency. Take 50,000 watt WSM for instance. Here's power, to be sure, but this power is enhanced and strengthened by an unusually low frequency. A clear channel on 650 kilocycles thrusts your message farther, deeper into wide areas—this means greater coverage for your dollar. Then, too, there's a talent versatility and popularity that gets and holds audiences. You can't measure that in terms of watts. Consider, and compare WSM with any radio station. You'll find WSM a best seller for you.

WSM thrusts your message into the heart of America's fastest growing market—the South. 70% of America's rayon; 67% of the nation's crude oil; 100% of the bauxite—all are produced in this great market—where agriculture alone is a $500,000,000 industry.
Their covers are alike, they look identical, but only one is a best seller

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HARRY L. STONE, Gen'l Mgr.

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES. EDWARD PETRY & CO., INC.
MEET NORTH CAROLINA'S NO. 1 SALESMAN!

Few people seem to know it, but North Carolina is the South's No. 1 State—leads the nine other southern states by wide margins in both industry and agriculture.

Until very recently, radio advertisers could cover this highly important market only by using a number of radio stations, each too small to do a job over the entire area. But now Station WPTF, at Raleigh, broadcasts on 50,000 watts, at 680 K.C.—gives you most of North Carolina, at one surprisingly low cost!

Low cost is only one of the angles from which you must judge any radio station (or salesman). The other is the sales volume it (or he) can produce for you. By both tests, Station WPTF is North Carolina’s No. 1 Salesman. Ask your Agency to ask the Colonel!

WPTF
RALEIGH, N. C.
50,000 Watts . . . 680 K. C. . . . N.B.C. Red

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932
Net Rules Halted: Argument Set Sept. 12

Action Taken After Network Threat To Litigate

TACITLY ADMITTING a breakdown in its protracted negotiations with the major networks toward a compromise in clashing chain-monopoly regulations, the FCC last Thursday averted another broadcasting crisis by indefinitely postponing the Sept. 16 effective date of the regulations and authorizing wide-open oral arguments Sept. 12 on their reasonableness.

After the FCC law department had been advised of the intention of NBC and CBS to file suits challenging the FCC’s jurisdiction over contractual relationship between networks and affiliates and to join enforcement of the regulations, Acting Chairman T. A. M. Craven announced the sudden action.

Chairman James Lawrence Fly, in St. Paul attending the annual convention of the National Assn. of Railroad & Utilities Commissioners, approved the action.

No Effective Date

While the Commission did not specify a new effective date, it stated that the twice-postponed regulations “will not be placed in effect with respect to existing affiliation contracts, or network organization station licenses, or the maintenance of more than one network by a single organization” until disposition of the oral arguments.

Assurances that the FCC will not summarily invoke modified regulations following the oral arguments were given the industry by Acting Chairman Craven late Thursday afternoon.

Comdr. Craven discussed the matter with Chairman Fly by telephone, after which he issued a statement that broadcast licensees “will be afforded opportunity to adjust their operations to accord with rules with respect to chain broadcasting, following the Commission’s scheduled Sept. 12 oral arguments on the petition of MBS to amend the same.” He added that “reasonable time will elapse after disposition of this and any other petition offered on that occasion before making such rules effective.”

While there was no explanation of what would constitute reasonable time, it was thought this would be a minimum of two weeks, or possibly a month.

Action was taken on the basis of the petition of MBS, filed Aug. 14 after the rupture in conversations between Chairman Fly and the three of NBC, CBS and MBS had developed Aug. 7. MBS did not request oral argument but simply sought amendment of the regulations, most controverted of the eight regulations.

Chairman Fly previously had rejected this proposal, after which he had delivered to the networks a virtual take-it-or-leave-it ultimatum. He had proposed a time-option formula in substance setting up three-five-hour segments for each broadcast day, with two hours in each bracket to be exclusively optioned to a particular network, with the balance free station time.

All three networks opposed this arbitrary provision.

Because of the magnitude of the issue, it is likely that requests for postponement of the Sept. 12 oral argument date will be sought. Many of the principals would just be returning from their vacations and would not have sufficient time to prepare advance briefs or detailed arguments, it was thought.

Craven Issues Order

Comdr. Craven was the only commissioner in Washington when the action was taken. He issued the public notice on the oral arguments after consultation with acting General Counsel Thomas E. Harris, who had participated in the network-FCC conferences as alternate for General Counsel Telford Taylor.

Participants in the conferences, which began last June following hearings on the White Resolution to curb the FCC’s activities, were William S. Paley and Edward Klauber, for CBS; Niles Trammell and Frank E. Mullen or William S. Hedges, for NBC; Louis G. Caldwell, counsel, and Fred Weber, general manager, for MBS.

Acting Chairman Craven authorized issuance of the following public notice sent to all stations and networks:

On Aug. 14, 1941, MBS filed with the Commission a petition requesting it to amend its regulations dealing with network option time and the term of affiliation contracts. This petition has been set for oral argument before the Commission en banc on Friday, Sept. 12, 1941 at 10 a.m. at a place hereafter to be announced.

At that time the Commission will hear oral arguments from the three networks—CBS, NBC, and MBS, and by any other licensees and network organizations who desire to be heard with respect to the chain broadcasting regulations as promulgated, the Mutual

Radio Tax Out, Franchise Idea Studied

Senate Committee May Support Substitute Industry Levy

DESPITE announcement last Wednesday by Chairman George (D-Ga.) that the Senate Finance Committee has voted to delete from the 1941 Revenue Act, the House-approved 6-15% tax on radio’s net time sales over $100,000, the shadow of some sort of franchise tax for radio and communications facilities appears increasingly evident.

In announcing the committee’s action, Senator George revealed that the finance panel had not even up the idea of taxing broadcast facilities and had instructed the Treasury Department and the Joint Committee on Internal Revenue to study the possibility of a franchise tax.

Delay for Research

It was indicated that the committee not only had agreed to look into the franchise tax proposition in an exploratory way, but also that the continuance was in favor of such an impost, laid out along the “cost of regulation” lines recommended by FCC Chairman James Lawrence Fly at an Aug. 18 appearance at the Senate hearings. (Continued on page 50)
Net Rules Halted; Argument Set Sept. 12

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While the Commission did not specify a new effective date, it stated that the twice-postponed regulations "will not be placed in effect with respect to existing affiliation contracts, or network organization station licenses, or the maintenance of any license by a single organization" until disposition of the oral arguments.

Assurances that the FCC will not summarily invoke modified regulations following the oral arguments were given the industry by Acting Chairman Craven late Thursday, after several inquiries.

Comdr. Craven discussed the matter with Chairman Fly by telephone, after which he issued a statement that broadcast licensees "will be afforded opportunity to adjust their operations to accord with rules with respect to chain broadcasting, following the Commission's scheduled Sept. 12 oral arguments on the petition of MBS to amend the same". He added that "reasonable time will elapse after disposal of this and any other petition offered on that occasion before making such rules effective".

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All three networks opposed this arbitrary provision.

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At that time the Commission will hear oral arguments on MBS, and any other licensees and network organizations who desire to be heard with respect to the chain broadcasting regulations as promulgated, the Mutual Radio Tax Out, Franchise Idea Studied

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In announcing the committee's action, Senator George revealed that Finance Committee had reached the idea of taxing broadcast facilities and had instructed the Treasury Department and the Joint Committee on Internal Revenue to study the possibility of a franchise tax.

Delay for Research

It was indicated that the committee not only had agreed to look into the franchise tax proposition on an exploratory basis, but also that the consensus was in favor of such an impost, laid out along "cost of regulation" lines recommended by FCC Chairman James Lawrence Fly at an Aug. 19 appearance at the Senate hearings [BROADCASTING, Aug. 25]. Although Chairman George indicated the idea definitely would be considered, he indicated also that there was little chance of considering it with the pending bill.

Chairman George also has appointed a special two-man subcommittee to look into the radio franchise tax proposition - Senators Prentiss Brown (D-Mich.) and Danaher (R-Conn.). It is understood that Senators Brown and Danaher are considering a plan, calculated to raise about $1,000,000 annually, based on the quarter-hour rate of individual stations rather than on wattage or other considerations. This would be a franchise rather than an income tax.

It is thought the Treasury Department would not be able to complete such a study for at least a month, probably until October at the earliest, although conceivably a survey could be rushed through in time for consideration of a franchising tax by the upper house before debate on the Revenue Act has ended in the Senate. Chairman George indicated the question likely would be considered in connection with a later revenue measure.

Besides deleting the proposed radio tax, the Senate committee also eliminated the House-approved billboard space tax, which along with the radio levy drew heavy fire from agency, media and advertiser groups during Senate hearings. Industry and advertising were quick to:indicate opposition, but not to threaten any walkout in opposition, since even with the Senate knocking out the controversial levies, they still must be threshed out in House-Senate conferences after the Senate completes its action on the bill.

Labor Opposition

In view of Chairman George's announcement that the franchise tax proposition was being studied, it was thought that chances of securing approval of the radio and billboard tax deletion in conference have improved. Assurance that some sort of tax is being contemplated for radio will mollify enough radio-tax proponents to allow complete deletion of the proposal from the finished bill, it is thought.

Regarding by observers as the clincher in the case against the radio tax was the testimony of W. C. Hushing, chairman of the legislative committee of the American Federation of Labor, during the final hours of the Senate hearings on Aug. 23. Previously a united front of agency, media and advertiser organizations had melted und...

(Continued on page 50)
petition, or any other modification of any of the chain broadcasting regulations which those appearing desire to propose. Those appearing to be heard are requested to file appearances with the Secretary of the Commission on or before Sept. 10. Written briefs may be filed on or before Sept. 12.

The chain broadcasting regulations will not be placed in effect with respect to existing affiliation contracts or network organization station licenses, or the maintenance of licenses by more than one network by a single network organization, until after the disposition of theMutual petition and of any other which may be filed.

Whether NBC and CBS, in the light of the postponement, immediately will file suits challenging the FCC's jurisdiction was conjectural. It was thought such a move might be ill-advised, since they will not have exhausted their legal remedies before the FCC prior to setting of an actual date for the regulations. On the other hand, there was possibility that following the oral arguments, the Commission might be disposed of the post-termination indefinitely the effective date of the regulations, pending an adjudication of the question of its jurisdiction based on the contemplated suits.

Long Newspaper Hearing

Commissioner Craven said he had designated the Sept. 12 date for oral arguments because it appeared to be the only convenient time allowing due notice to parties in interest. The September oral hearings will reopen Sept. 17, he pointed out, and may run several weeks. The Commission's action alleviates immediate tension in industry circles. The networks had been notified by numerous affiliates that they would not be in a position to continue existing affiliation contracts if the rules remained as drafted, to become effective Sept. 16. In many cases, however, affiliates had advised the networks they would be disposed to continue their relationship without contract but under a "gentleman's agreement," to remain in effect until there is a final adjudication.

Similarly, pressure upon NBC to dispose of the Blue Network under the regulation banning dual network service, likewise is temporarily ameliorated. In fact, all of the eight rules are suspended indefinitely.

While the Commission did not state that oral arguments would go to the question of the reasonableness of the regulations, it made the near-term order sufficiently broad to warrant such a deduction. Not only MBS, which filed the only petition before it, but any other licensee or network organization can appear to cover over the remaining broadcasting regulations as promulgated, as well as any other modification which they may propose relating to the network service at field.

The law department was also authorized to confer with John J. Burns, chief counsel for CBS, and John T. Cahill, head counsel for NBC in connection with the proposed litigation, so that procedure could be agreed upon. MBS, through Mr. Caldwell, has not indicated any intention of filing suit. It is understood the postponement followed a conversation between Judge Burns and Mr. Harris, at which time the CBS chief counsel notified him of his intention of filing suit promptly.

New Effective Date?

It is presumed the Commission will consider the matter of a new effective date after disposition of the oral argument, because the decision of the networks on the timing of the jurisdictional suits unquestionably will have a bearing on this ultimate action. NBC and CBS originally had planned to file their suits—probably in the New York Federal courts—between Sept. 2 and 10 because of the court rules requiring at least five days' notice [Broadcasting, Aug. 18-25].

The postponement action obviates the necessity of intervention by Chairman Wheeler (D-Mont.) in the proceedings. He originally had used his good offices in bringing Chairman Fly and the network executives together for the conferences. Senator Wheeler left from Washington last week-end for a series of speeches in the West. It was stated in his office that he probably would not return to Washington until latter September, but that he could be contacted by telephone in the event another "crisis" developed.

More Candy Spots

ROCKWOOD & Co., Brooklyn (Choc-so-candy), in September and October is adding WGR, KDRA and WSBT to the three stations already signed to carry three weekly participations on homemaking programs. Those three are WOR, KJH and WLS, Agency is Federal Adv. Agency, New York.

WINCHELL LEADING SECTIONAL SURVEY

WALTER WINCHELL'S Sunday evening Jeppen's Journal broadcast of news and gossip was the most popular program with southern and western listeners during May, June and July; TV's Alfred Family was tops with eastern audiences and Bob Hope was first in the North Central region during that period, according to the Hooper Sectional Ratings Report. The service shows quarterly ratings of Red, Blue, CBS and MBS programs in the four geographic areas, under four headings, "Sets in-Use," "Remote Listening," "Available Audience" or the percentage "at home and awake," and "Average Rating per Household." The proportion of the available audience which is actually listening.

The Winchell program on the Pacific Coast at 8:15 p.m. Sundays had top network rating with 23.4%, and that time on the Coast also had the largest percentage of sets tuned in at 21.7%. Nor did any Red program carry as much traffic during that time, with the Coast's 15.9% of households listening. Monday was the peak day on the Coast. Greatest recruiting efficiency was found in the West on Thursdays between 9 and 9:30 p.m., when Major Bowes and Bing Crosby were both on.

Arguments Filed In ANPA's Appeal

Hanson Submits 21 Points in Contesting FCC Subpoena

CARRIVING ON procedural details in connection with the appeal of an Aug. 15 opinion of Justice James W. Morris, of the U. S. District Court for the District of Columbia, Rifka Hanson, ANPA counsel, last Tuesday filed with the district court a statement of 21 points to be relied upon in appealing Justice Morris' action in upholding the FCC position that it has the power to subpoena witnesses in connection with general hearings along lines of the newspaper-ownership inquiry.

Under the Aug. 15 opinion and through an order subsequently signed by Justice Morris, James G. Stahlman, publisher of the Nashville Banner and former ANPA president, would be required to answer a subpoena to testify at the New York investigation, now scheduled to reopen Sept. 17 [Broadcasting, Aug. 18]. Mr. Hanson, acting as counsel for Mr. Stahlman, on Aug. 21 filed notice with the court that he would carry the case to the U. S. Court of Appeals [Broadcasting, Aug. 25].

Long Delay Seen

Under established procedure Mr. Hanson has 40 days from the time of filing the notice of appeal with the district court to file a complete record of the case with the court of appeals. An additional 50-day extension also may be granted by the lower court. In view of this, it is not thought the court of appeals will hear the case before November.

In his statement of points for appeal Mr. Hanson followed the line of his argument before Justice Morris, that the FCC did not have the power to conduct the newspaper-ownership inquiry, and since this was illegal, it had no power to subpoena Mr. Stahlman, he said. The case is now with the Public Relations Office of the Navy as a lieutenant commander, to appear at the proceeding. The case is regarded by Mr. Hanson as the testing of the investigatory and subpoena powers of an administrative agency such as the FCC.

Disc Repeat for Benny

GENERAL FOODS Corp., New York (Jell-O), resuming the weekly NBC Jack Benny Show on Oct. 5 will release the West Coast repeat disc for release on a growing group of Pacific Blue stations, Sunday, 8:30-9 p.m. (PST), with the early live broadcast being heard first on station KHJ, 1270 kHz, in Los Angeles.

Parkway Net Series

petition, or any other modification of any of the chain broadcasting regulations which those appearing desire to procure. Those appearing to be heard are requested to file appearances with the Secretary of the Commission on or before Sept. 15. Written briefs may be filed on or before Sept. 22.

The chain broadcasting regulations will not be placed in effect with respect to existing affliated contracts or network organization station licenses, or the maintenance of more than one network by a single network organization, until after the disposition of the Mutual petition and any of other which may be filed.

Whether NBC and CBS, in the light of the postponement, immediately will file suits challenging the FCC's jurisdiction was not stated. It was thought such a move might be ill-advised, since they will not have exhausted their legal remedies before the FCC prior to setting of an actual effective date for the regulations. On the other hand, there was possibility that following the oral arguments, the Commission might postpone indefinitely the effective date of the regulations, pending an adjudication of the question of its jurisdiction based on the contemplated suits.

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Similarly, pressure upon NBC to dispose of the Blue Network under the regulation banning dual network service, likewise is temporarily ameliorated. In fact, all of the eight rules are suspended indefinitely.

While the Commission did not state that oral arguments would go to the question of the reasonableness of the regulations, it made the appearance order sufficiently broad to warrant such a distinction. Not only MBS, which filed the only petition before it, but any other licensee or network organization can appear to cover questioned chain broadcasting regulations as promulgated, as well as any other modification which they may propose relating to the network proposed to be fielded.

The law department was also authorized to confer with John J. Burns, chief counsel for CBS, and John T. Cahill, head counsel for NBC, in connection with the projected litigation, so that procedure could be agreed upon. MBS, through Mr. Caldwell, has not indicated any intention of filing suit. It is understood the postponement followed a conversation between Judge Burns and Mr. Harris, at which time the CBS chief counsel notified him of his intention of filing suit promptly.

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FINAL DETAILS of a novel program get a last-minute checkup by NBC and Wade Advertising Agency staff aboard the 92-foot power cruiser, Marilyn, on the Chicago lakefront. Claimed as the first commercial broadcast from a privately-owned boat, the Aug. 17 Morris B. Sachs Amateur Hour postcard was on the air from the lawn of135-foot tree playing host. Left to right are Byron Speirs, NBC engineer; James Campbell, NBC announcer; Morris B. Sachs, sponsor; Charles Lyon, m.c. of the Amateur Hour; Bill Jones, of the Wade agency, which produces the show; Marian Nolan, of the agency; A. D. Scott, NBC director; Larry Davidson, of the agency; and Mel Sitzel, orchestra conductor (standing). All seem to be enjoying the stunt.

WINCHELL LEADING SECTIONAL SURVEY

WALTER WINCHELL'S Sunday evening Jerey's Journal broadcast of news and gossip was the most popular program with southern and western listeners during May, June and July; The Alfred Fox Pimpert with tops with eastern audiences and Bob Hope was first in the North Central area. Washington was dead last, according to the Hooper Sectional Ratings Report.

The service shows quarterly ratings for Red, Blue, CBS and MBS programs in the four geographic areas, under four headings, "Set Facilities," "Sets Filing," "Available Audience" or the percentage "at home and awake," and "Reducing Audience." "Available Audience" is the proportion of the available audience which is actually listening.

The Winchell program on the Pacific Coast was at 6:15 p.m. Sundays had top network rating with 29.4%, and that time on the Coast also had the "Available Audience," 39.7%, for the quarter. Highest available audience was found in the North Central area between 7 and 7:30 Monday evenings, when 86.0% were at home and awake. Highest recruiting efficiency was found in New England, Thursdays between 9 and 9:30 p.m., when Major Bowes and Bing Crosby were both on.

Parkay Net Series

KRAFT CHEESE CO., through Needham, Louis & Brophy, that city, on Aug. 21 started for 20 weeks, The Great Gildersleeve, on 28 NBC-Red stations, Sunday, 8:30-7 p.m. (EDST). Series stars Harold Peary, supported by Walter Tetley and Lucrene Tuttle. Leonard Levinson writes the serial. Musical background is provided by WJM with Randolph's orchestra. Cecil Underwood is agency producer. Jim Ban- who, with Wilson Edwards doing cut-in commercials.

Arguments Filed In ANPA's Appeal

Hanson Submits 21 Points in Contesting FCC Subpoena

CARRYING details of the new appeal in connection with the appeal of an Aug. 15 opinion of Justice James W. Morris, of the U. S. District Court for the District of Columbia, Charles Hanson, ANPA counsel, last Tuesday filed with the district court a statement of 21 points to be relied upon in appealing Justice Morris' action in upholding the FCC position that it has the power to subpoena witnesses in connection with general hearings along lines of the newspaper-ownership inquiry.

Under the Aug. 15 opinion and through an order subsequently signed by Justice Morris, James G. Stahlin, publisher of the Nashville Banner and former ANPA president, would be required to answer a subpoena to testify at the newspaper-ownership investigation now to be reopened Sept. 17 [Broadcasting, Aug. 18]. Mr. Hanson, acting as counsel for Mr. Stahlin, on Aug. 21 filed notice with the court that he would carry the case to the U. S. Court of Appeals [Broadcasting, Aug. 25].

Long Delay Seen

Under established procedure Mr. Hanson has 40 days from the time of filing the notice of appeal with the district court to file a complete record of the case with the court of appeals. Any extension also may be granted by the lower court. In view of this, it is not thought the court of appeals will hear the case before November.

In his statement of points for appeal Mr. Hanson followed the line of his argument before Justice Morris, maintaining that the FCC did not have the power to conduct the newspaper-ownership inquiry, and since this was illegal, it had no power to subpoena Mr. Stahlin, who is publisher in the duty of the Public Relations Office of the Navy as a lieutenant commander, to appear at the proceeding. The case is regarded as a test of the investigatory and subpoena powers of an administrative agency such as the FCC.

Disc Repeat for Benny

GENERAL FOODS Corp., New York (Jell-O), resuming the weekly NBC Jack Benny Show on Oct. 5 will release the West Coast repeat in a group of nine Pacific Blue stations, Sunday, 8:30-9 p.m. (PST), with the early live broadcast being heard transacted to the eastern part at 7:30 p.m. (EST). Live broadcast will simultaneously be heard on the West Coast, east of a certain time zone. The Benny has long sought to get away from his West Coast repeat, and reportedly has made many efforts to the West coast. Just how many Blue stations will take the transcribed programs was not known at this writing. Agency is Young & Rubicam, New York.
NBC Deal Progresses; Action Possible by End of Week

ADDITIONAL protective clauses in the proposed contract form, which would permit the use of ASCAP music to the NBC networks for the first time since last Jan. 1 must still be provided before the NAB executive committee will recommend to the industry that the formula for a truce in the copyright war appears satisfactory.

Following a two-day session in New York last Wednesday and Thursday, the committee suggested a series of changes in the proposed contract, designed to provide greatest possible protection for the industry and still conform with the requirements of the copyright-content decrees.

NAB President Neville Miller and possibly other members of the seven-man executive committee are to return to New York Sept. 2 to review the revised contracts and, after telephone contact with other members of the committee, plan to issue a statement recommending the agreement, if the additional safeguards are adequately provided.

May Sign Within Week

With officials of both NBC and ASCAP expressing confidence there will be no further hitches, it was predicted that NBC President Niles Trammell and ASCAP President Gene Buck probably would sign the network form of contract prior to the end of the week. In substance, it will provide a blanket commercial license fee of 2% of net time sales for the network and specify 2 1/2% of net time sales for stations. The alternative station-per-use contract would specify 8% of net time sales, with payments only on programs using ASCAP music.

It is estimated the new terms, if applied to the entire industry, would give ASCAP an annual revenue from radio of about $3,000,000, as compared with the $4,200,000 estimated figure under the terms agreed to last May by MBS and as against approximately $5,100,000 paid to ASCAP by the industry in 1940 under the old 5% contract.

Changes in the form of basic contract suggested by committee members immediately were taken up with ASCAP Thursday by Mark Woods, NBC vice-president and treasurer; Paul W. Morency, WTC, Hartford, as a member of the executive committee, and President Miller, who was present at ASCAP's invitation, marking the first time he had counselled with ASCAP representatives since the breach of last year.

It was stated that some progress had been made and that Robert P. Myers, NBC copyright attorney, and Herman Finkenstein, ASCAP counsel, worked until the small hours Thursday and again on Friday in drafting the new language.

These revisions, it is understood, will make it clear that networks or stations can shift from blanket license to per-use, or vice versa, anytime during the nine-year life of the contract. It also was agreed that the proposal would be available to stations for the entire nine-year period, without change in rate. Adequate provision likewise is being made for clearance of transcriptions at the source, just as network programs will be cleared.

Five Forms Drafted

Some five different forms of contract, covering networks and single stations, under either blanket or per-use formulas, have been drafted. The ASCAP Board on Aug. 1 announced it had approved the form of the proposed contract with NBC, following a week of almost constant negotiations. Since that time, conversations have been going forward on ASCAP's and its affiliate's bases, as well as NBC, in connection with precise terms.

CBS was represented at the executive committee sessions by Edward Klauber, executive vice-president, and Julius Brauner, of its law department. It is understood the network is not planning to take the initiative in reopening negotiations with ASCAP, taking the position that it had already made ASCAP an offer which as yet has not evoked a reply nor a counter-offer.

