DENVER'S STANDOUT STATION

560 Kc.—C.B.S.
Affiliated in Management with the Oklahoma Publishing Company and WKY, Oklahoma City—Represented Nationally by The Katz Agency, Inc.

Pulling twice as much mail for advertisers as a year ago—
WAGA, Atlanta, goes to 590, gets 5000 watts full time—a ten-fold boost in night-time power. This power combination means PLUS coverage—the equivalent of over 100,000 watts at our old frequency 1480. More than ever, “The Blue Ribbon Buy of the South”. . ask John Blair!
Equal in size, equal in power, but one is faster; hits more often, scores more knockouts.

IT TAKES MORE THAN POWER TO PUT A 'PUNCH' IN RADIO ADVERTISING

Like speed adds effectiveness to a boxer’s power, WSM shows add results to your advertising campaign. 50,000 watts, a clear channel on 650 kilocycles puts your message within “their” reach . . . a talent staff that has produced shows like the nationally famous “Grand Ole Opry,” “Magnolia Blossoms” and “Sunday Down South,” makes “them” listen and a market growing bigger, and richer every day produces the dimes, quarters, or hundred dollar bills for what ever you’re selling. Proof? Just ask for a few stories about clients who have found WSM a real heavyweight in their Sales dimension. And compare WSM with any station, anywhere.

WSM is in the heart of the South where 42% of the nation’s lumber; 48% of the coal; 60% of the natural gas; 67% of the crude oil, and 70% of the nation’s rayon is produced.

HARRY L. STONE, Gen’l. Mgr.
NASHVILLE, TENN.
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

Broa-Origin

The Weekly Newsmagazine of Radio Broadcast Advertising

September 15, 1941

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**Reward:** 903,105* customers for advertisers who find spots on KOIL.

KOIL
OMAHA, NEBR.

*Persons in KOIL's 0.5 Millivolt Area
WCAE joins MUTUAL Oct. 1st

and that's to everyone's Mutual Advantage!

For Example:

**WCAE gives MUTUAL**

- The largest and most loyal following of listeners in Pittsburgh.
- Center position—1250 on the dial—in the Pittsburgh band.
- A powerful voice in the booming Pittsburgh market of 4 million people.

**MUTUAL gives WCAE**

- A brand new program interest—new shows, new stars, new network features.
- Flexibility in arranging good radio times for non-network advertisers.
- A new pattern of merchandising service available to every advertiser.

And that's only part of the story. For complete information as to time and program availabilities consult—

The KATZ Agency • National Representatives
500 Fifth Avenue
New York, N. Y.

WCAE PITTSBURGH, PENNA.
5000 Watts • 1250 K. C.
ROANOKE MEANS MONEY IN YOUR POCKET!

The founding fathers of Roanoke must have had a glimpse of the future when selecting a name for their town. For Roanoke is Indian for “money”—and today Roanoke centers one of the richest agricultural and industrial sections in the South.

Serving this prosperous market virtually alone, WDBJ is the only station that can be heard regularly throughout the entire territory . . . Within WDBJ’s primary daytime area live 798,570 people who account for $177,000,000 in retail sales (25.7% of the entire state)! In addition, defense spending within this area is already over the $100,000,000 mark!

Big money, in either Indian or English! And if you want a share, WDBJ is the only station that can help you get it. For full details, ask your Agency to ask the Colonel!

WDBJ
FOR SOUTHWEST VIRGINIA
CBS Affiliate • 5000 Watts • 960 Kc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives
Since May, 1932
Network ASCAP Contract Faces Battle

'Sabotage' of BMI Brings Objection
From Gillin

TENTATIVE acceptance by NBC and CBS of blanket contracts for return of ASCAP music to their networks is still a far cry from restoring peace and harmony in radio-music ranks it became apparent as reactions set in immediately following announcement by the NAB last Tuesday that its executive committee regarded the contracts as "highly satisfactory" and "eminently fair.

While both networks are shooting for a Sept. 28 date to resume performance of ASCAP music for the first time since Jan. 1, there developed allegations of "shot-gun" tactics, and of "sabotaging" of Broadcast Music Inc. as part of the transactions. Approval by the NAB executive committee of the form of contract originally negotiated by NBC, and subscribed to by CBS, after five important concessions had been procured, did not come in a harmonious atmosphere.

Gillin's Charges

John J. Gillin Jr., general manager of WOW, Omaha, NBC outlet, a member of the executive committee, strongly dissented from the committee action, and called the negotiation of a blanket contract a "repetition of the network's action of 1935". He branded it as "tantamount to sabotaging BMI" and "acting contrary to the best interests of the broadcasting industry" [see text of statement on this page].

NAB President Neville Miller, who has led the copyright fight and was instrumental in the formation of BMI in 1939 following ASCAP's original untenable demands, announced adoption of the resolution approving the form of contracts by the executive committee. He pointed out that operations of BMI would not be affected, and that signature of the contracts by NBC and CBS is contingent upon the agreement of affiliated stations to bear their proportion of the cost of the license [see text of Miller statement on this page].

Though Mr. Miller made no pronouncement beyond the formal notice of executive committee action, he has favored further conversations in the hope of modifying certain of the contract provisions and procuring a better deal. A majority of the executive committee, however, evidently weary of the succession of meetings on the form of contract and apparently convinced it constituted the best deal possible, voted down such a move, which had been advanced by Mr. Gillin.

Dollars vs. Principle

While it was freely admitted that the proposed contracts (five of them, covering every performance combination) constituted a far better basis than any hitherto advanced, it nevertheless was argued by Mr. Gillin that it sacrificed principles of fairness and gave little return to NBC, along with ASCAP, was the moving force, with CBS making an eleven hour entry during the last fortnight when it became apparent that NBC was approaching what it regarded as an accepted transaction.

The statement at the tag-end of the NAB announcement that the contracts are acceptable to CBS as well as to NBC, was the first admission by executives that had been resumed between CBS and ASCAP, much less concluded. It seemed in New York circles the final guarantee that before long ASCAP tunes would again be heard on all networks. But before that can happen the networks must get the ratification of their affiliate stations in the form of promises to rebate to the networks 25% on all the payments made to them for broadcasting commercial network programs. NBC, which on Aug. 1 notified its affiliates that it had timed its contract with ASCAP and asked their approval of its terms, has still not received responses from an appreciable number of them.

CBS has not yet approached its affiliates.

NIB May Consider

Officials of both NBC and CBS expressed confidence this station approval would be forthcoming without undue difficulty or delay, with Sept. 28 mentioned as the probable date for resumption of ASCAP music on network programs. However, a number of broadcasters have already gone on record as opposing the proposed terms of settlement. This opposition is expected to make its stand at the NIB meeting in Chicago next week and it is probable that a sizable number of broadcasters whose stations are affiliated with NBC and CBS will withhold action on the contracts until this convention is over [see story on page 10].

To avoid any future governmental complications, the contracts will be submitted to U. S. Assistant Attorney General Thurman Arnold,
Radio Avoids Heavy Gunning
In Senate Propaganda Inquiry

Subcommittee Indicates It Will Probe Deeply
Into Alleged Efforts to Wave War Banners

WITH THE radio angle obviously relegated to a secondary position, a subcommittee of the Senate Interstate Commerce Committee last Tuesday started lengthy public hearings looking into the alleged use of propaganda pictures and radio to spread pro-war propaganda.

Although the five-man subcommittee, dominated by isolationists, has been a recalcitrant member of the Upper House, gave early indication that the movie industry would come in for some heavy body blows, it appeared during the first sessions of the inquiry that radio would receive credit for its blessings as well as blame for its alleged shortcomings.

Willkie's Barrage

The Senate hearings are being held in connection with a resolution (S Res-162) introduced Aug. 1 by Senators Bennett Clark and Miscellaneous Senators for an investigation of the movie-radio propaganda charges. However, it is generally agreed that the subcommittee proceeding, complete with official fanfare and columns of newspaper coverage, in effect will be as extensive and conclusive the same as the proposed full committee proceeding.

Apart from appearances by Senators Nye and Clark, the opening of their investigation proposal, the opening of stages of the proceeding, which has played to a packed house, featured a barrage of printed statements by Wendel L. Willkie, counsel for motion picture interests, in answer to verbal charges of Senators Nye and Clark and comments by subcommittee members.

After a majority ruling announced in his opening remarks last Tuesday by Senator D. Worth Clark (D-Iada.), chairman of the subcommittee, Willkie was advised he would not be allowed to examine or cross-examine witnesses before the committee.

The only other witness was John T. Flynn, newspaper columnist, economist, one-time radio news analyst and chairman of the New York branch of the America First Committee, who appeared last Thursday.

Although witnesses for the radio industry proper are not to be called until the movie phase of the inquiry is completed, probably in October, two Hollywood movie columnists and radio commentators—Jimmie Fidler and George Fisher—who were scheduled to appear before the committee Sept. 15.

Some concern arose in broadcasting circles when Senator Nye on Sept. 2 introduced an amendment to the original resolution which would permit the committee to look into monopoly aspects of the movie-radio question, as well as into propaganda. However, according to an explanation by Senator Nye to broadcasting, the amendment was designed not to open or continue the intensive monopoly inquiries made of the industry during the last three years, but only to make the monopoly questions germane to the general subject of the investigation. Attention to the motion picture industry.

Although radio received only passing mention in the initial days of the first hearing, NAB President Neville Miller last Wednesday released a letter to Chairman Clark taking issue with the suggestion that radio was responsible for the misuse of radio facilities for propaganda purposes. Emphasizing the important defense and morale functions of radio, Mr. Miller declared in part: "The American people, and they alone, exercise a day-to-day control of broadcasting far too powerful for anyone, even the Government itself, to interfere with."

Agreement Seen
To Kill Time Tax
Final Action Likely Tuesday; Will Study Franchise Levy

ALTHOUGH officially unconfirmed, it is understood House-Senate conferees on the 1941 Revenue Act last night agreed to reduce the Senate's action in deleting from the tax bill the House-approved proposal for a 5-15% Federal tax on radio's net time sales above $100,000 annually.

But with the House and Senate expected to draw the curtain on the final episode of the radio industry's sparkling campaign this week of Sept. 15, when they approve the conference committee's report, franchise tax proposals are scheduled to put in an increasing play prominent appearance.

Ready for Final Action

Although a five-man Senate committee and a five-man House committee have actually completed un-official conferences on the bill and formulated their report, they will not officially name a conference date until Monday, Sept. 15, when the House reopens after a recess. Final action is expected by both houses by Tuesday or Wednesday.

It is understood that House conference agreed to deletion of both the radio and billboard advertising taxes with the understanding that a radio franchise tax would be considered later. Arguablyubed in part: "The American people, and they alone, exercise a day-to-day control of broadcasting far too powerful for anyone, even the Government itself, to interfere with."

Cigar Announcements

WEBSTER - EISENLOHR, New York (Tom Moore and associates), on Sept. 15 starts a 10-week campaign of transcribed and live chain-break announcements five times a week on 16 stations: WFAA, KRLD, KRRV, WLOL, WDSM, KGCV, KLPM, KDLR, KJRC, KAB, KMON, KVOX, KNOX, KCLM, KBB, WAPI, KFID, KDK, WAFB.

Milk Campaign

STATE OF NEW YORK Bureau of Milk Publicity, Albany, on Sept. 29 is launching a 26-week campaign of spot announcements and participations on 17 stations in New York State: KOWO WOR WNYC (all NBC), WBNR WBY, WBAP WERF WAR WRE, WEN EWB WRW WNY WCWN WSN WHAM WHAD WAG WHB WBS WBY WBY WBY WBY WBY WBY.

SCHUMACHER'S WEEK

F. SCHUMACHER & Co., New York (Waverly Fabrics), on Sept. 22 launches a 9-week and intensive one-week campaign of participations on women's programs in 25 cities to tie in with local dealer advertising. Anderson, Davis &; Plate, New York, handles the account.
Litigation Is Seen If New Rules Are Issued

LAST-DITCH efforts to prevail upon the FCC to suspend its punitive chain-monopoly rules during the national emergency, lest the whole broadcasting structure be dislocated, were made last Friday in oral arguments before the Commission by CBS and MBS. MBS renewed its plea for prompt enrollment of modified regulations which would permit it to expand in markets now purportedly closed to it.

In surprisingly brief arguments which followed filing of voluminous briefs, John J. Burns, chief counsel for CBS, and John T. Cahill, special counsel for NBC, made almost identical pleas for suspension. NBC, however, argued in attacking MBS as a “switchboard network” and in branding its whole effort the “scene of commercialization” on the “dollar sign.”

MBS Opposes Suspension

Louis G. Schidrowitz, chief counsel for MBS, advocated action on his petition, filed last month, for a graduated option time formula but maintained MDS could live under the original rules as drafted by the Commission. He opposed the suspension proposal, contending that the very fact that an emergency exists augurs for the regulatory job being done properly and lawfully. The more networks available, the more defense programs will be broadcast, he said.

The only other appearance was made by Paul D. P. Spearman, on behalf of Yankee and Colonial Networks. He made a plea for relaxation of the time sharing regulations to fit the peculiarities of regional chains, pointing out that the proposed Commission rules, as well as the suggested Mutual substitute, would seriously deter operation of these New England networks and probably others. Some indication was given that the regulations might be relaxed to relieve the plight of such regional operations.

No immediate word was forthcoming on the effect of the closing of the arguments, which ran for about 2 hours and 15 minutes. With the adjournment, the five members of the panel recessed for lunch. (One absent judge held an impromptu meeting but no decision on procedure was reached. Late last month, when the FCC suddenly called the oral arguments on the MBS brief and indefinitely postponed the Sept. 16 effective date of the rules, it was announced that reasonable notice would be given on a new effective date. It was presumed at least two weeks and probably a month would be allowed. However, the Commission, in some quarters, has been thought the Commission might promulgate revised regulations by the end of September and make them effective Oct. 15 or Nov. 1.)

Ready to Litigate

It was generally believed FCC Chairman James Lawrence Fly has sufficient votes to force through revisions well before the end of the national emergency arguments. It was equally clear that NBC and CBS were poised for litigation, challenging the FCC’s overall jurisdiction to issue rules once the new rules are revised and an effective date set.

The litigation question was the subject of a conference following the oral arguments, participated in by acting General Counsel Thomas E. Harris and Seymour Krieger for the Commission, and Messrs. Cahill, Burns and Caldwell. No understanding was reached, however, aside from the open secret of NBC and CBS intentions to litigate unless the rules are suspended.

Speculation centered on possible Commission action along the lines of revised rules on option time and extension of broadcast station licenses and concurrent contracts with networks from one to two years. As against the MBS proposal for the first 2 hours of option time in each of the three five-hour segments, Chairman Fly had proposed not more than two hours in each network. The proposal is exclusive of stations or networks to a particular network, with the balance free station time. It was thought this might be modified to permit two free hours, along with the doubled license feature.

The Blue Problem

No indication that the FCC proposes to deviate from its requirement that NBC dispose of the Blue has been given, though NBC still insists on disposing and CBS to dispose of other owned stations, such as those located in markets like Minneapolis, Cleveland and Chicago.

MBS does not question the jurisdiction or power of the Commission to issue the regulations, Mr. Caldwell said in opening the argument. As far as the “economic interest” of MBS are concerned, Mr. Caldwell declared, the regulations as drafted would be acceptable and he felt the network already had demonstrated how it could operate without option time, although it is a convenience.

Asserting that MBS is suffering from the delay in placing the regulations in effect, he said the network is losing precious network accounts at the rate of one a week to the Blue, because it could not clear time in certain cities. He admitted under questioning by Commissioner T.A.M. Craven that MBS business has shown substantial increases. He cited as one instance the March of Time program, which NBC had been “worked up” by MBS but was allowed on the Blue. This was only one of eight new accounts which have been lost to the Blue in the last 60 days, he said.

Option Proposals

Mr. Caldwell said that whatever formula is established for maximum or minimum of Blue hours, it will become the minimum. He urged that whatever option time is decided upon be in the nature of specified hours to avoid what would in reality be an option time. Moreover, he said that whatever formula is placed into effect on option time should be subject to annual revision by the FCC.

Mr. Caldwell said MBS recognized the business convenience involved in exclusive option time but non-exclusive options of all stations from its standpoint would be just as satisfactory. He alleged that confusion would result, saying this would only develop in cities where there are not enough outlets to serve all four networks, with additional stations which are the same with non-exclusive time throughout.

Mr. Caldwell emphasized the importance of not allowing “one minute more” of exclusive option time than that actually used, based on the preceding year’s business placed by a particular network or a particular station. If an extra half-hour is allowed, he said, it would result in almost exclusive control over desirable hours. Because the option plan is based on actual use, he said, the situation would result in the same situation. Commissioner Craven, however, pointed out that the time option works both ways and that when business tappers off, the stations would have their options taken by other network.

Answering arguments that the rules should be designed to permit NBC to build up the Blue Network so it could sell it at a “large price”, Mr. Caldwell said BROADCASTING did not think there was any concern of the Commission. Any new network like MBS wants to

(Continued on Page 41)
NIB Invites All But Nets' Own Stations

Break From NAB Is Considered; Fly Booster

ENCOURAGED by FCC Chairman James Lawrence Fly to unite independently-owned stations in a common cause, NIB, as a sported domination of the major networks, National Independent Broadcasters Inc. last week sent to some 750 station owners formal invitations for an extraordinary convention to be held Sept. 22-23 at the Palmer House, Chicago.

All stations but those owned, managed or operated by NBC and CBS were extended invitations to the convention, called to appraise the whole regulatory and business outlook for broadcasting stations.

The convention will be addressed by Chairman Fly. Among other Government officials scheduled to address the broadcasters are Victor O. Waters, special assistant to the Attorney General in charge of copyright and music activities, and Maj. Gen. Joseph M. Cummings, commanding general of the Sixth Corps area, Chicago, who will discuss radio's role in national defense.

May Break With NAB

While no formal announcement has come from NIB President Harold A. Lafount, former radio commission- er, or from Edwin M. Spence, managing director, as to the scope of the sessions, it is freely predicted that if sufficient enthusiasm is displayed, a full-scale reorganization of the trade association will be effected. While NIB has been in existence for some five years, it has functioned largely under the banner of the NAB, the top trade association.

Despite lack of official comment from NIB, the prevailing thought was that the association is preparing for an open break with NAB, on the ground that the latter organization is in serious conflict with the FCC and other Governmental agencies with which broadcasters must maintain contact and amicable relations.

Impetus was given the report of a bolt from the NAB banner by Chairman Fly's re-creation of the association with the NIB executives in arranging the Chicago convention. The FCC chairman bitterly complained to the NAB executives at the trade association's annual convention in St. Louis last May when a serious rift developed.

He has charged NAB with domination by NBC and CBS domination and repeatedly has referred to it as a "so-called trade association". As a result of that incident, more than a dozen stations resigned from the NAB, including key station members of MBS.

Chairman Fly has not yet disclosed the topic of his keynote speech. But, if past utterances are a criterion, he can be expected to urge independent station owners to run their businesses free from restraints, inhibitions and operations allegedly exerted by the networks.

As chairman of the Defense Communications Board as well as the FCC, he unquestionably will discuss national defense aspects as they pertain to broadcasting and reassure the industry that the Government has no intention whatsoever of engaging in broadcast operations per se, whatever the war developments.

General Cummings to Speak

Chairman Fly personally under- took to obtain as a speaker Maj. Gen. Cummings who will discuss in detail the relationship of broadcasting to the military establishment.

With many uncertainties still existing regarding copyright growing out of conflicting interpretations of the consent decrees entered early this year by both ASCAP and BMI under the spur of Department of Justice anti-trust action, virtually all of the second day's session will be given over to this subject. Mr. Waters, who personally directed the copyright activity of the Department and procured the consent decrees, will make his first public expression on the music performance situation since accomplishing the negotiated settlement last March.

Paine and Haverlin

In addition to Mr. Waters, John G. Paine, ASCAP general manager, and Cari Haverlin, BMI station relations director, have accepted invitations to address the convention. Leonard D. Callahan, general counsel of SESAC, and Robert S. Keller, of AMP, also have accepted invita- tions.

Because many affiliates as well as independently-owned stations are in a quandary over future copyright matters, particularly in the light of virtually concluded negotiations between NBC and CBS for a turn of ASCAP music to their networks, NIB officials said significance attaches to the projected copyright discussion.

In effect, it was pointed out, the proposed plan will involve an all-inclusive seminar on music performance, with greatest importance attaching to Mr. Waters' interpretation of the consent decrees and how the proposed NBC-CBS contracts, as well as the MBS contract entered into last May, comply with the far-reaching terms of the consent decrees.

Also tentatively scheduled for the copyright battle is Ed Craney, Montana broadcaster who has been in the forefront of the copyright fight for the last decade. An advoc- ate of abolition of the NAB and creation of a new trade association of independent owners, Mr. Craney tentatively has accepted an invitation to address the convention but does not know whether he will be in a position to appear. In an open letter last July [BROADCASTING, July 21-28], Mr. Craney advocated abolition of the NAB because of alleged network domination.

While national defense and copyright are expected to be the salient topics, other activities on the Washington front, including the network-monopoly regulations, newspaper ownership, the tax situation, and the legislative outlook, will be covered. Discussion will be launched in a report by Andrew W. Bennett, NIB general counsel.

New Slate Possible

Mr. Lafount, executive of the Bulova group of stations, and NIB president for the last three years, has announced that he will not seek or accept reélection. He feels the presidency should be rotated. A number of prominent broadcasters are being mentioned for the succession.

If the apparent plan to broaden the NAB base is carried through, an entire new slate may be elected. This plan presumably also would encompass expansion of Washington headquarters activities. At present Mr. Spence, now general manager of WWDC, new Washington station, and former secretary-treasurer of the NAB, is managing Washington headquarters, along with General Counsel Bennett.

Edward A. Allen, president of WLWA, Lynchburg, is NIB vice- president, and Lloyd C. Thomas, of KGFW, Kearney, Neb., is secretary-treasurer.

Canada Dry Mystery

CANADA DRY GINGER ALE, New York, on Oct. 3 will return to network radio with a mystery-comedy serial tentatively titled "Michel & Kitty" on an undisclosed number of NBC-Blue stations, Friday 9:30-9:55 p.m. (EST). Details were still being worked out by Canada Dry, J. M. Mathes Inc., New York, as broadcasting went to press.

Buick Debut

GENERAL MOTORS Corp., Detroit, during the latter part of September will launch a campaign of transcribed announcements for Buick cars on an undisclosed number of stations. Details will be announced the latter part of this week or early next week. Agency is Arthur Kudner Inc., New York.

Scooters

TO AID in conservation of gasoline, WDAS, Philadel-phia, has ordered two scoot- ers for its engineering de- partment to be used on remote broadcasts and special events. The motor scooters are similar to those used by the Philadelphia Police De- partment to patrol the city's subway transportation sys- tem. They will not only save gasoline but end parking concerns.
WDRC'S PRIMARY MARKET is Connecticut's Major Market! Here you have over a million people, with a greater income than any group of similar size in the country. Today, this market presents a selling opportunity you can't afford to miss. And you won't miss, if you use WDRC.

As the Basic Columbia Station for Connecticut, WDRC gives you the winning combination of coverage, programs and rate! A Fall schedule on WDRC will prove one of your most productive investments. Write Wm. Malo, Commercial Manager, for availabilities now.
New Defense Board to Speed Granting of Repair Priorities

A-10 Rating Now Given Broadcasting Along With Communications; Extensive Survey Planned

SEEN as a possible solution to the material supply difficulties of the radio manufacturing industry, the newly-created Supply Priorities & Allocation Board announced last Wednesday it would conduct a comprehensive study of the lease-lend, defense and civilian requirements of American producers.

