Stan Lomax's Sports Review on WOR is now the most popular evening sports show in New York, according to the WOR Continuing Study of Radio Listening.

Sorry, just sold to Studebaker!
Radio Is for Education, Too

The well-known three R's of school days have become four: reading, 'riting, 'rithmetic and Radio! The most isolated schoolroom today is reached, by radio, with innumerable experiences of educational and cultural value. WLS "School Time" offers these experiences, supplying to the teacher and student a wealth of material supplementary to their texts.

This WLS "School Time" program is our contribution to progressive Mid-West schools. Used by some 400 classrooms when it was started in February, 1936, "School Time" last year was part of the regular curriculum in 24,529 classrooms in 5,338 schools. Broadcast five days a week, now starting its seventh school year, WLS "School Time" last year was listened to by an estimated 870,000 students.

WLS is proud to have a part in shaping these young lives; we take seriously our obligation to these future citizens. The success of our interest in educational activities is reflected in the general respect and approval of leading educators throughout the nation.

"School Time" is only one part of the WLS Educational Service—it is another service that makes WLS the popular station of the Mid-West.
WITH A **TACK HAMMER**

The same principle applies to radio promotions. New England is so populous, so prosperous that it needs a strong impact to drive-in your sales spikes.

No one station, or small group of stations can give this impact on the whole market. It takes the united force of The Colonial Network’s 19 hometown stations to deliver telling, sales-clinching blows.

Year-in and year-out, The Colonial Network has been economically producing results for leading national advertisers.

The Colonial Network has a story of coverage, acceptance and pulling power. It makes informative and profitable reading about economical promotion.

---

The Colonial Network

21 BROOKLINE AVENUE   BOSTON

Edward Petry & Co., Inc., National Sales Representative

... Peter'll find lots of pumpkins in Nebraska this fall.

But most important out here is livestock. Hogs, cattle, sheep, chickens, butter and eggs account for 75 per cent of Nebraska's farm income.

This year livestock prices have mounted—in some cases to more than double last year's market!

Yes, farmers have money. They have it and they're spending it!

They'll spend it with you, if you use KFAB. You need KFAB, to cover the farm areas of Nebraska and her neighbors.
Labor Troubles Prove Threat to Industry

Accord With AFM; Threat by CBS Technicians

LABOR TROUBLES and strike threats bobbed up in broadcasting last week as the American Federation of Musicians and the International Brotherhood of Electrical Workers redoubled efforts to exact higher quotas of men and improved wages, respectively, from segments of the industry.

A general strike of musicians employed at 173 stations affiliated with MBS was averted last Friday when an agreement was reached with WGBC, Louisville, on retention of additional musicians. NBC-Red, however, was without remote dance band pickups because of a somewhat similar controversy with AFM over refusal of WSMB, New Orleans, to capitulate to union demands.

Des Moines Threat

A situation that might affect CBS and NBC-Blue was brewing in Des Moines, where KRTN, CBS outlet, and KSO, NBC-Blue and MBS outlet, both owned by the Cowles interests, were faced with an ultimatum that they expend $15,000 a year for musicians.

Meanwhile, a stalemate in negotiations between the Associated Broadcast Technicians Union of IBEW with CBS executives, covering 240 technicians at the network's key stations and M&O outlets, save KMOX, was reported last Friday following two weeks of intermittent conversations. While there was loose talk of a strike, the ABTU contract carries an arbitration clause, and it was thought more than likely that if no agreement is reached by Oct. 1, this clause would be invoked, with the matter taken to arbitration. Precise details were not available from either side.

Just before BROADCASTING went to press Friday evening, an anonymous phone call was received at its New York bureau. The speaker simply declared: "There may be a picket line around CBS by morning," and then hung up. Efforts to verify the report were without avail.

William S. Paley, CBS president, and Mefford R. Runyon, vice-president in charge of stations, last Thursday met with Russ Rennaker, national business manager, and Frank E. Sosebee, ABTU New York representative, and Mr. Runyon met again with them on Friday with no agreement reached. Conversations during the preceding week in Chicago with H. Leslie Atlass, CBS Central Division vice-president and its labor negotiator, likewise had proved futile.

May Meet Again

ABTU sought to invoke provisions of the 1937 contract permitting annual discussions prior to Oct. 1. Basically, it is understood ABTU requested a 10% increase over the existing average scale ranging from $40 to $75 per week and CBS had countered with an offer of 4%, which reportedly would have brought the scale up to that averaged by NBC technicians. Hour and work conditions also are involved.

While no date was set for another meeting between ABTU and CBS executives, it was thought further conversations might be held prior to the Oct. 1 deadline. As things stood last Friday, however, the union men indicated they would seek arbitration or take steps toward a strike vote of the membership. Technicians at seven M&O stations are involved, with KMOX, St. Louis, operating under the joint agreement in that city alone and there is outside the controversy. The 1937 contract with ABTU provides for increases annually according to seniority, and does not expire until 1942.

The sudden surge in labor activity, after a period of relative tranquility, remained unexplained. James C. Petrillo, AFM president, himself ordered the plug pulled on MBS dance band remote on Sept. 12. NBC cancelled its Red dance remote to forestall similar action.