Await NAB Action

Although there has been unfavorable reaction from a substantial number of broadcasters to the ASCAP form of contract, it nevertheless was felt that once the NAB Executive Committee specifies its sympathy with the NBC terms, it will become the pattern for the industry as a whole. Those networks and stations which already have signed with ASCAP have been given "most favored nation" clause protection, and contracts automatically will be readjusted to conform with the NBC formula, admittedly the best thus far under consideration since the rupture with ASCAP last year.

The NAB committee, which met at the Hotel Roosevelt, had six of the seven executive committee members present, along with several other industry observers. In addition to NAB President Miller and Mr. Morency, the committee members were John Elmer, WCBB, Baltimore; Don S. Elias, WWNC, Asheville; James D. Shouse, WLW, Cincinnati, and John J. Gillin Jr., WW, Omaha. William H. West Jr., WTMV, East St. Louis, Ill., was the only member absent. Also sitting in were Messers. Klauber and Brauner of CBS; NBC vice-president Woods, Frank M. Russell and Sidney N. Sprotz, and NBC attorney Myers and C. E. Arney Jr., assistant to the president of the NAB.

The fact that the contract must now be ratified by a new ASCAP board presents another possibility for an upset. The old board, which had ratified the agreement reached by negotiations between the ASCAP radio committee and NBC executives, held its last meeting Aug. 25, since when ASCAP's first election of board members by the society's general membership has been completed.

Twelve of the 24 seats on the board were declared vacant for the election, which resulted in the rejection of seven incumbents and the election of five former board members by new persons. Of the six writers-members elected, Deems Taylor and Otto A. Harbach were reelected for three-year terms, and Oley Speaks, for two years; new writer board members are Richard Rodgers and L. Wolfe Gilbert for three-year terms and Gottlieb for one year.

The six publisher members elected include newcomers, R. F. Murray for three years and A. Walter Gipson, while Walter S. Fisher, J. J. Robbins and J. J. Bregman were re-elected for three years and Gustave Schirmer for two years.

New ASCAP Board

The temper of the new members is still undetermined, but it is no secret that the approval of the agreement with NBC by the old board was by no means unanimous and that if the five new members should side with the opposition faction their combined weight might be enough to make the new board a real force and bring about a decision to sign a deal with the broadcasters and go ahead with the projected damage suit against NBC, CBS, NAB and BMI.

Failure of the NAB thus far to follow IRNA's example in approving the NBC-ASCAP deal has added to the conviction of one faction of ASCAP members that the broadcasters are making motions to stave off this suit but that they intend to find ways of keeping ASCAP music off the air as long as possible, probably until the end of the year. That is the immediate return of ASCAP music as well as blocking legal action from ASCAP.

Big Tornado Drive

LYDIA E. PINKHAM MEDICINE CO., Laconia, N. H., started the largest spot campaign in its history for its vegetable compound using one-minute electrical transmissions to 18 stations weekly on 184 stations throughout the country. Agency is Erwin, Wasey & Co., New York.

WHEN A TORNADO wrecked two towers of KMBC, Kansas City, Aug. 25, one of the towers, 544 feet high, fell on this house, 250 feet from the tower base. The antenna broke in the center before falling. Occupants of the house narrowly avoided injury [see story on page 42].
NAB Seeks Safeguards in ASCAP Pact

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Failure of the NAB thus far to follow IRNA's example in approving the NBC-ASCAP deal has added to the conviction of one faction of ASCAP members that the broadcasters are making motions to stave off this suit but that they intend to find ways of keeping ASCAP music off the air as long as possible, probably until the end of the year and certainly until the end of the third quarter. The NBC negotiations are designed, this faction believes, to impress both ASCAP and the advertisers with the idea that progress is being made, thus keeping the sponsors from insisting for the immediate return of ASCAP music as well as blocking legal action from ASCAP.

Big Pinkham Drive

LYDIA E. PINKHAM MEDICINE CO., Ltd., Sept. 1 started the largest spot campaign in its history for its vegetable compound using 549 air上官s. The Pinkham story was covered in 15 time sales by 16 states throughout the country. Agency is Erwin, Wasey & Co., New York.
Higher Phone Tax
To Affect Industry

Long-Distance Levy Doubled
By Senate Committee

DOUBLING of the excise tax on use of long-distance telephone cir-
cuits has been under discussion by the Senate Finance Committee
since the last session of Congress, and in the meantime the Finance
Committee has proposed a bill which will raise the present 5½
per cent on long-distance telephone service to 10 per cent. The
House, in the meantime, has taken no action on the legisla-
tion. The Senate Finance Committee bill was reported by the
Senate Committee on Finance on June 5. It would add to the oper-
ing expense of broadcasters, large users of telephone facilities.

By in addition to approving House schedules on excise imposts on ra-
dio receiver and parts sales, raised from the former 5½% to 10%, the
Senate committee would act on the use of telephone facilities, such
as the long-distance lines used in broadcast service, from 5½% to 10%.

With many stations paying from several hundred more to a thou-
sand dollars monthly in telephone and line charges, the 10% levy
would amount to a sizable sum for individual operators. It is esti-
imated that the cost of telephone service to radio stations and
networks will amount to about $4,000,000 a year, with an average
charge per station of about $800.

With the Senate bill still in the conference committee stage, the
House bill is yet to be taken by the Senate and by House and Senate
conferes.

Local Service Tax

Although the Senate committee voted for a rate of 10% on all
general circuits and burglar alarm systems from the tax on
communications, it approved a flat 10% levy on long-distance tele-
phone calls, telegrams, radiograms and cables. It doubled the House
rate of 5% on local telephone bills, and voted a 10% tax on leased wire
talking services. The Senate bill provided a 5-cent tax on messages
and conversations costing between 25 and 50 cents, and an additional
5-cent charge per 50 cents above the initial half-dollar toll.

Tuthill Reported Buyer

Of NBC Artist Service

TUTHILL, Daniel S., assistant manager of NBC's program and
talent sales division, is reliably re-
ported to be in the conference nego-
tiations with the network for the ac-
quision of its talent management
operations, but as BROADCASTING
went to press no confirmation could be obtained from either Mr.
Tuthill or NBC.

Deal includes both the popular
talent division, covering work in
radio, movies and personal appear-
ances in theaters, nightclubs and
the concert service, covering appear-
ances in concert and opera.

NBC will continue to use the
services of its own program and
concert service and it will continue
to handle its own package shows, such
as Information Please, Vic & Sade,
Fibber McGee & Molly, etc., which the
network has written, cast and produced itself for sale to sponsors as
complete programs.

Freed Names Fertig

FREED RADIO Corp., New York, manufacturer of Freed-Eisenmann
FM radio phonograph combination sets, has announced that R. S.
Fertig & Co., New York, to handle its
advertising. The company has used radio to promote its FM sets, but
future plans have not been made.

FOREIGN LANGUAGE MARKET

Why should a "national ad-
vertising build up small foreign-
language markets?"
Their message reaches
every possible potential buyer
through regular pages of chan-
cells. Small markets and special
campaigns are more trouble than
they are worth.

These were the arguments set
forth by a national advertiser in
1932 when approached by the
Joseph Jacobs Jewish Market Or-
ganization. True, they had spent
some money for advertising in the
Jewish press, but a special radio
program for the Jewish market
would be superfluous. The general
message served for all groups.

A Distinct Group

But Joseph Jacobs, head of the
New York firm bearing his name,
had some figures and arguments to
counter. New York City, he pointed
out, has over 1,000,000 Jews who
spend $1,000,000 a year on vari-
ous products. And the Jewish
market was a separate and distinct
field without direct supervision from the
foreign language group.

Many of them still lived by
dietary laws which had been func-
tious for thousands of years.
Their concern was whether certain foodstuffs were "kosher"—meaning
conforming to certain age-old laws.
Here was a spending potential of
$1,000,000 which had to be given a special nod.

"Take any product as an example
—Maxwell House Coffee," he argued.
The general advertising message
might stress freshness, packaging.
Though this is important to the
Jewish market, it would hold little
selling value. But describe that
same product as "kosher" for uses
on Passover and it could be turned
to a best-seller on the Jewish store-
shelves overnight.

The record speaks for Jacobs' argu-
ments. Over 400,000 pounds of
Maxwell House coffee are now
sold during the seven-day Passover
period. The list can be multiplied manyfold with cleanser, salt, short-
ening, and oil, etc.

And Then Success

The Joseph Jacobs Organization
had been functioning in this market
for more than 20 years. During that
period it had served as the ad-
vertising department for all the
Jewish dailies in New York City.
It decided to enter the radio field in
1929.

For years it went along with
moderate success, advancing these
same arguments gaining a sponsor
here and there but still convinced
the market had a far greater value
than national advertisers recog-
nized.

Then something happened. Radio
men began to sit up and take notice.
One after another national adver-
sers appeared in the Jewish field,
all placed through the Jacobs' or-
ganization. WEVD and WMCA
were carrying several Jewish pro-
grams daily for national sponsors.

After many dormant years, Joseph Jacobs came direct to the
advertising agencies handling na-
tional accounts. He proposed to operate with and through them as
an advisor and counsel for the
Jewish market in New York. Part
of the sponsor's appropriation
would be turned over by the agency
handling the account to the Jacobs
Organization to be used for the
Jewish field. The firm acted as the
intermediate functionary between
the manufacturer and the Jewish
trade and public.

Success was immediate. In a
single announcement, the Joseph
Tetley Tea Co., one of the first
sponsors under the new setup, drew
more than 7,000 replies. Others
took notice. B. T. Bobbit Inc., New
York, manufacturers of cleanser,
became a sponsor of a Jewish pro-
gram, as did Kemp Bros. Packing
Co., Frankfort, Ind., for its Sun
Rayo; Tomato Juice, Best Foods
Inc.; New York, for Hellmam's
Mayonnaise; R. B. Davis, Hobo-
ken, for Cocomalt, baking powder,
and others.

All programming, production and
presentation, for the Jewish field
is handled by the Jacobs agency
without direct supervision from the
agency in charge of the account.
Indeed, the success of sponsors
in the Jewish field has been due to
the type of program and advertising
message used. They appealed to
the simple life of the devout, still
living by the dietary laws imposed
by their forefathers. They consist of songs of the synagogue or light humorous
clerihews, the names of the products
with a religious touch, hints to
women around the house emphasizing
the uses of products as they tend to fit into the pattern of every-
day ritual life.

How different the Jewish market
can be demonstrated in the cam-
paign about to be undertaken for
Kotex. Ordinarily a taboo product
on the radio, it will be shown to be
practically the same type of product
used 2,000 years ago and recom-
manded in the Jewish book of cus-
toms and laws. To the religious,
such an appeal is tremendous. Only
a thorough knowledge of the peo-
ple and the field would lead the
Jacobs Organization to attempt
such a campaign.

"The Jewish field is probably
more complicated than any other
foreign language group and cer-
tainly the most unique," Mr. Jacobs
points out. "In addition to knowing
the language and the people, and
they are many and varied—
one must be something of a sociolo-
gist. To a large measure the key
to success in the Jewish field is
knowing the trends of the new and
older generations.

"We have learned that as the
foreign-born become more Ameri-
canized, they get away from read-
ing the Jewish press. Yet that same
group now views a waste for Yid-
dish programs. The potential Jew-
ish listening audience therefore is
much greater than the Jewish read-
ing audience, in the same class.
Returns from announcements show
75% and more written in English
though the announcement was made
in Yiddish.

"The Jewish market is one of the
most important fields in the New
York City area. Certainly it is the
largest and therefore spends the
most money of any of the foreign
language groups. Our job is to ad-
terest the Jewish audience, to tap
this great reservoir through special
appeal of their products."

Burmá-Vita Test

BURMA-VITA Co., Minneapolis,
on Sept. 29 will start a test cam-
paign in Detroit and Cincinnati
for Burma Shave. A varied sched-
ule of one-minute transcribed an-
nouncements, featuring the voice of
Frederick Kerns, NBC trio, will be
placed on practically all stations in both
markets. Hays MacFarland & Co., Chi-
icago, is agency.

STAFF members of KLZ, Denver,
who formed a "One-A-Day" club, and
from the money paid in as
dues comes financing for gifts on spec-
cial occasions or flowers sent to ill staff
members.

STANDARD GOES TO SEA as Skipper Milt Blink (r) co-owner of
Standard Radio, transcription library producers, Chicago, transfers
his office to the bounding main of Lake Michigan, entertaining
Howard Chernoff (at the helm), managing director of West Virginia
Network, and Kay Pyle, manager of KFRI, Wichita.
More Evening Drama, Audience Programs

News, Commentary Series Also Popular

"The 1940-41 winter radio season may be described as the culmination of several incipient tendencies, but—on the other hand—as devoid of any distinct new trends. It was withal a period of ripening. Logically, perhaps, new blossoming could not be expected at such a time, and no new blossoming did come."

That summation is quoted from "Radio Program Audiences—October 1940 to April 1941", semi-annual comprehensive report of the Cooperative Analysis of Broadcasting which, by aggregating the statistics of the CAB semi-monthly reports, gives an over-all picture of trends and developments of network commercial programs.

From the 405,000 completed telephone interviews in 33 major cities during last winter, the CAB notes as significant:

1. The continued decrease in the number of evening variety programs, which, however, continued to command the highest average audience of any type of program while dropping from first to third place in total time-on-the-air.

2. The increase of evening dramatic shows in both numbers and time-on-the-air, which did not affect the average rating as some of the newcomers rated high and some low.

3. A similar increase in evening audience participation programs with the same dispersion in ratings to keep the average steady.

4. A continuation among evening news and news commentary programs of the trend away from stage-screen gossip towards war news.

5. The continuing complete domination of daytime radio by dramatic serials, occupying almost 81% of all time-on-the-air during their part of the day.

News More Popular

In its analysis of special events broadcasts, the report shows that the 1940 World Series broadcasts on MBS had an average rating of 25.2; the football broadcasts averaged 30.1 for the season, and the four major prize-fights averaged 19.2. On the political front, President Roosevelt's last four campaign broadcasts averaged 37.3, as compared to a 21.7 rating for Willkie's four final broadcasts.

1. Keep the average between 5 and 7 p.m. were more popular than in either the 7-9 p.m. or 9-midnight periods, the report states, pointing

HIGHEST RATINGS

Individually, the 10 evening programs with the highest average ratings during the October-April period were:

1. Jack Benny (39.9)
2. Chase & Sanborn (36.9)
3. Fibber McGee & Molly (32.6)
4. Lux Radio Theatre (32.3)
5. Bog Hope (29.6)
6. Aldrich Family (28.2)
7. Kate Smith (26.8)
8. Major Bowes (25.5)
9. One Man's Family (22.5)
10. Flitch Bandwagon (22.3)

During the daytime, the following five programs had the highest individual averages:

1. Ma Perkins (10.2)
2. Pepper Young's Family (9.5)
3. Vic and Sade (9.3)
4. Life Can Be Beautiful (9.2)
5. Woman in White (9.1)

The Metropolitan Opera broadcasts on Saturday afternoons had an average rating of 11.5 for the season.

out, however, that "the lack of listening to news between 7 and 9 may well be due to fewer offerings during that period."

The report also gives extensive data regarding individual program ratings, with breakdowns by geographical areas and by income groups as well as for all listeners.

Regarding the income pattern of the 1940-41 winter evening audience, the report points out that "the radio audience is no homogeneous" and that "programs present a wide range of economic, social and intellectual as well as emotional appeals." Analyzing the audiences to Information Please and the Good Will Hour, programs with obviously "different" appeals, the study shows:

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<th>Season</th>
<th>Income Groups</th>
<th>Average</th>
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<td>Middle</td>
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A change in the CAB method during the last year, whereby the elapsed interval between interview-periods was shortened, makes detailed comparison between last winter and the 1939-40 season impossible. "And yet," the CAB states, "while comparative reckoning is a statistical sin and on the whole could not be recommended as fruitful of anything but error, it does seem evident to the practiced eye of those who compile (Continued on page 46)
Ownership Rule Inspires Dozen Swaps

Drastic Decision Brings Negotiations For Exchanges Among Cities

A SIEGE of station "swaps" involving possibly a dozen outlets in primary markets, as well as a score of others in secondary areas, appears in the offing as the upshot of the FCC's proposed ban on multiple ownership of stations where substantial overlaps of service result.

Since announcement of the tentative rule last Aug. 5, activity has been brisk among station owners who feel they might fall within the purview of the drastic restriction. No deals actually have been consummated, but steps are being taken for quick action should there develop reasonable assurance that the Commission can make the far-reaching order stick.

Perhaps a Fight

The contemplated rule [Broadcasting, Aug. 11] is slated for oral argument before the Commission en banc Oct. 6, under the very general language used in the order (No. 84). Parties in interest, however, are authorized to submit briefs at least two weeks prior to the argument, or by Sept. 22. It is known that several of the parties affected will resist the Commission's move and challenge its jurisdiction to force elimination of multiple ownership under the existing law.

Despite this, several broadcasters already have conferred with FCC Chairman James Lawrence Fly, prime mover of the proposed new rule. He has been of other radical moves affecting broadcasting, regarding the Commission's reaction to station exchanges as a means of compliance. While the Chairman has not been available for direct quotation, it is learned reliably that he indicated the Commission would be disposed to act favorably upon such applications, probably to the extent of approving them without hearing.

To questions as to whether the Commission would be inclined to approve removal of second outlets from existing markets as a means of compliance, the chairman is understood to have said the Commission would be receptive, provided such moves could be achieved technically and the needed service would be provided. In this connection, however, few physical moves appeared likely, because of the generally crowded spectrum in major markets and the competitive aspect.

Virtually all of the owners contacted by Broadcasting appeared inclined toward station exchanges as the best means of salvaging their interests and complying with the forthcoming ban. The most obvious move—sale of the second outlet—was pointed out, generally would prove undesirable because it would become a buyer's market and, despite the six-month leeway allowed by the FCC for "orderly disposition of properties," such transactions nevertheless would take on a forced sale aspect.

Station proprietors obviously affected because of ownership of two or more stations in the same market have been burning up the long-distance lines in attempting to devise tentative transaction solutions. A station in a major market, for example, has scoured the roster to find a station of possibly equivalent status in a parallel market with which to swap. No less than a dozen instances of this nature are known to be in the preliminary negotiating stage.

NBC's Problem

NBC, by virtue of four existing multiple ownership (or operation) overlapping service situations, ordinarily would be most vitally affected. But since it is already under virtual mandate, to which has not acceded legally, to dispose of the Blue Network, the new ban is really a secondary consideration.

NBC owns WEAF and WJZ, 50,000-watt key stations in New York. In Chicago it has WMAQ, fulltime 50,000-watt Red outlet, and WENR, halftime 50 kilowatt. In San Francisco it has KPO, which it owns as a Red key, and KGO, 7,500-watt outlet, which is qualified for 50,000 watts, licensed to it but actually owned by the General Electric Co. In Washington NBC owns the Red outlet, WRC, with 5,000 watts, and holds the license for WMAL, 5,000-watt Blue outlet, but leases it from the Washington Star.

Because it is expected that the Blue ultimately will be sold, with WJZ as the key, and possibly with WENR, no serious problem on the multiple ownership overlap situation is contemplated in either New York or Chicago. In Washington it is assumed the Star ultimately will procure full operating status for WMAL, alleviating that situation. An application to that end already is pending. Thus, it appears, the San Francisco situation is the only problem that would seriously affect NBC on the long haul, under the new rule.

Coast Project

While NBC, following the course it already has undertaken in reserving the right to challenge the FCC's jurisdiction on the entire set of chain monopoly regulations, is expected to resist the new regulation, there is already preliminary talk of a swap on the Coast.

In Los Angeles, KECA, 5,000-watt regional, is owned by Earle C. Anthony Inc. and operates as the NBC-Blue outlet. The big Anthony station, KFI, is the 50,000-watt NBC-Red outlet, KECA and KGO, both being Blue outlets, might readily be exchanged, to bring about compliance with the Commission's overlapping service ban, it was pointed out.

On the other hand, the chain monopoly regulations, still in dispute, specify that a network may not operate more than one station in New York, Chicago and Los Angeles or San Francisco. There have been indications that this order would be relaxed to encompass both Los Angeles and San Francisco, as well as Washington. But, as things stand now, no change has been made.

A number of other "swap deals" are known to have progressed during the last fortnight. For obvious reasons, however, it was thought inadvisable to reveal the identity of the stations engaged in such conversations, particularly since there is no conclusive ruling that the Commission can make the proposed regulation stick. The basic thought is that if the Commission can enforce its chain-monopoly regulations, slated for final oral argument on Sept. 12, then it will have a relatively easy task enforcing the overlapping service ban.

The Commission has made clear that it does not intend to publish a list of stations which, in its judgment, fall within the scope of the duplicating service rule. FCC attorneys, however, unofficially have stated that a minimum of 40 such ownership situations, involving possibly 100 stations, appear to exist. The Commission simply notified all stations of the rule and the Oct. 6 oral arguments, and is leaving it to the parties in interest as to whether they should appear to present arguments against the rule and otherwise argue the question. The FCC feels it in its jurisdiction to require the Commission should regard as constituting objectionable overlap.

Likewise, the Commission has not interpreted the word "control" beyond saying that it is not limited to majority stock ownership but includes "actual working control" in whatever manner exercised. Control, that because of the variables involved, it will not attempt to establish the exact limitations on duplicating service until it hears oral argument and revives the proposed order.

The order, as now drafted in tentative form, would result in promulgation of a new section of the FCC's regulations (Section 3.35) dealing with multiple ownership. This would prescribe that no person shall directly or indirectly control or own one or more standard broadcast stations either owned, operated or controlled by such person.

Technical Problems

The rule specifies that it would become effective immediately for new stations. A proviso, however, would give existing entities affected some grace period and effective date to which it must comply, with the added provision that the Commission could extend the effective date from time to time in order to permit orderly disposition of properties.

A number of broadcasters reported they were somewhat apprehensive at the Commission's action, because of the failure to provide sufficient data upon which to appraise the manner in which the regulation would affect the operation of a station's own station. Answer to this, it is reported, has

(Continued on page 25)
Radio comes of Age...

The completion of 21 years of broadcasting was celebrated at WWJ on Wednesday, August 20th. Back in the post-bellum days of 1920, WWJ began broadcasting with a 20-watt transmitter and an audience of a few dozen listeners. Woodrow Wilson was President then: there were no dive-bombers, no flying fortresses, no talking pictures, no chain-breaks and no commercials.

Progress came rapidly to the infant industry, and at each step, WWJ was in the forefront. When the National Broadcasting Company was organized and the Red Network came into existence, WWJ immediately became an associate.

Throughout its 21 years of broadcasting WWJ has constantly stressed fine programs and public service in all phases—religion, education, national and community endeavors.

Today, as defense absorbs the energies of the nation, WWJ's facilities are constantly available, whenever needed.

And, with Frequency Modulation threatening to revolutionize broadcasting, WWJ already has W 45 D in operation on a seventy-hour-a-week schedule, soon to be extended.

Fullest adherence to the letter and spirit of operation "in the public interest, convenience and necessity" has always characterized the policies of WWJ and will continue in the days to come.

National Representatives

GEORGE P. HOLLINGBERY COMPANY
NEW YORK • CHICAGO • ATLANTA
SAN FRANCISCO • LOS ANGELES
Higgins Moves Boats Over the Airwaves

World's Largest Motor Boat Firm
Now a Heavy Buyer of Time

By GEORGE W. RAPPLEYEA
Assistant to President, Higgins Industries Inc., New Orleans

MR. HIGGINS
dio scripts can reach half way around the world.

Andrew J. Higgins, executive head of Higgins Industries, evidently gives credit to radio advertising for he has just signed a contract with WWL for a third series of programs to be started this fall.

Durante May Be Named
To Replace Fanny Brice

GENERAL FOODS Corp., New York (Maxwell House coffee), for the fourth consecutive season, on Sept. 4 brings back Coffee Time on 97 NBC-Red stations, Thursday, 8:30-9 p.m. (EDST), with West Coast repeat, 8:30-9 p.m. Although it was not known at this writing if Hanley Stafford in his Daddy role returns to the program, Fanny Brice with her Baby Snooks skit is to again be featured as well as Frank Morgan. Meredith Willson is musical director. John Converse has been re-signed as m.c. and vocalist. Guest talent, as foils to Morgan's comedy is to be included for the first four weeks. Phil Rapp is writer of the program. Mann Holiner continues as Benton & Bowles producer of the series, with Dave Ellen representing the network.

In an effort to cut production costs, firm has been negotiating with Jimmy Durante to take over Miss Brice's spot on the show for the first four broadcasts, with the possibility of him remaining as a permanent feature. Under those conditions, it is said, Miss Brice may bow out entirely, thereby creating an entirely new format for the series. Miss Brice is reported receiving $4,000 per week for her part in the show and offered to cut that to $4,000. Although Benton & Bowles announce she is returning to the program, it is understood they may be a last-minute change.