Revelation of plans for the study, designed to develop an overall picture of the prevailing and future supply situation to be used as a basis for coming priority control, followed by 24 hours announcement of a new “streamlined” plan to grant temporary priority assistance for repair work in 20 “essential industries.” This plan, which includes commercial broadcasting and communications, designates a A-10 priority rating for materials needed in manufacturing equipment for maintenance and repair of existing apparatus.

Improvement Seen

Announced by Donald M. Nelson, who under the SPAB reorganization succeeds E. R. Stettinius, Jr. as Director of Priorities, the new plan for the first time gives such items as radio transmitters an A priority rating, although on July 1 Leon Henderson, as director of the Office of Price Administration & Civilian Supply, designated commercial radio communications, including commercial broadcasting, as one of 26 essential industries for which preference would be granted on materials for maintenance and repair.

The comprehensive survey of supply and demand, to be supervised by Mr. Nelson, was described as one of the most important steps taken in 15 months by a defense agency. It is thought likely that the study will considerably improve the status of radio manufactures on priority schedules, since it is foreseen that such a survey, conducted by a single overall agency, would substantiate official claims for radio’s importance in the defense picture and focus attention on the present situation, under which new radio manufactures are completely stilled and repair and maintenance activities are being forced to a standstill.

Almost coinciding with the SPAB inventory action was a special meeting of the leading manufacturers of transmitters, tubes, antennas and parts, called under NAB auspices, for the purpose of making an industry inventory. Even with a Class A-10 rating on emergency repairs, this group concluded, industry requirements could not be met because of the welter of defense orders holding preferential A-1 ratings [see story on this page].

Last Thursday the Defense Communications Board, which last week had authorized creation of a Defense Priorities Committee, announced a sweeping change in membership and procedure, presumably to make the body more effective. Instead of a membership of nine, selected one each from the nine industry subcommittees of DCB, the committee will be made up of five Government members and alternates to be designated by DCB itself within a few days, with each of the nine industry units to designate two “priorities representatives.” The latter will not be members of the committee proper, but will be non-Government people on call for consultation with the five-man priorities liaison committee.

Will Be Available

It was explained that the Government men were selected as regular members because they would be on tap to function as needed, while meetings would be more difficult if industry representatives had to travel in and out of Washington. The “priorities representatives” for the industry will have an advisory voice only in Commission action.

An official announcement of the long-range SPAB survey, approved by Vice-President Wallace, SPAB chairman and head of the Economic Defense Board, declared:

"In calling for this long-range, all-inclusive survey of the nation’s total needs under the defense program, SPAB followed the view that there must be one authority to develop the official requirement figures on both levels, holding that there would be confusion otherwise, because the several parts of the requirement picture must be developed by separate agencies."

The survey would visualize action on two levels, it was explained: A detailed outlining of both civilian and military needs, including procurement schedules for Army, Navy and other branches of the Government; and a comprehensive method of planning for radio receivers, etc.

TO BREAK THE BOTTLENECK in broadcast equipment manufacture, which seriously threatens future operation of all stations, representatives of leading transmitter, tube, antenna and parts manufacturers met in Washington last Wednesday under NAB auspices. They appraised the industry's needs and began plans for drafting of a presentation by NAB to the SPAB-OPM authorities citing radio's minimum requirements as a national defense function.


Last Row (1 to r): E. T. Morris, Westinghouse; Sigurd Solie, Memovox Inc.; Frank J. Martin, NEMA; Lynne C. Sneye, NAB engineering director; G. W. Harrison, NAB; C. E. Arney Jr., NAB assistant to the President; Gustavus Reinger, Radio Engineering Laboratories.

Attending the sessions, but not present for the photograph were W. Eitel, Eitel-McCullough Inc.; C. E. Brigham, Federal Telegraph Co.; Harry Ehle, International Resistance Co.; Joseph Tait, Presto; D. I. Cooke, Tripplet Electrical Instrument Co.; Lawrence Horie, RMA engineering consultant.

Equipment Needs To Be Submitted

A-10 Rating Held Inadequate

At Meeting in Washington

MEETING in Washington at the invitation of NAB President Neary Miller nearly two-score manufacturers and suppliers of commercial broadcast equipment last Wednesday surveyed the critical supply situation facing the radio industry and promptly set in motion means of procuring remedial action from the Government.

The consensus of the conference bore out revelations of the recent BROADCASTING survey, indicating an extremely tight situation for repair and maintenance equipment and a complete throttling of new manufactures in the field [BROADCASTING, Sept. 8].

Hold within 24-hours after announcement of Preference Rating Order P-22, granting an A-10 priority rating to maintenance and repair supplies for commercial broadcasting equipment, excepting radio receivers, it was indicated at the meeting that the A-10 rating soon would prove thoroughly inadequate to secure the large variety of critical maintenance parts constantly needed by the industry.

NEMA’s Blue Report

It was decided that a comprehensive brief of the needs of the industry immediately would be filed through the NAB with the Office of Production Management and Supply Priorities Allocation Board, the newly-created top defense production agency.

Keynote of the meeting was expressed in a report by the Radio (Continued on page 47)
KIDO HOLDS THE KEY TO THE TREASURE CHEST OF BUSINESS
THE RICH MARKET OF SOUTHERN IDAHO AND EASTERN OREGON

FACTS

845.00 Per Capita Income

KIDO COVERS IN IDAHO
46% Total Retail Sales
52% General Merchandise Sales
51% Building Material Sales
46.8% Gasoline Sales
45% Retail Drug Sales
43.4% New Car Sales
38% Hardware Sales
32% Grocery Sales
PLUS A Generous Slice of Eastern Oregon

JOHN BLAIR & COMPANY, NAT’L. REP.
KQW, San Jose, Given 50kw., KSFO Petition Set for Hearing

KQW Under Contract to Be San Francisco Key Of CBS, Which Would Have 38% Interest

THE NETWORK picture in San Francisco took on a new competitive aspect with the action of the FCC last Tuesday granting conditional ownership of KQW to San Jose, to increase its power from 5,000 to 50,000 watts on 740 kc., while it simultaneously set for hearing an application for the same facility from the present CBS San Francisco outlet.

Located about equi-distance from San Jose and San Francisco, KQW is already under contract with CBS to be its sister station to KSFO, the key station. The original application, filed with the FCC last November, provided that CBS would lease KSFO to San Jose, but the amendment with the requirement that the network could never procure control.

Financing Plan

The FCC grant specified it is conditioned upon submission within six months for approval of a "plan of indeterminate financing" that was also made subject to whatever action the Commission might take on multiple ownership overlapping service, since KQW is a sister station of KSFO, San Francisco. Plans for disposition of the latter station, however, are understood to be under way.

The FCC made no explanation of its action beyond the announcement of the KQW grant and the KSFO designation for hearing. KSFO had filed for 740 kc. with 50,000 watts and had proposed that KQW be given its present assignment on 560 kc. with 5,000 watts day and 1,000 night, fulltime. KSFO is contracted as the CBS outlet until Jan. 1, 1942. It also utilizes CBS studios built several years ago at a cost of approximately $135,000, which would be turned over to KQW on the same terms as part of the new transaction.

Former Commissioner O. E. Sykes, counsel for KSFO, said Friday he felt the FCC unwittingly had done an injustice to KSFO by setting its application for hearing while at the same time granting the identical application of KQW. He alleged this was an error which would be rectified on his petition for reconsideration to be filed probably this week. KQW is owned by the Pacific Agricultural Foundation Inc., with Ralph R., Sherwood D. and Mott Q. Brunton as principal stockholders. G. L. McCahey, general manager of KQW, holds a minority interest.

In addition to the proposed direct stock purchase by CBS provided for in the original application, CBS would advance to KQW approximately $1,667,500, for the installation of the 50,000-watt transmitter at a point between San Jose and San Francisco. In return, CBS would acquire a mortgage on the station property.

Precisely what requirements the FCC will impose for "independent financing" of the KQW-50,000-watt installation was not disclosed.

Unusual significance attaches to the KQW action because of a somewhat parallel arrangement contemplated between WQAW, Lawrence, Mass., CBS outlet. Moreover, CBS has pending a situation involving an ownership interest in the company operating WAPI, Birmingham.

KSFO is owned by Wesley L. Dunn, California real estate operator and broadcaster. CBS originally had an arrangement whereby it proposed to lease KSFO for a long term, which was carried through the courts.

With NBC operating KPO, San Francisco, 50,000-watt as its Red Net outlet as well as KGO, under lease from GE with 7,500 watts, as its Blue Network outlet, CBS long has been desirous of procuring a peak power station in the market.

Los Angeles Area Gets Another Station As FCC Issues CP for a 10 kw. Outlet

THE Los Angeles area, which ranks with the New York metropolitan area as the most thickly populated with radio stations, last Tuesday was granted another station—the second new one authorized in the same community within the last few weeks and the highest powered new station granted in at least a half-dozen years.

The FCC on Sept. 9 granted Pacific Coast Broadcasting Co. a construction permit to operate on 1,000 watts at 1110 kc. in Pasadena, suburb of Los Angeles. Earlier, on Aug. 22, the Commission had granted a new 1,000-watt daytime station on 1430 kc. in the same city to Southern California Broadcasting Co.

The Sept. 9 grant requires a directional antenna and was made subject to whatever action the Commission may finally adopt with respect to the multiple ownership situation of the fact that J. Frank Burke and his family control KFVD, Los Angeles, and Mr. Burke is also controlling stockholder in Pacific Coast Broadcasting Co.

Springfield, Mo. Grant

On the same day the Commission authorized a new IAS station with 250 watts on 1400 kc. In Springfield, Mo., the successful applicant being Independent Broadcasting Co., which has the following officers and stockholders: J. H. G. Cooper, president of Cooper Supply Co., Tulsa, Home Securities Co., Springfield Flying Service and other interests, president and treasurer, 60% stockholder; Frank L. Sedgwick, furniture dealer, vice-president, 6%; Irving W. Schwab, attorney, secretary, 18%; G. Pearson Ward, radio store owner, 8%; J. W. Turner, department store owner, 4%; O. E. Jennings, Mound City, Ill., 4%; Mary E. James, 4%; G. C. Martin, 4%; O. M. Griffin, 4%. Springfield now has two radio stations—KGBX and KWTO—both regionals and both owned by the same interests, which include the local newspaper publishers.

The Pasadena Setup

In Pasadena, which now has a part-time church-owned 100 wattter (KPPC), a local broadcasting station was once owned by the Pasadena Star-News and Post, which several years ago voluntarily surrendered its license to the FCC rather than dispose of the station by sale to several prospective buyers.

With two construction permits granted for Pasadena, the number of stations in and around Los Angeles will aggregate about 20. In the Pacific Coast Broadcasting Co., Mr. Burke, a one-time newspaper publisher in Santa Ana, is president and owner of 87.5% of the common stockholders. Mr. Burke holds 41.66% common stockholders hold less than 2%, and all the stockholders save Mr. Burke hold varying amounts of preferred stock. The other largest stockholdings are those of Melvyn Douglas, film star, 1.66% common, 13.53% preferred; George C. Fischer, publisher, 6.66% common, 15.33% preferred; Mrs. Eleanor Lloyd Smith, vice-president of the Ventura Land & Water Co. and owner of more than 20 real estate and mineral projects, 1.66% common, 13.33% preferred; Mrs. Roy L. Shoemaker, member of the State Board of Education, 1.21% common, 11.99% preferred.

Other stockholders, holding less than 1% common and 6.66% or less preferred are: Royal King, rancher, Los Gatos; Mrs. John V. Smith, Los Angeles physician; Chester L. Holifield, merchant; J. Maxwell Burke, attorney; F. J. Smalley Jr., with KFVD; Arthur J. McPherson, president, State Chamber of Commerce; Harold V. Jeffery, member of the State Industrial Accident Commission; John Anson Ford, member of the Board of County Supervisors; Ben O'Brien and Albert M. Tewksbury, National Youth Administration; Mrs. Vivian Engstead, school teacher.

It is understood Mr. Burke and his family will be required to relinquish their holdings in KFVD. The FCC equipment for the station has already been ordered, and studios will be located in the Huntington Hotel in Pasadena, according to Sidney V. Smith, Washington counsel for the company.

The Aug. 22 grant in Pasadena, to Southern California Broadcasting Co., listed the following principals: Manley R. Neal, local merchant, president; Frank O. A. Ragan, sales manager of KIEY, Glendale, vice-president, 5%; H. H. Cooper, KIEY salesman, secretary, 5%; Edwin Earl, 13.89%, and 10 other stockholders none of whom holds more than 10%.

Pearson & Allen Signed For Serutan Blue Series STEIRUTAN Co., Jersey City proprietor) during the latter part of September or early in October will start sponsorship of the former Pearson and Bob Allen, news commentators and analysts, on NBC-Blue (at 7:30) on Sunday, Sunday 7:30-7:45.

Time and stations are being cleared and will not be set for a while. Allen's name is certain, which will be in a spot other than the one they now occupy since Mennen's new show, What Price Glory, is set for the Sept. 28. Until April 20 Pearson & Allen were sponsored by the Brazilian Government and have continued on without reservation as a substitute for an Agency is Raymond Spector Co., New York.

Attend Premium Session

E. P. H. JAMES, sales promotion director of the Leo Neuss Network, has selected Joseph C. Jerrard, who occupies the same position at the New York World, to handle a radio at a round-table session of the status of premiums in today's marketing. This will be held at the annual meeting of the Premium Advertising Assn. of America, meeting at the Commodore Hotel, New York, Sept. 8-12.
Someone Gets Caught in a Squeeze!

And today it's the manufacturer, facing an ever diminishing margin of profit!

Our friend the manufacturer anxiously pacing the floor is living proof that the man in the middle isn't always "Lucky Jack."

Factors out of his control have added enormously to his cost of production in the last two years. Higher taxes, higher hourly wages, and the increased cost of raw materials have combined to boost his production cost sky high.

Prices, on the other hand, have risen comparatively little. And today price ceilings—here already or on the way—conclusively bar the possibility of passing the increased cost of production on to the consumer.

But there is a way out. And smart business men today are taking it before their fast diminishing profit margin disappears entirely. It is presented for your edification on the following page!

Turn the page to see how you can get out of a squeeze like this...
Lower Your Cost of Distribution by Buying BLUE!

Enjoy sales through the air with the greatest of ease—pay from 11% to 36% less per thousand listeners!

With production costs and selling prices more or less out of your control, it becomes necessary to lower your distribution cost to protect your margin of profit. And you can lower your distribution cost by getting more out of your advertising dollars.

Chances are that you've already recognized radio as the most economical national medium. But today many radio sponsors are examining their set-up anew—measuring their coverage not merely in volume, but in efficiency—in what it costs them per thousand listeners.

It is precisely under such measurement that the Blue stands up best. And, depending upon such variables as number of stations, etc., the Blue costs from eleven to thirty-six percent less per thousand listeners. The reason becomes obvious when you consider these advantages of the Blue:

ECONOMICAL BY DESIGN—Blue Network stations are located in the Money Markets where buying power is heaviest. As the number of Blue stations rose from 64 to 110 in the last 16 months, the basic strategy of the network remained the same—to cover markets, not just areas, to provide sales where selling is most profitable.

ECONOMICAL WITH POWER—Some networks offer a larger number of 50 kw stations, but remember that while power is not always effective, it is always expensive. The Blue has high power stations where power is needed—elsewhere conserves its power and your budget.

ECONOMICAL IN COST PER STATION—The famous "Blue Plate" system of discounts was originated to encourage the use of the coast-to-coast Blue Network. As you expand your network you receive savings up to 20% of your total time cost, naturally leaving more money in your budget for talent.

ECONOMICAL IN TALENT—Bolstered by the finest sustaining schedule of news, sports, and public service programs on the air, Blue sponsors enjoy an audience as loyal as it is large. Blue evening commercial programs have a CAB average of 10. And they have achieved this amazing record with a talent expenditure of 44% less per quarter hour than their major network competition.

If current conditions suggest the need of lowering your cost of distribution, let a Blue salesman show you the way out of your trouble!

NATIONAL BROADCASTING COMPANY—A Radio Corporation of America Service

THE Blue NETWORK OF NBC
Sales thru the air with the greatest of ease

NEW STATIONS! MAJOR IMPROVEMENTS! In the past few months, the Blue Network has added 5 new stations (2 in major markets). Four other stations (including KQV, Pittsburgh and WCBM, Baltimore) "to Blue" on October 1. In the same period, 11 Blue stations completed important improvements: 8 stations increased their power. Also 36 station improvements are now under way—due frequency heterotones.
2 new transmitters and antennas—20 power increases (including WWVA's increase to 50,000 watts).
Effort to Discredit Newspapers Seen in Investigation by FCC

Steering Committee Suggests a Fact - Finding Inquiry Should Be Conducted Objectively

AS THE FCC prepared to reopen its newspaper-radio hearings next Wednesday, the steering committee of the Newspaper-Radio Committee issued a report to the FCC. The report, "Newspaper Investigation — What Next?" in which it reviews and recapitulates the trends and testimonies of the hearings themselves, warns that "those who are aroused about it, whether they are in newspaper offices or in Congress, will have to stand up and be counted before a lot of things which seem to be happening have crystallized into orders and policies."

From its New York headquarters at 370 Lexington Ave., the committee of nine, chosen after the Waldorf-Astoria sessions last May and headed by Harold V. Hough, F.A.R., W3RE, (Radio Star-Telegram (WBAP-KGKO)), met in booklet form to newspapers throughout the country with the frank assertion that it was "for the purpose of getting the American press" and that it was "for immediate release to any newspaper which wishes to incorporate it or any part of it in any editorial expression." It recommended that the report be published in its entirety by the committee, the first having been published in July [Broadcasting, July 28].

In addition to the chairman, the steering committee comprises Walter J. Damm, Milwaukee Journal (WTM), vice-chairman; Thomas B. Rich, WTM, News-Lender (WRNL), treasurer; Gardner Cowler Jr., (Des Moines Register & Tribune (KSO-KRT-WMT-WNAX)), chairman; L. W. Warren, Des Moines Register (KFRB-KMJ-KERN-KWG); Atlantic Journal (WHIO-WIOW-WSB); Guy C. Hamilton, McClatchy Newspapers of California (KPRB-KMJ-KGW-KOH); Jack Howard, Scripps-Howard Newspapers (WCPO-WMC-WMPS-WNO); John E. Person, Williamson (Pa.) Sun (WRK); Nelson P. Poynter, St. Petersburg Times (WTSP).

Questions of Public Policy

Asserting that reopening of the hearing Sept. 17 "brings the FCC to the crossroads of fundamental decision on questions of vital importance to the American press and the American public," the statement opens by posing three "questions of public policy which squarely confront members of the press." These are:

1. Is the Commission going to continue what appears to be the public trial of one group of owners of broad- casting stations for monopolistic, antitrust, and other purposes of the objectives of owners of broadcasting stations?

2. Is the Commission going to continue to act upon its apparent original presumption that the FCC had no power to make rules and regulations limiting or prohibiting the ownership of broadcast stations by one group of owners, or is it going to confine its effort to an inquiry

3. Is the Commission going to persist in suspension of its action on FM applications while it throws an industrial blanket over all the ramifications of the newspaper and press service machine which carries on the vital business of disseminating news and information to the American public?

Congress an Afterthought

"Involved in the answers to these questions," it is stated, "is the constitutional right of a category of persons or corporations to exercise privileges which are denied to no other citizens or groups of the United States." The statement argues that such extraordinary power, if exercised, should be held only by Congress subject to court review.

Nevertheless, it is contended, such power was presumed in the FCC's original order (No. 79) banning newspaper owners before it, and no mention of possible recommendations to Congress was made until the second order (79-A), amplifying the purpose of the hearings to "read if need be, the formulation of rules and regulations or recommendations to Congress." This and Chairman Flynn's similar statement were labeled as "apparent afterthoughts made more than three months after the original order."

If the purpose of the renewed

Newspaper Investigation

Newspaper Investigation

AUGUST 17

NEW DULUTH SERIAL

CUDAHY PACKING Co., Chicago (Old Dutch Cleanser), on Sept. 22 will introduce a new Monday special through Friday serial, "Hulopne," about the adventures of the children of the Globetrotter family. 10:30-10:45 a.m. period on NBC-Red. The latter program will be carried by Colgate-Palmolive-Peet Co., New York, for Colgate dental cream through Ted Bates Inc., New York. The series, featuring Arlene Francis, is a pack-

age show produced and sold by C. B. Morse, New York. Blackett-Clearly-Hummert, Chicago, is agency.

hearings is fact-finding, then the committee asks that they be made objective and impartial and should include comparative consideration of all kinds and groups of station owners, not merely singling newspapers out from all other categories of ownership. "Certainly no such impartiality characterized the first hearings in July," it is stated. "The proceedings had the appearance not only of an attack, but of being a deliberate attempt to discredit newspapers and prejudice their case before the public."

Errors and Conclusions

The many errors in the exhibits presented by the FCC and the "inconsequential nature of much of the testimony" are pointed out, and Chairman Franck draws the following conclusions:

1. That FCC members decided for themselves the Commission had the authority to conduct newspaper investigations by this discriminatory investigation, and therefore refused even to listen to arguments of jurisdiction until they had put upon the record all the testimony they desired.

2. That the FCC has combed and may continue to comb the private files of newspapers, newspaper organizations and press associations to gain such advantages as it can in prosecution.

3. That the technical machinery of the Commission has been used in an attempt to discredit newspapers in concentration of newspaper ownership, and has caused a suppression not in the public interest.

4. That no other category of owners has been so compared with newspaper ownership in the preparation of exhibits in which their face has been lifted over the public.

5. That investigation of a few individual newspaper operations are to be given emphasis by the FCC with the intent of proving that special practices are typical.

6. That the early history of press service and certain special newspaper relationships to radio stations and works has been used as a basis for judging wholly different policies which go far beyond the Commission's orders.

7. That the FCC aimed to establish a case for the inherent bad influence exercised by broadcast newspapers.

New Serial

SPERRY FLOUR Co., San Francisco, subsidiary of General Mills, on Sept. 29 is scheduled to start a dramatic serial, five weeks only on 8 CBS stations in the West, for 30 weeks. Series will originate in Cudahy, Wis. and broadcast from Minneapolis. The station list: KSFO KNX KARM KOIR KFYY KSL KLZ.

FCC Press Probe

Resumes Sept. 17

Hearst, Cowles, Kansas City Organizations to Appear

THREE important newspaper radio organizations — Hearst Radio Inc., Des Moines Register & Tribune and the Kansas City Star — will be covered by the FCC newspaper-radio inquiry when hearings are resumed Sept. 17.

Only five hearing days are in prospect for the two-week period ending Sept. 27 and these three cases will consume most of the available time. Afterward, probably during the week beginning Sept. 29, the FCC will reopen press association radio activities, presumably with emphasis on purported efforts of AP, UP and INS to thwart development of new press organizations in the radio broadcast area, operating the preliminary foray into this phase had been launched by the FCC when the first installment of the inquiry ended Aug. 1.

Hearst First

Called to appear Sept. 17 are the Hearst radio stations. Witnesses expected to testify, at the request of Major, are, Maj. E. M. Steer, general manager of the Hearst stations, and Charles L. McCabe, president of Hearst Radio Inc.; and a representative of the Washington attorney for Hearst, who will represent the organization.

Stations involved are WBAL, Baltimore; WCAE, Pittsburgh; WINS, New York; WINS, New York; WISN, Milwaukee; KYA, San Francisco.

Scheduled tentatively to appear Sept. 18 is Luther L. Hill, executive vice-president of the Iowa Broadcasters Association, and a representative of the Des Moines Register & Tribune stations. These stations are KSO and KRNT-WMT-WNAX, and KCR, Cedar Rapids, and WOCI, Yankton, S.D., and with IBC, Paul M. Segal is Washington counsel.

Asked to testify on behalf of WDAF, Kansas City, operated by the Kansas City Star, tentatively scheduled for Sept. 19, are Roy Roberts, editorial head of the newspaper, and H. Dean Fitzer, general manager of WDAF. Arthur W. Scharf is the Washington counsel.

In each instance, correspondence and files have been requested or examined by the FCC inquiry staff. It is presumed that the preliminary examination will cover such matters as competitive effect of dual newspaper-station operation, exchanges of station time for newspaper advertising, and purported advantages accruing to joint newspaper-station operation as against independent station operation.

The Commission is expected to resume Sept. 19 until Sept. 25, and FCC members James Lawrence FLY will be in Chicago to keynote the special convention of National Independent Broadcasters on Sept. 22 and 23.
FCC May Act on Six Super-Power Pleas

National Defense Cited As Justifying Wider Station Service

ACTION by the FCC in the near future on superpower grants for a half-dozen stations as a defense emergency measure was foreseen last week when the disclosure that six major stations have pending or are in the process of filing applications for output of from 500,000 to 750,000 watts was made.

WOAI, San Antonio, last Tuesday filed with the Commission an application for 750,000 watts on its Class I-A channel, citing inadequate rural coverage and the defense emergency. Already pending in proper form as a result of recent revised applications are the requests of WLW for 650,000 watts, of WJZ for 50,000 watts, and a petition for 500,000 watts, yet accompanied by the prescribed engineering form, filed by KSL Salt Lake City.

The FCC has been notified by WHAS, Louisville, that it will file within a fortnight an application for 750,000 watts. Similarly, WHO, Des Moines, is working on an application for an increase to 500,000 watts. This would make a total of six stations, all in the Class I-A category, seeking what heretofore has been regarded as superpower.

Serving Remote Areas

That the Commission is disposed to modify existing regulations to permit power in excess of 500,000 watts has been indicated for several months. The Defense Communications Board, of which FCC Chairman James Lawrence is a member, has emphasized the need for providing reliable broadcast service to remote areas in a recent announcement [BROADCASTING, Aug. 11].

It is stated that all urban areas are adequately covered for emergency defense communications certain rural sections are still without reliable broadcast service. Horizontal increases in power for regional stations from the present peak limit of 5,000 watts to 10,000 watts daytime, also are believed imminent. WIBW, Topeka, and WCHS, Charleston, already have filed petitions seeking this increase.

On behalf of WOAI, W. Theodore Pierson, Washington attorney, last Tuesday filed an application accompanied by a petition for an increase to 750,000 watts from its present output of 500,000 watts. Whereas 500,000 watts heretofore has been regarded as the peak for clear-channel stations, WLW having used it experimentally for several years, it is understood that equipment manufacturers feel they can produce efficient transmitters having a 750,000-watt output, but not in excess of that.

WHAS, through its attorney, George B. Porter, former FCC assistant general counsel in charge of broadcasting, notified the Commission last month that an application shortly would be filed for 750,000 watts. The present WHAS 50,000-watt transmitter already has all the fittings necessary for superpower operation. WHO is understood to be working on its application through its attorney, Frank D. Scott, and the engineering firm of Jansky Bailey, with the petition likely to be filed within the next fortnight.

Preparing Data

KSL on Aug. 20 filed a petition seeking FCC action on its original application, pending since 1936, seeking 500,000 watts. The station, is working with the engineering firm of King & Clark on preparation of a formal application. Engineering work on all of the pending applications or immediately proposed applications, save those of WHO and WSM, likewise is being handled by King & Clark.

WSM on June 3 filed a petition amending its original application, also pending since 1936, seeking 500,000 watts. On June 21 WLW submitted its petition seeking 650,000 watts during regular operating hours. WLW now is using 500,000 watts output between midnight and 6 a.m. [BROADCASTING, July 17].

In 1936 there were 13 stations which had pending applications for 500,000 watts, which precipitated the so-called superpower fight. Now in the suspense files are the applications seeking this output of WOR and WJZ, New York; WGN, Chicago; KFI, Los Angeles; WSB, Atlanta, and WHB, Schenectady. The status of certain of these channels, however, has changed since 1936.

The WOAI petition brings out that the station operates on 1200 kc. as a Class I-A outlet and that it has had a 500,000-watt application pending since July 2, 1936. The hearing originally was scheduled for May 16, 1938, but was later indefinitely continued, with no hearing date yet recfried. On the basis of additional technical information, WOAI amended its application to provide for 750,000 watts.

Need for Service

Attorney Pierson cited the urgent need for improved service by WOAI, pointing to the vast number of isolated rural listeners in the sparsely settled areas of southwestern United States. The petition recited in narrative fashion benefits that would be derived from the grant to rural residents now deprived of adequate service. The power increase would result in service to nearly a million additional rural Texans both day and night, as well as to listeners in New Mexico, Colorado, Arizona, Oklahoma, Arkansas and Louisiana. Many of these listeners have other sources available to them, but intermittent reception at night.

Calling attention to the "grave national emergency with which this nation is now faced," WOAI contended that there is no more vital feature of national defense organization than communications.

"It has been proven in the European wars that no small part of the defeat or the victory experienced by any nation is attributable to the effort, attitude and courage of its civilian people," said the petition. "There is no other instrument that can be made to afford the direct, speedy and certain communication with our civilian population than that which can be supplied by radio broadcasting."

The imperfections in the existing system of broadcasting are manifest chiefly in its failure to reliably serve rural listeners, WOAI contended. "Our present system will fail to meet the demands of the present and forthcoming national emergencies to the extent that it is deficient in this respect. To leave these isolated people without service during normal times is sad enough, but to leave them without service during these far from normal times is to substantially impair our national security, strength and morale."

Among other things, WOAI cited work of the national defense agencies in perfecting air raid warning systems and the movement of civilians in the event of hostilities. The southwestern border has always been a primary consideration in defense plans, and WOAI is pointed out. WOAI now is being employed by the Third Army as an instrument in carrying out its current maneuvers with the Second Army, it was brought out.

Needs of Southwest

WOAI contends there are no social objections to its proposal and that old arguments that superpower will amount to a "dangerous avenue of control over the philosophy and attitude of our people." The main objection is the potential for the number of people who would receive satisfactory service from WOAI would be approximately 8 million, it said. The argument that WOAI would satisfactorily serve the entire nation is "patently false," the petition added, declaring that the station is not proposing to render "nationwide" service but is merely proposing to render satisfactory service to those States which are logically within its geographical hinterlands, or in the southwestern portion of the United States.

Economic objections likewise hold no water, WOAI, continued, in view of the sparsely settled areas that the station proposes to serve. Coverage of rural listeners is seldom a substantial factor in the determination of the rate basis of stations assigned to serve urban communities, it was contended.

Finally, WOAI held it was one of the few U. S. stations that enjoys an appreciable listening audience in Mexico, because of its proximity.

(Continued on page 43)

THEY WERE IN THE NAVY THEN

One of a Series

FIGHTING AT SEA was part of the lot of this group of agency and station men now identified with radio during the first World War. For identifications, service records and pictures as they are now, see page 43.

Plug for Clergs

PROMOTING the clear-channel campaign, WLW, Cincinnati, now uses special stationery carrying squibs on advantages of clear-channel service for all agricultural department mail. Letter tops read: "Four Clear Channel Service ... WLW, the Nation's Station." Across the bottom is another plug, "Radio service from a clear-channel station is the only modern cultural force many farm families seem to enjoy today on a par with their "big city" neighbors."
Power—right down the middle with a "click"

WLAC's 50,000 watts, to go into effect this fall, will mean a power-full coverage of one of the nation's richest territories... the great Tennessee Valley, the heart of the industrial south. In this area is concentrated a great portion of the southland's permanent industries, attracted by the world famous T.V.A. power economies. May we give you the complete story?
SPORTSCASTERS of Tide Water Associated Oil Co. recently convened in San Francisco in a two-day session in preparation for the 16th consecutive season of broadcasting collegiate football on the Pacific Coast. The men who serve behind the microphones were given first hand information on football rule changes by Pacific Coast Conference Football Commissioner Ed Atherton and Louis Conlan, league officials. They are standing (1 to r) Commissioner Atherton, Harold R. Deal, manager of advertising and sales promotion, Tide Water Associated Oil Co.; sportscasters, Ted Bell, Jack Shaw, Lou Gillette, Hal Wolf, Doug Montell. Standing (middle row), sportscasters John Carpenter, Mike Francovich, Bill Mock. Seated, Louis Conlan, official; sportscasters, Pat Hayes, Frank Bull, Rod Kline, Art Kirkman.

Tide Water's Coast Schedule Marks 16th Year of Football

Conference for Announcers Held by Harold Deal
As Plans for Autumn Are About Complete

TIDE WATER ASSOCIATED OIL Co., San Francisco, will sponsor all collegiate football games on its stations for the consecutive year on the air with the grid sport. Announcement came from the office of Harold R. Deal, manager of advertising and sales promotion for Associated.

Although all contracts with the various stations and networks had not been signed when BROADCASTING went to press, it was indicated this year's list of stations will equal, if not surpass the number used in past years. NBC-Blue and Don Lee-Maxwell on the air will be utilized, as well as a number of independents. In previous years Associated had used NBC-Red and CBS, as well as Mutual, but is shifting to the Blue this year and dropping CBS completely.

Announcers Meet
Associated held a two-day sportscasters meeting in San Francisco Sept. 4-5, which was presided over by Mr. Deal. Sportscasters were given a thorough schooling in the various systems of play to be used by college teams of the West. Jess Cravath, head football coach at the University of San Francisco, devoted a considerable portion of the first day's session to a technical analysis of style of play to be employed by each team whose games will be broadcast.

Edwin Atherton, football commissioner of the Pacific Coast Conference, discussed rule changes, as interpreted by Louis (Dutch) Conlan, Pacific Coast football official. Plans were worked out for a more uniform manner of broadcasting of football games so that descriptive terms employed by sportscasters throughout the West will be more readily understood by their audience.

The general style of the sportscasts will remain unchanged. Plans are under way to spotlight attention on some teams and to that end Mr. Deal announced arrangements to introduce one or two men from various Army, Navy, Marine and service camps over the air at halftime on all broadcasts.

As in previous years, sportscasters assigned to handle the various games will be stationed in areas from which broadcasts originate.

Those at the conference included: Ted Bell, Seattle; Rod Kise, Pat Hayes and Lou Gillette, Idaho and Eastern Washington; Hal Wolf, Doug Montell and Carroll Hansen, San Francisco area; John Carpenter, Jack Shaw, Art Kirkham and Bill Mock, Oregon area; Mike Frankovich and Frank Bull, Southern California.

The broadcast schedule opens Sept. 19 with airing of the Gonzaga-Temple Teachers game at Spokane and will continue through to the annual East-West Shrine game at San Francisco Jan. 1.

Mantle Lamp Plans
MANTLE LAMP Co. of America, Chicago (Aladdin lamps), is preparing a series of quarter-hour transcriptions to be placed on a number of selected stations. Transcriptions feature Smlin Ed McConnell, P b s b, Fellers & Presba, Chicago, is agency.

KRFJ, MILES CITY, OPENS IN MONTANA

FEATURING transcribed salutes from KFJJ, Salt Lake City; KWSY, Sheridan, Wyo.; KFYR, Bismarck, N. D.; and the Z-Bar network stations in Montana as well as remote from KGCO, Wolf Point, Mont., the new KRFJ, located in Miles City, Mont., has signed on the air Sept. 4. On hand for the inaugural was Peter Lyman, of WTCN, Minneapolis, as m.c., and several Montana artists.

Construction permit for the new station, which now operates on 1340 kc, was granted Aug. 14, 1940, to the Star Printing Co., publisher of the Miles City Star, controlled by Sarah M. Scan lan. General manager of KRFJ is W. F. Flinn who also manages the Star and Don Tannell, formerly of the Co., and KYAN, Cheyenne, Wyo., has been named commercial manager. Mr. Tannell's wife, Mary Virginia, has been named program director. Chief engineer is Henry A. Poole, former Navy and Transradio operator and has worked with WKAQ, Wallace, Idaho, and his assistant is Roy Nelson, formerly of KITE, Kansas City.

Station is RCA-equipped throughout and a combination studio-transmitter on the city limits is utilized. A 150 foot tower purchased from Tuscon Steel Co., has been erected.

Safeway Spots
SAFEGRAVE STORES Inc., Oakland, Cal., recently started a threeyear contract with 172 stations that carry Safeway's network on the West on behalf of its new soft drink product, Sno-Cola. Transcribed one-minute dramas are used on varying schedules. The copy is directed to high school and college youth. The commercials are spotted in swing and popular music programs of general appeal to youth. Agency is J. Walter Thompson Co., New York City, for Safeway's radio list: KFBS KJH KNX KECA KALE KOMO KFWB KGFJ KOAC KGRR KJY KSAO KSFQ KROW KIOF KFBK KHM KFFY. For Supurb Soap, Safeway recently started a two-day series, 15-minute weekly, on WRC, Washington. Safeway also is sponsoring Betty & Bob, transcribed drama series, five times weekly on WRC to advertise Lucerne Milk.

Albers Mysteries
ALBERS MILLING Co., Seattle (flapjack flour), on Oct. 2 started Whodunit, weekly murder mystery game on 7 CBS stations in the West. The show is the property of Lorne Thompson of San Francisco, which last spring placed it on KFRC, San Francisco for Roos Bros., clothing chain. The CBS deal was handled by Art Kemp, Pacific Coast sales manager of CBS, and Charles Morin, San Francisco sales manager. The programs will be produced from Hollywood stations, B & W. Agency is Lord & Thomas. The station list: KSFO KNX KARM KOIN KFYY KSL.
CONSIDER the strange case of WGBI. It does the complete job in a market that's a real desert island so far as outside stations are concerned. The Pocono Mountains and a few other natural obstacles take all the zip out of outside signals before they can get into the WGBI market.

That's a mighty interesting (and profitable) fact for advertisers. But it's even more interesting when you consider that this "island" market is the 17th largest in the United States with a population of 652,000. A Dr. Starch and Staff survey revealed that 98% of the daytime listeners and 96% of the nighttime listeners in WGBI's home County keep their dials glued to WGBI.
ARE SALES SPOTTY IN SPECK (Ky.)?

WAVE feels no rancor toward Speck (Ky.), but goosh! Sellers, you just can't big business from such small villages! Especially when 55.6% of Kentucky's income tax payers are concentrated in the Louisville Trading Area, which buys far more of everything than the rest of the State combined! Reaching every corner of this moneyed market, WAVE gets results at lowest cost, delivers listeners because we're the only NBC Basic Red Network outlet within 100 miles! Want all the facts?

IN A 56-PAGE plastic-bound brochure, containing color charts and graphic representations of statistical material, WIBW, Topeka, has published The 1941 Kansas Radio Audience, fifth in a series of annual studies of radio listening in Kansas conducted by Dr. H. B. Sumners, of Kansas State College. In the 1941 survey, similar to those conducted annually in Iowa and Kansas, Dr. Sumners was assisted by Dr. F. L. Whan, chairman of the Department of Speech & Radio at the U. of Wichita.

For the 1941 personal-interview survey information was secured from representatives of 2,666 families living in Kansas cities, 1,780 living in villages of less than 500 people, and 1,765 living in rural areas.

The scientific sampling survey covered economic facts about Kansas families, station preference, listening hours, program preferences, and trends in listening habits.

Newsroom to Theatres THROUGH cooperation of Fan-chon & Marco, XKOK, St. Louis, feeds four five-minute newscasts daily and four live local newscasts direct from XKOK studios. The news, presented by Warren Champ-lin, manager of XKOK, is received through screen credit, a billboard in front of each theatre, and a display case for promotional material in each lobby. A UP news ticker operating throughout the day, also has been installed as an exhibit in the lobby of the Fox Theatre as part of the promotion.

Bessie's Big Day THE FIRST anniversary of Bessie Beatty's column will be celebrated Sept. 23 by WOR, New York, with a party for Bessie Beatty listeners. On that day the Monday-thru-Friday program will originate in the WOR-Mutual playhouse, where over 700 guests are expected. Noted radio personalities as well as all of her nine sponsors will join in the birthday greetings.

Salem Air WESX, Salem, Mass., is distributing tin cans labelled "450,000 cash customers daily breathe this sales lad's air." Wrapped in an orange wrapper and sent in a similarly colored box, the label says, "mix a generous quantity of the enclosed air with a portion of your advertising budget.

Available to Wholesale Wholesalers AVAILABLE to any national advertiser or agency, Kwik Shrenandoa, Inc., has published a copyrighted Atlas of Wholesale Grocers in its coverage area. In addition to the bowling season the brochure includes success stories, market analyses and other descriptions of the area.

Signs of Bands IN ALL SUPPER CLUBS and other spots from which WOR, New York, picks up mellow dance band music, the station has placed prominently large signs reading: "Here and wherever you go, you'll find big name dance bands on WOR-Mutual."

Stars at Food Show NBC network stars will headline the Omaha Food Show in Omaha, Neb., Sept. 22-27 when an even dozen of the entertainers will make an appearance through the auspices of WOW. Appearing will be Tom Wallace, Mary Anne Mercer, Whitney Ford, the Tower and his Harry trio, Lou Trendler, Don McNeill, Eddie Peabody, Evelyn Lynne, Garry Moore, Nancy Martin and Orley Bradley. Arrangements were made by John Gillin Jr., manager of WOW.

Follies for Stars PROVIDING radio editors with a complete folio of facts and gossip about new programs and their stars, ready for use as news stories, biographical sketches or simply paragraphs in the actual pieces of WOW. appearing will be Bob Burns and his Arkansas Traveler series for Campbell Soups.

FIRST USER of billboards for FM is the claim of W65H, Hartford, for its promotion displays around Connecticut. William F. Malo is commercial manager.

More Corn AN ADDITIONAL $100 has been contributed by WHO, Des Moines, to the prize fund of the Corn Belt plowling match, to be held Sept. 20 near Albia, Ia., bringing the total amount to $600, according to Mr. John Summer, station manager. Phil Spitalny and his all-star band were named as show leaders. Arrangements were made by John Gillin Jr., manager of WOW.

WBAL-Red Ceremonies SPECIAL ceremonies attending WBAL's affiliation with NBC-Red Oct. 1 will feature two-way talks between WBAL's and NBC's executives and representatives in London, Berlin and Moscow. The broadcast will originate at the Baltimore Variety Club where A. Schechter, director of the news and special events division of NBC, will call in Fred Bate from London, Charles Lanius from Berlin and Robert Magador from the Russian capital. Cooperating further in the ceremonies, NBC has sent WBAL a photographic exhibit of 75 Red network stars for display. The pictures are 12 x 20 and pose the work of Ray Lee Jackson, NBC's portrait photographer. All are framed and ready to be hung as a regular art exhibit.

Pennies for Soap PROMOTING Sweetheart Soap's daily five-minute newscast, WROK, Rockford, Ill., distributes to women shoppers in the downtown business district. City police are calling attention to the sponsor's current one-cent sale. To each card is attached a penny, with the message: "This penny entitles you to one cake of Sweetheart Soap with the purchase of three bars at the regular price," along with mention of the WROK program.

BROCHURES

WXEW, New York — Descriptive folder of Stan Shaw's Miller's Matador — all night show which is offered to tap the vast listening audience of night workers on defense projects.

WDCR, Hartford — Eight brochure titled "Connect in Connecticut" citing the advantages of using the station as an advertising medium to reach the Connecticut market.

WOW-WGL, Fort Wayne, Ind. — Folder titled "Letters to a Lady," to the largest mail response to Jane Winston, station home economics specialist.

WOR, New York — Seven page book containing a summarising of the joke show, Can You Top This, and lauding its audience appeal.

WBFL, Syracuse—24-page booklet containing photos of all participants in early morning show.

Page 22 • September 15, 1941 BROADCASTING • Broadcast Advertising
"One year to grow rice, ten years to grow trees, one hundred years to grow men."

(AN OLD CHINESE PROVERB)

For more than three hundred years, men with skilled hands and keen intellects have been a tradition and a living fact in Southern New England. This, no doubt, explains why the manufacture of vast quantities of vital precision articles for national defense has been entrusted to this section, giving impetus to additional spending in this always lucrative market.

During the past sixteen years, the friendly, persuasive voice of WTIC has carried conviction into thousands of homes in this wealthy and responsive area. This same voice can gain acceptance here for your product as it has for many others.
E V E R Y T H I N G from a pin to a load of hay big enough to make a mattress will be the object of search by contestants on *Go Get It*, to start Sept. 10 on WOR, New York. Each contestant will be given one "go-get-it" assignment to execute in an hour. If he returns successfully before the program is over, he receives a cash prize and is interviewed over the air by Joe Bolton and Neil O’Malley. A grand prize is given for the best story and the most ingenuity in completing the assignment. An added feature will be a headline interview with a national "go-get-ter"—an explorer, a scientist—anyone who has had to go get something.

**Awakening**

*Classified* 

**CLASSIFIED** advertising directories provide program material for a new series on WHAT, Philadelphia, giving information on business opportunities, used car sales, real estate sales and rentals, and job openings.

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**Purely Programs**

Dr. Problem

**PROBLEMS of general interest concerning marriage, vocational guidance, moody children, etc. will be solved by the Problem Doctor, a thrice-weekly quarter-hour program starting Sept. 22 on WGN, Chicago. Program will be sponsored by Rubin’s women’s department store. Schwimmer & Scott is agency.**

Town Crier

**HEARD five days weekly, the new *Public Interest* feature on KFRU, Columbia, Mo., features news from Army camps, plugs for programs of general interest and unusual news reports not included in the regular newscasts.**

Nancy Co-ed

**WBLK, Clarksburg, W. Va., has started a program of college news. Nancy Garrett, U of West Virginia senior, travels from the school at Morgantown every second week to review the activities of college students in the vicinity.**

Military Formula

**SPECIAL PROGRAM DESIGNED for members of the U. S. armed services located at defense bases outside the country, the program *News From Home* is shortwaved daily on WRECA and WNB, NBC’s international stations, featuring a Washington round-up of news, local news from major cities and a six-minute sports resume.**

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**A $10,000,000.00 Beauty!**

With 85 per cent of the nation’s Angora goats browsing on Texas ranches, practically the entire mohair industry of the state is centered in the South Texas area — where WOAI is the most powerful advertising influence!

Mohair is big business down here. Two clips each year — spring and fall — "ring the cash register" to the tune of more than $10,000,000.00 on thousands of ranches and in scores of thriving cities and towns throughout the territory.

Year after year it is WOAI’s privilege to give advertisers the readiest and most economical access to the diversified wealth of the Central and South Texas market.