Coca Cola Grid in South

EDLY ROGBEE, field representative of Press Assn., radio news subsidiary of Associated Press, and sports announcee, will start his sixth consecutive season this fall as announcer for the ten Louisiana State U football games, to be broadcast on Southern stations under sponsorship of Coca Cola Bottling Co., Atlanta.
ONE OF AMERICA'S MAJOR DEFENSE AREAS

KEEP 'EM BUYING

September 1, 1941 • Page 15
K GIR, Butte, Requests 50 kw. On WEAF 660 Clear Channel

Cranei Asks FCC to Amend Rules to Permit Grant; Urges Directional for WEAF as Protection

ANOTHER significant move toward break down of clear channels developed last Wednesday with the filing of an application by KGIR, NBC outlet in Butte, Mont., for a 50,000-watt station on 660 kc. clear channel now occupied by WEAF, New York, key station of NBC's Red network.

Accompanying the application filed with the Commission was a petition asking the FCC to amend, waive or make an exception to its existing rules covering Class I-A or unduplicated clear-channel stations to permit assignment of KGIR as the dominant station on the frequency. The petition stated that without a rule, KGIR would not have a reasonable showing of local support, and asked that the Commission make a favorable ruling in the petition.

Mr. Cranei also noted the importance of KGIR's proposed service to the Butte area and Montana and asked that the petition be given prompt disposition. He also pointed out the importance of KGIR's service as a news and information station.

Battle Over 1190 kc. Channel Is Seen As WIRE Applies for WOWO Facilities

PORTENTS of a battle over the 1190 kc. channel for use by a 50,000-watt station began last week with the filing by WIRE, Indianapolis, for the facilities now used by WOWO, Fort Wayne, Ind. Long a half-time station operating with 10,000 watts, WOWO, owned by Westinghouse under the reallocation of last March, was accorded 50,000 watts fulltime.

In the application filed with the FCC by E. C. Pulliam, president of WIRE, the proposal was made that the existing facilities of that station—5,000 watts on 1450 kc.—be assigned to WOWO. Moreover, it was suggested that the Commission find a new assignment for WGL, local sister station of WOWO, operating on 1450 kc., because of lack of essential frequency clearance if the major shift became effective.

Westinghouse to Fight

Walter C. Evans, vice-president of Westinghouse Radio Stations, promptly served notice on Mr. Pulliam that he had been advised of the application, that "we will resist to the utmost any attempt by WIRE, or you, or your associates, to appropriate the radio facilities of WOWO.

It was recalled that in 1932 Westinghouse successfully resisted applications of nearly a dozen applicants for the 1930 kc. channel then used by KYW in Chicago but which subsequently was transferred to Philadelphia under Westinghouse ownership, where it now operates as the Red outlet, Frederick H. Wood, well-known New York trial lawyer, represented Westinghouse in these proceedings.

In a letter to Westinghouse prior to the filing of the application, Mr. Pulliam advised the company the station was making application for the frequency because of urgent and wide demand from its listeners and various state institutions for statewide coverage by the Indianapolis station. A study of the broadcast spectrum, he stated, failed to yield a single available frequency to accomplish this result and that he therefore had concluded 1190 kc. presented the most meritorious proposal possible.

Mr. Pulliam pointed out that inasmuch as WOWO now uses 10,000 watts it was likely that a portion of its present plant would be rendered useless by the reduction in power to 5,000 watts as proposed and that certain changes in antenna would be required before 1420 kc. could be used by the station. He said it was not his desire to cause losses to WOWO from obsolescence of plant or other costs.

"We are willing therefore to reimburse WOWO for such reasonable losses as you may fairly experience as a result of the proposed application of WIRE, all providing WIRE succeeds in obtaining the assignment it requests and WOWO does not necessarily have to increase the costs to WIRE of accomplishing its present proposal."

"As we view our situation, our duty to the public interest demands that we make the most effort to maintain an assignment for the capital city of Indiana that will permit mass communications with all Indiana residents. Inasmuch as our proposal may injure your purely private interests, we wish to make all reasonable effort to mitigate that private injury to you."

Recalling the 1932 fight over the KYW facilities, observers thought that Westinghouse might itself seek to move WOWO to Indianapolis, if a need for that additional assignment should exist, or over, there came into play the FCC's recent announced intention of banning multiple ownership, where overlap service is involved—a situation that confronts Westinghouse by virtue of its operation of WOWO and WGL in Fort Wayne. By proposing to remove one of the stations from Fort Wayne, the FCC may thereby effect the intent of this proposed order, it was pointed out.
The Perfect Success Story
In Three Parts and An Epilogue

Part I
(About Audience)
The value of a radio station to an advertiser lies solely in the listeners it offers. And comprehensive surveys, based on 48,000 completed telephone calls per week, clearly show that . . .
KMBC HAS MORE KANSAS CITY LISTENERS THAN ANY OTHER STATION MOST OF THE TIME—MORE FIRST-PLACE QUARTER-HOUR PERIODS, MORNING, AFTERNOON AND EVENING, THAN ALL OTHER STATIONS COMBINED!

Part II
(Speaking of Sponsors)
Most advertisers unerringly gravitate to the station with the greater number of listeners. So, this fact also is important . . .
KMBC CARRIES MORE NATIONAL SPOT BUSINESS THAN ANY OTHER KANSAS CITY STATION—MORE BUSINESS BY HOURS AND MORE BUSINESS IN DOLLARS!

Part III
(Regarding Results)
The ultimate test of a station's effectiveness is how long advertisers continue to use that station—in other words, how impressive the results obtained. Which leads to this . . .
ONLY ONE OUT OF EVERY FOUR KMBC ACCOUNTS IS NEW TO THE STATION—THREE OUT OF FOUR ARE RENEWALS!

Epilogue
KMBC, by attracting more listeners, has attracted more advertisers. By delivering greater results, KMBC has kept those advertisers. To us, that is the highest of all recommendations for KMBC . . . The Perfect Success Story!

KMBC of Kansas City
Free and Peters, Inc. CBS Basic Network
Salesmen Confer With Timebuyers

Common Problems Discussed At NAB Group's Meeting

The COMMON problems of the buyers and sellers of radio time were discussed at an informal meeting of the Sales Managers Executive Committee of the NAB with a group of station representatives, timebuyers, held at the Radio 27 at the Hotel Roosevelt, New York.

With the general goal of arriving at a better understanding of each other's problems and methods, they went into such topics as coverage maps, rate cards, station surveys, merchandising practices, sales presentations, and related topics.

Coverage Data

The time buyers present were asked to sort out the others from the matter of information desired on coverage maps and surveys, for example. The broadcasters stated that when they prepared such studies, they often considered such data as worthless, and they frequently got a reaction of the "I can't use this type of thing" sort from time buyers.

One of the broadcasters said that when he attempted to find out in advance what the time-buyers wanted by writing to 30 leading agencies, he received 27 replies with varying kinds of data. Three types of data and the manner of presentation requested.

Similarly, other items discussed, the station men explained what they are up against and the agency men, in turn, gave their side of the picture. While no definite decisions were arrived at, the session was reported to have been successful in ironing out some of the bumps in the path between client, agency, representative and station, to the mutual benefit of all concerned. Further meetings, which more definite plans may be worked out, are to be held, but no date has been set.

Full membership of the Sales Managers Executive Committee was present at the meeting, as follows: Gene Carr, WGAR, Cleveland, chairman; Robert MacKenzie, WCM, Ashland, Ky.; E. Y. Flanigan, WSPD, Toledo; John M. Outer Jr., WSB, Atlanta; Arthur Hull Hayes, WABC, New York; Linus Travers, WAAB, Boston; George H. Freny, NBC, John Payne, Lord & Thomas, and William Mailfert, of Compton Adv. Inc., represented the time buyers.

Station representatives included members of the organizations which hold associate memberships in the NAB; Edward Petry of Edward Petry & Co.; Jerry Lyons of Weed & Co.; George Bolling of John Blair Co.; Russell Woodward of Pee & Peters. Also present were C. E. Arney, assistant to the president of NAB, and Frank Provins, assistant to the manager of the department of broadcast advertising.

On the day before the joint meeting, the committee held an all-day private session to discuss what they and the department of broadcast advertising, which is under their jurisdiction, can do to aid the station men in having their facilities more effective for the advertiser and easier to sell.

Radio in Cells

As part of a rehabilitation program instituted by Garden Clinton T. Duffy, prisoners at San Quentin prison, Cal., can now listen to the radio four hours a night, seven nights a week. Workers, out of the prisoners' library fund, have completed installation of earphones in each cell, a microphone in the washrooms for inter-person communication, and three loudspeakers in condemned row, currently housing 16 inmates.

If the State parole board approves the project, the prisoners will start their regular broadcast of their own over a nationwide network.

Local Business Survey Is Conducted by Haring

A WeeKLY index service of local business conditions in the Midwest has been instituted by Chester Haring, director of the market research division of the Holland Holmes Bureau, and is being offered to sales departments, newspapers and others.

The Haring index is broken into three categories. One will be available for general use and consists of 153 charts on business conditions for the preceding week, as well as for the corresponding week of the preceding year and will include analyses of business classified by district, geographic section, city sizes, etc. This release will list 237 cities geographically. Those primarily dedicated to sales departments, will be similar to the first but will be arranged by sales districts. The third service will be exclusive to only one newspaper in each city with brief discussion of general conditions with analyses by geographic sections and city sizes as well as the actual Haring index for a minimum of ten cities and a maximum of 50 cities.

BMI Research Plans

BMI has signed a 5 x 5 year contract with the Bureau of Radio Research, directors of John G. Peatman of the psychology department of the College of the City of New York, to continue the daily radio log and program analysis of popular music it has been issuing since mid-June. In addition, the Bureau plans to open a research on the trends of music broadcast, showing the proportions of popular and classical music broadcast, the day and evening, trends of popularity of particular numbers and other studies of musical preferences. Five station representatives and BMI subscribers last week, bringing the total of commercial BMI members to 22.

The New York Times, Boston, Riverside, Cal.; WALB, Albany, Ga.; KGJF, Los Angeles; WCBD, Chicago; WCRS, Greenwood, S. C.; and others, have all been included in the survey.

As early as 1926 Mr. Fellers wrote and produced the first programs advertising Aladdin Lamps. Over the years, he had accumulated a valuable fund of information on rural radio markets and had visited practically every farm station.

Widely known in broadcast circles both by station executives and talent, friends recall that the hillybilly group that turned up broke found their way to Ed Fellers' office and always were tided over.

Household Finance on 30 Stations

Household Finance Corp., Chicago, has started a quarter-hour news broadcast five times a week, weekly quarter-hour live programs and a schedule of one-minute spot announcements three times six weeks weekly, on a list of 30 stations. Agency is BBDO, Chicago.

Edgar A. Fellers

1894-1941

Radio plans to extend Jimmy Fidler Eastward Since Moving to MBS

REPORTS of Hollywood film studio, pressure on Mutual Don Lee Broadcast- ing, in Pittsburgh, and Jimmy Fidler, gospel commentator, off the air, have been emphatically denied by Lee representatives. With vice-president and general manager of the latter network, Mr. Weiss declared the network has no "beefs" with Fidler. Fidler's contract stated that if he had, it would make no difference. He explained that Mutual-Douglas network has restrictions of its own and anticipated no difficulty with the film industry.

Fidler, as commentator on the weekly "Your Friend," sponsored by Tayton Co., Los Angeles, and also on two CBS Pacific Coast stations recently broked his 19-week contract with that network because of policy differences, [BROADCASTING, Aug. 25]. Sponsor switched the series to 14 Mutual-Douglas stations, Fri., 6:15-6:30 p.m. (PST), on a 13-week contract effective Aug. 22. Mr. Weiss stated that Tayton Co. anticipates increasing coverage to include the Eastern stations, reviewing the series for continuous broadcasts at least 52 weeks.

BBDO, Hollywood, is agency.

placed in record

In an Aug. 18 statement, titled "Radio Censorship Unbearable" and published in the Congressional Record last Monday at the request of Senator Nye (R.N.D.), Mr. Fidler advised that what he had left as to constitute a slap in the face of this right of free speech, he had felt and feel that I have been denied the right of free speech. I consider the fetters that have been imposed by Columbia officials as resulting in my carrying on a program last week as to constitute a slap in the face of this right of free speech so long recognized as the inalienable privilege of a citizen of this country.

"I am sending a copy of this statement to the FCC. It seems to me members of that Commission will be interested in Columbia's attitude concerning the rights of fair comment and free speech. Broadcasting systems are not a public utility, but they certainly must be concerned with public a reasonable responsibility."

Allied Mills Spots

ALLIED MILLS, Chicago (Wayne Feeds), are sponsoring a 52-week schedule of one-minute transmitted spots every week, heard three times a week on a total of 12 stations: WLS WHO WSM WSB TGETS WAXF WHCU WJR WOR WMAQ WJZ and WCEA. The agency has contracted for five-weekly spot announcements and a half-hour program heard once a week on WLB in WLW, Cincinnati. Agency is Louis E. Wade Inc., Fort Wayne.
One of the nation's greatest airplane factories is the $9,000,000 Vultee Aircraft Corporation in Nashville, Tennessee, where more than 7,000 craftsmen are busily engaged in constructing wings for defense.

This is but one of scores of gigantic industries located in the great Tennessee Valley...industries that have become permanently located here, attracted by the cheap T. V. A. power supplied by $250,000,000 worth of dams.

WLAC is matching this power for industries with a great radio power...covering the heart of the industrial South with a clear-cut signal of 50,000 watts.

COVERED FULLY AND INTELLIGENTLY BY

WLAC

Nashville

J. T. WARD, OWNER  F. C. SOWELL, MANAGER

50,000 WATTS this fall

PAUL H. RAYMER COMPANY, NATIONAL REPRESENTATIVES
Heavy Attendance Is Indicated For NIB Chicago Convention

Fly and Crane Among Speakers on the Schedule; Defense and Sales Problem to Be Considered

ADVANCE INDICATION of a registration of 150 to 200 independent broadcasters for the extraordinary convention of National Independent Broadcasters in Chicago Sept. 22-23 was reported last week by Edwin M. Spence, managing director of the group and manager of WWDC, Washington.

Intense interest in the sessions is being exhibited by broadcasters throughout the country, whether or not network affiliated, Mr. Spence and NIB President Harold A. Lafount reported. Highlight of the convention will be an address by FCC Chairman James Lawrence Flynn, who wholeheartedly supported the convention call. He has been at odds with the NAB since the last NAB convention, in St. Louis, at which time he labeled the NAB a “dead mackerel” that “both shines and stinks.”

Ed Crane, head of the 2-Bar Network and leader among independent stations, tentatively is scheduled to address the NIB convention at a closed session, Mr. Lafount announced Wednesday.

It is presumed his subject will be copyright, since he is one of the foremost advocates of a per-use basis of payment for music, rather than the blanket licenses which already are accepted by MBS and under negotiation by NBC and presumably CBS.

Defense Problems
National defense and its bearing upon broadcast operations is expected to be the salient topic.

Mr. Flynn not only will address the independent broadcasters on this subject but will arrange for a speaker from the military establishment to discuss intimately the relationship of broadcasting to the armed forces. The identity of this speaker has not yet been made public.

Mr. Lafount announced the call for the special convention, to headquarters at the Palmer House, early last month after conferences with a number of broadcasters. Invitations went out not only to independent networks but to a total of some 450 stations, covering networks and local stations which are independently owned. Only non-commercial stations and those operated, managed or leased by the networks were excluded.

Mr. Lafount has announced his

Rock Island Spots

CHICAGO, Rock Island & Pacific Railway Co., Fort Worth, has contracted for 26 one-minute transcriptions each week for a new program in a KOKO, Fort Worth. Announcements which advertise Rocket travel are introduced with a Rocket whistle blast used at intersection. Account was handled directly.

intention of retiring from the NIB presidency at the Chicago convention. After a three-year period, he expressed the view that the presidency should rotate. Among those prominently mentioned as his successor are Mr. Crane and Ralph L. Northrop, president of WDMD-CHICAGO.

Mr. Crane, in Washington last week, said he “is not a candidate for that or any other office.”

In addition to the Government speakers and Mr. Crane, a general commercial session will be held, to be addressed by representatives of advertisers and advertising agencies, according to Mr. Spence.

Activities on the Washington front, including the network monopoly regulations, the two pending legislative outlook will be covered by Andrew D. Bennett, NIB general counsel and Washington attorney.

Fear of Senate Is Cited In Cancelling Hollywood Democracy Broadcast

A WORLD-WIDE democracy shortwave broadcast in which leading Hollywood film industry personalities were to have participated, the broadcast was cancelled. The reason for the cancellation, according to the Senatorial investigation of the film and radio industries for "dissemi nation of war propaganda" is given as reason for calling off the broadcast.

Fred Rosen, executive of shortwave station WBUL- Boston, was in Hollywood for several weeks this past month arranging details for his broadcast. Originating on Aug. 27 from Don Lee Broadcast System studios. Charlie Chaplin, it was understood, was to have appeared on broadcast. Had the program gone through as scheduled, it would have been the greatest program gathering of film industry personalities ever to appear on one broadcast, it was said. With the first half in English and balance in foreign languages as would have been available, the program would have reached out to every corner of the world, including Nazi occupied territory.

Although details are shrouded in secrecy, it is understood participants were to have given personal expressions and viewpoints on the war and democratic principles as already expressed by the United States and British governments. Although cancelled, the program ideas, it was said in Hollywood, have not been entirely abandoned.

They'll Look Like This When They cover the Louisiana war maneuvers in September for WGA, Cleveland. Here Dave Beyer wears his field outfit, consisting of two field uniforms (trousers and shirt); extra shirt; short rubber field boots; tie; drill shoes; waterproof officer's jacket; overseas cap; sun helmet; haversack; hip boots; one 37th Division insignia. The outfit, except hip boots, was purchased at an Army store in Cleveland for $28.86. WGA will send a crew of four to the maneuvers, with Beyer in charge. Larry Shipley, assistant chief engineer, will handle technical arrangements.

Esso Marketers Start News in South America

ESSO MARKETERS, through its South American outlets and in cooperation with the staff of United Press in that country, is releasing its five-minute Esso Reporter broadcast to 14 stations in Chile, Argentina, Uruguay and Brazil, effective Sept. 1. UP news dispatches, translated into Spanish and Portuguese, are presented four times daily at varying times on the South American stations in the same manner in which Esso programs are presented on 18 eastern stations in the United States. A two-way exchange of advertising for Esso is McCann-Erickson, New York.

South American stations from which Esso Marketers have purchased time include Radio Nacional, Rio de Janeiro; Radio Record, Sao Paulo; Radio Espectador, Montevideo; Radio Agricultura, Santiago; Radio Belgrano, Buenos Aires; and the following Argentine stations of the Belgrano chain: Radio Litoral of Rosario; Radio Cordoba of Cordoba; Radio Cuyo of Mendoza; Radio Aconcagua of Tucuman; Radio Cordoba of Cordoba; and Radio General San Martin of Bahia Blanca, Radio Grazias of San Juan, Radio Provincia of Corrientes and Radio San Rafael of Mendoza.

Army Plans Series Of Radio Meetings

Public Relations Officers to Confer on Their Problems

FOLLOWING a successful test conference for public relations officers of the First Corps Area in Boston, under the direction of the War Department Bureau of Public Relations has indicated that it plans to hold similar conferences in all nine corps areas by mid-December.

The Boston conference, held Aug. 13, was attended by public relations officers of the First Corps Area and representatives of broadcast stations and newspaper and magazine publishers.

E. M. Kirby, director of the Army radio section, was speaker.

After the maneuvers

Under tentative plans being developed by the radio section, Mr. Kirby, an executive and administrative and public relations executive of the radio section, will attend the various conferences.

Although the first of the series may have been held in Boston, it was indicated that they probably would await completion of the September maneuvers in Louisiana. Some consideration also is given to the idea of holding the conferences on a geographic basis of areas roughly equivalent to the NAB districts rather than corps areas, with the thought that may result in the conference in Louisiana.

In addition to Mr. Kirby, who is on leave from his post as public relations director of the NAB, radio representatives at the Boston conference included Gene Stafford, WBZ, Boston; C. S. Young, WBF general manager; Stephen J. Burke, WMUR, Manchester, N. H.; Walcott Wylie, WHYN, Holyoke, Mass.; and William Whiting, WEIR, Boston; H. Harrison Flint, WOCB, Cape Cod; H. Lawrence, WPRO, Providence, R. I. The conference, arranged independently by Fred Shipley, in charge, was directed by Lt. Col. W. G. Walker, assistant chief of staff, G-2, of the First Corps Area.

Sullivan Dropped

BROWN & WILLIAMSON TO BACCO Corp., Louisville, on Sept. 15 discontinued its two-hour daily news program under sponsorship of Paul Sullivan Reviews the News four times weekly on CBS for Raleigh cigarettes. Program may be heard from WRHA, WHAS, Louisville, and is now on 32 CBS stations, Monday through Thursday, 6:30-7:45 a.m. According to BBDO, New York, agency in charge, the company has not yet made plans to replace the news series with another program.

ROY BRANHAM ALBAUGH, partner in the Dr. Pepper Bottling Company, Austin, Texas, and publisher of the Waco Tribune-Herald, has resigned his position with Rock, Ark., and with bakery and storage businesses in Waco, Tex., has applied for the position of site manager for a new low power, 250 watts on 1230 kc, in Waco.
NORTH CAROLINA is the South's Greatest State

IN AGRICULTURE - IN INDUSTRY

FARM CASH INCOME

VALUE MFD. PRODUCTS

N.C. VA TENN. GA. ALA. LA. KY. S.C. FLA. MISS.

$221.8 $125.6 $141.5 $168.1 $155.5 $132.1 $191.6 $116.0 $113.5 $147.2

920.6 980.9 924.1 653.7 574.7 564.4 481.0 207.5 121.5 174.9

BROADCASTING • Broadcast Advertising

FREE & PETERS, INC. National Representatives

680 KC NBC Red

50,000 WATTS

September 1, 1941 • Page 21
Ford to Sponsor Michigan Football
Present Plans Cover WXYZ, Michigan Net and WJR

WHILE final details have not yet been worked out, Ford Dealers of Michigan will sponsor the U of Michigan football games over both WXYZ and its affiliated Michigan Radio Network, and WJR, Detroit.

With Tom Harmon, former Michigan all-American star, as sports editor and play-by-play commentator for WJR, and Harry Wismer, veteran gridiron broadcaster under exclusive contract to WXYZ and MRN, details remain to be worked out as to whether the sportscasters will work as a team or alternate in the handling of the games over the dual-station-network setup. McCann - Erickson, handling the account, and has not yet divulged final plans.

Pro Sponsor

H. Allen Campbell, general manager of King-Trendle Broadcasting Corp., operating WXYZ and MRN, has announced they will carry all of the U of M home games over both stations and away, as well as all of the games of the professional Detroit Lions, of the National Football League. Pfeiffer Brewing Co., Detroit, has been selected to sponsor the professional games.

Wismer will handle play-by-play for WXYZ and MRN and also may be heard on WJR, depending upon the determination made by the agency. Both WJR and King-Trendle, it is understood, are agreeable to working the announcers in tandem or for alternate games. WJR had announced [BROADCASTING, Aug. 18] that both Harmon and Wismer would handle the Michigan games.

Wismer's name to popularity as a football broadcaster several years ago when he handled the Michigan U college games for MRN. For the past four seasons he has broadcast the University of Michigan games, as well as the Detroit Lion games over WJR.

This year's schedule calls for eight Michigan games, five at home and three away. The Lions' schedule calls for 13 games, 7 at home and 6 abroad. These, according to WXYZ, will be broadcast exclusively over that station and MRN.

Preceding the formal opening of the Lions season Sept. 12, when they meet the Packers at Green Bay, Wisser on Aug. 18 started a tri-weekly radio time promotion which broadcasts over MRN from the Lions' training camp at Cranbrook School, Bloomfield Hills, Mich.

WKZO Names F & P
FREE & PETERS has been appointed exclusive national representatives for WKZO, Kalamazoo, effective Sept. 1. On the same date the station, operating on 5,000 watts daytime and 1,500 watts nighttime, will open supplemental studios in Grand Rapids. A pending FCC application requests increase to 3,000 watts night time power.

McGill Beaned
PLANS of Byron McGill, sales promotion manager of KDKA, Pittsburgh, to take pictures of a recent baseball game in Washington, Pa., were unexpectedly stymied when the second baseman uncorked a wild heave into the stands that enjoyed the ball. Awaking in a Washington hospital to find Lloyd Chapman, news editor of KDKA, peering anxiously at him, Mr. McGill told Chapman to save the evening from being a total loss by capturing pictures of himself in the operating room being treated for a forehead cut and a badly bruised eye.

Joe Brown's Program
JOE L. BROWN, son of the movie star, Joe E. Brown, is heard three-weekly on WMT, Waterloo, as guest sportsman. He has been executive with minor league baseball clubs since an accident to his arm ended his baseball career two days three years ago. At present he is manager of the Water- loo and is president of the Waterloo baseball club. He still goes out to the park to pitch in batting practice or shag flies. Last year he was business manager for the Lubbock, Tex., team.