**WOAI**

San Antonio

**50,000 WATTS**

**CLEAR CHANNEL**

**AFFILIATE NBC**

**MEMBER TQN**

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**Stars on the Spot**

WMCA, New York, has started a new kind of quiz show, *45 Questions From Broadway*, as a Sunday afternoon feature. Questions, submitted by listeners and answered by four Broadway stars each week, deal exclusively with New York’s theatrical district and its history. Ted Gutt is host of the series which is conducted under the auspices of Bundles for Britain and awards special "V" Victory pins to quiz winners. Those sending in questions used on the program will receive copies of "20 Best Plays of the Modern American Theatre".

**Selectee's Own**

SELECTEES at Camp Polk, Leesville, La., on Sept. 10 started their own weekly program, *America Attention*, on WWL, New Orleans. The quarter-hour variety show is to be written and produced entirely by selectees at the camp, with nothing but purely technical advice from station personnel. The remote broadcast, heard Wednesdays, 8:30-9:30 p.m., features the camp’s swing, military and hillbilly bands, and other talent.

**Jobs to Get**

**DESIGNED to give expert advice and instruction to job-seekers, WWDC, Washington, has started the new *You Can Get That Job* series in cooperation with the WPA. The program is conducted by Dr. Mitchell Dreese, an authority on unemployment problems. Personnel managers of important Washington organizations appear as guests, adding personal experiences and their advice to Dr. Dreese’s counsel.

**Fashion Buys**

**A FASHION DRAMA, titled *Glamour For Every Purse* started Sept. 10 has become a regular feature on WBYN, Brooklyn. Conducted by Rosabelle Miller, former buyer of fashions for R. H. Macy, New York, the program utilizes a standard dramatic pattern to bring to listeners not only in fashion news, the most interesting of fashion personalities and "best buys".

**Hollywood Quiz**

**MANAGEMENT of the New Pantheon Theatre, Toledo, O., has purchased a daily quarter-hour on WTOL. Program, titled *Movie Man*, has the announcer move through the theatre asking questions about movies.**

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MAL HALETT 

records for 

LANG-WORTH
Film Guild Halts
Free Appearances

Lux Program Cited for Giving Pay Directly to Charity

FREE APPEARANCES of guest stars on sponsored radio programs must now be passed upon by the newly-created Guild Authority, composed of Screen Actors Guild directorate members. Action was taken to prohibit further violations of the rule forbidding members to appear gratis on established commercial broadcasts. Practice employed by some programs of arbitrarily donating the actor's fee to a charity was specifically attacked in a letter to the Guild membership. Weekly CBS Lux Radio Theatre, sponsored by Lever Bros. (Lux soap), was cited on the latter count.

Letter states that while David O. Selznick, who made arrangements for players to appear on the Lux shows and turn their compensation over to China Relief Fund had acted in good faith, Rule 6 had nevertheless been violated for following reasons: "This is not a new, non-commercial charity show to which actors were asked to donate their time and talent. It was an established commercial show and the practice dislocated an established actor's income.

Lack of Control

"Under the arrangement actors had no control over the money they earned on the show. By agreeing to appear they agreed that the money should be turned over to the charity. This adversely affected the actor's right to earn his living in the regular commercial channels of entertainment, to donate what money they felt they could afford to give to charities and to contribute his time and talent to other non-commercial charity programs."

However, in revising Rule 6 so that it now reads, "It is a violation of the rule for a screen actor to give a performance for a regularly, commercially sponsored program, which nominally pays the actors, but actually turns the money over to a charity," Guild stated that its attitude in no way indicated a lack of sympathy to the China Relief Fund appeal. Rather it was an effort to keep a few actors from contributing a disproportionate amount to the charity by signing away what they could ordinarily anticipate as a part of their regular income.

So that current plans for the Lux show might continue to run smoothly, Guild has granted waivers to those actors who had already made commitments with Selznick, although all future commitments must be in accordance with the ruling.


THE QUEST for water for the transmitter of W39B, Yankee Network FM station located on the top of Mt. Washington, N. H., ended a fortnight ago, climaxing three months of arduous drilling.

Originally water was transported up the 4,000-foot mountain by tank trucks, forced to travel over more than three miles of steep and winding roads. Later, high pressure pipes were used to force the water up the 4,000 feet. Drilling on the present well began early last June and for three months, 10 hours a day, 72 days, the work of boring a 15-inch shaft went on. With drilling limited by the rock formations, especially layers of solid granite, to only 20 feet daily at the most, the task seemed hopeless.

Finally on Sept. 2 after drilling a 1,103-foot well that pierced down through the mountain's core to 6,300 feet below sea level, a rush of ice cold water surged up the shaft to within 200 feet of the top. An analysis of the water showed its temperature to be 32 and one-tenth degrees—one-tenth of a degree colder and there would have been no wells only ice and 12 weeks of drilling would have been in vain.

Appliance Campaign

GAS APPLIANCE SOCIETY of California, San Francisco (gas appliances) on Oct. 1 will start a one-month campaign on 18 Northern and Central California stations to advertise "C.P." gas ranges. The radio campaign in California will tie in with the national advertising campaign for Certified Performance ranges. Participations on home economies and woman's programs will be used, ranging in frequency from four to six times weekly. Agency is Jean Scott Frickelson Adv., San Francisco. The station list: KPO KGO KSFO KFRC KJBS KLYX KROW KQW KSRO KHSI KYOS KDMN KTTB KFBK KKG WMJ KARM.

NEW YORK local of AFRA will hold its annual meeting at the Hotel Astor on Oct. 10, at which time the local will elect its board members for the coming year. Nominations are made by petition, which must contain the signatures of 20 AFRA members in good standing.

WDSU
NEW ORLEANS
soon will be
5000 WATTS
Day and Night
WEED AND COMPANY
National Representatives
New York • Detroit • Chicago
San Francisco

FOR THE FIRST 8 MONTHS OF 1941
LOCAL TIME SALES ON WGN INCREASED 25.2% OVER THE SAME PERIOD LAST YEAR!

Here is evidence that radio time buyers are increasingly aware of WGN's ability to do an outstanding advertising job

AND AUGUST 1941 MARKS WGN'S 20TH CONSECUTIVE MONTH OF GAIN!

WGN
A CLEAR CHANNEL STATION
720 Kilocycles 50,000 Watts

September 15, 1941 • Page 25
Rides Own Gain

A MICROPHONE was moved into the control room of WPAT, Paterson, N. J., and announcer Steven Ellis queued A. Bernard Clapper about his duties. The engineer rode
his own voice and answered questions. The interview was part of a new Morning Street program, on which the announcer has passers-
by come into the WPAT studio.

Would Sell WMSD

SALE of WMSD, Muscle Shoals City, Ala., for $24,000 is sought in an application of the Muscle Shoals Broadcasting Corp., licensee of the station, seeking permission for Es-
telle F. Chapman to sell 999 shares of the station's 1,000 shares of stock to Joseph Carl Russell and Joseph Wigg Hart, Nashville
architects, End Frank Mitchell Farris Jr., Nashville attorney, previously with the New York Trust Co. Mrs. Chapman with her husband Everett L. Chapman, De-
troit physician, hold 80% of the station's stock in addition to an-
other 20% owned by Horace L. Lohnes, Washington attorney,
which Mr. Lohnes turned over to Mrs. Chapman several weeks ago for this pending deal. The Chap-
mana once before, in 1938, had applied to sell their interest in
WMSD, but later withdrew the application early in 1939. WMSD operates with 250 watts on 1450 kc.

Arthur W. Page, vice-president of A&L, has a book titled The Bell Telephone System which will be published by Harper & Bros.

SIX OUTLETS JOIN NBC-BLUE NETWORK

SIX NEW STATIONS are being added to NBC-Blue according to William Hedges, NBC vice-presi-
dent, in charge of station relations. KCMO, Kansas City; WCHV, Charlottesville, Va.; WMUR, Man-
chester, N. H., are already avail-
able to advertisers on the Blue
while the new WAYS, Charlotte, will be tied in Oct. 1, as will WMBC
Greensville, S. C. WJHL, Johnson
City, Tenn., will be available Oct. 15.

KCMO (5 kw. day, 1 kw. night) on 1480 kc. had no former net-
work affiliation. The NBC station rate is $200 per evening hour. Cut-in announcement charges are $17 per
nighttime; $8 daytime and $12
Sunday afternoon. WAYS (1 kw. on 610 kc.) will not be individually available but will be included in the Blue South-
eastern as a package for which the network rate will be $550 per eve-
ning hour. Cut-in announcement charges are $10 nighttime; $4 day-
time and $7 Sunday afternoon. It had no former affiliation. WJHL (5 kw. day, 1 kw. night on 610 kc.) formerly on the Red.

WJHL (1 kw. on 910 kc.) will be
available only as a "package" out-
let. The network rate will be $550 per evening hour. Cut-in rates are $550 per evening hour; $250 day-
time and $250 Sunday afternoon. No
former network affiliation.

WMBC (250 watts on 1450 kc.) had no former affiliation. Network rate is $40 per evening hour with cut-in rates $50 nighttime; $25
daytime and $250 Sunday afternoon.

For outstanding performance - strength to meet severest wind conditions and low initial cost
WINCHARGER Vertical Radiators.

These superior radiators are already demonstrat-
ing their efficiency and economy in over 300 commercial broadcasting and police stations throughout the United States.

Built of uniform triangular cross-sections to
insure highly efficient radiation - designed and
built to withstand 100 mile wind veloc-
ity - these towers guarantee you years of
low cost service. Complete erection service,
including lighting equipment for towers, base
and ground systems is available.
FEWER PARTS -- FEWER TUBES  
when you choose G.E.'s SIMPLIFIED CIRCUIT

Inherent in this simplified circuit are the advantages of complete accessibility without disassembly (for every tube and soldered joint), low power consumption plus low tube replacement cost. The frequency stabilization circuit is simple, positive, and fast in action. Your nearby G-E man has the complete story. Or write General Electric Company, Schenectady, New York.

Engineers, look at this performance!

GUARANTEED PERFORMANCE CHARACTERISTICS

<table>
<thead>
<tr>
<th>FREQUENCY STABILITY</th>
<th>1000 cycles over a normal room temperature.</th>
</tr>
</thead>
<tbody>
<tr>
<td>FM CARRIER NOISE LEVEL</td>
<td>Down 70 db at 100% modulation.</td>
</tr>
<tr>
<td>HARMONIC DISTORTION</td>
<td>At 100% modulation less than 1 1/2% for modulating frequencies between 30 and 7500 cycles.</td>
</tr>
<tr>
<td>AUDIO-FREQUENCY RESPONSE</td>
<td>The a-f characteristic from 30 to 16,000 cycles is within ±1 db, with or without pre-emphasis.</td>
</tr>
</tbody>
</table>

MEASUREMENTS ON TYPICAL PRODUCTION TRANSMITTERS

For weeks Station W2XOY, General Electric's FM proving ground, has operated 18 hours a day within ±200 cycles. Stability was measured every hour, using G.E.'s primary laboratory standard.

Production transmitters average 72 db down at 100% modulation.

Actual performance based on units built to date indicates, at 100% modulation, less than 1% harmonic distortion for modulating frequencies between 30 and 16,000 cycles; less than 0.75% at 50% modulation; and less than 0.5% at 25% modulation.

Without pre-emphasis, about — 0.3 db from 30 to 16,000 cycles; with pre-emphasis, about — 0.8 db.

The performance values on the right are not to be construed as G-E guarantees. They represent typical measurements made on stock transmitters and, as such, reflect General Electric's conservative guarantee policy.
More power to the aviation cadet and his plane, that unbeatable combination which is making ours the world's greatest air power ... that great pair which so vividly symbolizes America's defense!

DEFENSE has become more than a punch-word in a speech. More than big black type in a headline.

Today, aggressor nations know America can speak in more ways than vocally. For today, America's defense speaks for itself.

It is heard in the rumble of racing production lines. In motors roaring across the sky. In the swelling thunder of marching feet. It is seen in the grin of the youth in khaki, in the firm set jaw of the man behind the man behind the gun.

It has been the privilege of the Great Stations of the Great Lakes to serve in the program of national defense. Today, this pair of radio stations renews a pledge. May it be our destiny to continue to serve ... to help guard two prized possessions, our nation and our freedom.
What Price Defense?

A SLIDE-RULE genius figures that if all the time used by the Government over the American broadcasting structure were laid end to end, dollar-wise, it would amount to about $3,000,000 a month, or $36,000,000 a year. And the pace quickens. But either the $3,000,000 a month, or $50,000 every Thursday, isn't important at the moment. Nothing approaching an accurate figure could be produced without the most detailed kind of survey, calculating to the split seconds the contributions of time by sponsors, stations and networks—spots for the Treasury in the bond drive, or an Air Corps "Keep 'em Flying" punch-line, or an interpolation of seven minutes for OEM in the Firestone program, to cite just a few examples.

It's Uncle Sam's hour of need, and radio along with its contemporary media, the newspapers, magazines and billboards, is pitching in on the defense job. Broadcasters can look with satisfaction upon the results of the defense bond campaign, largely waged on the air, and the series of over-the-top successes in recruiting for the military and civilian personnel drives. Yet there's no gloating even over that.

The important question is whether radio can continue to perform the job next year and the next. It can be done if the Government, on its part, sees to it that the physical equipment is available to "keep 'em spouting." And then there's the question of all that broken glass being thrown in the path of the industry in a regulatory way, not only by the FCC but by marauding lobbyists in the halls of Congress.

Copy Danger-Line

THE OTHER DAY there emanated from the Federal Trade Commission one of its routine announcements regarding a stipulation entered in a local advertising case. It was anything except routine, for it marked an innovation that may have farreaching effect upon the preparation of advertising copy for all media, including radio.

The announcement stated simply that a Midwest broadcasting station had stipulated with the Commission that it henceforth will stop specified representations in copy used by a local bakery, copy which the station helped prepare. Previously, the bakery had entered a similar stipulation with the FTC.

It constituted the first time the Commission had required an advertising medium to stipulate that it would cease and desist from making advertising claims on behalf of an advertiser. That was only because the station continuity or sales department, or both, had participated in the preparation of the copy.

It isn't an unusual practice for station salesmen or writers to assist in preparing copy for local accounts. In local newspaper selling in smaller communities, it is the rule rather than the exception. In many communities retail accounts do not have adequate local agencies or staff advertising personnel to prepare copy and therefore rely upon the medium.

Without discussing the merits of the particular case cited by the FTC, it is evident that stations need extra care and assistance in the preparation of advertising copy for clients. Actually, in such instances the medium performs the function of the advertising agency, and even though there is no direct pecuniary return, it must assume the responsibility of the agent.
DEWEY HAROLD LONG

"M". SAID 12-year-old Dewey Long, humble, yet with a curious self-certainty, "give me a job as a waterboy. I'll keep the white men filled with water so they can work fast; and keep the colored men from getting so full of water they can't work."

The foreman at the army construction camp looked at the kid, tired, but determined. "You're tackling a tough job when you take that on. But you've sold yourself. Here's two buckets and two dippers. Now keep them separate and keep moving."

That was back in 1917. And it was Dewey Harold Long's first selling job. Almost ever since then he has been selling. Sometimes the product . . . sometimes himself . . . sometimes potato chips . . . sometimes railroad trips . . . sometimes cakes . . . and most recently and most successfully, because he utilized his long legs. He had a cousin who lived in Cincinnati who owned the Tangerine Bottling Company. Dewey obtained a job and worked there for about eight months. While there he learned to drive an auto.

Then Long went back to Chattanooga. His first job there was with C. E. Abernathy. At night he went to school. He had stumbled on the obstacle of too little education to really not to realize that to succeed he would have to learn more. So he went back to commercial college. After a while, impatient as always, he decided he would go to school day and night. As a result, he finished a complete two years course in four months.

After graduating Dewey got a job with the Southern Railway as secretary to the chief clerk.

After four years with the railway, he went to Florida to make his fortune in a hurry, but came back without it.

In 1925 he went to Spartansburg where he met Katherine Attaway. They were married in 1927.

After traveling eight States for a bakery, Dewey thought he could make more money in a different type of business, and in 1928 went to San Antonio as partner in a sandwich business. Things didn't work out, so he hitchhiked back to Spartansburg.

While he was making and selling potato chips, his wife, Katherine, had been singing as a professional at a local radio station. She told him about a job that was open as a salesman. So he started at WSFA, Spartansburg, selling time.

Learning that Greenville, S. C., was building a new station, WFBG, he got a job as sales manager. He stayed there until 1933 when in December he obtained a job as salesman for WBT, Charlotte, N. C. During his stay there, he compiled several records. He had the largest dollar volume of contracts ever compiled by a radio salesman in the South.

In 1938 Dewey became sales manager of WBT and shortly thereafter, assistant general manager. He was also made southeastern representative for Radio Sales, sales subsidiary of CBS.

Early in 1938, Dewey went to WAPI in Birmingham where he handled all national business for WAPI and also acted as southeastern representative for Radio Sales. In August, 1938, James D. House, vice-president in charge of broadcasting, Crosley Corp., and Robert Dunwell, general sales manager of WLW, were looking for a man to head WSAL. Long was their man.

Long instituted several changes. He brought in several new department heads and a larger sales organization. Manipulator, program ideas, helps to the sponsor, exploitation of station in the market, and boosts for the sponsor's sales--all these were added in generous quantities.

Dewey Long has such a complete understanding of the radio business that he can boil it down to a few thoughts. There says Dewey says "just a few factors in the radio business. As I see them, they are (1) the market; (2) the station; (3) the program and (4) programs. If we have succeeded at WSAL, it is because we know that if we can produce the programs which pull the listeners, and help him with his home problems, we know that in our market, our station will prove in a dollars and cents way the correctness of our approach".

HARLAND POLESEY, formerly with Hollywood film studios, and prior to that J. Walter Thompson Co. producer has been appointed radio director of Burton A. Stebbins Adv., Los Angeles.
BROADCASTING 

THE MOST INTIMATE 
AND EFFECTIVE SALES 
APPROACH TO AMERICA’S 
LARGEST MARKET. 

5000 WATTS DIRECTIONAL 
OVER METROPOLITAN NEW YORK 

WBNX NEW YORK 

Page 32 • September 15, 1941
HARRY KERR, Jr., Walter Thompson, Co., Hollywood writer on the CBS Radio Theatre, sponsored by Lever Bros. (Lux), has been assigned the added duty of producing the weekly NBC Tommy Riga & Betty Law program, sponsored by P. Lorillard & Co. (Old Gold cigarettes). John Whedon writes the latter show.

JOE PARKER, NBC Hollywood producer, and Viola (Buddy) Hunter, of that city, are to be married Oct. 14.

GRAHAM STAFFORD, 19, and member of CBS Hollywood junior staff, has enlisted in the Royal Canadian Air Force. He is the son of Hanley Stafford, who portrays Daddy to Baby Snooks (Fanny Brice), on the weekly NBC Red Coffee Time.

WILLIAM PARKER, who has covered news assignments in Europe, Asia and the Orient, is commentator on the five-weekly quarter-hour program Foreign Correspondent, sponsored by Thrifty Drug Co., Los Angeles (drug chain), on KECA, that city.

MADELEINE CHARLEBOIS, well-known in Ottawa dramatic circles and the Little Theatre movement, has been appointed bilingual announcer by the Canadian Broadcasting Corp.

DAVE COOPER, former campus band leader at the U of Missoueri, has been named firm program director of KFRC, Columbia, Mo. Jack McGee has joined the KFRC announcing staff.

PETER TEMPLE, announcer of WLOL, Minneapolis, has announced his engagement to Betty La Blant. They are to be married Sept. 5.

EDWARD BROWN, former CBS announcer at San Francisco and Los Angeles and at the present time sports commentator at the Camden, N. J., Convention Hall, and Allen Landshe were married in Richmond, Va., Sept. 3.

TUTOR of Denver's police radio announcers is Austin Williams of the KLZ mike staff. Williams organized a ten-week course designed to correct common errors in speech and improve diction. In addition he gave individual instructions to the radio patrolmen. Williams here, is giving individual attention to an attentive police dispatcher.

TOM STEENSLAND, announcer of KSCI, Sioux City, Ia., resigned Sept. 1 to enter the U of South Dakota. Dorothy Hill, KSCI music librarian, has resigned to live in Hollywood, Calif. ROY DURSHALL and Hal Moon have been added to the announcing staff of KDYL, Salt Lake City, Utah, replacing Doug Gearley and Bill Baldwin respectively.

WALT LOCHMAN, sportscaster of KNBC, Kansas City, is the father of a baby boy, William Charles, born Sept. 5.

ED DeGRAY, auditor of WBT, Charlotte, was married recently to Helen Anton, of New York.

Wonderful Chance

DAVE DRISCOLL, director of special features of WOR, New York, will make radio—and rodeo—history during WOR's coverage of the annual World Championship Rodeo to be held in Madison Square Garden early in October, if he can find the man to carry out his bright idea. Plan is for an announcer with a microphone to describe his motions as he comes rushing out of a stall atop a wild bronco. Dave reluctantly disqualified himself because of weight limitations and Al Josephy, Driscoll's first assistant, declares that he gets asthma from horse dander, so the post is wide open.

Two New in Canada

LICENSES for two more Canadian stations have been granted by the Radio Branch, Department of Transport. The Peterborough (Ont.) Examiner, daily newspaper, has been granted 1,000 watts on 1,220 kc. with call letters CHEX. J. H. Yuill, businessman of Medicine Hat, Alta., has been granted a license for a 100-kw. station on 1,490 kc. No call letters have been assigned.

NORTHAM WARREN Corp., New York, and its subsidiary, Peggy Sage Inc., Stamford, Conn., have stipulated with the Federal Trade Commission to stop certain representations for Cotex and Peggy Sage fingernail polishes, according to an Aug. 28 FTC announcement.

WHMA EMPLOYEES SUE FOR OVERTIME

EMPLOYEES of WHMA, Anniston, Ala., on Aug. 30 filed suit to collect $11,500 in alleged unpaid overtime, liquidating damages and attorneys' fees from Harry M. Ayers, doing business as Anniston Broadcasting Co., according to the Birmingham News. The suit was brought, under Section 16 (b) of the Fair Labor Standards Act, by Harold F. Russey, John F. Cram and Vernon Story, seeking relief for "themselves and other employees similarly situated," the news report stated.

The amount sought includes $4,000 in the form of wage restitutions, a similar amount as liquidating damages and $3,500 for legal fees. The time for which overtime payments are claimed, under the wage-hour law, was said to total 3,952 hours.

In Washington the Wage & Hour Division of the Labor Department indicated it was not directly involved in the case and would not participate in prosecution of the suit, unless called upon to sit in as amicus curiae.

Robert L. Harmon

ROBERT L. HARMON, 59, since 1930 president, treasurer and a director of Evans, Nye & Harmon, New York advertising firm, died Sept. 7 after a heart attack while walking in the garden of his home. Mr. Harmon spent 30 years as a credit reporter with R. G. Dan & Co. and other periods in executive functions with various manufacturing companies. From 1920 to 1930 he was president of the Industries Publicity Corp. of New York.
Wellington Is Appointed To U. S. Post by BBC

ONE of the senior officials of the British Broadcasting Corp., Lindsay Wellington, has been appointed North American director with headquarters at 600 Fifth Ave., New York, the BBC announced last Monday. Mr. Wellington has already arrived to assume his duties, which include collaboration with North American broadcasting authorities on radio matters affecting the two countries. His duties also embrace exchange of program material and the maintenance of BBC's relations with the Canadian Broadcasting Corp.

Mr. Wellington has been with BBC since 1924, handling both administrative and program details. He was assigned shortly after the outbreak of the war to the newly formed Ministry of Information as director of its Broadcasting Division. He made a trip to this country last spring to study the broadcasting situation.