My-T-Fine Spots
PENICK & FORD, New York, on Sept. 2 will start its fall campaign for My-T-Fine desserts using five-minute transcribed announcements five times weekly on the average of 30 stations. Campaign will run 14-17 weeks, according to BBDO, New York, agency in charge. Stations are WXYZ, Chicago; WWJ, Detroit; WOR WFBF WCKY WBNS WFAA WBAP KOMA WCAU WJDC WMCA WPGY WTAS and eight Yankee Network stations.

Seven Southern Stations
Record Gridiron Series
FOR THE THIRD year WSM, Nashville, cooperating with six other stations, will present The Pigskin Review, a series of 12 quarter-hour recordings made on the practice fields of colleges in the Southern Conference. Coordinating stations are WVS, Atlanta; WREG, Memphis; WLAG, Lexington, Ky.; WBBR, Columbus; WSGN, Birmingham; WFL, New Orleans.

Lux Returns
LEVER BROS., Cambridge, Mass. (Lux), after a two-week summer layoff, on Sept. 8 resumes for the eighth consecutive season Lux Radio Theatre on 65 CBS and 30 CBC stations, Monday, 9-10 p.m. (EDST). Cecil B. DeMille continues as director and Connie Gilchrist as writer and handle commentary, with Sanford H. Barnett as J. Walter Thompson production director. George Wells and Harry Kerr are to do radio adaptations of current film plays and also write commercials for the weekly program. Louis Silver has been retained as musical director and Mel Bucky, announcer, with Charles For- syth in charge of sound effects. Opening program will have Ginger Rogers and Lee Tracy. WJape D. Meredith and Alan Marshall head the cast of Tom, Dick and Harry.

P & G Resumes Drama
PROCTOR & GAMBLE Co., Cin- cinnati, on Sept. 6 will resume the half-hour dramatic series Procter & Gam- boler Playhouse on approximately 45 NBC-Red stations, in the time slot 8-8:30 p.m., with a repeat broadcast 11:30-12 p.m. Contract is for 39 weeks. Producer is H. W. Rastor & Sons, Chicago.

BERNARD J. PROCTOR
A VETERAN in broadcasting circles but comparatively new to the agency field is Bernard (Bernie) Proctor, now head of the stations relations department of The Blow Co. Inc., New York. Bernie spent 11 years with CBS in New York, starting in 1929 as assistant program director. In 1933 he became supervisor of the CBS M&O stations, in 1935 being placed in charge of the Sales Service Department. He resigned in 1941 to take the Blow post, being succeeded by Ned Midgeley, former BBD&O timebuyer and radio business manager.

Handling the Bulova Watch account is a full time job in itself but Bernie Proctor also finds time to supervise the timebuying of such other How accounts as Phillip Morris, Eversharp, Postal Tele- graph and Tootsie Rolls.

Bernard was born in 1908, Bernie Proctor attended Wisconsin and Chicago University from 1925 to 1929. During his college years he played freshman basketball in college and was a champion intramural tennis player. His fraternity is Chi Sigma Delta.

Previous to his radio jobs, while still in college, Bernie hung out his advertising shingle in 1928-29 operating his own direct mail business. He married Ruth Rosenthal in 1934 and has one son, Jules. His only hobby is golf, and he shoots in the middle eights. He is a first cousin of William S. Paley, CBS president.

A BOOM IN AUTO REPAIRING
Michigan Firm Finds Program an Effective Means

WINNINGHAM CHEVROLET Co., of Birmingham, Mich., reports labor sales on its automotive repairs up 57% in the first two months on the air with a five-minute news program over WCAR, Pontiac. On April 17 the auto agency started a new program, following a brief test period, called Win Cash With Winningham. A cumulative unlimited cash award of $10 daily draws listeners.

At the start the announcer re- cited a so-called “money sentence”. During the program random telephone calls are made. The first person called who can repeat the “money sentence” gets the award. If no winners turn up, the fund is added to the next day's prize to date the highest accumulation has been $140. Backing up the program, the agency has used newspaper space, posters and handbills and one national magazine, plus an additional one in the Detroit News. Agency owner C. C. Winningham said:

"Customer labor sales in our service department for the first three months of 1941 showed an increase of 31% compared with the same period of 1940. We started the new program April 17. The months of April and May showed an increase in customer labor sales over the previous three consecutive months. This gain in labor sales since the program started gave us a 42% increase in labor sales through the first five months of 1941."

Commercials remind car owners of service requirements they are apt to forget, and stress full facilities for repair of all cars as well as Chevrolet.

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Wheatena Placing
WHEATENA Corp., Rahway, N. J. (cereal), on Sept. 29 will resume its transcribed series of quarter-hour dramatizations titled The Wheatena Playhouse, which last year ran five times weekly on 17 stations in selected markets. First program will be a dramatization of the novel "The Raines Came", by Louis Bromfield, but the station list is not yet settled, according to the agency, Compton Adv., New York.

Page 22 • September 1, 1941

Broadcasting • Broadcast Advertising
In the heart of the Central Southwest - center world's biggest producing oil and gas fields - with $84,000,000 and $90,000,000 government arsenal and shell loading plants, $15,000,000 munitions proving grounds, $16,500,000 ammonia plant, $2,000,000 housing projects and more than $1,000,000 in other building under construction, and five big army bases with 78,000 men (all in primary listening zone) - nearly $60,000,000 other defense contracts in primary and secondary areas - with greatest mass employment ever seen in the entire Southwest - rich basic territory - 485,683 regular listening families, CBS night-time listening audit.

Looks plenty good to me - J.B.
Quaker Oats Resumes

QuAKER OATS Co., Chicago, on
Sept. 27 resumes sponsorship of the weekly half-hour Men on the Farm program on WLS, Chicago, in the interests of Ful-O-Pep Poultry Feeds. Program will emanate from the Quaker experimental farm at Libertyville, Ill., and will be transcribed and presented the following Saturday on approximately 27 unsolicited stations. On the same date company will also start on WLS for Ful-O-Pep Dairy Feeds, Our City Cousins, a quiz pro-
gram with city persons as contest ants. Show will be transcribed and broadcast the following week on WOR, New York. Agency is Sherman & Marquette, Chicago.

Arvey Spot Series

ARVEY Corp., Chicago (R-V Lite glass screening), on Oct. 1 will start one-minute spot announcements three to six times a week on WLS KWTO KFAE V/GY WGR WMMN KWPT KSFO LMA. More stations will be added. First United Broadcasters, Chicago, is agency.

WRNL SCORES AGAIN!
DOWN IN RICHMOND, VA.

Atlantic White Flash Gasoline has placed 10 outstanding Southern football games on WRNL because they know the outstanding radio buy in the rich Richmond Radius! WRNL the Sport Station here? Yes . . . ask Adam Hat “Sports Parade” . . . Gillette “Cavalcade of Sports” . . . Atlantic White Flash “Baseball Games” . . . or sponsors of our year ‘round daily sports broadcasts.

Edward Petry & Company, Inc., National Representatives

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Or ask

Edward Petry & Company, Inc., National Representatives

TO COVER the dance floor when the KPH Radio Barn Dance moves in on the midway of the Kansas State Fair at Hutchinson, Sept. 14-19, KPH, Wichita, is building a novel Big Red Barn (along the lines of this “architect’s drawing”). Nearly 4,000 square feet of floor space will be provided. This is the second year KFH has covered the fair, carrying several broadcasts daily from studios erected at the fairgrounds, about 60 miles from Wichita.

The Other Fellow’s VIEWPOINT

Re: Box Top Rebellion

EDITOR, BROADCASTING:

The lady—she is right! 100%. And it is good that feeling in the back country should receive notice in national trade publication.

Only in local or regional contests have advertisers seemingly given publicity to the outcome corresponding with original announce-
ment of the scheme.

Seriously, there must be widespread dissatisfaction with contests as they have been run, if not actual disbelief in them. You can ascribe this to advertisers’ unimaginative-
ness.

Contesters being people, and often very discerning and talented people, they can be articulated as anti-
consumers in their home communities where it counts most.

A few months ago there was a radio program advertising for pro-
gram ideas. It didn’t last. But there are persons whom you couldn’t hire to buy the sponsor’s product again, so sorely piqued were they at the agency’s failure to mail a simple acknowledgment of receipt of their prepared ideas.

Conceivably it is among the nation’s contestants, nettled by adver-
siser’s failure to do what afterward would seem the friendly thing, that support, at least in principle, is given to the anti-advertising movement.

If contest promoters have been dismissing the factor of possible dissatisfaction by saying that Americans are good sports, which they are, they should carry the argument to its logical conclusion and ask themselves: Are we, too, being good sports?

When they refuse to set up adequate machinery to acknowledge all entries, give prompt notice as to who and what won, the answer is, No. Until then, contestants are going to feel that they, as individuals, were treated as merely so many pieces of mail.

Harold Ginsrich,
Sioux Falls, S. Dak.

Aug. 24

* * *

Houston’s Stations

EDITOR, BROADCASTING:

The issue of Broadcasting of Aug. 11 contains a list of stations which may be under common ownership or control. The following is a list of stations:

KPRC, owned by Houston Post, and KTRH, owned by Houston Chronicle; both newspapers are owned by Jesse Jones, Secretary of Commerce, KXYZ owned by M. Tilford Jones, nephew of Jesse Jones.

With reference to KPRC, it is owned by the Houston Printing Corp. One of its stockholders is the Houston Post Co. None of the officers or directors of either of the above companies are stockholders of any companies in any way interested in any of the other radio stations in Houston.

May we request that you be kind enough to publish this letter, or make a statement in your magazine to this effect.

E. O. Sykes,
Attorney, for Houston
Printing Corp.,
Washington.

Aug. 27,
Ownership Swaps
(Continued from page 12)
been that any doubt should be resolved in favor of the Commission and that such interests should make an appearance at the Oct. 6 arguments.
Unfavorable reaction to suggestions of removal of second stations from existing markets has resulted largely from the view that technical clearance would be extremely difficult in desirable markets. Moreover, it was reported that a station attempting to move from one primary area to another would collide with heavy competition, lack of available network outlets and almost certain loss of money for an indefinite period.
Whether any attempt will be made prior to the Oct. 6 hearing to enjoin the Commission from proceeding on the ground that no authority exists under the statute, appeared to be in doubt. Several attorneys indicated such a move was possible but presumably no definite plans had been completed.

Barnard to BBDO
LYNN BARNARD, formerly time buyer of Morse International, New York, and assistant to Richard Nicholls, Morse radio director, in buying the Vick Chemical Co. radio campaign for this fall, on Sept. 1 joined BBDO as assistant to Carroll Newton, business manager of the radio department. Mr. Barnard replaces Joseph Hornsby who has joined the U.S. Navy.

BROADCASTING

NOW THEY LOOK LIKE THIS
See page 12

PHOTOGRAPHS ON PAGE 12 in same (1 to r) order shows: 1. Royal Alderman, McCann-Erickson v.p. in charge of its Cleveland branch, now on leave of absence and back in active duty with the Army; a captain, he is present with the War Dept. Bureau of Public Relations. During the last war he served two years with the 37th Division, Ohio National Guard, one year in France and Belgium where he took part in the Meuse-Argonne and Ypres-Lyres offensives. 2. Emmons C. Carlson, advertising and sales promotion manager of the NBC Central Division, who served overseas as a second lieutenant with the Ordnance Dept., A.E.F., mostly at Chaumont, France. 3. Peirce L. Romaine, of the New York staff of Paul H. Raymer Co., who attended Officers Training School at Camp Devens and Camp Zachary Taylor in 1918, got his lieutenant just as the Armistice was signed.

Two Years of War
Radio's part in covering the European war as well as defense activities in this country will be demonstrated on a special hour program on NBC-Blue Sept. 3, date of the second anniversary of the outbreak of the war.

PABST SALES Co., Chicago, Ill. (beer) will sponsor broadcasts of all games this fall of the New York Giants professional football team on WHN, New York. Dick Fishell will handle the play-by-play and Bert Lee will give the color commentary. Agency is Lord & Thomas.

LEMASURIER HEADS REGIONAL OUTLET
A DUAL GRANT, unique in broadcast annals, was authorized by the FCC Aug. 29, with the award of a new regional station in Grand Forks, N. D. to Dalton LeMasurier, who is also operator of KDAL, Duluth. The new station will operate all but two hours a day on 1440 cc. with 500 watts night and 1,000 watts local sunset, with the present KFJM, operated by U of North Dakota, relinquishing all but the two hours daily.
The decision came following filing last February of a mutual agreement between the University and Mr. LeMasurier, who has been general manager of the college station, a commercially operated outlet. KFJM simultaneously filed for modification of license to change its hours of operation from unlimited to specified, using similar facilities.

School Relinquishes Time
The FCC granted the joint petition to reconsider and grant without hearing the application of KFJM for renewal of license and for modification of license to change operating time from unlimited to two hours a day, from 3 to 5 p.m. Simultaneously, it granted the application of Mr. LeMasurier to operate the station all but the two hours used by the university. Mr. LeMasurier will sever all connections with KFJM and the new station will in no way be connected with the university. Paul M. Segal, Washington attorney, represented both the university and Mr. LeMasurier in the transaction.

ON JANUARY 1, 1941 ST LOUIS KWK WENT EXCLUSIVELY MUTUAL. • ASK YOUR RAYMER REPRESENTATIVE TO SHOW YOU EVIDENCE THAT KWK IS A BETTER BUY THAN EVER.
Drastic Drop in Radio Set Production Is Seen Despite Lifting of Plastic Ban

DESPITE action of the Office of Production Management last Wednesday in removing a blanket ban on the use of plastic cases for radio receivers, the priorities situation continues to point more and more certainly toward drastically reduced radio manufacture during the coming year, with a cut of as much as 70% looked for in some quarters.

Although efforts are being made by both OPM and the Office of Price Administration & Civilian Supply, headed by Leon Henderson, to clear the way to enough manufacturing materials to at least supply radio parts for maintenance and repair of existing equipment, it is admitted by both agencies that actually securing these supplies is going to be an increasingly difficult matter.

Monthly Quotas

Following conferences between OPM and Radio Manufacturers Assn, representatives last Tuesday, OPM the following day announced that radio receivers had been removed from the list of manufactures completely banned from the use of plastic materials. It is understood OPM has approved a plan under which manufacturers would be allowed to supply 75% of the orders for plastic radio cabinets during September, with allocations for succeeding months indefinite.

On the transmitter manufacturing side, the picture of the future is much like that for receivers. While OPM and OPACS have given a "communications preference rating" for repair and maintenance materials to insure the continued operation of existing equipment, the materials situation is tight and growing tighter for new construction. Steel for radio towers, for instance, has been hard to get, and manufacturers avoid guaranteeing delivery by a specified time. A similar situation has developed for the other metals used in construction of the transmitter itself—nickel, copper, aluminum and others.

Indicative of the problem faced by all manufacturers of goods for civilian consumption was a series of broad rules and regulations issued last Thursday by E. R. Stettinius Jr., Director of the OPM Priorities Division. The most important provision of the new basic document—Priorities Regulation No. 1—requires all manufacturers and producers to accept defense orders, with a few specific limitations, even if acceptance of these orders will prevent or delay deliveries on non-defense orders or defense orders with lower preference ratings. The requirement applies to all manufacturers, producers, distributors and dealers, in whatever category, Mr. Stettinius explained.

Further Curtailment

Under this general framework for priorities compliance, it is thought likely the production of non-defense radio equipment may be further curtailed. Apart from a shortage of skilled labor, reported by many manufacturers, the

RADIO SET SHORTAGE

Dun & Bradstreet Forecasts

Further Difficulty

WITH radio advertising showing a faster rate of growth than any other major media, and a news-hungry public growing more and more eager to follow latest war developments, sales of radio receivers during the first half of 1941 have soared to new highs, according to a survey conducted by Dun & Bradstreet, New York. Retail sales of radio receivers, after setting an all-time record for unit volume in 1940, were running about 20% ahead of last year during the first six months of 1941, the survey indicated.

The expanding demand has outpaced production, and dealers have been finding it increasingly difficult to secure merchandise, with manufacturers forced to allot supplies to distributors on the basis of past orders, it was observed. Delivery dates have been pushed further and further ahead, the report stated, and backlogs of unfilled orders have piled up at factories. Retail sales of receivers in 1940 totaled 11,750,000 sets, 12% above the 1939 peak of 10,535,000, representing a total of $10,000,000,000. Reflecting lower unit prices, did not reach 1937 level, although it exceeded both 1938 and 1939.

new OPM regulations further emphasize that defense production will be stepped up, regardless of effect on civilian production, and that all available labor that can be used to do a defense production job will be used in that type of work.

However, it is observed, the specific effect of the regulation will not be felt so sharply in radio with the present tight supply of manufacturing materials as it would be there a greater available supply of aluminum, nickel, steel and other critical materials.

Although OPACS on Aug. 22 moved to keep the nation's 50,000,000 receivers in operation, by recommending that the highest civilian priorities rating—B-1—be given to critical metals used in manufacturing radio tubes and electrolytic capacitors for replacement purposes, it was understood that the next recommendation would have any practical effect. It was pointed out that great confusion exists between OPACS, which is certain to make a major effort for civilian needs, and OPM, which actually authorizes the treatment.

On July 29 Mr. Stettinius announced a program to make available a limited supply of aluminum for the manufacture and maintenance of civilian radio tubes [BROADCASTING, Aug. 4]. However, the OPACS's recommendation on radio tubes is the only one of its kind, covering materials of all sorts for defense purposes. Of such recommendation on a "maintenance and repair" basis has been made for radio sets as a whole, and conceivably a situation could occur in which no materials would be available but no replacement condensers or other integral apparatus. In fact, radio sets have been specifically exempted from "maintenance and repair" recommendations.

Better Marketing

Another defense production development, Government control over installment buying, which went into effect Sept. 1, probably will have been beneficial rather than detrimental effect for radio retailers in that it may eliminate a lot of "gyp" competition and generally improve the condition of their accounts.

The communications manufacturing industry is also engaging in a program of subcontracting on Army and Navy and lend-lease defense radio equipment, under which the five major radio manufacturing companies—Bendix, General Electric, Westinghouse, Western Electric and RCA Mfg. Co.—are not only subcontracting parts but also are transacting new, or extension of full complete assemblies to scores of smaller concerns in the field. The "big five" will act under this program as "prime contractors," being responsible for results.

Western Electric Co., New York, currently producing radio and telephone equipment for the armed forces, has farmed out more than $16,000,000, or 40% of its purchases to the Government, which total $37,000,000 to date. Of that total the largest single contract is for $17,000,000 worth of equipment for which WE has subcontracts in excess of $10,000,000, consisting of some 1,400 purchase orders on 250 different suppliers in 14 different States.
To Advertisers:

Southern Colorado listens to its own and only CBS Station

- Southern Colorado listeners get complete listening satisfaction from KVOR, their home station. The strength of its CBS program schedule and its broad, intensive, intimate service to this area keeps it the favorite of its immediate home folk.
- Best selling results in Southern Colorado come from sales efforts originating within this area... on KVOR, the station closest to homes and best able to make your radio advertising pay out.

KVOR COLORADO SPRINGS
CBS NETWORK • 1000 WATTS • FULL TIME

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING COMPANY
THE DAILY OKLAHOMAN AND TIMES • THE FARMER-STOCKMAN
WKY, OKLAHOMA CITY • KLZ, DENVER (Affiliated Management)
REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.
... and so do Saturday Morning Programs — on NBC RED. Here's how Shinola proved it and profited.

Remember the old tune that went: "NOBODY listens to the radio on Saturday mornings"?

Hecker Products Corporation heard it back in March, 1940 — and didn’t believe it! They knew that people bought more food and groceries on Saturdays than on any other day of the week... and decided they’d like to talk to them just before they bought!

So Hecker started to advertise Shinola Shoe Dressings on Saturday mornings on NBC RED — the network most people listen to most. They chose a half-hour dramatized program, a program of evening calibre, "Lincoln Highway,"
WORKS FOR A LIVING!

Here's what happened...

C. A. B. RATING DOUBLED AND REDOUBLED!
In little more than six months, "Lincoln Highway's" audience had doubled. Nine months later, that record had doubled!

SALES INCREASE 20 to 25%. "...For the past several months," writes J. B. Forsyth, General Manager of Hecker's Shoe Polish Division, "our different types of polish under the Shinola name have registered consistent gains of 20 to 25 per cent ahead of last year. In large part, we attribute this to the sales response to 'Lincoln Highway'."

CONTRACT RENEWED. At the end of a full year, contract was signed for another full year on NBC RED.

...AND 14 NEW STATIONS ADDED. With the addition of 14 new stations to the network last May, Shinola's "Lincoln Highway" is now heard over 75 stations of NBC RED.

—and here's WHY it happened!

1. Over 80% of U. S. radio families are "reachable" by radio during any Saturday morning half-hour. You get "evening type" audiences at daytime rates!

2. On Saturdays people have more cash to spend than any other day in the week.

3. More than 40% of all groceries are bought on Saturdays...and 69% of all Saturday's grocery sales are made after noon!

This particular story happens to cover Saturday mornings. But the same thing is equally true on Sunday...or Thursday...or any other day or night in the week—namely, any time is good time on NBC RED!

NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service

WHAT HOOPER FOUND—
IN 29 CITIES

1747 homes, in 29 cities, were phoned by Hooper investigators, the week of February 23, 1941. From the responses of 312 verified listeners, and 542 verified non-listeners, Hooper found 62% greater use of Shinola among the "Lincoln Highway" audience—increase clearly traceable to radio alone. Question was: "What kind of Shoe Polish is used in your home?" Tally: SHINOLA was mentioned by 62% of the listeners...and by only 37% of the non-listeners!
NBC Adds 14 More In Central America
Total of 35 Affiliates Will Join 21-Station Mexican Net

ADDITION of 14 stations, six longwave and eight shortwave, located in six Central American republics to NBC's Pan American network was announced last week by Frank E. Mullen, vice-president and general manager of NBC. Following the earlier announcement of the affiliation of a 21-station Mexican network [BROADCASTING, Aug. 25], this new extension gives a total of 35 affiliates, assuring complete shortwave coverage of all Central American countries by NBC's International Division, the network announcement states.

New Pan American stations are: Longwave, TIP, San Jose, Costa Rica; HOK, Colon, Panama; YSS, San Salvador, El Salvador; YNPH, Managua; TGW, Guatemala City; HRN, Tegucigalpa, Honduras. Shortwave, YSM, YSD, HUB, San Salvador; YNRS, Managua; TGWB, TGWC, Guatemala City; and unidentified shortwave stations in San Jose and Colon.

Arranged by Royal

These affiliations were arranged by John F. Royal, NBC vice-president in charge of international relations, who is currently on a 30,000-mile air tour of all Latin American countries. He phoned the news to Mr. Mullen from Mexico City, where he had flown to rejoin Charles W. Horn, assistant vice-president of the department, who had represented NBC in signing contracts for the Mexican network.

John W. Elwood, general manager of NBC's International Division, described the affiliation of these Latin American stations as meaning "that a vast radio audience of 8,000,000 people in Mexico and Central America, through their own stations, today can be served with the best programs of both our Red and Blue networks, including programs specifically built for this audience by our International Division."

He said that the new contracts enable the Latin American affiliates to pick up and rebroadcast sustaining programs without any charge to them and that they also make it possible for American firms doing business in Latin America to have definite outlets for the rebroadcasting of their programs.

Frantic Preparation Needed in Orient For Broadcasts to the United States

ALTHOUGH American listeners realize pretty well the censorship difficulties encountered in Europe by correspondents of the major networks when they wish to put through a broadcast to America, little attention has been paid to the Orient and the terrific confusion broadcasting representatives have to combat over there.

Melville J. Jacoby, NBC representative in Chungking, China, in two letters to A. A. Schechter, NBC's director of news and special events, seems to have told the story pretty clearly.

That's Chungking

"Getting a broadcast off from here is really a story," Jacoby writes, taking "this morning's 4½-minute affair" for an example. "You ride for hours in rickshaws, ferry boats, etc., and there are no telephones. Getting out to another studio (the main one is out of commission) is a matter of wangling a car, then five gallons of gasoline, getting a sleeping soldier out of the car and the driver out of bed.

Then you get to the studio in the country and find all the engineers arguing about what GMT means to Chungking. Finally you are ready to start talking and you find some coolie has swept your papers off the desk and you have to dash out a minute before program time to find them. During the broadcast, the coolie holding the lamp over your head so you can read starts mumbling. That's Chungking. . . ."

In speaking of the air raids, Jacoby writes "telegraph lines are usually down for hours. That means no delivery—unless we are lucky to have cables routed from Manila to Chungking direct. Also during air attacks (sometimes lasting 8 hours), no receiving station will accept messages. Besides this there is the usual after-bombing confusion."

48 Hours Effort

Describing an attempted broadcast, which failed to materialize, Jacoby tells of working 48 hours, running across the city and back between raiding planes, and with a completed story, dashing to the Chengu station via rickshaw at 4 a.m. "We were scheduled to meet Chungking (XGOY) at 6 a.m. and stand by for the program which was to start at 6:45 a.m. our time. At 6 a coolie appeared at the station, at 6:10 someone else. I ranted and raved about contacting Chungking to no avail. No one seemed to know about the program. Finally I aroused the station director and he said it was too early to broadcast to America and just yawned. Then the governor's aide arrived and he said he came late because he knew I couldn't get through to the U. S. anyway."

"All this after I had carefully explained in detail just what was happening and we had staged a dress rehearsal the day before—even to checking clocks which is an unusual practice in this fair land. In the meantime Chungking and I presume, RCA had been standing by. The Chungking announcer calling us got so mad, he spluttered."
Three City Outlets Had Profit in 1940
Study of Municipal Stations Covers Operating Data
THREE of the five municipally-owned and operated radio stations in the United States reported a profit for 1940, according to a survey made by the International City Managers Assn. under the direction of David Rowlands, research assistant.

The report, which appeared in the July issue of Public Management, lists WRN, Dallas; WJAX, Jacksonville, and WSUN, St. Petersburg, as operating at profit. WCAM, Camden, did not submit a financial statement, while WNYC, New York, does not sell time for commercial use.

Profit in Dallas
Gross income of WRR, Dallas, which devotes half of its time to sponsored programs, was approximately $141,441 as compared with operating expenses of $97,699, it was shown. After deduction of commissions, net profit amounted to $20,000, which was used for improvement of facilities and installation of two-way radio communication systems in fire and police departments.

WJAX reported operating expenses of $77,336 against a gross income of $106,039. The surplus was used to improve the station's facilities.

Gross income of WSUN, St. Petersburg, exceeded operating expenses of $20,000 by $20,078. The station devotes one-third of its time to commercial programs and the profit was credited to the general city fund.

WNYC, the only municipally operated station in the country which does not sell time, reported an operating expense of $110,000 which was paid out of the city treasury.

The report points out there has not been a city-owned and operated AM radio station established since 1927. Of the eight cities which established stations between 1921 and 1927, three have discontinued operation—in Atlanta, City, Pensacola and Fort Morgan, Co.

Macy-WBNX Swap
COOPERATING with the R. H. Macy & Co. department store, WBNX, New York, has inaugurated All Through the Night, a 12-2 a.m. recorded show, in which Macy supplies all the records in return for plugs of the store's record department. Program is a request show handled by Art Ford.

Kentucky Project
SECOND annual radio training institute of the Kentucky WFA recreation project will be held in conjunction with U of Kentucky Sept. 2-6, on the university campus. In charge will be Ben Russak, state radio specialist, and Mrs. Lolo Robinson, U of Kentucky. In addition to the training staff a dozen recreation leaders and a number of university students, selected by E. G. Sulzer, Kentucky U radio director, will be present. A limited number of other students will participate. Mr. Russak's consulting staff will consist of Mr. and Mrs. Robinson, and William Yount, chief engineer.

AMOS 'N ANDY LEAD
Sponsor Association 86.2%
Survey Discloses
RADIO's old favorites, Amos 'n Andy, were correctly associated with their sponsor—the Campbell Soup Co.—by a larger percentage of women listeners than were able to identify other programs, according to a survey conducted by Dr. Harry Deane Wolfe, director of the bureau of business research at Kent State U, Kent, O.

Over 2,400 middle income urban and rural housewives in Northwestern Ohio were interviewed in the survey. Of this number, 2,078—86.2%—associated Amos 'n Andy correctly. Other findings of the survey indicate that more women were influenced by radio advertising medium in their purchases of gelatin dessert, canned soup, dry cereals, cooking cereal, toothpaste, toothpowder, all-purpose shortening, toilet soap, flake washing machine soap, granulated washing soap, all-purpose cake soap and fine laundry flakes. Recommendation of friends weighed more heavily on the purchase of coffee and cleaning soap than advertising media.

Other programs studied and the percentages of correct identification with sponsors follows:

<table>
<thead>
<tr>
<th>Sponsor</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jack Benny</td>
<td>35.6%</td>
</tr>
<tr>
<td>Jack Armstrong</td>
<td>31.1%</td>
</tr>
<tr>
<td>Ma Perkins</td>
<td>35.6%</td>
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<tr>
<td>Fanny Brice</td>
<td>34.9%</td>
</tr>
<tr>
<td>Bob Hope</td>
<td>40.9%</td>
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<tr>
<td>Eddie Cantor</td>
<td>37.3%</td>
</tr>
<tr>
<td>Aldrich Family</td>
<td>35.3%</td>
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<tr>
<td>Hill Top House</td>
<td>31.6%</td>
</tr>
<tr>
<td>Grand Central</td>
<td>35.3%</td>
</tr>
<tr>
<td>Meet Mr. Mole</td>
<td>10.3%</td>
</tr>
<tr>
<td>Young Dr. Malone</td>
<td>6.9%</td>
</tr>
</tbody>
</table>

Today, Memphis is the thirtieth (30th) largest city in the United States, with a wholesale trade volume that ranks twentieth out of ninety eight cities.

It is this wholesale sales volume that makes the Memphis Market real news... interesting news for any advertiser. For the wholesale sales in Memphis and the Mid-South total over one billion dollars.

With cotton selling higher than it has in a score of years, this world's largest cotton market will have plenty of people with plenty of money this fall. And they all listen to WMC, the pioneer radio station of Memphis and the Mid South.

Want to hear more?
Vacations Do Things!

LAST WEEK was epoch-making for radio: Nary a crisis arose!

Of course a couple of dozen hangovers remain, such as chain-monopoly regulations, multiple-ownership-overlapping service ban, war, copyright, discriminatory taxes, newspaper divorce, wash-board dramas, and sundry other trifling matters, any one of which, if provoked as originally contrived, would cut the heart and liver out of commercial broadcasting.

There wasn't a new crisis because the FCC was in recess. Only Commissioner T. A. M. Craven was in Washington, and he isn't obsessed with giant-killer instincts, being a practical sort of a gentleman who is old-fashioned enough to believe private enterprise has a place in public service.

Action resumes, however, this week. The siesta will be over, and things will happen. But they can happen on the credit side of the ledger for a change.

Vacations do things for people. They provide the opportunity to relax and commune with their Maker. They let them reflect on the past, and perhaps do a job of clearer thinking ahead. Five of the FCC's six members have had that opportunity during the past few weeks.

Let's dissect the most pressing of the several white-hot issues which must be appraised by the FCC when it reconvenes. The chain-monopoly rules had been right up against the buzzsaw of a Sept. 16 effective date, until Comdr. Craven last Thursday scheduled oral arguments on Sept. 12, automatically bringing about a postponement. This followed a rupture early last month in negotiations between Chairmen Fyly and the heads of the three major networks. Until the postponement developed, a really ugly situation had existed. The Commission up to that point had stubbornly insisted that the networks knock down and accept the regulations, or else.

But members of the Commission have had time to reflect. They must have appreciated the seriousness of those rules when important men like CBS President William S. Paley and NBC President Niles Trammell, as well as MBS representatives, day after day during Washington's sweltering heat, conferred and counselled in an effort to work out an acceptable compromise. That after they had religiously attended and participated in protracted hearings before the Senate Interstate Commerce Committee on the White Resolution designed to prevent the FCC from running riot. The FCC must have realized that if the rules as written were permitted to stand and any substantial number of affiliates pulled the plug on the networks, the public would have done something more than a disservice. For the first time Mr. John Q. Citizen would have been brought into the picture. And the wrath of millions of listeners would have descended upon the FCC.

There is still too much heat in this situation, to mention only one of the several crusades unleashed by the FCC. And there is too much at stake. It's risky to gamble with so vital a public service, particularly in these grim days. We'd like to see a moratorium on crises in radio at least until those now on the fire are out of the way.

Strictly a Luxury

SO RADIO CAN'T sell luxuries!

If you're still an addict to that favorite chant of competing media, there's one quick cure and it can be found on page 14.

It's a story that needs repeating now and then, this power of radio to sell items strictly in the luxury class. And nobody will dispute the claim that motor boats are a luxury. At Higgins Industries Inc., New Orleans, the world's largest builders of commercial motor boats, they base all their promotion on the thesis that the product belongs in the luxury class.

That's why Higgins uses Fortune and Spur along with yachting journals when it advertises its boats. Moreover, that's the very reason Higgins uses radio. For the firm discovered accidentally that radio could sell its luxury product. Since that happy day Higgins has been using two well-programmed campaigns, and will soon launch a third.

It's boats may be a luxury for the public, but radio is no luxury for Higgins. It's a necessity.

In 1950 What?

AT THIS writing it looks as though NBC will make its peace with ASCAP. With that accomplished, it won't be long until CBS, due to competitive effect, will find it expedient to follow suit. MBS already is in line, having consummated its deal last May. And, of course, it will be up to affiliates and independents not yet signed to decide for themselves whether they will accept the ASCAP proposition.

Without arguing the merits of the NBC-ASCAP proposal, admittedly better than that procured by MBS, we believe a glance at copyright history, as well as a peer into the future, might prove edifying. The contract offered networks and stations is for nine years. These questions logically arise:

Will BMI, which made the present ASCAP deal possible and which introduced competition in the music performance field, be in existence in 1950?

Will ASCAP again be omnipotent in 1950 so that it can dictate the price to be paid, just as it did in 1932 and 1935?

Will broadcasters, in accepting the proposal currently offered, be sacrificing the principle of free competition for immediate dollars?

Will the independent composer from Podunk, who is responsible for most of the hit tunes of today (nearly all BMI) be on the air?

Will network and transcription programs be closed to the service music market hence?

Will broadcasters go for the blanket license theory because it's cheaper now and forget all about the per use formula, which entails the maintenance of music libraries and indexes?

The station owner who for the last decade has fought the copyright battle best knows the answers. We pose these queries because we can't forget the oft-repeated statement of Gene Buck, venerated ASCAP president, at the outset, of the director of research, battle that the broadcasters will in the long run pay every penny of the costs to ASCAP, with interest. If the industry doesn't watch its step now, Mr. Buck may make good that boast in 1950!
RADIO is the all-consuming career of Jack DeWitt, just turned 35.

Born John Hibbett DeWitt Jr. on Feb. 20, 1906, the son of a judge of the Tennessee Court of Appeals, Jack became a wireless addict while still in short pants, even before he entered Duncan Preparatory School in Nashville. His higher education included attendance at the engineering school of both Vanderbilt and the U of Tennessee. But he seems never to have allowed formal schooling to interfere with his interest in radio.

His first venture into the commercial realm of the industry came in 1922, when as a lad of 16 he built and installed Ward-Belmont's station, WDAA, Nashville's first broadcast facility. Although engrossed in these efforts, he managed to carry on prep school work and even enter college in 1923.

But a still more absorbing project presented itself in 1925 when the National Life & Accident Insurance Co. installed its 1,000-watt transmitter for WSM, Nashville. Jack was made inspector of materials during construction. When the first program took the air, he manned the controls.

Now chief engineer for WSM, it would be logical to assume that Jack just grew into the job from this beginning. However, after a year with WSM, he went back to school, this time to Tennessee U.

But once again electrical engineering, or the academic pursuit of it, lost out, for in 1929 Jack left school for good to take an assignment in the radio development department of Bell Laboratories. In 1931 he was loaned to National Life to testify in the "high power" hearings of that day, and the next year he left Bell Labs to become chief engineer of the new 50 kw. WSM.

A list of Jack DeWitt's technical accomplishments is a bewildering array for a young fellow. While at Bell Labs he developed the first crystal-controlled oscillator meeting the revised requirements of the FCC. The principle is still used. Also he took part in the development of synchronizing motors as applied to synchronized broadcasting, a principle recently adapted to FM.

As advisor in the installation of WSM's 50 kw. plant, Jack was chief advocate of the then new vertical radiator — WSM constructed the 78-foot Goliath that is claimed today as America's tallest radio tower. And the vertical radiator appears to be here to stay.

In his job as chief engineer of WSM, Jack didn't relax his natural inquisitiveness into what makes radio tick. Among his works is a patented feed-back system that allows transmitters to use AC current in their filament supply — a method used in many of the large transmitters now on the air. He also worked out a system of static measurement which has proved of great value in computing the coverage of a radio transmitter during any given season. And one of his most recent achievements is an electro-mechanical calculator which can be used in solving the high involved equations of directional antennas, employing any number of elements.

Jack's friends throughout the industry are many, and his face is familiar wherever radio men gather. He is past chairman of the engineering committee of NAB, and is now chairman of the clear channel engineering committee. In 1935 he was coordinator for the FCC allocation survey for the Southern District. He was in Havana in 1937, representing WSM during preparation of the famed Havana Treaty, which brought about broadcasting's recent relocalization. He is widely known also as a consulting engineer, handling field work for the recently organized firm of Ring & Clark.

Jack DeWitt built and installed one of the nation's first ultra-high frequency AM transmitters, which was operated experimentally by WSM until recently, when it gave way to W4TN, WSM's FM adjunct, called America's first commercial FM transmitter. This "first" was made possible because Jack and the engineers working under him actually made parts which could not have been delivered by manufacturers for months.

The antenna system for W4TN in another DeWitt innovation — it consists of folded elements, actually buckled around the top of the WSM vertical radiator. The antenna and the feed system are so constructed that both WSM and W4TN can operate normally without interfering with each other. The generating system first used in W4TN has been adapted for use in many new FM transmitters.

In April, 1929, Jack married Ann Elise Martin. They have one son, John H. III, born in 1934. Jack is a member of Phi Delta Theta fraternity and the Institute of Radio Engineers.

Maybe it's hard to believe that a man who works so intensively at radio has an outside hobby, but Jack DeWitt is a shipping pilot, and an astronomer since he was 26, when he and his brother built an observatory which stands today as one of the best in Nashville. And when he isn't tearing apart a radio station to put it back together again, or discussing the stars with a visiting astronomer, he and Mrs. DeWitt usually can be found with a group of friends in the living room of their hilltop home, listening to Wagner or Brahms pouring out of a tremendous loudspeaker around which the woman he built was built.

Radio is the only business in which Jack DeWitt. He hasn't found time for anything else—yet!
MARSHA WHEELER, woman's commentator of WLW, Cincinnati, is to leave Sept. 6 along with members of the WLW war games staff to handle woman's angle programs during the month from the Army maneuvers in Louisiana. She will make special transcriptions to be broadcast as part of her daily Consumer's Foundation feature.

JAY FROHMAN, formerly of WDWS, Champaign, Ill., has joined the announcing staff of WSOY, Decatur, Ill. He replaced Marty Mueller, who has enlisted in the Army.

MARVIN YOUNG, formerly NBC Hollywood producer and now a major in the U. S. Army, attached to the chief of morale branch, has been placed in charge of all professional and amateur talent for Army camp shows.

Y'OUGHTA SEE THE WAY SALES ARE LEAPING FOR ADVERTISERS USING WDAY, AT FARGO, SPENDING CENTER FOR A MILLION-AND-A-HALF PROSPEROUS PEOPLE!

MAURICE STEINBERG, formerly staff announcer for Earl Carroll's Vaudeville Hollywood, has joined WABF, KGRO, Fort Worth, as staff music arranger.

CHARLES W. LEWIS of the U of Pennsylvania has been awarded a one-year fellowship by WLW, Cincinnati, according to Robert E. Duvalle, general sales manager.

MEL VENTER, production manager of KFRC, San Francisco, fractured an arm when he fell off a step while participating in a recent Red Cross benefit show in San Mateo, Calif.

Godwin Benediction
FOR years Earl Godwin, NBC Washington commentator, has been signing off his program with the phrase, "God bless every one of you". Numbered among his audience are high Government officials, members of Congress, and thousands of Government workers. Recently he discovered he had loyal fans 3,000 miles away. Godwin received a postcard showing a picture of Westminster Abbey, postmarked London, July 20, from Capt. Bernard Brooke, who ferries bombers across the Atlantic. The card read: "This one of God's houses still stands. It surely is His that right will conquer. The AEP boys here—American Eagle Force—will listen to your 'God bless every one of you'."

ERHIE HARWELL, sportscaster of WSB, Atlanta, and Lou Tankersley recently announced their engagement.

TOM THOMAS, formerly of WHB, Sheboygan, Wis., has been induced into the Army and is now in training at Camp Wheeler, Ga.

JACK HUBBARD, continuity editor and special events announcer of KPDB, Great Falls, Mont., has resigned to join KROB, Clinton, Ia., as program director.

ROBERT MCDONALD, associate news director of KABC, St. Louis, has joined the Ameriscope News-Globe to handle a combination radio and newspaper job on KMOX. Richard Everett, St. Louis bureau manager for Transradio News, has joined the KMOX news staff, replacing McDonald.

ELMER BAUGHAM, announcer of WFAA-KGKO, Dallas, and Norel Schriner, publicist director, recently married Mary Constance Holden and Joanne Lucile Heiuse, respectively.

FRANK MAHON, sportscaster of WEW, St. Louis, and a graduate of the St. Louis U School of Law, recently passed his bar examination.

DON BRICE, formerly of KSAL, Salina, and WU, Youngstown, Ohio, has temporarily rejoined the KSAL announcing staff. Mary Jeanette Bachtold, KSAL woman's commentator, is convalescing from an operation. Glenn Brindish, formerly of KGNO, Dodge City, Kan., is substituting.


LARRY ELLIOTT, CBS announcer on such programs as The News of the World and The Treasury Hour, will continue this fall to announce various CBS programs, but will also freelance.

BILL GOODWIN, Hollywood announcer, has been assigned to the weekly half-hour NBC Burns & Allen Show, starting Oct. 1 under sponsorship of Lever Bros.

KNOX MANNING, NBC Hollywood commentator, has been signed to narrate the Warner Bros. short film, "Perils of the Jungle".

MAURICE JOACHIM, known for his program Your Lawyer's Friend, on Sept. 3 returns to the air on WHN, New York, with a new program titled "The Care of Thoughts", to be heard Monday, Wednesday, and Friday at 11 a.m.

LYDIA PERERA, CBS television actress who has been working on the Children's Story test programs, and Wil Marxen, who handles television publicity for CBS, were married Aug. 19 in New York.

Asheville's average citizen buys 112% MORE General Merchandise than the average American.

- And WWNC's Promotion makes getting more sales even easier! Try it!
McCosker’s Lyrics

TOPPING ALL SONGS played on WBBM the other week was the Mills number, “Give Me Your Answer,” with lyrics by Alfred J. McCosker. Its success entitles the president of WOR, New York, to be a writing member of ASCAP for the next second in the “Lone Star Ranger” film.

TRUE BOARDMAN, Hollywood writer-producer, has returned after New York conferences with Joan Haldane, radio actress, on a new nighttime sponsored series.

JERRY MANN, Hollywood writer-director, is doing special writing on the weekly NBC Rudy Vallee Show, sponsored by National Dairy Products Corp.

NORMAN A. ROSE, formerly in the copy department of Raymond R. Morgan Co., Hollywood, has joined the CBS continuity staff in that city.

NILES WELCH, CBS New York announcer on the American School of the Air, is currently in Hollywood.

ED FARLEY, formerly of CFAR, Flin Flon, Man., and CPOT, Victoria, B. C., has joined the announcing staff of CJRC, Winnipeg.

JACK WELLS, formerly of CPQC, Saskatoon, has joined CJRC, Winnipeg, as sports announcer. He replaced Stewart MacPherson, who has returned to the British Broadcasting Corp. after 11 months with CJRC.

JOHN COLLINGWOOD READE, newscaster at CYRD, Toronto, was flown to Great Britain in a bomber to obtain first hand impressions of the war and to accompany Prime Minister King of Canada on his visits to Canadian troops stationed in Great Britain.

WENDELL NILES, Hollywood announcer, is narrating a series of U. S. Army instruction film shorts being produced by Warner Bros. He also has a role in the Columbia picture, “Harmonia of Michigan,” now being released.

JOHN LAING, KFKE-KCA, Los Angeles, announcer, and Katrina Ruskatz, secretary to Ernest Felix, auditor and office manager of the station, were married Aug. 21.

DON McDermid, music director of KGU and KGB, Honolulu, soon will have published his song, “South Sea Salute.” Recently he had another song, “Little Brown Girl,” published by Irving Berlin.

GEORGE SAYLES, formerly Chicago assistant bureau manager of Transradio Press Service, has been appointed KMPC, Beverly Hills, Cal., associate news editor.
DUNCAN MacLEOD, assistant news editor of KQIN-KALT, Portland, Ore., will leave Sept. 15 to join the Army Air Force. MacLeod is a member of the 123rd Observation Squadron, the last Oregon National Guard unit to be called to active service. Robert Harris has been named to succeed MacLeod.

BILL KILMER, announcer and staff organist of WSGN, Birmingham, has been named musical director.

ROBERT DWYER, formerly music announcer for Frankie Masters orchestra, has joined the music staff of WGN, Chicago.

OTT DEVINE, dean of announcers of WSM, Nashville, and Mrs. Devine, on Aug. 25 became the parents of a 9 lbs. 2 oz. daughter, Virginia Rush, born at Vanderbilt University Hospital.

**Old Gold Series**

BERT WHEELER and Hank Ladd, Hollywood film comics, have been signed as regular features of the weekly half-hour Tommy Riggs & Betty Lou program, sponsored by P. Lourillard Co., (Old Gold cigarettes), on 6 NBC-Pacfic Red stations, Thursday, 8:30-9 p.m. (PST). Cast also include Tommy Riggs and Dick Wheeler. Victor Young is musical director, with Ben Gage announcer. Sam Moore writes the series. Robert Brewer is producer for J. Walter Thompson Co., the agency. Myron Dutton represents the network.

WBLJ, Dalton, Ga., operating on 1290 kc., 500 watts unlimited, on Sept. 1 became an affiliate of MBS.

**Meet the LADIES**

JOAN CANNON

DEFTLY, Joan Cannon lends a woman's guiding touch to a leading CBS radio program. Holding a responsible position with McCann-Erickson Inc., Los Angeles, this attractive young woman has been the producer of the weekly Dr. Christian series sponsored by Chesebrough Mfg. Co. Canadian born, Joan moved to Spokane, where she lived until 1936, when she decided upon Hollywood as her goal. Almost immediately she made her current agency connection. Educated at both the U. of Southern California and Washington State College, Joan Cannon represents a pleasing picture of a typically modern girl. Blond, hazel-eyed, brown-haired, she stands 5 ft., 6 inches, and weighs 118 pounds.

George Fischer

GEORGE FISCHER, president of J. Fischer & Brother, music publishers, and a board member of ASCAP, died Aug. 23 at his summer home on Fire Island, New York. He would have been 71 years old on Sept. 15. Although the firm publishes popular music, Mr. Fischer was interested primarily in classical and religious music, sponsoring Deems Taylor and other American composers and building up for his company the largest stock of Catholic Church music in the country.

WILMER WALTER

WILMER WALTER, 57, who played the lead in the daily radio serial David Harum sponsored by the B. T. Babbit Co. heard on NBC-Red Monday through Friday, died Aug. 23 at Mount Sinai Hospital, New York, after a two-week illness. Before entering radio, Mr. Walter was a leading man with various stock companies. He had enacted the role of David Harum on the air more than 1,500 times in the last 51/2 years.

**TERRILL IS NAMED KSKY, DALLAS, HEAD**

APPOINTMENT of R. J. Terrill, for the last six years manager of KGHI, Little Rock, as manager of the new KSKY, Dallas, was announced last week by A. L. Chilton, well-known Southwestern broadcaster and head of the new outlet. The station, to operate with 1,000 watts local sunset on 600 kc., is expected to take the air by mid-September, according to Mr. Chilton.

Mr. Terrill, a native of Dallas, started in radio on KRLD, of which Mr. Chilton was manager for several years. Chief engineer is Morris M. Ming, who left a similar post at KGKO, Lubbock.

Miss Dorothy M. Smith, for two years traffic manager for the Texas State Network in Fort Worth, will become office manager of KSKY. She was formerly Mr. Chilton's secretary. Studios and general offices are on the roof of the Hotel Stoneleigh.

R. G. Binyon Is Named As Manager of KWAL

R. G. BINYON, formerly of KGB, San Diego, has been named general manager of KWAL, Wallace, Idaho, succeeding Clarence Berger, who has severed his connection with the station. The change came following approval by the FCC of the transfer of license from a partnership consisting of Mr. Berger and Chester Howarth to the Silver Broadcasting Co. Inc. The owners of the latter company are Drs. J. R. Binyon and H. C. Nickels who are also controlling interest in KEVE, Everett, Wash., soon to take the air.

William M. Bruner, station manager and chief engineer under the partnership, has been retained in these duties. However, other staff changes and additions are to be announced shortly.