WPTZ are the call letters assigned to Philco's new television station in Philadelphia, formerly experimental station WXEX.

POPULAR PROGRAM DONATED BY KMBC

ONE of Sunday afternoon's most popular shows, The Brush Creek Follies, aired over approximately 100 CBS stations from 1:30 to 2:30 p.m. (EDST), will be turned over to the Treasury's Defense Savings Program beginning Sept. 13. The contribution was made by Arthur B. Church, president, and Karl Koepker, vice-president and managing director of KMBC, Kansas City, where the show originates.

The Treasury announced last week the release of foreign language transcribed announcements to 513 stations. Produced in four different tongues—Italian, Spanish, Polish and German—the series was translated by Joseph Lang, general manager, and Thurston S. Holmes, program director of WHOM, Jersey City. Continuity of the announcements follows the "bugle call" format. Production was supervised by Charles J. Gilchrist, assistant chief of the Treasury radio section.

FOREMAN Co. has been appointed exclusive national representatives of WPTZ, Fla., NBC-Red outlet.

50 GOOD PROGRAM IDEAS—$1!

Good solid comm. successes. Practical ideas for every station or agency, large or small. New, live angles on sports, news, army shows, interviews, features, etc., etc.

"SHORT STORY GEMS"

Original series 5" scripts, dramatized by network writer with blackout twist that makes audience and sponsor yell for more! 13 shows—$15 6 shows—$9 (Sample script $2)

ALSO: A few remaining copies of "100 QUIZ PGMS. FOR $1.00" (100 questions & answers)

Guaranteed 100% GOOD OR YOUR MONEY BACK!

LEO BOULETTE

Morris Plan Bank Bldg., Springfield, Ohio

FREE & PETERS, Inc., National Representatives

Page 34 • September 15, 1941
Roper Survey Shows How Listeners Buy; Effective Audience For Programs Shown

LISTENING to commercial broadcasts creates customers for the products advertised on those broadcasts. And the more people listen, the more they buy.

These are two major conclusions of a study of the audience of radio listeners conducted by Elmo Roper, who also conducts the Fortunes Surveys of Public Opinion. The survey covers one of the 40 sponsored programs on CBS at that time.

In an attempt to determine not merely how radio sells goods, but the effective audience—the number of actual listeners reached with a sales message enough to sell goods—and net sales impact—customers actually created by the program—or specific programs, Roper investigators interviewed 10,000 adults in all parts of the country, not only radio owners, but "just people, with and without telephones, radios, refrigerators, children—and culture," representing the entire adult U. S. market.

Two Groups of Queried

These investigators asked two sets of questions to discover what brand of product in each category (toothpastes, cigarettes, gasolines, etc.) the person interviewed used, and to which of the 40 programs he or she listened and how often. The results, as well as the technique, are described in detail in a 40-page book published last week by CBS under the title Roper Counts Customers.

Taking a month as an arbitrary unit, CBS reports that all 40 programs were found to have monthly audiences—that is, the number of persons who heard the program at least once during the month—sizable larger that the standard CAB or Hooper audience ratings. The average frequency of listening was found to be 2.8 times per month for once-a-week programs, 3.3 times per month for three-times-a-week programs, 8.2 times a month for five-times-a-week programs and 9.2 times a month for six-times-a-week programs.

Comparing the users of each advertised product among those who heard its program with the users of the non-listeners to that program, they found that "in every single case, without exception, the number of product-users was higher among listeners than among non-listeners to each CBS program," the book reports. "Higher, on the average, by 53%.

Further analyzing the answers by frequency of listening, CBS states that those who listened to weekly programs once or twice a month showed a 34% increase in listeners, whereas those who listened three or four times a month showed a 57% increase, proving that "the more impressions, the more customers. The more they listen, the more they buy." However, the book points out, even the occasional listeners who listen to the program less than once a month, are influenced by radio advertising, using the advertised products 31% more than those who do not listen at all.

Men vs. Women

Breaking down the total audience, the study shows that among men, 49.9% listen three to four times monthly, 25.8% once or twice and 24.3% less than once a month. For women the percentages are: 54.4% listen three-four times, 22.1% once or twice and 23.5% less than once a month. The total listeners to the average program was 37,837,000 persons.

CBS also points out among the study's results that: "A single program created 4,400,000 extra users for a single product, lifting the level of use 60% higher than its use among non-listeners. All 40 programs created 37,000,000 more users and buyers for all the products which they advertised. None of these sales results can be attributed to any other source than the radio programs themselves."

As to listeners, CBS also reports that "40 CBS programs reached 93.1% of all U. S. adults—in four weeks. A single program, in a month, reached 50% of them—a monthly audience of 50,256,000 men and women. It reached then an average of three times each, for a total of 151,000,000 separate advertising impressions."

Plans for Co-Op Serial

THE COMEDY serial Mr. & Mrs. North which was recently purchased by N. W. Ayer & Son, New York, for cooperative sponsorship by the consolidated electric industries, may be heard Tuesdays 9:30-10 p.m. on CBS, a spot now under consideration. Details are being worked out by the agency and CBS and will be announced until later this week.

NO—we don't have any statistics on the number of women who actually carry portable radios when shopping. But the idea has intriguing possibilities.

We do know that thousands of homemakers listen regularly to the WGY "Market Basket" and "Musical Matinee" for shopping advice. We know that the WGY audience has a buying power of more than 2 1/2 billion dollars; that WGY is the favorite station in its area; and that you can help your sales curve in the Great Northeast* by buying 'GY.

We invite you to try WGY and check your sales. Write to us now at One River Road, Schenectady for information on our women's participation programs and our Fall and talent capabilities. Or ask at any NBC Spot Sales Office.

STATION ACCOUNTS

WHAS, Louisville
BC Remedy Co., Durham, N. C. (proprietary), 5 a week, thru Harvey Mas-

Peter Paul Inc., Naugatuck, Conn. (candy bars, gum), 5 a week, thru Bellingham, Wis.

Huslo & Wurster, New Haven, Conn., 5 a week, thru Proctor & Gamble, Cincinnati.

Moore, New York (seeds), 5 a week, thru Selene, Inc., Racine, Wis.


KMOX, St. Louis

Wm. Wrigley Jr. Co., Chicago, 5 a week, thru J. Walter Thompson, New York.

Foster Minton Co., Buffalo (Day), weekly, thru H. C. Ode Miller Co., Chester, Ill.

Weaver, Chicago, 5 a week, thru McLean, Chicago.


KSG-RNT, Des Moines
National Broadcasting Co., 36 a week, thru Sherman E. Kelli & Co., N. Y.


Thomas W. Hays Co., Grand Junction, Ia., daily, thru Son de Regger & Brown, Des Moines.

Scheible & Hering Co., Akron, 5 a week, thru Meldrum & Ewitsch, Des Moines.


Omar Mills, Omaha, 5 a week, thru Hays-Maclary & Co., Chicago.

WCKO, Fort Worth-Dallas
Galveston-Houston-Brownsville, Houston, 260 a week, thru Russell & Ryan, Houston.


Carter Products Co., New York, 260 a week, thru Spar Broiler, N. Y.

Grand Stores, New York (clothes), 312 a week, thru Neff-Rogov, N. Y.

Cambridge Stores Co., Northfield, Minn., 156 a week, thru Cambridge-Minneapolis, Minn.


CCKL, Toronto

Lydia E. Pinkham Medicine Co., Lynn (proprietary), 5 a week, thru Erwin, Wakes & Co., N. Y.

Growers Label, Linc (Quinine), 5 a week, thru Russell M. Seeds Co., Chicago.


WCAU, Philadelphia
Vick Chemical Co., Greenbush, N. C., 6 a week, thru Merrill & Emery, N. Y.


Lamont, Corins & Co., New York (Dania), 6 a week, thru F. W. Johnson Co., N. Y.

Chris Hansen's Labs., Toronto, (Junket), 26 a week, thru M. A. McNeil Ltd., Chicago.

Fink Co., Fort Wayne, Ind. (cold reme-


KELCO, Bridgeport, Conn. (cereals), 40 a week, thru Procter & Gamble Co., Cincinnati.


National Refining Co., Cleveland, thru O. K. Piller Co., N. Y. thru Manhattan Soap Co., New York (Soap-

Lydia E. Pinkham Medicine Co., Lynn, Mass. (proprietary), 10 a week, thru Erwin, Wakes & Co., N. Y.

Little Crow Milling Co., Warsaw, Ind. (fours), 15 a week, thru Rogers & Smith, Chicago.

Wat, Paterson, N. J.
Eastern Wine Co., New York, 106 a week, thru H. C. Morris Agency, N. Y.

Royce Chemical Co., Carlton Hill, N. J. (proprietary), 6 a week, thru George H. Riley, N. Y.

United Dairy Growers Co., Grand Junction, Ia., daily thru Son de Regger & Brown, Des Moines.

Selene, Inc., Racine, Wis. (proprietary), thru Selene, Inc., Racine, Wis.

WINS, New York
Gardner Nurseries, Osage, Ia., 5 a week, thru Northwest Radio Ad. Co., Seattle.

Fels & Co. Philadelphia (Naptha soap and talke), 36 a week, thru S. E. Roberts, Philadelphia.

WIZ, New York
Jacob Ruppert Brewery, New York (Knickerbocker beer), 2 a week, thru Routhrauf & Ryan, N. Y.

LWS, Chicago
Lever Bros. Co., Cambridge (proprietary), 6 a week, thru Ruthrauff & Ryan, N. Y.

Avery Co., Chicago (R-Y), thru First United Broadcasting, Chicago.

Manhattan Soap Co., New York (Soap-

Hanly Co., Chicago, thru H. C. Ode Miller Co., Chester, Ill.

Foster-Minton Co., Buffalo (Day), weekly, thru H. C. Ode Miller Co., Chester, Ill.

Morton Salt Co., Chicago, 3 a week, thru Peter Pan-Panisko-Anco As.

LaBranche, New York (soda), 5 a week, thru Huber Hoge & Sons, Chicago.

Johnson & Johnson, New Brunswick, N. J. (teeth toothbrush), 12 a week thru Ferry-Hanly Co., Chicago.

Omer Inc., Omaha (fours), 1 week, thru Hays-MacFarland Co., Chicago.

G. E. Conkey Co., Cleveland (poultry feed), 5 a week, thru Rogers & Smith, Chicago.

WAPI, Birmingham
Standard Brodway Co., Kansas City (coke), 10 a week, thru Kenyon & Eckhardt, N. Y.

H. C. Ode Miller Co., Chester, Ill., thru H. E. DeMars, Chicago.

Procter & Gamble Co., Cincinnati, thru DeMars, Chicago.


Rollyn Inc., Omaha, thru Hays-MacFarland Co., Chicago.

Johnson & Johnson, New Brunswick, N. J. (proprietary), thru H. C. Miller Co., Chester, Ill.

Ferry-Hanly Co., N. Y.

Mutual Broadcasting System, N. Y. (proprietary), thru Ferry-Hanly Co., N. Y.

KBW, Kansas City (proprietary), thru Mutual Broadcasting System, N. Y.

KGNF, North Platte Neb.

Wm. Wrigley Jr. Co., Chicago, thru Arthur Meyerhoff Co., Chicago:

Miles Labs., Chicago (Alka-Seltzer), thru Procter & Gamble Co., Cincinnati.


WHBL, Sheboygan, Wis.


WIBG, Glenside, Pa.

CBS Coast Sales Show 9-Month Gain

Billings Well Above 1940 and Other Contracts Pend

WITH FOUR additional firms having contracted for regional network time during the past few weeks, CBS Coastings for the first nine months of 1941 will be substantially in advance of 1940, Donald W. Thornburgh, the network's Pacific Coast vice-president indicates in raising names of the new sponsors.

He further reports that several other advertisers are negotiating for Pacific Coast regional time on the network, and others among the new current contracts for late fall and winter.

News Contracts

Nestle's Milk Products, San Francisco (Alpine coffee), through Leon Livingston Adv. Agency, that city's biggest advertiser in the West Coast, Chevy, Winter, News Analyst, on 4 CBS Pacific Coast stations (KNX KARM KSFO KOIN), Saturday, 26, 7:45-8:45 p.m. (PST). The addition this fall will bring CBS' network of local stations to 30 and the list of stations during the two-hour period to ten.

FPT) and both contracts are for 13 weeks.

Peter Paul Inc., Naugatuck, Conn. (candy bars, gum), through Brissac, Davis & Staff, San Francisco, underwrites Bob Garred Contract for five evenings during certain weeks, plus KIRO, Monday, Wednesday, Friday, 4:45-5:45 p.m. (PST). McCudden Publications, New York (Liberty magazine), through Erwin, Wasey & Co., that city, on a 52-week contract that started Aug. 1, sponsors Bob Garred Reporting on the same five CBS Pacific Coast stations Monday, Wednesday, Friday, Tuesday, Thursday, 7:30-7:45 a.m. Bathasweart Corp., New York (Bathasweet), is spon- soring that program Tuesday and Thursday evenings, underwritten by General Mills, that city, on a similar time slot, also. Those the new sponsor that KROY KLZ KLZ, Saturday, 7:30-8:45 a.m. Placement is through Hilla-Stone Adv. Agency, Los Angeles.

Albers Bros. Milling Co., Seattle, through Lord & Thomas, San Francisco, starting Oct. 2, will sponsor those stations, half an hour, in mystery, Who-dunit, on 7 CBS West Coast stations (KNX KSFO KARM KIO KFPY KSL), Thursday, 7:30-8:30 p.m. It is understood Albers Bros. will drop sponsorship of H. V. Kaltenborn on NBC-Pacifie Red stations to concentrate on the new evening program which was successfully tested last year on KFRC, San Francisco, by Roos Brothers (men's clothing). Albers Bros. contract is for 39 weeks.

General Petroleum Co., Los Angeles (Mobilgas), on a 13-week
contract which started Sept. 13 is sponsoring Sports Broadcast with Sam Hayes, commentator, on 8 CBS Western stations (KNX KFPO KARM KOKO KFPP KFOX KTUC), Wednesday, 6:15-6:30 p.m. Agency is Smith & Drum, Los Angeles. Hayes did a similar 15-week program last season for western marketers of Mobilgas, and broadcasts were so successful that the firm devotes the major part of its advertising budget to radio. Hayes sportscasts are supplementary to General Petroleum’s sponsorship of the weekly program, I Was There, on 8 CBS West Coast stations, Sunday, 9-9:30 p.m.

Smith Brothers Co., Poughkeepsie, N.Y. (cough drops), through J. D. Tarcher & Co., New York, on Nov. 3 starts sponsoring Knox Manning, News, on 6 CBS Pacific Coast stations (KNX KARM KFPO KOKO KFPP KFOX), Monday, Wednesday, Saturday, 8:15-9 p.m. Contract in for 17 weeks.

Los Angeles Soap Co., Los Angeles (White King), sponsors Knox Manning, News on 16 CBS Western stations, Monday through Friday, 2-2:15 p.m. Agency is Raymond R. Morgan Co., Hollywood. Manning is also narrator on the weekly five-minute program, Find the Woman, sponsored by Colonial Dames Inc., Los Angeles (cosmetics), on 8 CBS West Coast stations, Sunday, 7:25-7:30 p.m. Agency is Glasser-Gailey & Co., Los Angeles.

White House recollections, drawn from the times she lived there when her father was President, and current events of today will be related on KFWB, Hollywood, by Eleanor Wilson McAdoo under 55-week sponsorship of Budget Finance Co., Los Angeles. With Mrs. McAdoo, as she signs the contract for the five-weekly quarter-hour series, are (l to r) Bob Kaufman, KFWB account executive, and Charles Offer, Budget Finance vice-president.

Air School Adding Airport Ground Schools, Hollywood (flying cadet training), in late August started a three-weekly quarter-hour musical recording on KNJS, San Francisco, with a similar program on KFMB, San Diego. Firm also sponsors a daily quarter-hour recorded musical on KIEV, Glendale, with three per week on WFMD, Frederick, Md. A 15 and 30-minute weekly recorded musical is sponsored on KKKD, Los Angeles. In addition six and eight live announcements per day are used on KGER and KFOX, Long Beach, with three transcribed spots weekly on KGKO, Fort Worth. Recorded music and spot announcements are alternately sponsored on KROM, Oklahoma City. Other stations will be added to the list as representatives are established in various other locales. Ideas Associated, Glendale, Cal., is the agency. John B. Panushka is account executive.

John Nesbitt, Hollywood commentator, will do the narration on “Millions for Defense”, a national defense short film.

Opportunity for agency men:
One of the pre-requisites for successful campaigns is the use of dominant media in active markets. These are the very things that more and more timebuyers are finding in one of the Central Southwest’s richest areas. KTBS is a dominant medium and Shreveport a truly active market. Here in the heart of one of the nation’s basic production areas—rich with oil and gas, defense industries and agriculture... people are making money and spending it. You’ll discover qualities that make Shreveport one of the important markets.

KTBS 1000 WATTS—NBC
Serving the Pivot Area of the Central Southwest
Represented by The Branham Company
**Radio Advertisers**

HILLS BROS. Co., New York (gingerbread mix), on Sept. 2, started a 12-week schedule of participation on Mary Margaret McBride, on WEAQ, New York. Company has been participating on Marjorie Mills, on the Yankee Network for the past year, and has recently renewed for another 52-week period. Agency in New York.

DR. A. W. CHASE MEDICINE Co., Oakville, Ont., has started an announcement campaign on 34 Canadian stations, account was placed by Artel Adv. Agency, Oakville.

**Woolcott in England**

ALEXANDER WOOLCOTT, radio’s “Town Crier”, will report on conditions in England in a series of programs, to start sometime in October. Due to the uncertainties of the Atlantic passage, the exact start date may yet be given for the first broadcast. His reports, to be shortened directly to this country and to be carried by BBC, will be in the same chatty vein as his Town Crier program.

**Program Formats In Fall Discussed**

Packaged Shows Are Expected To Receive More Attention

FORMATS of forthcoming fall shows were given serious consideration by New York network and agency executives who were in Hollywood Sunday for the line-up of new radio programs.

Packaged shows can expect to receive a greater appropriation of both money and consideration from NBC, according to Clarence Menner, the network’s national production director. He stated that too often the scales are overbalanced by amounts spent for time, with talent and production relegated to the background in spite of room for improvement, thus creating a setting too rich for what goes into it.

He went on to say that NBC plans to devote more of its efforts to the packaging of shows and a continued support of them once they are on the air. Mr. Menner was on the West Coast for the initial broadcast of the network’s sustaining feature, These Four Men, inaugurated Sept. 7.

**Family Shows**

Warning on problematical success of family shows which follow too closely for formula evolved for the NBC Henry Adrich series, sponsored by General Foods Corp. (Jell-O puddings), was issued by John U. Reber, New York vice-president in charge of radio for J. Walter Thompson Co., who was in Hollywood for start of the weekly MBS Three Ring Time under sponsorship of P. Ballantine & Sons (beer) on Sept. 12.

Although the family theme has been successfully handled in this particular series, the same pattern cannot easily be made to fit other story plots, Mr. Reber explained. He concluded his conservation with the fact that slapstick, careless comedy has ceased to have audience appeal, and that the public is more appreciative of good comedy, especially produced.

**Griffin Jingles**

GRiffin MFG. Co., Brooklyn (shoe polishers) during the week of Sept. 8 added 14 stations in the New York, Chicago, Washington and Detroit markets bringing to 86 the total carrying the one-minute transcribed jingles, Time to Do Your Hair. The disc is played 11-33 times weekly between 7 and 9 a.m. will be heard in addition on WABG WJZ WMCW KNX WGN WJZ WBC WOL WBBM WQPS WJR WWZ CKLW. Birmingham, Castleton & Pierce, New York, handles the account.

**KTUL**

5000 watts • CBS
TULSA, the Oil Capital

**WDAY**

FARGO, N. D. 5000 WATTS - NBC
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, INC. NATIONAL REPRESENTATIVES

**Radio Advertisers**

NONZEMA CHEMICAL Co., Baltimore (creams), on Sept. 11 after a five-week hiatus resumed battle of WANC on WABC, New York, Sat. 9:45-10:15 p.m., Agency is Ruhlmann & Ryan, New York.

P. LORILLARD Co., New York (Old Gold Cigarettes), extensive user of radio, on Sept. 15 starts participation on Arthur Godfrey, Monday through Saturday 9:30-10:30 a.m. on WABC, New York, J. Walter Thompson Co., New York, handles the account.

PARAFFINE COMPANIES Inc., San Francisco (Paloo Paint) recently transcribed a series of spots at Studio & Sound, San Francisco, to be made available to Paloo dealers in the 11 Western States on a 50-cash basis. The spots call attention to a 10-day point sale late in September, Bruecher, Davis & Staff, San Francisco, is agency.

**Sorta Reminds Me of the Way Red River Valley Folks Snap at Products They Hear About on the Valley’s Only Station—WDAY!**

**WDAY**

FARGO, N. D. 5000 WATTS - NBC
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, INC. NATIONAL REPRESENTATIVES

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**BROADCASTING • Broadcast Advertising**
This gentleman in a dame's hat used to play for the Chicago Bears and before that was an All-American. The saucy getup is used when Dick Nesbitt serves as woman's commentator on WKRC, Cincinnati, during the absence of Ruth Lyons on vacation. Normally he is WKRC sports commentator.

George Weston Series Successful in Canada

George Weston Ltd., Toronto (Biscuits), on Oct. 5 starts three weekly the transcription series Imperial Leader based on the life of Winston Churchill, on CJIC, Sault Ste. Marie, Ont.; CKSO, Sudbury, Ont.; CJKL, Kirkland Lake, Ont.; CKGB, Timmins, Ont.; CFCH, North Bay, Ont.; CFRB, Toronto; CFRC, Kingston, Ont.; CHML, Hamilton, Ont.; CKPC, Brantford, Ont.; CFPL, London, Ont.; CFCO, Chatham, Ont.; CKLW, Windsor, Ont.; CFOS, Owen Sound, Ont.; CKCO, Ottawa; CFRP, Montreal; CHSJ, St. John, N. B.; CJCB, Sydney, N. S.; CHNS, Halifax; CFNB, Fredericton, N. B.; CFXY, CKRC, Toronto, P. E. I. The program will be extended to Western Canada in November. Account was placed by Richardson-Macdonald Adv. Service, Toronto.

Canadian stations are giving announcements and special programs as a wartime service to raise funds for the Alexandra Orphanage in London, England. The Canadian-born biscuit magnate, Garfield Weston, now a member of Parliament in England, has been placed in charge of the campaign, in addition to other war jobs he has been given in England. According to Frank Dennis, of Richardson-Macdonald Adv. Service, Toronto, handling the Weston account, announcements on Canadian stations in the past six weeks have resulted in raising $10,000 for the fund.

Distinctive themes & signatures . . . brilliant fill-in music . . . colorful musical programs—ALL are yours with the Hammond Novachord.

Any pianist can play the Novachord . . . can draw upon the Novachord's thrilling array of beautiful instrumental effects.

The Novachord will provide new variety and 'style' for any program . . . whether local 'fill-in' or coast-to-coast network . . . whether the requirement is a fanfare, a signature, a melodic transition, or rich, colorful music to carry the full weight of entertainment.

Easy to play . . . conveniently movable . . . this remarkably versatile instrument presents an ideal economical solution to your program production problems. For any radio station—large or small—the Novachord is a most practical and profitable investment.

Ask your Hammond dealer for a demonstration of the Novachord's amazing possibilities. Find his name in the classified telephone directory, or write for full information to the Hammond Instrument Co., 2989 N. Western Ave., Chicago.

The NEW idea in music — by the makers of the HAMMOND ORGAN

Used by all major networks and by independent stations everywhere.

The Novachord brings to your fingertips instrumental effects as of:

- Piano
- Violin
- Flute
- Trombone
- Cello
- English Horn
- Bassoon
- Guitar
- Harmonium
- Harpsichord
- Brass Ensemble
- Horn
- String Ensemble
- Celeste
- and Many More

See . . . Hear . . . Play
THE HAMMOND Novachord

As you touch the piano-like keyboard and turn the Tone Selectors you color your music with beautiful instrumental effects. Anyone familiar with the piano keyboard can play the Novachord.
At New York's Grand Central Terminal just toss your bag to a porter and say "Hotel Roosevelt"... He'll escort you through our private passageway, direct to the Roosevelt lobby... Time-saving convenience and complete comfort... Satisfying meals... Attractive rooms with tub and shower, from $4.50.

HOTEL ROOSEVELT
SHERMAN O. HINES, Managing Director
MADISON AVENUE AT 45TH ST., NEW YORK

IRONING-OUT PRODUCTION KINKS and merchandising ideas for the new Captain Flagg & Sergeant Quirt, to be heard weekly on 90 NBC-Blue stations, starting Sept. 28, under sponsorship of Mennen Co. (shaving products), are: (1 to) John P. Medbury, writer of the series, to feature Edmund Lowe and Victor McLaglen; H. J. Richardson Jr., New York manager of Russel M. Seeds Co., agency servicing the account; John Swallow and Robert McAndrews, NBC Western division program director and sales promotion manager, respectively. The show will be heard Sundays, 7:30-8 p.m.

WAIT, Chicago, cooperating with a local safety drive, will broadcast several traffic court proceedings thrice weekly from the Municipal courtroom in Evanston. Traffic violators will be heard as they appear before the judge, who plans to question them in such a manner as to instruct the listening public as well as the offenders.

SIX FULL CLASSES will be offered during the fall term of the Free Nationalization School conducted by WBNM, Jersey City. Founded last spring by Joseph Lang, general manager of the station, in an effort to aid in the Americanization program which the Government is encouraging, the school is including American history, the U. S. Constitution and a consideration of the duties of American citizens in this term's curriculum.

WYR, Greensboro, N. C., for the eighth consecutive season will open Reidsville tobacco market when the tobacco officially opens Sept. 16 at Reidsville, N. C. The program will consist of broadcasts by planters, auctioneers, warehousemen, tobaccon manufacturers and national advertising agency officials. Other markets using the facilities of WYR are Durham, Martinsville, Danville, South Boston, Burlington, Madison and Winston-Salem.

WBZ-WZBA, Boston-Springfield. on Sept. 4 broadcast the dedication ceremonies for "Treasury House", originally constructed in Washington by Essex Market Corporation to promote the sale of Defense Bonds and Stamps and now on a tour of the country. The Boston edition of "Treasury House", from which various special programs will originate, is located on Boston Common. The all-class studio will operate daily from 10 a.m. to 10 p.m. for six weeks. WBZ-WZBA will carry two broadcasts daily from the structure, at 12 noon and 6 p.m.

KSTP, St. Paul, has issued a new rate card, No. 31, effective Oct. 1.
Rule Suspension
(Continued from Page 9)

grow, he declared. It is just as accurate to say that the networks build the stations as it is that stations build the networks.

Burns Urges Changes

After filing his brief with the Commission, Judge Burns urged suspension of the rules for the duration of the national emergency and also advocated a joint effort by the FCC and the industry to induce Congress to modernize the radio law, specifying the areas of regulatory power. He reiterated his repeated contentions that the Commission is without power to make the regulations held they were unlawful and destructive of the existing method of network operation.

While contending that the Mutual petition contained suggestions which were an improvement on the Commission's regulations, he said the proposed modifications were likewise unlawful in that they would have the unfortunate tendency of putting the industry “in a straitjacket” and would be eliminating the incentive for growth.

Predicting that the rules would have an effect upon broadcasting exactly opposite from that which the Commission appears to be its objective, Judge Burns said that MBS, as the most articulate proponent of the regulations, recognizes that there are restraints that are lawful, he said he thought it was significant that MBS, even with the restraints, has continually bettered itself.

Under the regulations, Judge Burns said that in a “declining economy” CBS would be seriously threatened. He pointed out that the investment trust industry and the SEC were able to go to Congress and get a reasonable temporary limitation of the allowable areas of managerial discretion on the one hand and of commercial discretion on the other hand.

If this is possible in fields of enterprise with reference to which there have been many proven abuses, with a resultant public clamor for restriction and regulation, “it seems more than appropriate for an industry that has served the public for such a long time without serious complaint,” he argued.

Koin, Portland, Ore., is an applicant for 25,000 watts with directional antenna on 660 kc., in which channel KGIR, Butte, has also applied, but is blocked out by the Sept. 8 BROADCASTING inadvertently rerouted in placing Koin as an applicant for 10,000 watts on 770 kc.

Making his maiden appearance before the FCC, Mr. Cahill restated the Commission's challenge of the MBS proposal to issue regulations. The MBS petition, he said, likewise was beyond the jurisdiction of the Commission.

Mr. Cahill, former U. S. attorney in New York, charged that MBS seeks to gain from the Commission a position in the industry “which MBS itself has been unable to gain.” He contended that it would not be able to acquire that position until its “very substantial and wealthy stockholders are willing to risk their capital in providing better programs.”

Joining in the request that the Commission suspend the regulations for the duration of the emergency, Mr. Cahill also advocated that the Commission unite with the industry in seeking revision of the statute by Congress. He said it was a most inopportune time for the regulations.

In the NBC brief, it was contended that the rules were not only unconstitutional and void but would destroy the nationwide broadcasting service enjoyed by the American people.

The FCC order, insofar as it deals with operation of two stations or the best station in a particular locality by a network organization, “will compel NBC to dispose of stations without regard to the will of the stockholders of network operation and would necessarily have a destructive effect.” It argued that the Commission had no such jurisdiction under the law.

Blue Sale Opposed

Adoption of the proposal that MBS reduce option time to a specified formula, or adoption of any other such proposal “freezing the dynamics of broadcasting” would be unreasonable, he said. It was claimed that a non-exclusive option is little better than no option at all.

NBC claimed the order forcing it to discontinue the Blue Network was not within the Commission's jurisdiction. It pointed out that it maintained separate sales organization for the Blue and the Red, and that they are actually competitive entities. The only thing NBC could offer to a prospective purchaser, it was said, would be WJZ, which is key in New York and in the half-time WENR, Chicago, owned by NBC itself.

Mr. Spearman, on behalf of Yankee and Colonial, pointed out that under the MBS proposal there would only be 1 1/4 hours out of each five-hour time option segment available for other than major network business. Moreover, since no option would apply to the stations between 11 p.m. and 8 a.m., such an important public service feature as the Yankee Network News Service broadcast from 11:15 to 11:30 might be blocked out. Similarly, the elaborate Yankee Network weather service, an established feature, likewise might be affected.

Mr. Spearman said the time option provisions, if invoked, would further limit such operations and make even more difficult the task of selling time on regional chains. There must be adequate, some said, a 1 1/2 hour option, he said, for regional networks to survive and supply the essential service not otherwise provided by national networks. He disagreed with Chairman Fly that time could be cleared “in 20 minutes” over a network of 18 or 20 stations by use of the telephone.

Caldwell's Rebuttal

The only attorney to seek rebuttal, Mr. Caldwell said he regretted that the major networks had not commented extensively on the MBS proposal. Since then he said there was nothing to indicate that the time options were objectionable to NBC and CBS, he must assume that the proposals did not meet objections. He said he felt some adjustment should be made on behalf of regional stations, along the lines of the Spearman argument.

Mr. Caldwell said there was also the complaint that MBS “pays too much to its affiliated stations” but pointed out that its network does not make the money, as a cooperative venture, but pays its stations.

He said the three major stockholders of MBS spent $1,500,000 last year for sustaining programs. Mr. Caldwell said the networks did not donate defense time, the affiliated stations giving it away. Chairman Fly interposed that most of the defense programs are on non-sellable time anyway and that “even the President's speeches do not normally come on commercial hours”.

Mr. Caldwell said that if the Blue Network were separately represented, it probably would plead for the same things sought by MBS. If there is a “declining economy,” he said, it means there will be less business for everyone, but the same amount of money would be available for network broadcasting, based on competitive initiative.

Pertussin Spots

SEECK & KADE, New York (Pertussin), on Oct. 1 started a campaign of 100-word announcements, five to six times weekly on 22 stations in 21 markets, in addition to three 15-minute participations weekly on "Make Believe" on WNEW, New York. Agency is Erwin, Wasey & Co., New York.
The boss said you wouldn't read this ad because it's too tight, but when you've got a B I C story to tell in a little space you've got to crow! Any- way, WNC is the sellinest station for miles around, it's the only station that serves all of western North Carolina, so that's a mighty good market. Food Sales, Auto Sales, General Merchandise Sales here are far above the national average. Can't tell a complete story here, but if you'll write us we will send some eye-opening data right away. Take a dare and write now!

WWNC
370 Kc. CBS Affiliate
ASHEVILLE, N.C.

**MEASURE FOR PATRIOTISM**

The dimensions of freedom are not measurable. A single voice speaking for democracy in a foreign tongue over the air from this station, reaches far into the sympathetic hearts of many listeners. Multiply this by the eight foreign tongues regularly spoken over this station and you will then better understand how vast is their pride in steadfastly upholding America's ideals of democracy.

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

**WHOM**

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

JOSEPH LANG, Manager

AMERICA'S LEADING FOREIGN LANGUAGE STATION

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**Agencies**

NE JONES, vice-president of Mason Inc., New York, flew to Los Angeles last week to attend the funeral of his father, Marshall Noy Jones, Kansas pioneer and sometime Colorado gold prospector, who died last Tuesday at 76.

STANLEY RENOIR and Henry Stevens, president and vice president respectively, of J. Walter Thompson Co., have returned to New York from a West Coast trip.


DON LOGAN, publicity director of KROW, Oakland, Cal., and previously to that radio editor of the Oakland Post-Enquirer, on Sept. 15 joins the radio department of the San Francisco office of Erwin, Wasey & Co.

HELEN MEGRAITH, timebuyer of J. Walter Thompson Co., San Francisco, suffered a broken ankle recently when she was thrown from a horse.

MARION KYLE, head of the Los Angeles agency bearing his name, is still in a critical condition as result of injuries received in a San Francisco auto accident on Aug. 22. Gene Grider, NBC account executive, is recovering from injuries received in the same accident.

JAMES R. BACHNER, AGENCY, Hollywood radio talent service, has added Al Levy to the staff as an associate director. Mr. Levy is former director of one of the larger agencies at 3331 Hollywood Blvd. Telephone is Hillside 2226.

EDWARD MCCALLUM, commercial manager of KUTA, Salt Lake City, has resigned to become partner in the firm of Stillman & Associates, that city. Name has been changed to Snyder-McCallum Adv.

MILES DUO WIDE-Spread.

MILES LABS, Inc., Elkhart, Ind. (Alka-Seltzer), on Oct. 6 will bring "Lum 'n Abner" to a coast-to-coast audience on NBC-Blue Monday, Tuesday, Thursday and Friday, 6:30-6:45. The stations list was still being worked out as broadcasting went to press. The cast members are now heard on a six-station NBC-Red Pacific Coast hookup for the same program, and will continue on that coast network 10:30-10:45 EST when the program goes national. Reason for not including a Wednesday broadcast is the fact that the company sponsors the Quiz Kids at that time. Wade Adv. Agency, Chicago, handles the account.

CLARKE SALMON, former managing editor of the New Orleans Item, has been made a partner and elected vice-president of Bauerlein Inc., New Orleans. Among his duties will be directing of public relations.


TIPTOP CREATIONS, Hollywood, has filed incorporation papers with the California Secretary of State to serve as radio, film and theatrical talent agency. Listed as directors are, Eleanor Penner, Edgar Milne and Theodore J. Elias, all of Los Angeles.

**CONTRACT CLASP** was registered for the camera as Ohio Oil Co., Findlay, O., closed deal for sponsorship of nine Western Conference football games to exploit Marathon oil and gas via WOWO, Fort Wayne. Here Paul Grose, head of Ohio Oil advertising (seated far from left), and Hilliard Gates, WOWO sportscaster who will do the series, shake on the deal as Paul Mills, WOWO account executive (left), and Jack O'Marra, station promotion manager, look on. Extensive promotion campaign includes dealer displays in Indiana, Ohio and Michigan, weekly letters to dealers, newspapers and taxi-poster displays, window displays and publicity in the college papers.

**AGENCY APPOINTMENTS**


SHULL & PHILLIPS, Los Angeles (distributors of U.S. tires), to W. Austin Campbell Co., that city. Currently sponsoring two quarter-hour newscasts daily, seven times weekly on KXV, Glendale, Cal. Other Los Angeles area stations to be used in fall.

LOBBY HATCHERIES, Springfield, O., to Leo Boulette Agency, Springfield, for radio only.


McCONNOL & Co., Winona, Minn., to Kramer-Craswell, Milwaukee.

OMEGA CHEMICAL Co., Jersey City, to Cecil & Freeway, N. Y.

HUBBARD PRODUCTS Co (Polident, Dentai-Grip), WERNET DENTAL MFG. Co. (Dr. Wernert's Powder, Dentist-Cream, plate-bake); POLARIS Co. (polishes and tablets); PYCOPE MFG. Co. (tooth powder and brushes); OMEGA CHEMICAL Co., New York, to Tiffany's & Co., subsidiary of BLOCK Drug Co., Jersey City, to Cecil & Freeway, N. Y. Plans not yet formulated.


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**SALES THROUGH THE WING**

Dayton, Ohio
5,000 WATTS
Day and Night
NBC RED & BLUE

Local Representatives
PAUL RAYMER CO.

BROADASTING • Broadcast Advertising

---
Super Power Pleas

(Continued from page 17)

imity to the border. Rendition of high-quality programs to listeners south of the border has contributed substantially to goodwill and furtherance of the good-neighbor policy of this Government, it was pointed out, and no other station in this country is so well equipped to accomplish this object.

The power increase would permit WOAI to render satisfactory service 90% of the time to rural listeners in Mexico residing north of Mexico City. Rural listeners in Southern Mexico and Central America would be able to satisfactorily receive WOAI for 50% or more of the time, it was pointed out.

The Commission was asked in the petition to reconsider and "forthwith grant" the application for 760,000 watts. It also asked that Sections 3.22 and 3.25 of the rules and regulations, limiting power to 50,000 watts, be "excepted to, amended or modified, in order to permit the authorization herein requested".

Closed by Anthem

WEERLY CBS Lux Radio Theatre, resuming Sept. 8 under sponsorship of Lever Bros. (Lux Soap), is the first West Coast network program to conclude its hour broadcast with audience singing "The Star Spangled Banner." Patriotic gesture, suggested by James C. Petrilla, AFM president, follows signoff of the show.

Here is a great sales vehicle—30 minutes of sparkling recorded music and refreshing entertainment featuring one of NBC's most affable announcers, Michael Roy—an ideal participation program that insures maximum results with a minimum expenditure.

The title, "Rhythm at Random" was chosen from an avalanche of 12,000 names suggested by radio listeners when the program first went on the air.

This outstanding feature has a fine large audience and the cost of participation is most reasonable.

"Rhythm at Random" with Michael Roy and Station WENR with its excellent primary coverage in 185 counties in Illinois, Wisconsin, Indiana and Michigan will bring you greater sales and profits at low cost in America's second largest market—Chicago.

Phone or write for detailed information with the assurance YOU GET MORE FOR LESS ON
It is argued that this requirement will discourage acceptance of "per program" contracts because of the bookkeeping detail involved, and in effect force broadcasters to accept the blanket licenses. In one quarter it was said this would "make it so tough we would have to accept the blanket basis."

Log Problem

The contracts provide for clearance of the source both for network origination and for transcription. This latter constituted another of the record keeping costs. Also included are provisions for release from infringement actions and anti-trust suits upon acceptance of the contracts.

Considerable controversy has surrounded the requirements for maintenance of logs by stations selecting the per program method. The contracts require that if such a form of payment is selected, then stations would log every number performed, whether commercial or sustaining.

Early in 1941 GENERAL MILLS specified WMBD as a VITAL, INDISPENSABLE outlet for a new program, "Treasure Island," advertising CHEERI-OATS. The product was new, the program was new. GENERAL MILLS knew that WMBD's "Peerless" is covered effectively by only WMBD. WMBD was already carrying their program, "By Kathleen Norris" for Bisquick and Wheaties.

Why is WMBD Specified for National Schedules

By GENERAL MILLS

Here's Why . . .

A special, but impartial, coincidental survey showed that 32.4% (the highest percentage in this survey) of the tuned-in audience was listening to a WMBD sustaining program during the period which GENERAL MILLS was considering. Only 18.3% (the second highest percentage) was listening to competing programs on $5,000 watt station, previously considered entirely adequate for covering "Peerless area." Percentages for competing newscasts and similar popular features ranged 9.5% down. Want to check this against YOUR National schedule? We'll gladly send details.

MEMBER CBS NETWORK

WMBD

PEORIA, ILLINOIS

Owen! LUS PERSONALITY! LUS
OPULATION LUS

1000 SALT WATER WATTS ON A CLEAR CHANNEL

That's WHEB

PORTSMOUTH, N. H.
Primary Coverage 1,188,034

Network ASCAP Contract Dispute

(Continued from page 8)

music and sports events using ASCAP music. The statisticians figured that the 8% and 2% figures actually amounted to about 6.5% and 1.7% when the net income base is applied.

Moreover, the contracts do not specify payment on funds derived from political broadcasts, except that in computing sustaining fees, the income must be considered for purposes of classification.

The local sustaining contract—one of the five separate forms offered—is 1% of the station card rate for the unit of time sold on "per program" contracts. The frequency discount, agency commission and 15% sales commission deductions would apply.

Under the blanket license form, stations with $150,000 or more net operating income would pay 12 times their highest half-hour rate per year as the sustaining fee. Those in the bracket between $50,000 and $150,000 would pay 12 times the highest quarter-hour rate. And those under $50,000 would pay $1 per month. Under this, they could play as much sustaining music as they liked, but for commercial purposes, they would have to take either the blanket or the per use license.

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The contracts provide for clearance at the source both for network origination and for transcription. This latter constituted another of the record keeping costs. Also included are provisions for release from infringement actions and anti-trust suits upon acceptance of the contracts.

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Multiple provision that anticipated protracted discussions, but remains in the contracts, gives ASCAP the right to cancel on 30 days notice if actions against ASCAP are instituted in any States that are viewed as inimical to its interests. Called the "threat clause", it was said by some broadcasters that in effect it would mean the industry would have to fight ASCAP's battles against hotels, theatres or other users if it desired to retain ASCAP's repertoire.

Among a number of affiliates the view was freely expressed there were "lots of things not right in the contracts" and that many affiliates would be disposed to move cautiously before sanctioning the deal.

Other provisions are designed to protect broadcasters against diminution of ASCAP's catalog so that the fees can be readjusted; safeguard against restrictions to arrangements and provide for calculating of reasonable values on exchanges of time for studio accommodations so that royalties will be paid.

No Regional Contract

Thus far no contract form has been evolved for regional networks. John Shepard, 3d, president of Yankee and Colonial networks, has broached this question to ASCAP, which has assured him a "fair deal" would be accorded.

Because the affiliated stations pay nothing direct to ASCAP on network programs, NBC and CBS will determine whether they will sign the contracts already accepted in principle after solicitation of their affiliates, many of which already have signed approval, it is reported. It is presumed that if a substantial majority go along, they will complete the transaction as speedily as possible, and take their chances on the remaining dissenters.

It was estimated that NBC and CBS each would pay for music to both BMI and ASCAP about $260,000 more annually than they did under the former ASCAP deal alone. In 1940, prior to the ASCAP break, NBC is said to have paid about $400,000 for its music rights. Under the new contract, it would amount to about $500,000 to ASCAP and about $160,000 to BMI. CBS, ASCAP, and BMI officials replied that the point was a matter for legal interpretation of the wording both of the contracts and of the consent decree which was referred to the Society's attorneys before any action was taken.

If a lower rate were to be established for regional than for national networks, it could conceivably have been argued that the ASCAP contracts would remain as beneficial to NBC and CBS as those of BMI, and induction that the ASCAP-NBC and ASCAP-CBS contracts would be readjusted; safeguard against restrictions to arrangements and provide for calculating of reasonable values on exchanges of time for studio accommodations so that royalties will be paid.

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MEMBER CBS NETWORK

WMBD

PEORIA, ILLINOIS

POWER! LUS PERSONALITY! LUS
OPULATION LUS

1000 SALT WATER WATTS ON A CLEAR CHANNEL

That's WHEB

PORTSMOUTH, N. H.
Primary Coverage 1,188,034

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BROADCASTING • Broadcast Advertising
ably involve both the broadcasters and ASCAP in a new set of complications, since both NBC and CBS operate regional networks in various parts of the country. To take a single example, certain advertisers with programs on NBC's Red network use the NBC-Blue Pacific network for repeat broadcasts by transcription, not permitted on the Red, thus avoiding the necessity of a rebroadcast of their programs. With a differential rate, would these Pacific Coast repeats entail the national network ASCAP fee of 2% or the regional fee of 2 1/2 percent?

In Good Feeling
When ASCAP approached CBS with a proposal that it also accept the terms of the NBC agreement, it marked the first meeting between executives of the two organizations since Mr. Klauber walked out of ASCAP's offices in March, following the presentation of the conditions of ASCAP's proposed license. When rejected by the broadcasting industry, led to the withdrawal of ASCAP's music from the networks and most stations at the end of last year.

Once negotiations were resumed, however, past bitterness was discarded on both sides and the suggestions for changes in the NBC contract proposed by CBS were discussed and settled with unusual rapidity. Attorneys for CBS and ASCAP immediately began revising the contract forms to include changes agreed upon and by last Tuesday the NAB was able to announce that the contracts were acceptable to both CBS and NBC.

J. B. Ford on 4
J. B. FORD SALES CO., Wyandotte, Mich. (Wyandotte), on Sept. 8 launched a three-week campaign of transcribed announcements four to six times weekly on WWJ and WXYZ, Detroit, and KYW and WFIL, Philadelphia. N. W. Ayer & Son, New York, handles the account.

Ex-Lax to Place
EX-LAX Inc., Brooklyn (proprietary), during the latter part of September will launch an extensive fall campaign. Plans are being worked out by the agency, Joseph Katz Co., New York.

Heavy Industry Contribution To Defense Is Shown by NAB

Stations Carry 200,000 Announcements a Month, 600,000 Program Minutes, Survey Reveals

The average broadcast station contributed 760 program minutes and 277 announcements to the cause of national defense during July, according to an analysis made at the request of Broadcasting by the NAB. In a letter to Broadcasting, Neville Miller, NAB president, reviewed some of the industry's defense contributions, and mentions statements of policy adopted by the industry in its effort to promote defense.