Floyd J. Neale

Floyd J. NEALE, 54, since 1938 announcer for MBS, was found dead in his New York apartment Aug. 25, apparently the victim of a cerebral hemorrhage. In addition to his MBS affiliation, Mr. Neale had been associated with WOR for 12 years, serving first as an announcer. At one time he was program director for the old WGBS, New York and was credited with having suggested the award for fiction which the Academy of Arts & Letters once made to radio announcers. During the first World War he was in the Naval Intelligence Service, assigned to the naval and censorship division. Mr. Neale is survived by his two sisters, Mrs. Charlotte Thwing of Pine Orchard, Conn., and Mrs. Thomas D. Knowles of Massillon, O.
DISCUSSING his new contract for a series on CBS starting Oct. 5 for General Foods Corp., New York, William L. Shirer, CBS news correspondent and former Berlin correspondent, lunches with agency and CBS executives. Left to right are Bruce Powell, Columbia Artists; George Bryson, Young & Rubicam, agency in charge; Mr. Shirer; Louis N. Brockway, Y&R vice-president.

Standard Radio Opens New York Export Office

STANDARD RADIO has established an Export Division with headquarters at 40 W. 45th St., New York. M. M. Blink, co-owner of Standard Radio, announced that Herbert Rosen, formerly European representative of the Standard Library, who had previously maintained an office in Paris, has been named manager and that the new department will specialize in servicing Latin American stations.

Distribution to Canadian and Mexican stations, however, will continue to be handled by the regular company offices in Chicago and Hollywood. The New York office will carry a complete stock of recorded sound effects as a service to seashore stations. The company has opened permanent southern branch in Dallas with offices in the Wilson Bldg., under direction of Herbert Denny, southern representative.

Wreck Cuts Circuits

RADIO, press and telephone circuits between San Francisco and Los Angeles were "dead" for more than a half-hour Aug. 22 as the main line cable was short-circuited at Livermore, Cal., when two autos crashed, injuring seven persons. The cars climbed into one of the main line telephone and telegraph poles near Livermore at 1:15 p.m. Communications between Los Angeles and San Francisco and intermediate points was not re-established until 1:45 p.m.

WHAT DO YOU WANT TO KNOW ABOUT RICHMOND?

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.
Department Stores Cited by the NAB

Pellegrin Points to Need of Promoting This Business

FACING the possibility that the defense program may bring about a curtailment of advertising budgets in some advertiser fields, the NAB last week directed a message to station sales executives to focus attention on the local department stores.

In a letter prefacing a 30-page “summary table” of department store advertising during January, Frank E. Pellegrin, director of the NAB department of broadcast advertising, pointed out that stations can refute the argument that radio is not effective in this field “by continually stressing those cases where department stores are using radio successfully.”

Effect of Priorities

The summary table, covering the month of January, 1941, was compiled from the NAB Broadcast Advertising Record, monthly analysis conducted by Paul Peter, NAB research director, and is based on reports from 225 stations submitting reports.

Also dealing with broadcasters’ problems growing out of the priorities situation and diversion of consumer goods to national defense needs, the NAB department of broadcast advertising supplemented the department store compilation with a mimeographed booklet, The Effect of Priorities on Radio Advertising, containing comments by advertising and radio specialists on what may be expected of the department store situation.

Describing the idea, Mr. Pellegrin commented in his letter: “The Sales Managers Committee believes that the booklet can be used constructively to sell department store advertising in several ways by (1) showing it to department store executives as proof of the effectiveness of radio; (2) by being made use of radio by many firms; (2) showing the various types of radio service used; (3) listing stores by name for personal check-ups if desired; (4) inspiring your radio salesmen to ‘go and do likewise.’”

It is suggested that in using this, you stress that the list is partial and, as far as possible, only to be indicative. If you want some typical success stories to use in this connection (or in other lines of business as well), they will be sent free of charge and if you have any some success stories of your own to contribute, they will be most welcome. A sample of the case history form we will use gladly if sent you if one want.”

**RADIO LISTENING**

The New York market, measured by personal interview and the “postoffice box” method offered by Sidney Roslov, director of The Pulse of New York, research organization.
**Agencies**

HAROLD J. RUDOLPH, formerly copy research director of J. Sterling Gettyell, New York, and previously of Colgate-Palmolive-Fleet Co., Jersey City, has joined Standard Brands, New York, as director of market research.

JULES BUNGUS, West Coast publicity director of Dentos & Bowles, and Nancy Gottfried, formerly public relations director of Ted Bates Inc., New York, will be married in Glendale, Cal., on Sept. 5.

ALICE SLINGLUFF, formerly of Schwimmer & Scott, Chicago, has joined Hays MacFarland & Co., Chicago, as assistant to radio director Evelyn Stark.

IRMA LOMBERG, formerly assistant to the advertising manager of the American Machine & Foundry Co., has been named traffic manager of Seidel Adv. Inc., Washington.

A. F. LARSON has returned to Associated Adv. Agency, Los Angeles, as account executive.

SANDY SPIELMAN, announcer of KEFO, San Francisco, has resigned to return to the U of California.

E. S. PHATT, media director of Sherman K. Ellis & Co., New York, has been elected a vice-president of the agency.

A. B. MUELLER, formerly advertising manager of The Paradise Companies and more recently with Facts Consolidated, has been named director of market development for Pineapple Producers Cooperative Assn., San Francisco.

EDWARD S. LANNING, of McDonald-Cook Co., South Bend, has been named copy chief.

**Young Opens Office**

JOHN ORR YOUNG, co-founder of Young & Rubicam, New York, who retired from the agency when its annual volume reached $13,000,000, has entered the consultant field with offices at 610 Fifth Ave., New York. Mr. Young will render advisory service in advertising and public relations with particular emphasis on post-war problems as a supplement to the client's agency.

JOHN F. WAGENER, with Fuller & Smith & Ross, New York, for 22 years, in various positions including account executive and assistant treasurer, has been appointed space buyer of the agency, succeeding C. T. Williams, who is resigning Sept. 15.


GEORGE BOLAS, assistant sales promotion manager of NBC-Chicago, will join the radio department of Blackett-Sample-Hummert, Chicago on Sept. 8. He will continue in a promotional capacity.


NANCY ANDREWS, receptionist at Raymond R. Morgan Co., Hollywood, recently sold an original song "I’ve Fallen in Love Again" to Syndicate Publishing Co.

DANNY DANKER, Southern California vice-president of J. Walter Thompson Co., has returned to Hollywood from Chicago where he conferred on format of a network show featuring Judy Canova for sponsorship by Wm. Wrigley Jr. Co.

MRS. LOUISE BARRETT has joined the radio department of Blackett-Sample-Hummert, Chicago, as program assistant. Mrs. Barrett is the widow of the late E. J. Barnett, formerly timebuyer of B-S-H and later in charge of the Chicago sales office of ORR YOUNG, New York.

**Ballantine Ready**

WITH TIME cleared and cast set, P. Ballantine & Sons, Newark (beer), through J. Walter Thompson Co., New York, on Sept. 12 starts Three Ring Time on 75 MBS stations, F r i d a y, 9:30-10 p.m. (EDST). Besides Milton Berle as m.c., cast will include Charles Laughton, film star, with Shirley Ross, vocalist and Bob Crosby’s orchestra. Clinton (Buddy) Twist, NBC Hollywood chief announcer, has been given the announcing assignment. Ed Rice, recently transferred from the agency’s Bermuda staff to the West Coast, is to collaborate with Sam Moore in writing the weekly show.

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**FOR 20 CONSECUTIVE MONTHS**

W-G-N HAS SHOWN AN INCREASE* IN LOCAL TIME SALES

*and BIG

This is testimony in advertising dollars to the effectiveness of advertising on W-G-N.

No better evidence can be offered.

---

W-G-N—the First station in Chicago and the First Chicago station in the Middle West

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A CLEAR CHANNEL STATION

720 KC   50,000 WATTS
ENTERTAINMENT at the annual sales convention of Meyer Bros. Drug Co., St. Louis, held in St. Louis recently, was supplied by Hilbilly Minstrels which the company sponsors on KWTX, Springfield, Mo. The show, formed over 75 years ago but now to radio, is testing a daily half-hour quarter to promote Sheraton, a Vitamin B tonic. "Results of the program have exceeded our fondest expectations," says Vice-President Carl H. Meyer, Jr., "and we are considering expansion into other markets." Starting are [center row, 1 to r]: Mr. Meyer; Jim Daughtrey, of Jim Daughtrey Inc., St. Louis agency handling the account; Hugh Aspinwall, program director of KWTX; T. F. McGloge, Jr., M-B general sales manager; Clyde (Slim) Wilson, KWTX; McVeigh Goodman, M-B advertising manager; Leslie Kennon, national accounts manager of KWTX. Minstrels are (back row): Mike Dorsey, Lowell Tennis, Dale Lehman, Cliff Bled. Below are Bill Bailey and George Earle.

BENEFICIAL CASUALTY Co., Los Angeles, retained clothing-1, in a 50-day fall campaign which starts Sept. 2, will use a total of 1500 transcribed one-minute announcements on eight San Francisco area stations. KFRC KGO KMPO KJHS KRY KQW.

FORD DEALERS ADV. FIN'D. Los Angeles (natives), on a 52-week contract effective Aug. 17, renewed its twice-weekly quarter-hour program "Bob Garrett Reporting," on KXK, Hollywood, firm also sponsors a daily five-minute newscast on KXTA, Los Angeles. Agency is McCann-Erickson, Los Angeles.

O'KEEFFE & MERRITT Co., Los Angeles (gas stove), for the fifth consecutive year, has renewed under a 52-week contract its three-times-a-week quarter-hour program, "Says by Pat Bishop," on KFI, that city. Firm also uses seven spot announcements per week on KFI. Hollywood, Richard D. Atkinson Adv. Agency, Los Angeles, has the account.

AN ADDED promotion to listeners of its Maxwell House Coffee, General Foods Corp., New York, on Sept. 1 started six times weekly Dinner Hour Stamps, as the same theme song by Meredith William, Too and I—used on the company's NBC radio program "Coffee Time," which resumes Sept. 4. The program features sub-type concept music with special commercials. Agency is Boston & Bowles, New York.

FIRMAN & CLARK, Los Angeles retain clothes-1, in a 50-day fall campaign which starts Sept. 2, will use a total of 1500 transcribed one-minute announcements on eight San Francisco area stations. KFRC KGO KMPO KJHS KRY KQW.

WEST COAST SOAP Co., Oakland, Cal. (Pocove cleanser), Cholesterol Products Co. (Hy-Pro cleanser), and Keystone Food Products Co. (chili sauce, tomato juice, ketchup), Los Angeles, respectively, on Aug. 23 started participation in the weekly half-hour morning program, "Tips of the Morning," on KXTA, Hollywood. Contracts are for 13 weeks. Other current participants are John B. Marrel Co., Ottawa (E-Z serve plates); Barbara Ann Baking Co., Los Angeles (thread), Red & White Stores, Wilimington, Ca. (cleaning cloths). Featured are Bernice Chaitz and Manor Webber in tips on food buys with menu discussion. Service is produced by program department of Heinch Pickering & Co., Los Angeles agency. Fred Fox is account executive.


"He leaves his radio turned on all night, so WDFD Flint Michigan will rouse him in the morning."

NELSON BROS. FURNITURE CO., Chicago, on Aug. 23 contracted for a schedule of 17 programs per week on WCF, Chicago. Programs consist of a half-hour Sunday musical program, a quarter-hour news broadcast five times a week, a five-minute quarter-hour of transcribed music, and a half-hour quarter-hour of "Music of the Week" on Sunday morning. Agency is George H. Hartman Co., Chicago.

SHERRIFF's Ltd., Toronto (marinated meat) on Aug. 21 on CFRB, Toronto, recording the half-hour show for use the following week on CFAC, Toronto; CPTL, London, Ont. The recorded program will be transmitted to other stations throughout Canada. Account is placed by Cookfield Brown & Co., Toronto.

PERFECT CIRCLE Co., Toronto (piston rings), started Sept. 1 transcribing announcements four times weekly on 12 Canadian stations. Agency is McConnell Easton Co., Toronto.

NOVA-KELP Ltd., Toronto (health food), on Sept. 2 started 12 weekly live spot announcements on CJOH, Winnipeg; CFBR, Edmonton, Alta., and will extend to other stations during September. Account placed by Blackstone & Hacker, Toronto.

MACDONALD TOBACCO Co., Minn., in Chicago on Aug. 23 started newscasts six times a week for the half-hour quarter-hour program. Account was placed by Richardson-Macdonald Adv. Service, Toronto.

BAYWOOD PARK ESTATES, Morristown, N.J., on Aug. 20, started a 15-minute radio test program which started Aug. 23 on a daily quarter-hour program of recorded music on KFBD, Los Angeles. Agency is Stodel Co., Los Angeles, has the account.

R. F. HUTTON & Co., Los Angeles (clothing firm), Aug. 19, on WABC radio, Aug. 23 starting an early morning five-minute stock market report "Market Book," planned four weeks on KMPC, Beverly Hills, Cal. Contract is for 13 weeks. Reviews, broadcast a half-hour after market's opening, are handled by Clete Roberts, station news editor. Firm said to be first of its kind to use Southern California radio as a direct form of advertising, is supplied with a new service with a new proposal agreement covering Pacific Coast区域性 publications from Santa Barbara to San Diego. To further bring this new service to customers, an estimated 25,000 mailing pieces are being released. Burton A. Scott and Co., Los Angeles, handles the account.

L. H. LABORATORIES, Hollywood (173, a 20-week contract which started Aug. 23, is sponsoring the daily half-hour transcribed program "American Challenge," on WLCI, Chicago. Series was produced by Bruschere, Davis & Staff, Los Angeles.

T. W. BURLINGTON & Son, Houston, Tex., has contracted the transcribed "Superman" series on KFGO, Fargo, N.D. Juvenile clubs and contests are conducted to promote the three-weekly broadcasts. Rogers & Smith, Dallas replaced the 52-week contract.
Coast Blue Executives Discuss Autumn Plans

OPERATION problems and business aspects as well as plans for newly-sponsored network programs to start on the West Coast in fall, were among topics discussed by NBC Pacific Blue station managers meeting in Hollywood on August 28 and 29 inclusive, when Don E. Gilman, NBC Western division vice-president presided.

Those attending were: Harrison Hollway, KECA, Los Angeles; Charles A. Starke, KTMS, Santa Barbara; Charles S. Waller, KFM, San Diego; Al Nelson, KGO, San Francisco; Lewis Wasmer, KGA, Spokane; Arden Pangborn, KEX, Portland; Birt Fisher, KJZ, Seattle; Howard Lane, McClatchey Network; Keith Kiggins, NBC Blue, New York sales manager; NBC Hollywood was represented by Lew Frost, executive assistant to Mr. Gilman; Tom Shirley, Pacific Blue, San sales manager; Robert McAndrews, division sales promotion manager; Hal Bock, Western division director of press relations; John Swallow, Western division program director.

NATIONAL RADIO CHECKING Service, St. Louis, announces it has 410 checkers in 365 markets to check any radio program.

Auto Firm Adds

WHILE many auto firms in the San Francisco bay area are continuing radio advertising due to shortage of cars, Transport Motors Co. (Willys distributor), has increased its radio budget and recently added several stations to its list. A 15-minute newscast is being sponsored thrice weekly on KGW, Stockton; daily spot announcements used on KFSK, Sacramento, and KGDG, Stockton; and two 30-minute programs, Speak Up Americans, originating at the Tele-news Theatre, San Francisco, are presented on KSAN, San Francisco, KFRC, San Francisco, is used for announcements. Agency is Stack-Goble Advertising Agency, San Francisco.

Shell Cancels Program After Two Broadcasts

SHELL OIL Co., New York, after only two broadcasts abruptly canceled the weekly half-hour program, Shell Comes to a Party with Art Linkletter, on 9 CBS West Coast stations, Thursday, 9:15-9:45 P.M. (PST). Although the firm is reported to have paid for network time and talent for the Aug. 21 program, no Shell commercial announcement was broadcast. CBS carried the program as a sustaining feature for that one time. Sponsor, according to reports, did not approve the series, feeling that it would not do a selling job.

Though no comment came from J. Walter Thompson Co., Hollywood agency servicing the account, from Shell, it is understood Shell executives expressed no dissatisfaction with production qualities of the program. Shell Oil Co. had been out of West Coast network radio for some years. With signing of the CBS contract on a 13-week basis, there were reports that the series, which started Aug. 7, would be tested first on the West Coast for transcontinental coverage in late fall should the program prove successful.

Ayer Utility Project

HALF-HOUR program Mr. & Mrs. North, adapted for radio from the book and Broadway play by Martin Gott and Howard Harris, has been purchased by N. W. Ayer & Sons, New York, which is under- stood to be working on a cooperative network campaign for the program involving local electric power and light companies throughout the country. No details are yet available on the project from the agency or from A. & S. Lyons, booking agent for the program.

CHML, Hamilton, Ont., began operating with its new RCA 1kw. transmitter on Aug. 27.

Gulf ’Grab-Bag’

INCLUDING a Grab-Bag program to rotate among the 77 major Gulf outlets in the Cincinnati area, WSAI, Cincinnati, has sold a combination package to Gulf Oil Corp., Pittsburgh. Starting Aug. 20, the oil company is sponsoring three 15-minute news programs weekly, two spots seven nights weekly and the Grab-Bag six nights weekly. Conducted by Red Turner, the Grab-Bag is a mixed-on-the-street affair in which passersby are asked to guess the contents of “grab-bags” which may include anything from a half-deck to a package of cigarettes. Contestants may feel, smell or shake the bags—but must not look inside—before making a guess. The article in the bag is a prize, plus a pair of tickets to a local theatre.

WHY BE Modest

ABOUT THE "NAKED TRUTH"?

NORFOLK IS FIRST IN VIRGINIA

★ NORFOLK IS NOW LARGEST CITY in Virginia with a population of 214,532 as of July 1, a gain in 12 months of 50%.
★ NORFOLK IS NOW LARGEST MARKET on the Atlantic Coast south of Baltimore with population as of July 1 of 532,400.
★ NORFOLK NOW LEADS IN SALES of new cars with an increase of 76% for first five months of 1941 over same period in 1940. Department store sales have also increased 44%.
★ WTAR NOW CONTACTS MORE LISTENERS. WTAR, NOW, and always has, contacts more listeners in the Norfolk Area than all other stations combined.

Face the "NAKED TRUTH", include on your Schedule

NOW 5000 WATTS DAY AND NIGHT

WTAR

NORFOLK VA. AMERICA’S NO. 1 SALES AREA

NATIONAL NBC RED AND BLUE SERVICE


BROADCASTING • Broadcast Advertising

September 1, 1941 • Page 41
Tornado Destroys KMBC's Antennas
Twister Hits Directionals; KCNN Also Loses Tower

WINDS of tornado force last Monday night destroyed two antenna towers of KMBC, Kansas City, and another tower of KCNN, Kansas City, Kan., during a freak storm which ripped through Kansas and Missouri, causing an estimated million-dollar property damage. KMBC was off the air only a little more than eight hours, during the night.

The taller of the two KMBC structures, a 544-foot vertical radiator, buckled at the center during the 75-mile-per-hour gale, crashing through the roof of a two-story frame house located 250 feet from the base of the tower. The wife of the home-owner and two children had fled to a basement recreation room during the storm and were taken unharmed from the house through a basement window after the crash. The steel rigging of the tower crashed through upstairs rooms and came to rest below the ground floor ceilings.

The second and older KMBC tower, a 275-foot structure used as a directional unit for nighttime operation, was located on the roof of the KMBC transmitter building. It was twisted and bent by the wind, finally breaking off about 20 feet above the roof of the building and falling upon open ground.

Quick Repairs Made

The storm struck shortly before 9 p.m., and the station went off the air at 9:06 p.m. The entire KMBC technical staff was summoned to the transmitter within an hour of the crash, and by 11 p.m. engineers were preparing the transmitter for emergency operation. Using the 20-foot stub of the smaller tower as an anchor point and a 75-foot wooden pole as the other terminal, the technical staff stacked up a 200-foot flat-top antenna. After tests during the night, the station went back on the air the next morning at 5:35 a.m. with 5,000 watts power.

At the time of the accident Arthur B. Church, KMBC president and general manager, was vacationing on a Pacific cruise with C. W. (Chuck) Myers, owner of KOIN, Portland, San Francisco.

WALLACE PHILLIPS, engineer of WGN Chicago, on Aug. 28 received his master's degree in economics and finance from Chicago U. Mr. Phillips wrote his thesis on the Financial History of Broadcasting.

CHESS McEHH Jr., master control operator of W-L-V-A, Lovelock, Nev., has joined the merchant marine as a radio operator. Clarence Casebeer has succeeded him.

WARREN CHASE, formerly transmission engineer of WSPA, Spartanburg, S. C., has joined the faculty of the Capital Radio Engineering Institute, Washington.

ROY BOND, formerly of KFIZ, Port Worth, has joined the engineering staff of WGBP-KGKO, Fort Worth, replacing Gene Rossie, who joined the FCC in New Orleans as a radio inspector.


J. B. POPPELE, chief engineer of WOR, New York, has been named to membership in the Society of Motion Picture Engineers.

CARL MILNER, formerly of WSPR, Springfield, Mass., has joined WDRC, Hartford, replacing Fred Bril, who has gone to New Haven.

MERLE B. PETERSON, for two years with WJBS-KGW, San Francisco studios, has joined NBC, San Francisco.

ARCHIE SICHEL, engineer of WING, Glenside, Pa., has enlisted in the Army.

JOHN BRUBAKER, formerly of WEDB, Topeka, Kan., has joined the engineering staff of KSAL, Salina, Kan.

JACK MCNALLY, engineer of WINS, New York, is a new father of a six-pound baby girl.

Co in Air Corps

ROBERT L. COE, veteran chief engineer of KSD, St. Louis, on Aug. 23 was granted a leave of absence to accept an appointment in the Army Air Corps. During his absence, C. R. Rager, assistant chief engineer, will be acting technical head of the NBC-Red outfit.

WCAU Tower Razed

THE 50,000-WATT, 500-foot transmitting tower of WCAU, Philadelphia, Pa., a landmark since 1932, has been razed so its 35 tons of steel can be used for defense. The transmitter became obsolete only a week previous when WCAU's transmitter location was shifted to Westmount, N. J., and an entirely new transmitter, including a 469-foot tower, was placed in operation.

Today, as since the earliest days of radio, the name CLARK on processed recordings is a symbol of sterling workmanship and quality materials. And today practically every important transcription producer is a CLARK client. So, today, we suggest that if you are interested in quality transcription processing you investigate CLARK.
FIFTH COLUMN and spy activities undaunted by Len Turrro, former G-man and active operative in the Lindbergh case, will be revealed in Enemies Within, weekly program starting Sept. 3 on WNB, New York, with Mr. Turrro himself telling the story, interviewing "case history spies" impersonated by radio actors and actresses as well as actual secret agents.

* * *

Honor for Workers

EACH WEEK a typical "Worker of the Day" will be selected by officials and personnel of a Cincinnati defense firm and honored on WSA1. The feature will be part of a defense program originated by John Shillito Co., department store. A citation will be awarded the worker and the firm for which he works will provide program background.

* * *

American Questions

FROM CAMP LEE, Virginia, will come the opening program Sept. 7 of the Questions for Americans series, to be heard on a nationwide MBS hookup. The series will be built around recent publication of the same name by Dorothy Thompson, who will take part in the program. A group of men and women will be featured, along with a camp string ensemble.

* * *

War Salutes

CJRC, Winnipeg, has started a half-hour Saturday program in which Manitoba provincial towns are saluted for their contributions to Canada's war effort. Three towns are selected each week. Program was developed by Lieut. Hugh (Rusty) Young, former CJRC special events director, now Press Radio Liaison Officer for the military district.

* * *

Ad Sketch

IN CONNECTION with the Pacific Advertising Assn. consumer relations campaign, KROW, Oakland, Calif., presented a half-hour sketch on advertising. Program, simulating a real radio show, was produced in the studios of KROW and piped through loudspeakers to the club's hotel luncheon. Keith Kirby produced the sketch.

* * *

Anything

APPROPRIATELY titled Anything Goes is a new half-hour thrice-weekly participating program on WCBS, Chicago, of unusual and rare recordings with humorous continuity. The program produced by Script & Talent, Chicago, is sponsored locally by Midland Underwriters (insurance) and Ben Zeno (used cars). Agency is Harold I. Colleen, Chicago.

We cash clothes

Crawford Clothes makes men's suits and coats—aggressively advertises them on WMCA, New York (12 1/2 hours per week every week)—and turns them into cash quickly. If you want to turn your merchandise into cash, don't call for a magician, just call for a WMCA representative (OK, salesmen).

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SIMPLIFIED COVERAGE of golf tournaments is claimed by engineers of WGY, Schenectady, directed by Willard J. Purcell. After pack-to-mobile unit technique had been tried at the Mohawk Golf Club tournament, the engineers found they got a far better signal of consistently high volume without the mobile link, the pack transmitter contacting a receiver in the club house, using a highly directive receiving antenna. Participating were (1 to r), caddie with pack transmitter; J. M. Lang, commentator; W. T. Meenan, special events; G. F. Tiffany, golfer; James Thompson, golf pro; Bob Hanna, commentator; Al Knapp, engineer; radio caddie; Roy Stiehberg, engineer; Ken Powell, commentator. Willard Cody, engineer, in rear.