Excerpts from Mr. Miller's letter, covering radio's contribution, follow:

With permanent Government departments continuing their customary requests and national defense agencies asking more and more time on the stations of the country, it is impossible to make an entirely accurate estimate of the time which radio has been and is contributing. In an attempt to take some broad general measurements, we recently made a test survey of representative radio broadcasting stations throughout the country. An analysis of the replies to our questionnaire discloses that during the month of July, 1941, the "average" station made the following contribution to the agencies directly involved in the national defense effort:

<table>
<thead>
<tr>
<th>Number of Announcements</th>
<th>Total Minutes</th>
</tr>
</thead>
<tbody>
<tr>
<td>116</td>
<td>120</td>
</tr>
<tr>
<td>114</td>
<td>250</td>
</tr>
<tr>
<td>47</td>
<td>435</td>
</tr>
<tr>
<td>277</td>
<td>760</td>
</tr>
</tbody>
</table>

Since more than 800 radio stations are actively cooperating in this effort, it may be conservatively estimated that the broadcasting stations of the country are giving some 200,000 announcements and approximately 600,000 program minutes monthly directly to the cause of national defense.

In addition, the average station presented in behalf of government agencies other than those primarily engaged in defense work, ten announcements and 90 program minutes for the month of July. For the industry this means a total of 8,000 announcements and 7,200 program minutes.

Pacific Theatres Charge Conspiracy by ASCAP

CHARGING violation of the Sherman Anti-Trust Law and conspiracy, as well as challenging rights of ASCAP to place a special tax on theatres for playing rights to music, the Pacific Coast Conference of Independent Theatre Owners, has filed a $295,000 damage and injunctive suit, plus $50,000 attorney fees, in the Los Angeles Federal Court.

Defendants are accused of using threats, intimidation and coercion to require theatre owners to operate under a song licensing agreements.

The Retail Grocer and the Druggist Cast a Vote

The grocers and druggists of Central New England, independent and chain, know where to trace sales results from radio advertising. Hooper-Holmes asked nine general classifications of retailers, which stations they would use to advertise. Three to one, they replied WTAG.

Five hundred different industries prosper in Central New England. Current retail business is unusual, particularly for the advertiser who values his appropriation in terms of WTAG listener preference and coverage.

TIME Returns Oct. 9 With NBC-Blue Series

TIME Inc., New York, is bringing the March of Time back on the air for the first time in more than two years, to build circulation for TIME magazine. Using its original format, the series will be broadcast on the NBC-Blue Network, Thursdays, 8-8:30 p.m., starting Oct. 2. Contract, running for 52 weeks, was placed through Young & Rubicam, New York. It is considered likely that the publisher will follow his previous practice of withdrawing his own sponsorship during the summer and selling the program to another sponsor for that period.

Advent of this program necessitates a general rearrangement of the Blue's Thursday evening schedule. Service With a Smile, sponsored by D. L. Clark Co., moves from 8:30 p.m. to 8:30-9 p.m.; William Hillman and Raymond Clapper will do their news summaries for Trimount Clothes at 9-9:15 instead of the present 9:15-9:30; America's Town Meeting of the Air goes on 9:15 to 10:15, a quarter-hour earlier than in former years; The News, NBC national broadcast, Ahead of the Headlines, moves from 10:30-10:45 to 10:15-10:30.

DALE EVANS, Chicago radio singer, has been signed by 20th Century Fox Studios to a term film contract.
Stokowski Signed For NBC Concerts
To Conduct Eight Programs; Toscanini Seeks Rest

LEOPOLD STOKOWSKI, for 24 years head of the Philadelphia Orchestra, has been engaged by NBC to conduct the NBC Symphony Orchestra in eight of this season's weekly concerts, which will be broadcast on the Blue Network each Tuesday evening from 9:30 to 10:30 p.m. for 28 consecutive weeks, beginning Oct. 7. Series will also be shortwaveed to the world on NBC's international stations WRCA and WNBI. In previous years the concerts were broadcast on Saturday evenings.

In announcing the engagement of Stokowski, Niles Trammell, NBC president, said: "Arturo Toscanini having completed his contract with NBC, which covered four consecutive seasons, expressed the wish not to undertake at present any further commitments, as he feels the need for rest. However, we hope that Toscanini may decide at a later date to conduct the NBC Symphony Orchestra in a number of concerts. In addition to Stokowski, other outstanding guest conductors have been engaged to conduct the orchestra during the coming season. Their names will be announced at a later date." Stokowski will direct the orchestra in four concerts this fall, Nov. 4, 11, 18 and 25, and will also conduct the four closing concerts of the series on March 24 and 31 and April 7 and 14. In his appearance with the NBC Symphony Stokowski will lay emphasis on American music, planning to include at least one new American work on each of his programs.

Studied Radio

With the advent of radio, Stokowski began an extensive study of the scientific aspects of broadcasting so as to be able to cooperate more intelligently with radio engineers and physicists. He has experimented and written widely on acoustical and other technical problems involved in recording, reproducing and broadcasting music. Commenting on his new undertaking, he said: "I am deeply happy at the thought of conducting the NBC Symphony Orchestra in Radio City because I cannot imagine anything more ideal than to serve a great nation like ours through the inspirational and universal language of music."

EASY TO LOOK AT is Frances Scully, Hollywood commentator, agreed these executives when she signed a 22-week contract with Pacquin Inc. (hand cream), which starts Sept. 28. Her twice weekly quarter hour, called Speaking of Glamour, is heard on 6 NBC-Pacific Blue stations. Seated at her left is Myron Elges, network account executive. Standing (1 to r) are Ben Rooks, Pacific Coast manager of Pacquin Inc.; Richard Marvin, New York radio director of William Eddy & Co.; Tracy Moore, Pacific Coast Blue sales manager, and William Moore, western representative of the agency.

Philharmonic on CBS

FOR THE 12th consecutive year, beginning Oct. 13, CBS will carry the concerts of the New York Philharmonic Symphony Society now celebrating its centennial season, from Carnegie Hall, Sunday 8-10:30 p.m. Eight of the world's most distinguished conductors, including Leopold Stokowski, John Barbirolli, Bruno Walter, Artur Rodzinski, Dimitri Mitropoulos, Fritz Busch, Serge Koussevitzky and Eugene Goossens will be heard. Dooms Taylor will again be intermission commentator for the broadcasts; Warren Sweeney, announcer and James Fassett, producer.

Bond Returns

BOND CLOTHING STORES, New York, (chain), on Sept. 8 after a 10-week summer hiatus resumed its 15-minute live programs of various types 5-6 times weekly on 20 stations. Company is now carrying a full schedule of such programs on 48 stations throughout the country. Agency is Neff-Rogow, New York.

IRENE RICH, star of the weekly NBC News John serial, on Sept. 7 started her ninth consecutive year under sponsorship of Welch Grape Juice Co.

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Navy and Air Force items, and such goods as are to go abroad under the lease-lend and defense aid programs; and a break-down of both military production schedules and statements of civilian requirements into schedules of the raw materials, labor and machinery needed for their production.

Observers in radio and other industries have long held that a principal factor in the difficulty of manufacturers in securing materials commensurate with their importance as defense producers, direct or indirect, arose from lack of agreement among the several defense agencies concerned in the priority situation. Creation of SPAB, along with announcement of the survey, was hailed as a long forward step because it would in effect establish a single agency for overall control at the top, with the survey presumably forming the base for its future actions.

Confusion Avoided

As OPM Priorities Director, Mr. Nelson also revealed last week a simplified and speedy plan for granting priorities ratings, which are made mandatory for civilian and defense orders alike under the Vinson Act. Besides declaring all manufactures blanketed under the Vinson Act, Mr. Nelson insured the validity of interim priorities orders issued under the signature of Mr. Stettinus, former Director of Priorities.

Heretofore confusion has arisen from a hodge-podge system under which mandatory priority ratings were assigned only for Army and Navy contracts, with ratings issued for civilian contracts only upon the voluntary cooperation of persons concerned.

Preference Rating Order P-22, establishing the A-10 rating for repair and maintenance parts for radio and communication manufactures, excepting home receiving sets, replaces an Aug. 8 maintenance and repair order, which never was actually issued because of administrative difficulties in handling paper work involved. The new plan, immediately available to manufacturers, provides machinery under which priority status for repair work in 20 industrial classifications can be obtained.

Interim Step

The revised scheme permits qualified producers or suppliers to apply a preference rating of A-10—contrasting sharply with the non-defense B ratings formerly accorded radio manufactures—to deliveries of required repair parts by endorsing a special statement on purchase orders, certifying that the material being ordered is for repair work under the terms of Order P-22. Deliveries for “emergency inventory,” i.e., the minimum inventory of material required to provide for repairs to meet an actual or imminent break-down of a producer’s property or equipment, also may be secured under the order.

“The order is designed primarily to protect industry against sudden breakdowns and is regarded as an interim measure,” the announcement stated. “The entire inventory problem is to be studied further with a view to providing broader priority assistance. It is felt, however, that the present plan will keep the essential industries running on their normal basis and will prevent serious interruption to defense production by giving producers a simple method for obtaining vital repair parts.”

Magazine Test

POPULAR SCIENCE PUBLISHING Co., New York (Popular Science magazine), on Oct. 1 launches a two-month test campaign of transcribed one-minute announcements on eight stations. If test is successful the campaign will be expanded. Agency is Joseph Katz Co., New York.

WIL, St. Louis, has appointed the William G. Rambeau Co. as national representatives.

WCBD Ready to Shift To Its New Call, WAIT

FORMAL debut of the call letters WAIT, representing the old WCBD, is scheduled for Sept. 16 in Chicago, with the station now operating fulltime with 5,000 watts on 820 kc. to which it was recently assigned by the FCC. The change in call letters is being made in conformity with the FCC's requirement, though WAIT is not yet ready to occupy its new studio quarters at 360 N. Michigan Ave., according to Gene T. Dyer, president.

The staff has already been augmented, Mr. Dyer reported, with Herbert P. Sherman coming over from WIND-WJJD as commercial manager and the Walker Co. appointed as national representatives. New shows include the Evanston traffic court and Northwestern U School of Traffic; Bill Anson, in “Don't With Anson” and Eddie and Fanni Cavanaugh, presenting stage and screen stars from special studios in the Chicago Theatre; Dr. Joe Rudolph, WAIT program announcer, conducting “Meetings of the 820 Club; Jerry Dee, interviewing “ensigns in the making” daily from Northwestern's downtown campus; a municipal airport interview series, and AP reports by Howard Roberts.
WLW Rebroadcast

WLW, Cincinnati, announced last Monday that at least 25 midwestern stations are expected to re-broadcast programs originated by WLW at the Army maneuvers in Louisiana, starting tentatively Sept. 15. Regular programs, to be heard nightly at 6 p.m. (EDT), will be transmitted on the spot by the special maneuvers crew sent to the war games. Other broadcasts will be heard intermittently on WLW.

BIG CREW OF WSM LEAVES FOR GAMES

Members of the WSM staff which will cover the Army maneuvers in Louisiana left Nashville last Wednesday for the maneuver area.

The WSM staff was accompanied by three complete mobile units, one carrying FM transmission equipment to insure staticless reception between advanced broadcasting units and recording equipment which will be set up in less active centers.

Included in the WSM crew which will cover the largest maneuvers in the Army's history are: General Manager Harry Stone; Chief Engineer Jack DeWitt; Program Director Jack Stapp; Engineers George Reynolds, Aaron Shelton and Bill Critchlow; Announcer Jud Collins and Louie Buck; Technical Assistant Nicky Witt and Promotion Manager Albert Gibson. Six members of the crew will remain on duty constantly while the other four will alternate.

NBC TALENT DEAL NEARLY COMPLETE

FINAL details for transfer of the artist management divisions of NBC to a new corporation which will be headed by Daniel Tuthill, NBC talent management executive for many years, are now being worked out and the deal is expected to be completed within the week, according to NBC executives. It is understood M. H. Aylesworth, former NBC president who is Mr. Tuthill's attorney in the transactions, has ironed out financial difficulties.

Resignation of George Engles, formerly NBC vice-president and head of the NBC Concert Service and president of Civic Concert Service, NBC subsidiaries, raises another question mark as to how many of the artists now under contract to NBC will go along with the new corporation. Mr. Engles has made no announcement of further plans, but informed sources in the concert field are of the opinion that he will establish an independent artist bureau, which would at least offer severe competition to the Tuthill agency in securing contracts with concert artists now represented by NBC.

Official NBC attitude, however, is that most artists will go along with the Tuthill organization, which will take over most of the NBC personnel, so that artists will continue to be handled by the same individuals as before.

Mr. Engles, whose resignation was effective Sept. 5, joined NBC in 1928 having previously conducted his own artist bureau.

Colgate Changes

COLGATE - PALMOLIVE - PEET Co., Jersey City on Sept. 22 will discontinue "Ellen" Reynolds. NBC-Red weekdays at 10:15-10:30 a.m. for Super Suds, but in that period will advertise Colgate dental cream with Bachelor's Children, currently sponsored on the Red by Cudahy Packing Co., Chicago (Old Dutch Cleansers). The Story of Bess Johnson, weekday serial on NBC-Red at 10-10:15 a.m., will shift from the promotion of Kiel handled by Ted Bates Inc. New York to Super Suds, directed by Sherman & Marquette, Chicago. Ted Bates Inc. is agency for the dental cream.

WIRY

TROY, N. Y.

1000W

Basic N B C Blue

An H. C. Wilder Station Represented by Raymore

Networks Prepare Coverage of 'War'

Special Crews Will Provide News From Southern Front

EXTENSIVE radio coverage of America's greatest Army maneuvers has been arranged by the three major networks. NBC, CBS, and MBS will send special crews to follow the progress of the "war," Sept. 15-29.

Each network will carry a series of daily programs covering the various phases of the battle. NBC has assigned David Garaway of its Chicago office to the Second Army and Bob Stanton, who has covered many other peace-time maneuvers, to the Third Army. For ten minutes each day, Beginning Sept. 15 at 4:45 p.m. (EDST), they will give their reports on the Blue network, each from his own headquarters, Stanton from Lake Charles, La., and Garaway from Winnfield, La. Sunday reports, Sept. 21 and 28, will be heard during the network's regular news roundup from 7:30-9:30 p.m. (EDST).

NBC-Red will have two reports weekly, on Tuesday and Thursday, on its regular mutual, Seltzer News of the World, 7:15-7:30 p.m. Ken Fry, central division special events director, will be in charge of NBC's coverage of the "war".

Plans for CBS

For CBS, William L. Shier, former CBS Berlin correspondent, Maj. George Fielding Eliot, John Charles Daly, Eric Sevareid and Burgess Meredith will give different viewpoints. Daly and Sevareid will do the on-the-spot reporting, and five broadcasts weekly from the combat areas, Monday through Friday, 4:30-4:45 p.m. Each will be attached to a different Army.

MBS from Sept. 15-27 will have a daily program, Monday through Saturday, 6:30-6:45 p.m. On Monday, Wednesday and Friday members of the WNOE, New Orleans, staff, who will do the complete coverage of the games for MBS, will give descriptions of daily progress from general maneuver headquarters in Leesville, La. On the other three weekdays MBS will feature recordings made by a special crew which will travel with the armies to get feature angles during the war games. Tom Slater, coordinator of sports and special events for Mutual, will be in charge of the MBS coverage.
STAFF IS COMPLETE FOR ORSON WELLES
LADY ESTHER Co., Chicago (cosmetics), through Pedlar & Ryan, New York, on Sept. 18 starts a new series of weekly variety-drama programs titled Mercury Theatre, on 63 CBS stations, Monday, 10-10:30 p.m. (EDST). Studio audience program is to feature Orson Welles and marks his return to radio after one year of motion picture producing and acting.

Bernard Herrmann is musical conductor for the series. Welles, as actor-writer-director, will be assisted in production by Clare Olmstead, onetime Hollywood radio executive of Young & Rubicam. Bill Lawrence, Lord & Thomas producer of the NBC Bob Hope Show, sponsored by Pepsodent Co., and resuming Sept. 23, resigned that post to become manager of the newly-established West Coast offices of Pedlar & Ryan, located at 1850 N. Vine St., Hollywood.

In addition to executive duties, Lawrence will also act in an advisory production capacity on the show, sharing responsibilities with E. G. (Ted) Sisson, New York agency producer, temporarily on the West Coast. A. E. McElfresh, agency vice-president, and executive on the Lady Esther account, is in Hollywood for initial broadcast of the series.

EDGAR H. KOBAK, son of Edgar Kobak, NBC vice-president, has been inducted into the Army and is stationed at Fort Dix, N. J.

Lewis in Defense Post
W. B. LEWIS, CBS vice-president in charge of programs, has accepted an important radio assignment in Mayor Fiorello H. Laguardia's Office of Civilian Defense. He was to assume his new responsibilities Sept. 15. Edward Klauber, CBS executive vice-president, announced that CBS had gladly extended Lewis an indefinite leave. While he is away, Douglas Coulter, assistant director, broadcast, will be acting head of the program division.

AFRA Plans Contract
AMERICAN FEDERATION of Radio Artists plans to establish a standard contract form for individual employment on network commercial programs, the union announced. Stating that such a form is not included in the Code of Fair Practice and that agents have occasioned inserted in contracts "provisions which are inimical to the best interests of AFRA members," the announcement said that to avoid such abuses the standard contract is to be introduced.

In insurer in Connecticut
FEDERAL LIFE & CASUALTY Co., Newark (insurance), on Sept. 15 is starting a 15-week campaign of announcements and news periods on the following Connecticut stations: WDRG WICC WSRR WELI WATR WNLC WNBC. Huber Hoge & Sons, New York, handles the account.

Equipment Needs
(Continued from page 12)
Apparatus & Electronic Tube Section of the National Electrical Manufacturers Assn., drawn in New York the day before and presented to the conference by S. Norris, of Ampexer, NEMA subcommittee chairman, and Frank Martin, of the NEMA staff. The report, entitled "Anythng but cheerful news," stated:

It is our considered opinion that manufacturers are approaching the point where they can no longer assure that they can supply to the broadcasting industry replacement parts that may be needed to maintain service. As of today, the situation on certain types must soon be reviewed except on the highest priority ratings, because of the present and immediate future demand for manufacturing facilities, skilled labor and materials.

Discussion with various Government departments regarding 1942 tube requirements would indicate the possibility that national defense needs for transmitting tubes will exceed the productive capacity of the industry. One informal estimate was that government demands for power tubes aggregated 850,000,000, while the industry had a productive capacity of only about $10,000,000 worth.

Some time ago it seemed that a priority rating in the nature of A-10 would be sufficient to render the broadcasting adequate service. The present quantity of transmitting tubes being produced or contemplated to which high priority ratings have been or will be assigned indicates that an A-10 rating on these products would not be adequate. Everything that has been said with regard to transmitting tubes applies with equal force to television, transmitting apparatus and replacement parts.

The situation has now come to a point where it is evident that a high priority rating would be in our opinion, the best solution to the problem, since this would permit the manufacturers to ship broadcaster requirements in conjunction with defense schedules.

Stricker Sparks Session
At conclusion of the meeting, at which Arthur Stringer, of the NAB Washington headquarters staff, acted as secretary, it was indicated that conversations will be continued with Government agencies to secure a better preference rating for essential radio manufactures.

The NAB last Friday also announced a change in its recommended procedure for commercial broadcast stations seeking preference in securing necessary equipment [Broadcasting, Sept. 8]. The procedure, set forth in Order P-22, is to be followed to procure tubes, parts and apparatus necessary to a station's continued operation, i.e., for repairs and emergency inventory, the NAB explained.

Wesson Placing
WESSON OIL & SNOWDRIFT Sales Co., New Orleans, on Sept. 8 parted participations on Women of Tomorrow on WJZ, New York, and on Marjorie Mills on the Yankee Network. Company has been using announcements and participations on WLS, Chicago, and KYW, Philadelphia, and has been sponsoring Armstrong House on the Coast. Agency is Kenyon & Eckhardt, New York.

Oh! It's Mail You Want
WE GET IT
(1-announcement brought 583-mail replies.)

Primary and Secondary Population 2,950,849
(Ground Radials in Salt Water)

the new

W E S S O N
PORTSMOUTH, N. H.
A Clear Channel Station
750 Kilocycles — 1000 Watts
BERT GEORGES—Managing Director

IN BALTIMORE Penny for Penny

IN BALTIMORE Penny for Penny

IN BALTIMORE Penny for Penny

Coverage—Better Than Any!
Complete...consistent...PROFITABLE coverage...the most listeners for your advertising dollar! Proof is plentiful...write for it!

WBDM Baltimore's Mutual Affiliate
Beginning Oct. 1—NBC BLUE

Len Riley covers the Field Sports

W C K Y
50,000 WATTS
CBS PROGRAMS

WIBW
The Voice of Kansas in TOPEKA

Look what WIBW did on the Kerr Mason Jar account. We pulled more inquiries at a lower cost than any other station in the entire country.

Broadcast Advertising September 15, 1941 Page 49
FCC Sets Hearing On New York FM
Applications for Last Three Channels to Be Considered

DISPOSITION of the remaining Class B channels for FM stations in New York will be considered by the FCC, which Sept. 9 set for consolidated hearing eight applications for the coveted frequencies to determine which, if any, should be given construction permits. The frequencies involved are 47.0, 48.3 and 48.7 mc., the other 8 of the 11 Class B frequencies allotted to the New York area having already been issued.

The applicants for FM stations concerned with the hearing are the News Syndicate Co., publisher of the New York Daily News; WM Radio Broadcasting Co.; Knickerbocker Broadcasting Co. (WNYC); WBWX Broadcasting Co. (WBNX); Debs-Memorial Radio Fund Inc. (WEVD); Greater New York Broadcasting Co. (WBNX), Wadaum Corp. (WNEW); and Muzak Corp. All 11 applications are set for hearing Jan. 27. In New York will be to W71NY, W75NY, W59C, W9XBK, W35NY, W63NY, W55NY, W33NY, W55NY, W59C, and W9XBK, respectively.

Only 17 Available

As only 35 channels are set aside for FM broadcasting—six Class A, 22 Class B and seven Class C—and as it is not feasible for stations in the same locality to operate on adjacent frequencies therefor necessitating the allotment of every other frequency, the number of channels for New York is limited to 17—three Class A, 11 Class B and three Class C. Even this allotment of channels proved insufficient and the Commission last June 17 set aside for hearing June 23 in July will be sought to clarify any pending congestion of applications by setting up a distinct service area in North Jersey.

The eight Class B channels thus far authorized are 45.1 mc. to W31NY, National Broadcasting Co. (WBEY-WJZ); 45.5 mc. to W55NY, William G. Finch; 45.9 mc. to W29NY, Interstate Broadcasting Co. (WQXR); 46.3 mc. to W33NY, Marcus Loew Booking Agency (WHN); 46.7 mc. to W67NY, Columbia Broadcasting System (WABC); 47.1 mc. to W71NY, Bamberger Broadcasting Service (WOR); 47.5 to W75NY, Metropolitan Television Inc.; 47.7 mc. to W77NY, Muzak Corp. All are in the contiguous service area, and each is intended to serve a service area of approximately 5,000 square miles.

In addition a Class C frequency

SPECIAL PROMOTION for W50C, FM adjunct to WGN, Chicago was presented by the advertising department of the affiliated Chicago Tribune on Sept. 5 to more than 500 radio manufacturers, distributors, and dealers in the Chicago area. The demonstration was held in the Chicago Towers, and music and talk were transmitted from WGN studio next door alternately on FM and AM, with static producing machines introduced to show the staticless quality of FM. Posters in the background show a future fullpage Tribune ad, a cartoon of "Big Sister WGN introducing Little Sister W50C", and an outline of future Tribune promotion.