KPRO to Make Debut In Riverside on Oct. 1

THE NEW KPRO, Riverside, Cal., will begin operation about Oct. 1 as a 1,000-watt fulltime outlet on 1,440 kc., according to its president and manager, W. L. Gleeson. The station has installed a 1,000-watt Collins transmitter and a 360-foot Truc-son self-supporting tower. It will be located 1½ miles north of downtown Riverside.

Mr. Gleeson has announced that Harry D. Black will be assistant sales manager, with L. A. Gifford, formerly of WROK, Rochester, Ill., as a member of the sales staff. Norman Deves, formerly chief engineer of KYCA, Prescott, Ariz., has been named chief engineer and is supervising installation of the new equipment. The station has signed for World Transcription Service, INS news, and has procured BMI and SESAC music performing licenses.

KMOX FM Plans

MERLE S. JONES, general manager of KMOX, St. Louis, has announced that KMOX will spend about $100,000 on its new FM adjunct, recently authorized by the FCC. The contemplated installation will include a 150-foot tower atop the Mart Bldg. in St. Louis, and the station will serve an area of 15,000 square miles and a population in excess of 1,800,000, operating on 45.9 mc. No schedule for actual construction or operation of the FM adjunct has been announced, but a decision is to be made during September, Mr. Jones indicated.

WKBW Names Haymer

WKBW, Youngstown, O., has appointed Paul H. Haymer, Jr., as its national representative. On Aug. 25 the station officially inaugurated fulltime operation and will shortly operate on its newly-authorized 5,000 watts. Completely new transmitter equipment is being installed.

Army Pickups

WLW, Cincinnati, which is sending a special events crew of six into the field to cover the Army maneuvers in Louisiana, has offered pickup privileges on broadcasts of the war games to all non-network stations in Ohio, West Virginia, Kentucky, and Indiana. The rebroadcast offer to the stations was made through James D. Shouse, vice-president in charge of broadcasting, for the Crosley Corp.

DOLLAR for dollar we believe the 1941 SKY CHAMPION represents the best value ever offered in the communications field. This 9 tube, 4 band receiver tunes from 545 kc. to 44 mc. Band one 545 kc. to 1,720 kc. Band two 1,760 mc. to 5.2 kc. Band three 5.3 mc. to 15.6 mc. Band four 15.3 mc. to 44 mc.

The 1941 SKY CHAMPION has all the essentials for good reception: automatic noise limiter, AVC switch, standby switch, inertia bandspread, tuning, separate electrical bandspread, beat frequency oscillator, battery - vibraphone, D C operation socket.

See the Sky Champion at Your Hallicrafters Distributors.
Power Boost by Jan. 1
Now Planned by WIBG
PAUL HARBON, president of WIBG, Glenside, Pa., announced he expects the station to be on the air by Jan. 1 with new studios and a power boost to 10,000 watts fulltime [Broadcasting, Aug. 25]. Construction of a new transmitter and selection of new studios in Philadelphia proper will begin shortly.

John B. Kelly, director of the national defense civilian physical training program, explained his purchase of an interest in WIBG as a "hobby". "I think there is a future in radio," said Mr. Kelly. "It is a hobby of mine and I am very much interested in it." He did not explain the interest in radio of Anthony J. Drexel Biddle, Jr., now Minister to Poland and several other European countries, with whom he jointly holds a 49% interest in WIBG.

Radio Schedules Read
AN ANALYSIS of the Houston Chronicle for May 22, just published by the Advertising Research Foundation as a part of its Continuing Study of Newspaper Reading, shows that "outside of the comic strips" which are habitually high, highest readership by both men and women was given to Local Radio Programs (men 52%, women 61%)." The ARF reports.

WAYS Opens Oct. 1
WAYS, new fulltime 1,000 watt station operating on 610 kc. at Charlotte, N.C., is expected to be on the air Oct. 1, according to Weed & Co., which has been named national representative for the new outlet. The station is owned by the Intersity Ag, by, of which George Dowdy, department store executive and president of the North Carolina Merchants Assn. is head.

FTC Stipulation
SUNSHINE BROADCASTING COMPANY, operating KTSA, San Antonio, Texas, has entered into a stipulation with the Federal Trade Commission under which it agrees to stop using the selling slogan: "KTSA, San Antonio, Texas, 5,000 watts, doing a 50,000-Watt Job," the FTC announced last Monday. The FTC also announced a stipulation for Fanny Farmer Candy Shops Inc., Rochester, N.Y., to stop certain advertising representations for its line of candies, list by Supreme Publications, Chicago, to discontinue certain representations for the book "Complete Authorized Radio Servicing Course,"

CRYS'TALS by HIPower
The Hipower Crystal, Company, one of America's oldest and largest manufac- turers of precision crystal tubes, is able to offer the broadcaster and manufacturer the feature attractive price because of their large production and the exclusive Hipower drifting process. Wherever your crystal need may be, Hipower can supply it. Write today for full information.

SALES MANAGER—For Virginia Station. Good salary and commission. Box 862, BROADCASTING.

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

IMMEDIATE OPENING FOR OPERATOR—With First Class license, from local station. Moderate pay. State starting salary. Box 865, BROADCASTING.

ANNOUNCER—Some experience, young, draft exempt. Midtown station. Moderate pay. State starting salary and experience. Box 866, BROADCASTING.

ANNOUNCER—For studio work in Midtown station. News experience needed. Send qualifications with transcription and draft number to Box 867, BROADCASTING.


ANNOUNCER—Experienced and capable radio time salesman by a NBC Red base station in the Western market. Must be between 30 and 46, have a proven record, and possess a good front. Opportunity to become a top man. Box 869, BROADCASTING.

Station Manager—One who is young, aggressive, with a head for radio and can sell. Good salary and part ownership for performance. Box 870, BROADCASTING.

ANNOUNCER—With operator's license, desires permanent position in Midtown. replies treated confidentially. Box 871, BROADCASTING.

Modern Gay Writer—Wishes connection with sponsor. Sample gags sent for examination. Box 872, BROADCASTING.

Engineer—Experienced—First class phone license. Draft exempt. Desires change. Will go anywhere if salary reasonable. Box 873, BROADCASTING.

ANNOUNCER—Wishing a position in the entertainment field. Box 874, BROADCASTING.

ANNOUNCER—Licensed 1st class. Formerly with 866 kW network station. Go anywhere. State salary. Box 875, BROADCASTING.


Chief Engineer—10 years experience, draft deferred. References, desire change, go anywhere on contract not less than five years. Address Box 878, BROADCASTING.

Radio Executive Available—Dependable, experienced, married man. Top in sports, news, programs, sales. Now Manager Network Station but wants change. South preferred. Box 881, BROADCASTING.

Graduate Engineer—2d, fixed station and government engineering experience, wants broadcast work: prefer start short night shift San Francisco Bay station. Chandler Stewart, 161 Bay View, Vallejo, Calif.


News Engineer, Live-wire. Versatile Man. At 21 am college grad and a Program Director. Experienced programming, continuity, announce, newsmess, publicity, news commentators, plays, etc. Draft exempt. Now 856, BROADCASTING.

Versatile Young Woman—Desires position with future in radio or advertising agency. Has three years experience as traffic manager, continuity writer, program production, secretarial work. Now employed 5,000 watt station. Excellent references. Box 887, BROADCASTING.

Station Executive Available—In the past eleven years—regional salesmen; local station manager; network salesman and producer; at present commercial manager of 9000 watt basic regional. I feel that I am especially well equipped for sales, programming and general operational supervision. I could serve an Agency Radio Department profitably. If you need a man of sound, aggressive management with initiative—I’d like to work for you. Age 45—Methodist Episcopal—married 6 years—draft exempt—excellent references. Box 888, BROADCASTING.

ANNOUNCER—With operator's license, desires permanent position in Midtown. Replies treated confidentially. Box 889, BROADCASTING.

ANNOUNCER—Wishing a position in the entertainment field. Box 890, BROADCASTING.
MERCHANTING & PROMOTION

Baltimore Ball—Civic Awards—Egg Guessing—Air and Iodine—Sneak Preview

SOME 12,000 attended the annual finals and beauty ball held by WITH, Baltimore, in a Miss Maryland contest. The evening promotion drive included tie-in with the American Legion convention and trolley banners all over the main streets. Sectional semi-finals were held in 10 theatres, parks and swimming pools. Movie trailers, car cards, neighborhood papers, taxi signs, posters, many other media were utilized.

KPO-KGO Letters
SALES promotion department of KPO-KGO, San Francisco, has mailed out 5,000 twelve-page letters giving complete detailed description of the new million-dollar NBC building in San Francisco, together with architects' drawings of floor plans for each of the four floors and penthouse, and reproduction of a scale model of the new building. The mailing piece is headed off with a personal letter from General Manager Al Nelson. Letters were mailed to agencies, prospects and nearly 300 radio station managers.

Cleveland Awards
A TROPHY designated the "United Broadcasting Company Achievement Trophy" has been started by L. Rowland Carpenter, general manager of WHK-WCLE, Cleveland, to encourage "individual initiative and enterprise, attainment of special skills and promotion of noteworthy civic and social objectives." First honored was to be a volunteer flyer credited with outstanding performance at the Cleveland Air Circus. A board of judges makes awards. Schools, churches, clubs and other groups are eligible for the awards.

Hatching Guesses
DIRECTED to farm listeners, KMPC, Beverly Hills, Cal., during its five-minute half-hour promotion, The Journal, is conducting an egg hatching contest. Bill Henry, director of the series, every three weeks turns over two dozen eggs to Red Wing Hatchery, Los Angeles. First farm listener guessing correct date of when they'll be hatched, is set to receive a Firestone tractor tire. Second prize is a Firestone rad.

Springfield Paper
A MONTHLY paper, The Dial, has been started by KWTO-KGBX, Springfield, Mo., to be sent to a paid subscription list. Among the first issues were given to some 9,000 Ozark families who requested them, according to Carl Ward, promotion manager.

Low Story
EXCRPTS from the story of his capture, trial and banishment from Syria as shortwave by Robert Low, Liberty Magazine correspondent, in the Near East, have been recorded by NBC Radio-Recording Division, for the magazine to use as a promotion piece. Suitable for playback on home or office equipment, 500 copies were sent out last week by Liberty advertisers and agencies to tie in with Low's article on his experiences which appeared in the Aug. 30 issue. Accompanying script told of his capture and escape and how he dictated his story from Ankara, Turkey, to Radio City, New York, by shortwave.

Video at Fair
WJR, Detroit, has erected two large tents at the Michigan State Fair, which opened Aug. 27 and runs for 10 days, in which television demonstrations and new flash service are offered visitors. Television pickup equipment, along with a stage for performers, is housed in one tent and video receivers in the other. INS teletypes also are kept in operation on the spot. Tent walls are covered with photos of WJR staff members and CBS headliners. The exhibit is supervised by Miss Haas, member of the WJR publicity department.

Iodine List
IODINE EDUCATIONAL BUREAU, New York, has mailed broadsides—headed "Iodine Takes to the Air"—to feed manufactur- ers, indicating what the bureau is doing in radio to promote the sale of livestock and poultry feeds fortified with iodine. Mailing piece contains list of 20 stations on which spot announcements are currently running, sample copy of announcement, etc. Simonds & Simonds, Chicago, handles the account.

Sneak Preview
TAKING a page from the motion picture industry on presentation technique, KIRO, Seattle, presented a "sneak preview" of a new radio program for representatives of all Seattle advertising agencies. The show was given in a local theatre with the KIRO sales staff as hosts to the agency executives.

Cards in Beauty Shops
IN BEAUTY SHOPS around Fort Worth, Jabell Method Shops have placer citation cards which their addition of three quarterly hours weekly to their RGKO schedule. Wood-Rake Adr. Agency, Fort Worth, has the account.

More Drama
(CONTINUED FROM PAGE 11)
these data that the 1940-41 season ranked favorably with its predecessor in terms of audiences and, indirectly, program quality.

In the following tables of comparative ratings for different types of programs it is interesting to note that a particular program on a network, as compared to the popularity of a type of program and the number of network programs of that type. It is also noteworthy that the average rating for any program type may bear little relation to the rating of any particular program in that class, variety programs, for example, averaging 17.1 but ranging individually from a rating of 2.2 to one of 39.0.

Comparative Ratings of Program Types:

EVENING PROGRAMS

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<tr>
<th>Program Type</th>
<th>Average Ratings</th>
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<tr>
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<td>7.3</td>
<td>37</td>
</tr>
<tr>
<td>Audience Participation</td>
<td>3.8</td>
<td>59</td>
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Summary of Evening Programs

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After the Game
CAPITALIZING on Minnesota's football-mindedness, WCCO, Minneapolis, is setting up a Grandstand Quarterbacks feature on which Twin City businessmen, fans and former players are guests in a free-for-all discussion of gridiron topics. Heard Sundays, 11-11-30 a.m., the program is conducted by Cyril Johnson, WCCO sports announcer. On the morning after, five to eight guests will look back on games played all over the country.

Weed & Company
350 Madison Ave., N. Y.
Network Accounts
All time EST unless otherwise indicated.

New Business
LEVER BROS. Co., Cambridge (Riina), on Sept. 6 resumes Big Town on 29 CBS stations. Wed., 5-30-45 p.m. Agency: Ruthrauff & Ryan, N. Y.

Weekly Publications

STANDARD BRANDS, New York (coffee), on Sept. 7 resumes Chase & Son's Show on 76 NBC and 33 CBS stations. Mon., 9-10 a.m. (EST). Agency: J. Walter Thompson Co., N. Y.

QUAKER OATS Co., Chicago (breakfast cereal), on Sept. 29 resumes for 20 weeks the Transatlantic series Orphans Annie on 32 Don Lee stations. Mon., thru Fri., 4:45-5 p.m. (PST). Agency: Ruthrauff & Ryan, N. Y.

TEA GARDEN PRODUCTS, San Francisco (syrup), recently started a quarter-hour appearance on The Breakfast Club on 15 California Don Lee Network stations. Thurs., 6:30-7 a.m. Agency: W. W. Hohman, San Francisco.

LEVER BROS., Toronto (Riina), on Sept. 11 starts Science of American's Classic on CHNC, CANADA. Thurs., 2-3 p.m. (PST). Agency: Montreal, Mon. thru Fri., 11-11:45 a.m. Agency: Ruthrauff & Ryan, N. Y.

CAMPBELL SOUP Co., Camden (tomato), on Sept. 16 starts Bob Burns in The Arkansas Traveler on 63 CBS stations. Tues., 8-30-35 p.m. Agency: Ruthrauff & Ryan, N. Y.


Renewal Accounts


R. J. REYNOLDS TOBACCO Co., Winston-Salem (Camels), on Sept. 9 resumes Blonde on 77 CBS stations, Mon., 7-30-8 p.m. Agency: Wm. Essy & Co., N. Y.

R. J. REYNOLDS TOBACCO Co., Winston-Salem (Camels), on Oct. 9 resumes Stardust from Havana on 76 NBC stations, Mon., 7-30-8 p.m. (reinserted, Pacific Time). Agency: Wm. Essy & Co., N. Y.


WHITE LABS, New York (Femina), on Sept. 28 resumes Double or Nothing on 60 MBS stations on Don Lee Network, Fri., 8-28-45 p.m. (EST). Agency: Wm. Essy & Co., N. Y.

CHARLES H. PHILLIPS CHEMICAL Co., New York (Milh of Mag.), on Sept. 25 resumes for 52 weeks Backstage Wife on 54 NBC stations, Mon. thru Fri., 4-4:45 p.m. Agency: Blackett-Sample-Hummert, N. Y.

BAYER Co., New York (Aspirin), on Sept. 22 for 52 weeks Young Widder Brown on 52 NBC stations. Mon. thru Fri., 4-4:45 p.m. Agency: Blackett-Sample-Hummert, N. Y.

SOCONY-VACUUM OIL Co., New York, on Sept. 30 resumes Torch Network News on 10 NBC stations on 5 NBC stations seven days weekly a.m. and from 11 p.m.


Network Changes
P. L. ORILLIARD Co., New York (tobacco), on Oct. 3 shifts Don't Be Personal, from 7 CBS West Coast stations Monday, 9-12-45 p.m. to 6 NBC Pacific Red, Friday, 9-12-45 p.m. (PST). Agency: Leonard & Mitchell, N. Y.

SAMI EL DASHEM, formerly vice-president of Brown & Williamson, New York, on Sept. 1 joined Cecil & Priceley, New York, as an account executive.
CHARM, Canadian style, is represented in this still life of office lovelies of CJCA, Edmonton, Alta. Ranging from left to right are Hazel Hartley, secretary, Eileen Ferrier, receptionist, Esther Nairn, traffic, Catherine Terwilligar, publicity, Alta Magoun, accountant (she is a survivor of the ill-fated Alaska), and Gladys MacLean, continuity.

**WSJS ENGINEERS SEEKING NEW PACT**

NEGOTIATIONS between officials of WSJS, Winston-Salem, N. C., and representatives of the Associated Broadcast Technicians of the IBEW, were suspended last week pending an investigation by the National Labor Relations Board of a charge of unfair labor practice made by the union against the station, according to an announce-ment by the union's headquarters in Washington.

Engineers at the station walked out last Monday evening when negotia-tions for a new wage scale, two weeks sick leave with pay, two weeks vacation at time-and-a-half for holidays broke down. The station was forced off the air but opened again Tuesday morning when the engineers returned to work.

The union charges that negotia-tions broke down when the station management declined to put into writing any clause pertaining to sick leave and refused to agree to overtime for holidays. The union said the reason the engineers returned to work was in "order not to deprive listeners of their favorite programs".

**Whiting Joins WDGY**

L.EE WHITING, for the last four years sales manager of WTCN, Minneapolis, and previously account executive of WTSP, St. Paul, on Sept. 1 will join WDGY, Minne-apolis, as commercial manager and assistant to GEORGE W. YOUNG, WDGY owner and general manager. Thirty-six years old, his radio experience has been supplemented by three years with the advertising department of the Minneapolis Tribune, and he was at one time manager of the rotogravure department of the Minneapolis Journal and the St. Paul Daily News.

**McConnon Appoints**

McConnoX & Co., Winona, Minn., for 50 years manufacturing food, farm and household necessaries, has appointed Corner-Krauss Co., Milwau-ke, an agency. C. W. Lawrie is account executive.

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**INTERNATIONAL NEWS SERVICE**

**INS**

**KSP**

**Dominant in the 7th RETAIL MARKET**

**MINNEAPOLIS • SAINT PAUL**

**WATTS**

**There's more for your money at CENB**

**FREDERICTON, N.B.**

**1000 WATTS—BASIC C.B.C. OUTLET**

**WEED and Co.—U.S. Representatives**

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NAB OUTLINES PLAN TO GET EQUIPMENT

PROCEDURE to expedite authorization to procure broadcast equipment in the face of the shortage resulting from the defense policy was outlined last Friday by the NAB. According to the NAB's Proceedings of the Executive Committee Meeting, a broadcaster submitting a request for new construction must submit a project proposal that will permit the NAB to expedite approval. The NAB, in turn, will, in cooperation with the Federal Communications Commission, expedite the decision process for the proposed equipment.

Record Standard Group Plans Sept. 3 Meeting

MEMBERS of the executive committee of the Recording & Reproducing Standards Committee, formed under auspices of the NAB, will meet in New York Sept. 3 to carry on development of a questionnaires to be sent to recording and transcription manufacturers with an eye on setting up recording and reproducing standards. The committee is expected to make recommendations to the full committee in New York Oct. 23. The executive committee met in New York Aug. 20, studying answers to the NAB recording questionnaire sent to stations in May. The committee is to report its recommendations to the full committee.

Visitors Barred

GENERAL MANAGER Franklin M. Doollittle announced last week that the engineering and communications departments of WDR, Hartford, and KFMB, San Diego, will be closed to the public. Regular broadcast scheduling, however, will remain open to visitors. Mr. Doollittle issued the ban on visitors to the technical departments following receipt of a communication from the Defense Communications Agency. The message included the text of a resolution approved by the body to regulate the try to prevent radio and wire facilities considered vital to national defense.

KFMB Takes the Air

OWNED and managed by Warren B. Worthington, formerly aircraft designer-engineer, the new 250-watt station, KFMB, San Diego, Calif., operating on 1450 kc., went on the air July 25. Studios and executive offices are located at 1375 Pacific Blvd. Program director is Joe Warner, formerly engineer-proprietor of KSFO, San Francisco, Fred A. Heitfeld, formerly of KFSD, San Diego, is sales manager; James Hewitt, one time of KFWB, Hollywood technical staff, is chief engineer. Chosen from the CBS Hollywood production staffs were Beecher Frank and Lowell White, with Stan Marston a member of the technical department. Sound transmitter equipment were purchased from RCA. Homer Owen Griffith, Hollywood, is national sales representative for the station.

Hecker Plans Complete

HECKER PRODUCTS Corp., Chicago, has completed final arrangements for This Is Life, threeweek quarter-hour program to start Sept. 8 on 6 MBS stations, and originally titled Your Service Bulletin [CASTING, April 18]. Program, to be heard Mondays, Wednesdays, and Fridays at 12:15, is based on the dramatizations of real life stories of unusual persons who need assistance of one kind or another. To the station that most actively merchandises the program during the month starting Sept. 27, the company will award a large inscribed silver cup. Leo Burnett Co., Chicago, is agency.

Tobacco Sports

RUM & MAPLE TOBACCO Corp., New York, on Sept. 12 starts sponsorship of Stan Loman's Friday evening sports program on WOR, New York, and is planning to add news or sports programs on stations in Los Angeles, Philadelphia and Chicago later in September. Programs will promote the company's pipes and pipe mixtures. The president is Fred K. Beckman Co., New York, agency in charge.

STANDARD RADIO, Chicago, has announced the following new and renewal subscribers to its program, "Quiz Show," on WSCR KRO/KFQ WBHU WFJM WSRD WBEA WBCX WMBO WBBB WLRJ CKN.}

NEW OUTFITS, like this one sported by Del Camp as he hears for a broadcast, are worn by the entire announcing staff of WTAG, Worcester, Mass. The coats are cream-colored and trimmed with navy blue. Stars to denote years of service with WTAG are affixed to the sleeve.

A BANK'S QUIZ SUCCESSFUL

Akron Institution Gets Good Results From Program With Its Personal Contacts

PSYCHOLOGY by radio applied are the favorite question on the program, the quiz, has been the successful formula of the Firestone Park Trust & Savings Bank of Akron writes Fred J. Botzum, manager of the customers relations department of that institution, in the current issue of the Bulletin, official publication of the Financial Advertisers Assn.

The program on WAKR titled Was I Right?, Botzum contends the psychological response of a group of six prominent local citizens invited to participate in the program, via the competitive method of presenting two civic organizations, are divided into two teams, one composed of men and the other of women, who answer questions on their reaction to certain predicaments and problems submitted by listeners.

After hearing reactions from each team and the actual reaction of the person who submitted the problem, the judge, who is the head of the psychological department of Akron U, analyzes and grades the answers on the basis of what the correct average human reaction should be.

Date at Eight

Mr. Botzum describes how the bank plays up the program with the general theme, "Date at Eight with the Firestone Bank," with stuffers in mailing pieces and checking account statements, lobby displays and extensive newspaper promotion. Definite results from radio are evidenced, especially in the personal and mortgage loan departments, as a result of the per cent. Instructive method of using radio and also from the way the various civic organization participating in the programs are brought into personal contact with the bank, Mr. Botzum says.

He sums it all up with the statement, "We are certain of one thing in connection with results, and that is that our radio show, Was I Right?, has done a fine job in building out the entire Greater Akron area."

BROADCASTING • Broadcast Advertising

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Senate Committee Kills Radio Tax

(Continued from page 7)

equivocal opposition to both the radio and billboard levies on the general ground that any tax on advertising would have a deleterious effect on business and hence on tax collections, and on specific grounds that the proposals were discriminatory and punitive. [Broadcasting, Aug. 25]. AFL unions in the radio field, led by AFRA and IBEW, also took a strong position of opposition.

Emphasizing the stand of AFRA and IBEW, and countering the logic of John B. Haggerty, president of the International Allied Printing Trades Assn. (AFL), who was a prime mover for the radio tax, Mr. Hushing in his Aug. 23 appearance declared unreservedly that the parent organization opposed such legislation despite its espousal by the member printing trades unions.

His testimony was regarded as a complete disavowal of the practicality of the stand of Mr. Haggerty who the day before in a lengthy printed statement filed with the committee had not only reiterated his support for the radio tax but also had recommended that it be doubled.

Declaring that a tax that would hit the workers’ pay envelopes would hurt earning power and “is the wrong way to finance the defense program”, Mr. Hushing called attention to a resolution adopted by the AFL executive council opposing such “punitive or discriminatory taxation as a special levy on radio advertising broadcasts” [Broadcasting, Aug. 18]. Pointing out that four AFL unions are directly concerned in the radio picture, he said none of the organizations favoring the tax have workers employed in the radio industry.

Recalls Buggy Days

“This is not a new question to us by any means,” Mr. Hushing commented. “In the middle 1890’s there was another industry coming into existence, and in opposition of the Central Labor Unions on the West Coast, which was located in the largest West Coast city, there was an organization which came in with a proposal that no member of the organization, organized labor, ride in an automobile, even to a funeral, and the motion was adopted.

“This proposal here is on all fours with and is made for the same reason that that motion was passed through that central body over 45 years ago. And in the future you will probably look back on this proposal in the same manner that you do on the one which I have just mentioned.

“This proposal in this bill could well have been made against electric lights, because they put the manufacturers of oil lamps out of business, or could have been made by the candlemakers with the same force when the oil lamp came into use.”

Another final-day witness, Catharine Curtis, national director of Women Investors in America Inc., a non-profit educational organization with headquarters in New York and Washington, charged that the proposed radio tax was an attempt to use the Government taxing power to “plow under” commercial radio entertainment to provide more free time for war and Government propaganda.

She declared also that the proposed tax runs counter to the maximum revenue that would result throughout the bill that in the lump sum rates set up in the measure permit broadcasters to obtain lower rates than those specified by holding the time sales down to certain levels, she pointed out that this feature was not mentioned in the House Ways & Means Committee report on the bill.

“Why did the committee hold out this premium for restricting time sales on the air?” she asked. “Did the committee deliberately forego the opportunity to collect the full rate of taxation specified in the bill in order to accomplish the plowing under of radio time and station and network facilities? We have become accustomed to plowing under pigs, plowing under corn, plowing under cotton, plowing under profits—even plowing under reputations—but will the public peacefully accept the plowing under of radio time?”

To Continue Fight

Following Chairman George’s announcement, Mr. Haggerty declared that the printing trades unions “will continue the fight to have the Senate levy a tax on the exhorbitant profits of the radio networks and large commercial radio stations.”

“It is difficult to understand,” said Mr. Haggerty, “how the members of the Finance Committee can justify levying taxes on millions of wage workers earning less than $1,000 yearly, those least able to pay, and exempt from excise taxes the privileged few who operate radio networks and who are yearly deriving millions in profits which represent more than 200% and 300% per cent yearly on their investment.

“We have every reason to believe that the Treasury Department and committee experts, as well as the subcommittee appointed by Senator George will find that the radio networks after payment of interest and discounts in addition to agency commissions have deprived 25,000 printing trades workers of their jobs and have received in profit of $40,000,000 in the period 1931-1940 inclusive, while the profits for the 1931-1935 period were less than $20,000,000. The printing trades are right and righteousness will prevail”.

In a supplementary statement filed with the Senate committee, IBEW pointed to the growth in newspaper and magazine circulation and in printers’ union membership in the last 15 years, commenting that printing industry workers, in attempting to have Congress enact a punitive tax on radio advertising, “have selfishly disregarded these obvious facts”.

Answering the Aug. 22 Haggerty statement, in a letter to Chairman George, Ellsworth C. Alvord, Washington tax attorney retained by the NAB, pointed out “certain erroneous statements which require correction”. Taking issue with the Haggerty argument that the present need for revenue justified the imposition of a special tax on radio broadcasting, at double the rates proposed by the House, Mr. Alvord declared that “the revenue needs can never be great enough to excuse an unjust discriminatory tax”.

Mr. Alvord declared that Mr. Haggerty’s “specious arguments” that the tax is justified because broadcasters earn large profits on the investment in or value of physical property “completely neglects the investment of operating capital, the certainty of early losses, the constant hazards of the business, and the necessity for plowing back
earnings in order to maintain efficient service.

Charging that Mr. Haggerty over-emphasized the entertainment aspects of radio, he declared that although broadcasting is the principal source of entertainment in America today, it comes to the public "whether or not it can afford to pay for it, the cost being borne by the advertiser." Apart from the entertainment aspect, broadcasting also is the principal source of information in America today, he clarified.

Mr. Alvord also took issue with the position that radio licensees are given a monopolistic privilege by the Government, pointing out that "no broadcaster has a monopoly of the listening public, and radio has no monopoly of advertising media". Countering Mr. Haggerty's charge that agencies are interested in knocking out the radio levy principally because it would have an effect on the rebate and discount structure, Mr. Alvord pointed out that the agency receives only its 15% commission, while the frequency and volume discounts, similar to those granted by print media, result to the benefit of the advertiser, and not the agency.

**KTAR Seeks Control of KYCA, in Prescott**

Mr. Alvord, who today is of the principal concern in the acquisition of KYCA, Prescott, Ariz., will pass into the hands of the KTAR Broadcasting Co., licen-

dee of KTAR, Phoenix, under a deal pending FCC approval to permit Albert Stetson, general manager and 46% stockholder of KYCA, to relinquish 65 of the 115 shares of stock he holds at present. KTAR Broadcasting Co., now 48.4% owner with 121 shares, under the agreement would acquire the 65 shares and become 74.4% stockholder, with Mr. Stetson's holdings then representing 25%. KTAR has agreed to pay $6,500 for the additional 65 shares.

KTAR, 77.3% owned by the Arizona Publishing Co., publishers of the Phoenix Arizona Republic and Prescott Courier, is of the same ownership as KVOA, Tucson, Ariz., and has a 45% interest in KYUM, Yuma, Ariz. KYCA operates on 1490 kc. with 250 watts.

**WAGE-HOUR RULING CLARIFIES BONUS**

THE FINGER POINTS and Karloff recoils. It's a gag resulting at a recent meeting of Louis Ruppel, CBS publicity director (right), and the notorious portrayer of horror. The picture was snapped just outside CBS shortwave studios after Boris had heard a message from his brother in London, picked up by CBS and recorded for Mr. Karloff's benefit.

**A Long Year**

ALTHOUGH CLEARED for radio broadcast, the song Goodbye Dear, I'll Be Back in 4 years has been placed on the restricted list by WIP, Philadelphia. Since it doesn't look like the boys will be back in a year, station executives feel that since the coverage area of the station takes in many Army encampments in the territory, the reaction to continued playing of the song might be bad for the draftees at camp.

**DOUBLY HANDY**

Opening through its own pas,
segway directly into Grand Central Terminal, the Hotel Roosevelt offers you perfect con-
venience on your arrival in New York... And because of its location at the heart of Manhattan's great mid-town section, it affords the same kind of convenience for all outside activities... Doubly handy and dou-
ble enjoyable... Large outside rooms with tub and shower, from $4.50.

**8 SALESMEN**

When you buy time on North Central Broadcasting System you also get the services of eight full time competent salesmen. These men make possible our guarantee of distributing and displaying your merchandise in a minimum of 2500 retail stores in the North Central States.

Many national advertisers are taking advantage of our facilities—the most complete merchandising service ever offered in the history of radio. In addition to displays we will feature your product on more than a half million handbills monthly.

Write North Central Broadcasting System, Commodore Hotel, St. Paul, Minn., for the complete story.

*12 Mutual Stations located in key retail areas supported by loyal local listeners.

Blanket coverage of more than 4½ million people with a $2,000,000,000 annual pocket book.

Cooperative retail outlets with an annual sales volume of $1,246,416,000.

Executive offices, Commodore Hotel, St. Paul, Minn. National Representative Joseph McGillivray.
ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

AUGUST 23 TO AUGUST 29 INCLUSIVE

Decisions...

AUGUST 23

AUGUST 25
MISCELLANEOUS—W4MM, Gordon Gray, Winton-Salem, N. C., granted temporary authority FM commercially 44.1 mc 5,000 watts 11-16-41 to 12-14-41 pending completion construction.

AUGUST 26
MISCELLANEOUS—WGST, Atlanta, granted renewal hearing to 10-13-41; WUNH, Hartford, granted modification CP 551 to station 400 square feet 4-11-41; WAPI, Birmingham, granted renewal 1220 kc 1,036,400 watts 1932 to 10-13-41; WNBH, New Bedford, Mass., granted modification CP 4496 to station 590 kc 1,000 watts 10-13-41; WGST, Atlanta, granted modification to station 400 square feet 1220 kc 1,036,400 watts 1932 to 10-13-41.

WGNY Using 1 kw.
WGNY, Newburg, N. Y., last Monday started operation with power increased from 250 to 1,000 watts on 1220 kc. Along with increased power, the station was authorized by the FCC to switch back to its former 1220 kc. assignment. WGNY maintains studios in Newburg and Poughkeepsie, with remote facilities in Middletown. Harold W. Cassill, executive manager of WGNY, announces appointment of Headley-Reed Co. as exclusive national representatives of the station.

New GE Plant
PLANS for the erection of an additional building on the site of its present Schenectady factory have been announced by General Electric Co. for the manufacture of industrial and radio tubes. A single story section will provide 125,000 square feet of manufacturing space while an adjoining two story section will have 15,000 square feet for office work.

WG47P Makes Debut
WG47P, first FM station in Pittsburg, took the air Aug. 29 with a special broadcast from the Allegheny County Fair. The broadcast was heard simultaneously on the affiliated WWWS. The station is licensed to use the 44.7 mc. frequency with power up to 3,000 watts, covering a listening area of 8,400 square miles. It duplicates most programs heard on WWWS and originates two hours of exclusive shows daily.

DISCS FOR JUNGLEERS
NBC Supplies Artillerymen
With Entertainment
TO MEET the entertainment needs of 30,000 soldiers stationed at 200 anti-aircraft positions in the Panama Canal, Lloyd C. Egner, NBC vice-president and manager of the radio recording division, has sent some 2,000 records and transcriptions for the canal military stations. Packed in smash-proof cases, the records have been shipped via Army transport and will be broadcast by PCAN and PAC, pride of the "Jarman Jungleers".

Some 200 receivers have been sent to the jungle posts, according to Sergeant Clay Doster. The Jungleers have named Mr. Egner a Jungle-Mudder, First Class. Similar award was given Gertrude Lawrence, who made a series of records especially for the Jungleers. NBC will stage a two-way broadcast with Panama Sept. 11, 3:30-5 p.m., on the Blue, with Sergeant Doster, NBC President Niles Trammell, Mr. Egner, Miss Lawrence and others participating.

CHIEF RIDES RANGE from 30 to 15,000 cycles, with uniform frequency response

"And Western Electric 23C gives big build-up, too," says Chief Engineer.
"Total gain 96 db. Complete audio system, factory-wired and tested.
"Here is Speech Input plenty simple to install, operate, maintain. Rush scout to get full story from Graybar Electric."

D. H. Carpenter Named To Head WHEB Sales
WITH appointment of David H. Carpenter, formerly of WCMJ, Ashland, Ky., as commercial manager, WHEB, Portsmouth, N. H., has completed a staff reorganization. Lana Robertson, new to radio and formerly in English newspaper work, has been named Dover representative of WHEB.

The staff, as announced by General Manager Bert George, who also manages WRLC, Tococa, Ga., includes Gordon Kinney, formerly of WJLS, Beckley, W. Va., program director; Martin Gunther, bass player; William Robinson, staff engineer; Bill Bradley, publicity and publicity; Katherine Hussey, bookkeeper; Winslow Bettinson, news editor; Bill Waters, talent director; Ruby MacQuarters, director of women's programs; Keith Boss, announcer; Antonio Vaccaro, engineer; James Wicks, studio assistant; Elizabeth Jones, stenographer.

Markary Heads WNBH
APPOINTMENT of Raymond D. Markey as commercial Manager of WNBH, New Bedford, Mass., was announced last Tuesday by Hugh R. Norman, general manager of the station. Mr. Markey entered radio in 1922 at WWBS, and later was on the commercial staff of WTHT, Hartford, Conn.

Tentative Calendar...

WGST, Atlanta—License renewal (Sept. 3).
KFPM, Shenandoah, Ia.—License renewal (Sept. 6).
KAPAC, Port Arthur, Tex.—Modification license to 1120 kc 1 kw. directional N. (Sept. 15).
NEW, Herald Publishing Co., Klaham Falls, Ore.; NEW, Derman Shaeffer, Klaham Falls, Ore., approved, Klaham Falls, hearing continued to 10-8-41.
NEW, Federal Broadcasting Co., Brooklyn—CP 650 600 w D (Oct. 3).
WAPI, Birmingham—CP 555 1 kw unidirectional N. (Oct. 5).
W47P, Atlanta—CP 1070 50 kw directional (Oct. 5).

Page 52 • September 1, 1941 • BROADCASTING • Broadcast Advertising
STAFF TOURNAMENT at WHO, Des Moines, brought 21 golfers to the links, with Stan Widney winning with a gross of 83. Bill Austin, pianist, had low net of 72 with 17 handicap. Tied for second were Hale Bondurant, sales manager; Paul Hovey, musical director. Competitors were: Standing (1 to r), Kenneth Black, Maurice McMurray, Buddy Webster, Keith Booth, Max Robinson, Robert Harter, caddy, Harold Fulton, Orville Meyers, Harris White. In center row are Stan Widney, Hale Bondurant, Glenn Hilt, Harry Fair, Don Hovey. Front row, Paul Loyet, Stuart Steelman, Dick Anderson, Edward Lucas.

MAINTAINING a "we want to be alone" policy, the new WMRF, Lewistown, Pa., when it went on the air recently surprised several local theatre operators who had made verbal agreements for exchange tieups with WMRF, by announcing that they were only interested in the theatre programs when paid for at regular commercial rates.

Regarding these theatres who attempted to get free time or exchange time the station officials stated that, since newspapers and outdoor advertising concerns do not accept movie passes as pay for advertising, there was no reason why radio should be made the "goat" as a free advertising medium. Saying that if radio were to use the theatres in any way, radio would be ready to pay for it, WMRF officials further stated that they expected theatres to deal with radio according to the laws of the land with no commercial radio time in return for $5 in movie passes.

The somewhat abashed Lewistown movie operators said they could not understand the "hostile" attitude of WMRF and threatened to retaliate by increasing their newspaper advertising and cutting off radio. Unimpressed, the WMRF heads answered if the theatres want to expand newspaper advertising, it is their own business. Moreover, they explained, theatres never had any intention of spending radio money, depending entirely on free time.

WNBC Transmitter
THE new 5,000-watt transmitter of WNBC, New Britain-Hartford, located at Newington, has been placed in operation. It was built by Westinghouse and is located in a new fire-proof building. Ward W. Davis, manager, announces a number of new programs will be placed on the air. WNBC is now a basic NBC-Blue station.
Industry Supports Fair Employment
Radio Lends Active Support To New York Movement

STATION owners, managers, program directors and commentators are lining up behind New York Gov. Herbert Lehman’s Committee on Discrimination in Employment, according to Frieda S. Miller, Industrial Commissioner and chairman of the committee.

Replying to a letter sent by Commissioner Miller, prominent members of the industry, representing all sections of the State, declared they will cooperate in the campaign against undemocratic employment practices, which has as its objective equal opportunity for all, regardless of race, color, creed or national extraction.

A few weeks ago Gov. Lehman appointed the committee, of which David Sarnoff is an active member, to deal with the problem, pointing out that discriminatory hiring practices deprive the defense effort of needed workers, in addition to contradicting the democratic way of life. The committee is set up under the State Council of National Defense.

Many Endorsements
Announcing receipt of a substantial number of replies from station executives and commentators, the committee said a large number of prominent persons in radio have given their unqualified endorsement to the objectives of the campaign.

Exception was noted from written comments of such figures as H. V. Kaltenborn, CBS commentator; M. S. Novik, director of WNYC, New York; Raymond Gram Swing, MBS commentator; John Franklin Carter (Jay Franklin), columnist and commentator; John V. L. Hogan, vice-president, WNYC, New York; W. C. Alcorn, general manager, WBNX, New York; Harry C. Wilder, president, WSYR, Syracuse; Frank Singsir, WOR, New York, commentator, and Harlan Greenfield, manager, WEVD, New York.

Others who pledged their support were C. Robert Thompson, director, WEIR, Buffalo; George F. Bissell, WMFF, Plattsburg; Cecil D. Mastin, general manager, WNYF, Binghamton; Michael R. Hanna, WFOU, Ithaca; Frederick L. Kiesel, general manager, WMBO, Auburn; Dale L. Taylor, manager, WENY, Elmira.

Film Spots on FM
TWENTIETH CENTURY FOX, Hollywood, is using a series of transcriptions promoting songs from its new picture “Sun Valley Serenade,” on K45LA, Los Angeles FM station. Transcriptions prepared by Columbia Recording Corp., Hollywood, are the first to be commercially sponsored on an FM station, according to Paul Crowley, manager of the CRC Hollywood office.

Federal Monitoring of Shortwaves Gave Tip of German Plan to Attack Russia

TIP-OFF that Germany was about to attack Russia and that Japan intended to occupy Indo-China was received by Federal officials through the Government’s newest intelligence agency, the Foreign Broadcast Monitoring Service, the FCC revealed last Tuesday.

The newly-established propaganda monitoring agency, operating on a 24-hour, week-in-week-out basis, is now translating, transcribing, analyzing and reporting on from 600,000 to 900,000 words transmitted daily by stations all over the world, the FCC stated.

Emphasizing the importance of the new propaganda-analyzing agency, set up by the FCC in conjunction with the Defense Communications Board, the FCC explained that “the altered tone of certain foreign broadcasts” gave the first indication that the two recent territorial invasions were to take place.

Listening Posts Valuable
It was pointed out that since foreign propaganda almost invariably followed the example set in shortwave broadcasts, a valuable objective analysis of the “news” and philosophy broadcast to people both within and without the originating country can be developed by monitoring shortwave emissions. FMBS, which received an appropriation of $500,000 for fiscal year 1942, in mid-August received a supplementary appropriation of $209,000 to speed up its monitoring operations and make its analyses more quickly available to Government officials. The speed-up would be achieved through a plan of decentralization under which complete on-the-spot translating and analysis staffs would be maintained at each of the four FMBS listening posts—located at Portland, Ore., covering broadcasts from the Orient; Kingsville, Tex., covering Latin America; San Juan, P. R., covering Eastern Europe; Guildford, Md., covering the rest of Europe and all of Africa and the Near East.

Much news and intelligence not available from other sources are broadcast via shortwave in propaganda campaigns focused on territories such as Latin America, it is held. A principal function of FMBS is to get analyses to the proper Government officials so counter measures can be started before a propaganda drive has taken effect. According to the FCC, experience of the listening posts indicates that almost every political, diplomatic or military move in the present era has been launched only after an intensive propaganda campaign, and through a study of propaganda trends it is often possible to predict such moves.

Bernie for Wrigley
W. M. WRIGLY JR., Co., Chicago (chewing gum), on Sept. 1 is filling in the CBS five-weekly period from 6:45-7 p.m., last year occupied by Scattergood Baines, with a variety program starring Ben Bernie. Program, produced by Bob Brown and directed by Walter Preston, will feature song and melody with Bernie as m.c. and Eddie Dunn announcing. Agency is Arthur Meyerhoff & Co., Chicago.

Propaganda Probe Lists Films First

Senate Group Not Likely to Reach Radio for a While
ALTHOUGH Senate subcommittee hearings to look into the alleged use of radio and movies to spread pro-war propaganda are scheduled to start Sept. 3, it is thought no hearings will be held until the subcommittee of the Senate Interstate Commerce Committee considering a resolution, introduced Aug. 1 by Senators Berle Clark (D-Mo.) and Gerald P. Nye (R-N.D.), calling for a far-reaching committee investigation in these fields [Broadcasting, Aug. 11, 25].

Movies First
According to Chairman Clark, the subcommittee will hear all movie companies and end its questioning on this phase of the proceeding before taking up the radio question. The movie contingent, to be headed by Will Hays, c.e.o. of the Motion Picture Industry, probably will include actors, directors and probably even Hollywood columnists, in addition to the group of 16 producers originally invited to appear. It was indicated. Although radio witnesses were expected to start testifying about mid-September, it now appears probable that the movie hearings will be consumed on the movie phase.

Another possible development hinted by members of the committee was that recess of the hearings during most of October, after conclusion of the movie-makers’ testimony. This would throw radio witnesses’ appearances back to November. Although no invitations have yet gone out to broadcasting representatives by the committee, it was indicated the group would include officials of the three national networks, probably with Senator Neville Miller and several radio commentators.

For Lewis
STARTING Sept. 1, Fulton Lewis Jr., Washington news commentator of MBS, will be heard in the New York area on WHN. Sponsored locally on 21 MBS stations [broadcasting Aug. 18], and carried on the network as a sustaining feature available for local stations, Lewis’ commentaries will be heard on WHN, Monday through Friday, 7:46-8 p.m. (EDST), on a sustaining basis. Commentaries, which up to six months ago was carried on WOR for the New York area, under the name “In the News,” will make his five-week MBS broadcast from 6-6:15 p.m. (EST), follow it immediately with a duplicate broadcast (for stations sponsoring it). Combined, it is estimated, that the program will reach 2,000,000 listeners.

More for Lewis

MARYLAND PHARMACEUTICAL Co., Baltimore, on Sept. 30 starts its fall campaign for Rem and Rel cold remedies consisting of one- to five-minute announcements three-weekly on a large list of broadcast stations throughout the country. Campaign runs through March, 1943, but station list is not yet set.

Agency is Joseph Katz Co., Baltimore.

Rem-Rel Selecting

PHILADELPHIA ORCHESTRA will again broadcast 20 Friday afternoon concerts exclusively on MBS during the 1941-42 season, starting Oct. 5, 2:30 p.m.

PHILADELPHIA ORCHESTRA will again broadcast 20 Friday afternoon concerts exclusively on MBS during the 1941-42 season, starting Oct. 5, 2:30 p.m.
Eleven Halkers wholeheartedly endorse such WLW favorites as the "Boone County Jamboree" and the newscasts of H. R. Gross.

11 pound potatoes are raised on the Halker farm. They're shown by one of the Halkers' youngest.

For twenty-seven years the Halker family has tilled the rich, fertile land in northwest Ohio. Their modern farm home is located on R.F.D. No. 1, Columbus Grove, Ohio... and they're loyal listeners to The Nation's Station.

The Halkers, who number eleven, are prominent Putnam County residents. They produce corn, wheat, potatoes, beets, cattle, hogs, and chickens... which net them a prosperous livelihood. Inevitably they find the WLW market summaries are profitable, practical guides. To use Leo Halker's own words "WLW market reports let us know when and where to ship our products." Eldest son, Gene, reinforces Dad's words. As buyer for the Putnam County Livestock Association, Gene, too, finds WLW markets accurate, helpful.

The Halker family bespeaks thousands of farm families like themselves, exemplify the two big reasons for the loyalty to WLW that spreads across the midwest like the summer sun... WLW entertains them, serves them, gives substantial help in making their farming operation more profitable.

Roland and his Belgian stallion, "Dynamite", champion of 4-H Club Show.

Four sons, Ray, Jim, Harold, and Edward—proud owners of registered Cheviot Sheep. Jack Armstrong is their WLW favorite.

FOR twenty-seven years the Halker family has tilled the rich, fertile land in northwest Ohio. Their modern farm home is located on R.F.D. No. 1, Columbus Grove, Ohio... and they're loyal listeners to The Nation's Station.

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New RCA Measuring Instruments
to Simplify Station Operation!

RCA Model 322-A
F-M MODULATION MONITOR

Precise indications of carrier swing up to 90 kilocycles (equivalent to 120% modulation on standard 150 kc. channels) are secured directly with this new RCA Type 322-A monitor. The Neon warning indicator may be set to flash at any predetermined threshold of peak modulation.

Asymmetrical modulation—in which the carrier swings farther on one side of the resting frequency than on the other—presents no problem with the 322-A. Overswings are eliminated, because the 322-A will read either plus or minus swings at the touch of a switch.

Wide band discriminator, low temperature-coefficient crystal control, and extremely stable amplifier design keep the 322-A highly accurate over the entire scale.

Unique linear circuit creates less than 0.1% distortion in the discriminator—gives accurate overall distortion measurements in conjunction with standard RCA Model 69B Distortion Meter. The 322-A operates directly from your 110-volt line; requires only to be plugged in and connected to the R-F supply.

RCA Model 300-C
PHASE MONITOR

Here is the simplest, most accurate phase monitor for directive-array systems that has yet been developed! With the 300-C, you can read the current in up to three lines simultaneously... without switching or complicated preliminary adjustments!

Balance can be read to within 1/4 of 1° on the three-inch cathode-ray screen. Voltage division is independent of the total signal amplitude... and circuit errors are balanced out by a unique comparative method of indication. Scale extends a full 8 inches.

Usable with any type of sampling coil, the 300-C comes equipped with sampling coil and meter of the parallel-tuned-circuit type for each element in your array. Because the sampling current is fed into a pure resistive load, coupling variations introduce no more than negligible error. Write for complete data.