Video Promotion

AS PART OF a program to acquaint Chicagoans with television as a medium and box office attraction, Balaban & Katz Corp., Chicago theater chain and operator of television station WGN, began daily television demonstrations Sept. 8 on the mezzanine of the Balaban Chicago Theater. Six television hostesses will invite persons to be televised, and six receivers have been installed in individual booths. The promotion is under the direction of William C. Eddy, Balaban Television Director.

MURRAY ARNOLD, program director of WIP, Philadelphia, is the author of a book of sophisticated poems, called Gone With the Ghosts, which will be released Oct. 15 by Downes & Co., Philadelphia.
Farm Event Pickups

OUTSTANDING agricultural shows during the fall will be reported by National Farm & Home Hour, heard Monday through Saturday, 12:30-1:15 p.m. Beginning with the Southeastern World's Fair in Atlanta, Sept. 29 and ending with a farm broadcast from the U of Florida on Dec. 17, NBC will take its microphones to all sections of the nation.

Cleveland Football

TEXACO Dealers of Northern Ohio will sponsor 11 games of the Cleveland Rams pro football team on WGAR, Cleveland. Cleveland Railway Co. will sponsor eight games. Local stations, notably WJW, WGAR sports editor, is handling play-by-play. Besides the games, Ted will sponsor Kelley in a nightly five-minute sports review. Fleetwing gasoline is sponsoring two shows weekly featuring local grid coaches.

Eastern Station Manager

Now Employed

I can make your station more profitable. I can make your station more profitable. If you have been losing money, or if your profits are negligible, I believe I can substantially increase your net.

My record as a business-getter over the past six years bears this out . . . and more.

Married, draft exempt, present earning $5,000. Interested now in joining a station that will offer increased earnings in return for capabilities that can be measured by increased profits.

Address Box 904, BROADCASTING.
Decisions...

SEPT. 9


NEW, Pacific Coast Broadcasting Co., Passadena, California—Granted CP new station 1110 kc. 10 kw. unid. directional N & S, subject to any future action on multiple ownership.

WABR, Akron, Ohio—Granted special service authorization for KSLX, Las Vegas, Nev.—Granted consent to assignment of construction permit to KSLX Broadcasting Corp., Las Vegas, Nev. KSLX, Las Vegas, Nev.—Granted modification of construction permit.

KQW, San Jose, Calif.—Grant CP 50 kw. new station 1450 kc. all new transmitter and tandem 5 kw. contingent financing plan to be submitted to FCC within six months as condition of grant, subject to failure to file multiple ownership.

WABR.—Granted increase 5 kw. N., directional changes.

DECEMBER 7


SEPT. 10

MISCELLANEOUS—KPAC, Port Arthur, Texas.—Denied reconsideration and transcription of hearing.

KQB, Lincoln, Neb.—WBBM, Chicago, Ill.—WJTN, Provo, Utah.—Granted extension of time for reply filing; CP new station 1450 kc. until Sept. 17, 1941.

KBAR, Kansas City, Mo.—Granted consent to joint hearing scheduled tentatively for Oct. 7 until such time as Commission may consider applications.

SEPT. 11

MISCELLANEOUS—WPAY, Portsmouth, Ohio.—Granted 30 day extension for filing proposed findings of fact and conclusion re renewal application; WICA, Ashtabula, O., WWSW, Pittsburgh, granted extension hearing for Oct. 12-24; KPAC, Port Arthur, Texas.—Motion to postpone hearing date granted.

KBAR, Kansas City, Mo.—Granted consent to continuance to 10-16-41; KGX, Springfield, Ill.—Granted petition interest testing; KGGA, KFAB, San Francisco, Calif.—Granted license to KBAR, Kansas City, Mo., Washington Broadcasting granted continuance hearings to 10-18-41.

Applications...

SEPT. 6

NEW, The Torrington Broadcasting Co., Inc., Torrington, Conn.—CP new station 1450 kc. 50 kw. unid. WINN, Muncie, Ind.—Grant 30 day extension for filing proposed findings of fact and conclusion re renewal application; WICA, Ashtabula, O., WWSW, Pittsburgh, granted extension hearing for Oct. 12-24; KPAC, Port Arthur, Texas.—Motion to postpone hearing date granted.

KBAR, Kansas City, Mo.—Granted consent to joint hearing scheduled tentatively for Oct. 7 until such time as Commission may consider applications.

SEPT. 10

WINN, Louisville, Ky.—Modification license to change CP 250 kw, 50 kw.

WIRE, Indianapolis—CP change 1190 kc. increase 50 kw.

SEPTEMBER 12


WBN, Canton, Mass.—Modification license to change CP 1450 kc. 25 kw. WBSK, Burlington, Vt.—CP new station 1450 kc. 25 kw.

WQT, Huntington, W. Va.—CP increase 250 kw.

KQRS, Rock Springs, Wyo.—Authority to transmit signals to difficult locations.

KQV, Salt Lake City, Utah—CP change 1440 kc. 10 kw change equipment.

KVOY, Provo, Utah.—Voluntary assignment license to KOVO Broadcasting Co. amended re corporate structure.

Tentative Calendar...

NEW, Herald Publishing Co., Klamath Falls, Ore.—CP new station 1450 kc. 25 kw. w.w.

KQGO, San Francisco, Calif.—Same (consolidated hearing, Sept. 17).

KGLU, Barstow, Calif.—License renewal.

WABR, Boston, Mass.—CP new station 1450 kc. 25 kw. unid.

KGO, San Francisco, Calif.—License renewal.

KDAO, Denver, Colo.—License renewal.

WMLA, Washington, License renewal (Sept. 13).

Knowles Spots

E. L. KNOWLES Inc., Springfield, Mass. (Rubine), recently renewed its schedule of one-minute transcribed and live spot announcements, five times weekly on WYG, Schenectady, and added WIZ, Boston, and KDKA, Pittsburgh, to carry the same announcements. Contracts are for 13 weeks, Agency Charles W. Hoyt, Inc., New York.

"We" Signs Dowling

Eddie Dowling, actor-producer, who won a Pulitzer Prize and three successive annual New York Drama Critics Circle awards, has been signed by General Foods Corp. as regular master of ceremonies succeeding Burgess Meredith, for NBC's "CBS Today" Sept. 9-30, starting Sept. 16. Young & Rubinson, New York, handles the account.

Sterne Tips


Candy Test

Paul F. Beich Candy Co., Bloomington, Ill. (Whiz candy bar), is testing a total of 29 one-minute transcribed spot announcements—a week in Chicago on WGN, WENR and WIND. Other markets to be added if the test is successful. Arthur Meyerhoff & Co., Chicago is agency.

OIL FIRMS DEFEND THEIR ADVERTISING

Presumably by reason of extraoridinary activity of staffs in connection with the oil shortage scare along the eastern seaboard, many of the large oil companies have been unable to fulfill the request of Assistant Attorney General Thurman Arnold for data on their advertising practices.

It was learned by Broadcasting last Thursday that only 23 companies have filed complete reports, in compliance with Mr. Arnold's request for comprehensive data covering cost, mediums, advertising copy and radio scripts used by individual companies for the months ending July 1 (Broadcasting, July 28).

Recognizing the emergency nature of the gas shortage and the resulting burden on oil companies' research, merchandising and advertising personnel, the Justice Department at the moment is disposed to allow the respondent companies, many of whom are big users of radio, as much additional time as may be needed for filing the advertising reports.

Complete Testing Facilities

Lapp's contributions to radio broadcasting are recognized as highly significant in the advance of the industry. Because Lapp developments have been wholly in the forefront of the progress of radio, it has been necessary to maintain a completely testing facilities. Equipment including electrical, mechanical and ceramic quality testing, as well as that for determining characteristics of new materials, such as general metal, plastic, and rubber, are run, radio frequency flushover, corona determination and capacitance, and vacuum tests. The hydrostatic pressure and shock tests, proof strength test of new design, and stoppage of the test or every inspector before shipment. Lapp Insulator Co., Inc., LeRay, N. Y.

Lapp Insulator Co., Inc., LeRay, N. Y.

446-FOOT TOWER OF KWTO, Springfield, Mo., narrowly escaped damage when an airplane crashed to the ground 75 feet from the base. Pilot Stanley Hampton, smiling amid the wreckage, was giving a student aeronetic instruction when a wing pulled off the plane. Hampton and the student parachuted to safety, as the plane spun in, barely missing the KWTO radiator.

ASCAP Approval

(Continued from page 7)

the agreement of affiliated stations to bear their proportion of the cost of the license.

Mr. Gillin's statement follows in full:

Since 1932 the broadcasting industry, which includes the national networks, has gone on record repeatedly at annual conventions demanding that contracts with ASCAP be eliminated, and that ASCAP be paid no royalties on copyrighted music whereby the station would pay only when music was used. It has uniformly de- nounced a blanket license with pay- ment of a percentage of income, whether or not ASCAP music is used.

At the 1939 special convention in Chicago, where the organization by BMI was authorized, the industry unanimously and without a dissent- ing vote demanded that payment be made only when ASCAP music was used, and both NBC and CBS were in the forefront advocating such demand. The making of a blanket contract with ASCAP by the networks with payment of a percent of income instead of a li- cense either on a per-piece or a per-program basis is a repetition of networks' action in 1935, and is tantamount to sabotaging BMI and again acting contrary to the best interests of the broadcasting industry.

It confirms my original belief that the network advocacy of the organization of BMI was solely for the purpose of reducing the dollar amount of the demands then being made by ASCAP and not for the purpose of creating a permanent protection for the broadcasting industry against the exorbitant demands of a monopoly. The present action shows that the networks consider BMI merely as a stop-gap.

The ultimate result as admitted by BMI is that the price of the submitted ASCAP contract will be gradual diminishing of the purposes, objects and benefits in the organization of BMI.

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IBEW, CBS DICKER ON WAGE INCREASE

NEGOTIATIONS between Associated Broadcast Technicians Unit of the International Brotherhood of Electrical Workers and CBS on wage increases for engineers, held intermittently for the last two years, in Chicago, were reported deadlocked by union officials last Friday while CBS, on the other hand, stated that negotiations were still going on.

Principals in the conferences were Russ Bennaker, national business agent and Frank E. Stor- bee, New York representative of ABTU, and CBS Vice-Presidents H. Leonard, Chicago, and Mar- ford R. Runyon, New York, who returned to New York after the Thursday afternoon conference.

During the conferences, a CBS counter proposal to classify the various positions in the engineer wage scale was rejected by the technicians.

RENEWAL ACCOUNTS

GENERAL FOODS Corp., New York (Sunka Coffee), on Sept. 27, transferred on 53 CBS stations, Tues., 9-9:30 p.m., with a re- ciprocal on Oct. 12, 8-8:30, (PST). Agency: Young & Rubicam, N. Y.


B. BALLANTINE & SONS, Newark (beer). has added four stations (WRC, WTAG, WCHS, WOBC) to its recorded orchestra of Three Ring Time on 70 MBS stations. Friday, 9-9:30 p.m. Agency: J. Walter Thompson Co., N. Y.

Sp earmint in East

WM. WRIGLEY Jr. Co., Chicago, has added eastern stations to the last card, the one remaining. Wrigley gum. Announcements totals several hundred in each city and have been placed in Buffalo on WGR, WKBW, WBEN, WBNY in Philadelphia on WDS, WFIL, WHT, WIP, WMM. In Baltimore on WCAO, WCBM, WBFR, WIB in Washington on WINS, WMAL, WOR, WDC. Contracts are for 52 weeks, placed by Vanderbei & Rubens, Chicago.

Network Changes

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C., on Sept. 22 shifts The Peanut House on 96 CBS stations Fri. 10-10:30 p.m. to NBC-Blue Fri. 9-9:30 p.m. Agency: William Esty & Co., N. Y.

GENERAL FOODS Corp., New York, on Sept. 22 shifts rebranding time of Joyde Jordan, Girl Friend on 72 CBS stations, Mon. thru Fri. from 6:30-6:15 to 6:45-7:15 p.m. Agency: Young & Rubicam, N. Y.

J. H. WOODBURY Co., Cincinnati (soap), on Sept. 22 adds 20 stations to the Forest Park Radio Series, NBC-Blue, Sun. 9:15-10 p.m., bringing the total to 51 stations. Agency: Lenzen & Mitchell, N. Y.

COLGATE-PALMOLIVE-PeET Co., Jersey City (shaving cream), on Oct. 4 shifts to 12 stations, still running The Air from NBC-Blue, Sun., 9-9:15 p.m. to NBC-Red, Sat., 10-10:15 p.m. and increases number of stations from 41 to 57. Agency: Sherman & Quinette, Chicago.

CDAH PACKING Co., Chicago (Old Dutch Gritter), on Sept. 22 substitutes Helpmate for Bachelor's Childre's on 33 NBC stations, Mon. thru Fri., 10:30-10:45 p.m. Agency: Blackett - Sample - Hummert, Chicago.

ANDREW JERGENS Co., Cincinnati (lotion), on Sept. 22 adds 20 stations to Walter Winchell, on NBC-Blue Sun., 9:15-10 p.m., bringing the total to 96 stations. Agency: Lenzen & Mitchell, N. Y.


133.500 WATTS

WIN SHANNON WITH WINS

WINN BUILDING • WASHINGTON, D. C.
Donovan Denies Government Will Direct Shortwave Outlets
Coordinator Will Request International Operators To Increase Scope of Broadcast Service

ATTEMPTING to set at rest verbal and published reports that his organization immediately will take over operation of shortwave transmitters to counteract Axis radio propaganda, Col. William J. Donovan, coordinator of information, told heads of companies operating shortwave stations, at a meeting in Washington last Wednesday, that he has no desire to go into the radio business and is, in fact, very anxious to stay out of it.

Col. Donovan's statement followed the same lines as an interview given Broadcasting shortly after he took office in late July [Broadcasting Aug. 4]. At that time it was stated that no sweeping change in the existing operation of international stations by existing licensees was contemplated.

Wednesday's meeting was called to discuss the results of a survey made by Donovan office with a view toward increasing American shortwave coverage to Europe, Asia, and especially Latin America. An overall proposal which encompassed increase in power, additional beams to selected countries, a system for interchange of programs among the various transmitters, the organization of duplicative service was presented to the shortwave operators.

Increased Cost

Officials of the Donovan office admitted that this involved a "tremendous increase" in costs to the companies of operating shortwave transmitters. However, these officials said, the general outlines of the plan were received favorably by the broadcasters, but judgment on details of operation was reserved.

It was pointed out at the meeting that broadcasters have already expressed concern over the cost of such a program, because of the requirements of the national emergency, along lines suggested by the Government, and that the burden of additional expense caused by the Donovan proposal, might prove too great. It was reportedly inferred at the meeting that if this proved to be too heavy a form of Government subsidy might be provided, but there would be closer supervision by the Government approaching an operations aspect.

Another point apparently causing concern among some of the operators is what might happen if their efforts fall short of Government expectations, providing they are able to meet the increased financial burden out of their own funds.

On the other hand, the Donovan office feels, it was stated by officials, that the privately operated American shortwave stations can effectively compete with Axis propaganda purveyed by Government operated stations. "Our problem," one official said "is to devise ways and means of meeting this propaganda from Axis operated stations within the framework of our own democracy which protects private enterprise. We feel this can be done and the Donovan organization is merely acting in the role of transmitting the needs and requests of our various Government agencies to the shortwave operators. In the past, some Government agencies have made conflicting requests to the broadcasters and one of our jobs is to prevent this."

Those attending the meeting, besides Col. Donovan, were Stanley Richardson, industry coordinator on shortwave broadcasting; Niles Trammell, president of NBC; John Elwood, NBC shortwave director; C. B. Jolliffe, former FCC chief engineer and chief engineer of RCA frequency bureau; William S. Paley, president of CBS; Edmund Chester, CBS shortwave director; James D. Shouse, vice-president in charge of broadcasting, Crosley Corp.; Wilfred Guenther, manager of the Crosley shortwave station, WLWO; Walter Evans, vice-president in charge of broadcasting, Westinghouse; F. P. Nelson, manager of Westinghouse shortwave stations, and Robert S. Pear, General Electric.

La Palina Football

CONGRESS CIGAR Co., Newark (La Palina cigars), has signed to sponsor eight football games on WBBM, Chicago. Advance schedule which starts Oct. 4 includes six home games of Northwestern U, with two dates as yet unscheduled. John Harrington, manager of the company, and Bob Cunningham will handle the broadcasts. Marschalk & Pratt, New York, is agency.

OEM and Firestone SEVEN minutes of the Voice of Firestone program sponsored on NBC-Red Monday evening by Firestone Tire & Rubber Co., Akron, have been donated for defense purposes by arrangement of the Office of Emergency Management with the sponsor. The OEM Defense Report will interpolate the program, being devoted to interviews with defense officials and special dramatizations prepared by the OEM Radio Section. William S. Knudsen, OEM director general, was to open the new series Sept. 15.

Subsidy for Talent Is Organized by WBS

WORLD BROADCASTING System, transcription production firm, has organized a subsidiary, World Talent Bureau Inc., to act as artists' representative in the various fields of entertainment. Douglas N. Taussig, theatrical agent of New York and Hollywood, who was formerly a vice-president of Fox Film Corp. and who served on the board of directors of the Roxy Theatre in New York, is head of the new bureau.

One of the prime functions, WBS has announced, will be the presentation and introduction of potential stars to motion picture studios both in New York and in Hollywood. Sample recordings, made in the WBS studios in New York, Chicago and Hollywood, together with photographs and biographical material, will be supplied to movie companies, through the agency of talent and advertising agencies. Bureau offices are located at 711 Fifth Ave., New York, also WBS headquarters.

CBS Completes Plans For Capital War News

CBS has completed its plans for covering news from Washington, when, as an integral part of United States efforts in the war. Recognizing the immensely increased importance of the nation's capital as a source of news, it has undertaken the project.

Paul White, CBS director of public affairs, revealed last week that he has met with representatives of the war department, the War Industries Board and other leaders of the United States capital. All leaders, he explained, had expressed the hope that the war effort was being expanded, the news distribution agencies being continued to maintain their headquarters in New York.

B & W Barn Dance

BROWN & WILLIAMSON Tobacco Corp., Louisville (Target Tobacco) officials said they will begin the ownership of the Renfro Valley Barn Dance on a split network of 14 NBC stations. Originating from a barn in Renfro Valley, Ky., the program will be heard from 8:30 to 9:00 Saturday nights for 82 weeks, with the Paul Rushband authority on hillbilly talent, as m.c., and Tom Hargis as program manager. The new network time sponsored by the company on NBC to 7½ hours weekly. Agency is Rassel M. Seeds Co., Chicago.

More for Thor

HURLEY MACHINE Co., Chicago (Thord washing machines), is adding list couriers by the minute when carrying one-minute live announcements six times weekly. Additional markets include Boston, Providence, Hartford, New York, Chicago, Buffalo, Philadelphia, Harrisburg, Baltimore, Norfolk, Charlotte, Nashville, Atlanta, Memphis, St. Louis, City, New Orleans, Houston, San Antonio. Stations will be selected on the West Coast in Seattle, Tacoma, Portland, Los Angeles. E. H. Brown Adv. Agency, Chicago, handles the account.

Kroger Adding

KROGER GROCERY & BAKING Co., Cincinnati, has added three more stations for Hearts in Harmony, daytime dramatic-musical serial stations are KARK, Little Rock; KFWF, Fort Smith, Ark.; WHAS, Louisville. Agency is Ralph H. Jones Co., Cincinnati.

Latin Media News

A NEW bi-monthly publication, Latin American Media, devoted to comparative information on Latin American newspapers, magazines, radio stations and other types of media necessary to export advertising, will be published beginning Nov. 1. Articles on export sales and promotion problems will be a part of each issue. Editorial offices are at 224-16 Dearborn Ave., Long Island City, N.Y.
BUSINESS MEN APPLAUD
NEW WBAL SCHEDULE

Retailers and wholesalers in the Central
Atlantic States are all set to cash in on the in-
creased sales that will result from the Red Net-
work shift to WBAL on October 1, according
to the leading retailers and wholesalers inter-
viewed by the WBAL Merchandising Depart-
ment.

Most all business men interviewed stated
they were making plans to tie-up with the ad-
vertisers using WBAL in every way possible
so that maximum results would be obtained.
The wholesalers expect to arouse their sales
force to great enthusiasm over "One of
America’s great radio schedules."

J. O. ROBINSON
President of the Henry B.
Gilpin Company
Wholesale Druggists of
Baltimore, Norfolk and
Washington

"After glancing over your schedule, I can unhesitatingly
predict that the popular dial setting in the homes of Balti-
more and vicinity will be 1090! The fact that we handle
most of the products that will be advertised over your station
is an encouraging omen to us for it presents an unusual op-
portunity for us to promote these products into a profitable
volume of business."

JOHN E. JAEGER
President of the Independent
Retail Grocers and
Meat Dealers of Baltimore

"It is good news to hear that
WBAL has such an outstanding
radio schedule. Many products
which are being advertised on
these programs are sold at our
stores.

"To me this looks like a very
helpful thing to the retailer, to
the wholesaler and to yourselves.
Congratulations."

IRVING C. CHARKATZ
Secretary of the Oriole
Grocery Service, Inc.

"Your new schedule makes
good reading, but more impor-
tant it will make good listen-
ing. And it is this 'listening'
pull that interests us.

"Most of the food products
scheduled for your Fall sea-
son are in our line. With a greater
listening audience, we can ex-
pect greater activity for the
products advertised over the
new WBAL."

M. G. PIERPONT
President of the Loewy
Drug Co., Inc.

"It is the writer's frank opin-
ion that a high powered schedule
on a high powered station makes
an unbeatable combination for
the bid for the greatest listen-
ing audience.

"WBAL has it and we have
the merchandise that is adver-
tised on these programs. So
here is another combination—
WBAL and ourselves—that bids
well for real profitable busi-
ness."

S. R. WATERS
Manager of Bentley,
Shriver & Co., Inc.
Importers, Wholesale
Grocers

"In these uncertain times the
public demands diversion and
entertainment to forget their
troubles and to bolster their
moral.

"The New WBAL schedule with
its well balanced pro-
grams of comedy, drama and
music presented by the coun-
try's foremost entertainers is
exactly what is needed."

JOHN A. CROZIER
Manager of the Calvert
Drug Company, Wholesale
Druggists

"The one thing that im-
pressed me upon studying your
schedule of programs for after
October first is that you will
get the lion's share of the listen-
ing audience in the new WBAL area.

"This is not only a feather in
your cap, but it gives me an
optimistic outlook for Fall busi-
ness as most of the products ad-
vertised over your station are in
our line."

JAMES BAILY
President of James Baily
& Son, Wholesale
Druggists

"Thanks for the opportunity
of looking over the new WBAL
schedule. Now I have some
real ammunition with which to
stimulate my sales force for the
coming season.

"There is no question that
you will capture the listening
audience in this area and with
that audience hearing about the
products we handle, our business
should respond with a profitable
vote of approval."

SAMUEL LAZARUS
President of Max Lazarus
& Sons, Wholesale Grocers

"There never was a time when
good entertainment would
draw a public following more
so than at present. The New
WBAL's schedule has the right
"box office" appeal, in the ver-
nacular of the theatre.

"The New WBAL public fol-
lowing should be tremendous
and should reflect public ap-
proval in our 'box office,' the
total food counters in Balti-
more and vicinity."

National Representation • INTERNATIONAL RADIO SALES
LOW INSTALLATION COSTS
LOW OPERATING COSTS
with this
50-WATT BROADCAST TRANSMITTER
RCA Type 50-E