Almost simultaneously, the ultimatum had been delivered to the Cowles stations in Des Moines, with the accent on dollars rather than men, according to broadcasters affected. The AFM demands had repercussions throughout the industry because of past crises precipitated as a result of Petrillo's tactics.

Capital Observing

In Washington some question arose as to whether the Department of Justice, which last February announced its intention of halting network proceedings against Petrillo because of the "made work" issue, would reopen its proceedings. Since the announcement by Assistant Attorney General Thurman Arnold that he proposed to move against the music czar, nothing more has happened on the Government front.

Fight Looms Over ASCAP Contract

The ASCAP board met in special session last Monday to approve the NBC contracts, on Friday NBC had not yet mailed out copies to its affiliated stations. And although the ASCAP board had expressed its willingness to examine the CBS contracts as soon as they were ready, CBS had not by Friday called such a meeting.

Each day through the week, network executives expressed the hope that by the following day the contracts would be set. But as the week ended, network attorneys were still poring over the contract forms and attempting to get them into final shape. The explanation of NBC's legal department was that in completing its own draft of the contract forms with the draft prepared by ASCAP, it was finding many minor variations.

Before the contracts are sent to the stations these differences must be ironed out in five contract forms. At CBS it was stated that its lawyers were still drafting the final form of its contracts. What the differences would be between the
CBS and NBC forms when finally completed, no one could say, but spokesmen for both networks and for ASCAP different, would be to allow for the differences in methods of operation of NBC and CBS.

The battles put an end to any hopes for ASCAP tunes on the networks by next Sunday. After the contracts are completely drawn up to the approval of the networks and ASCAP, the raffle will be raffled by the affiliate stations before they can be signed and put into effect. When they are mailed out, with each contract will go a form of acceptance for the station owner to sign, indicating his agreement to rebate to the network 2% of its payments to him for commercial network programs, as his part of the network's payment to ASCAP. Securing such agreements from the affiliates, even at best, can scarcely be accomplished this week, especially as many of these broadcasters will be in Chicago during the early part of the week attending the NIB convention.

This meeting, open to all broadcasters except the networks and their M and O stations, will probably decide the fate of the efforts of the networks to effect peace with ASCAP one way or the other. Although the ASCAP board approved the NBC deal, the ASCAP ranks are no more unified than those of the broadcasters concerning the contract terms, and the approval came only after a stormy session, due to the reduction in income to ASCAP, from the approximately $8,000,000 a year if the broadcasters had accepted the licenses proffered by ASCAP to the $5,000,000 a year which the present contracts will produce, has created dissatisfaction among both composers and publishers.

There is also the old guard who have steadfastly opposed any compromise by the networks. They fought last winter's decision to accept the Government consent decree and still want to fight it out in the courts.

Movie Firms Anxious

Most complete approval, according to reports, came from the publishers controlled by the motion picture companies, who want to get the tunes from their pictures played on the air to advertise the films and build box office returns. They are only secondarily interested in income from ASCAP or from the sale of sheet music. On the other hand, the owners of independent publisher of popular songs whose revenue from ASCAP is a sizable part of their total income.

The BMI-Marks suit against ASCAP, seeking to establish the ownership to performing rights by any individual composer, is also said to have been a major topic of discussion at the ASCAP board meeting.

Last Tuesday Justice Aaron Steuer of the United States Supreme Court heard arguments from attorneys for ASCAP and BMI on CHARGING that the per-program license agreement which ASCAP is offering the industry is "unnecessarily complicated" and would make it "economically impossible" for most broadcasters to accept, Harold A. Lafount, president of National Independent Broadcasters, last Tuesday requested Attorney General Francis Biddle to give "very careful consideration" to these requirements, in the light of the ASCAP consent decree entered into by the other networks.

Citing articles appearing in the press [BROADCASTING, Sept. 15] that ASCAP had concluded licensing agreements with NBC and Mr. Lafount said that it had been repeatedly stated these agreements would be submitted to the Department for approval prior to the time they were offered stations.

Forcing a Formula

The purpose of the detailed logging provisions of the per-program payment, he charged, "is to force stations to accept the agreement with a payment of a percentage of gross income as if they are extending to re-establish the worthless practice sought to be corrected by the consent decree."

Following is the text of Mr. Lafount's letter:

According to articles appearing in the press, ASCAP has concluded licenses agreements with stations in the largest national networks. NBC and CBS, requiring a payment of a percentage of gross income and at the same time has prepared licensing agreements for the remainder of the broadcasting industry both on the old method involved in the Government's consent decree and also on what purports to be the per-program method in compliance with the consent decree. The agreements have not yet been submitted to stations, but the press states that the substance of the agreements is being submitted to the Department for consideration for approval.

The National Broadcasters' Association, an association representing independently owned and operated broadcast stations throughout the United States, I would like to refer to the provisions contained in the last paragraph of Section II (3) of the consent decree entered in the US. District Court for the Southern Dist of New York, which in part states as follows:

"... A default shall act in good faith so that there shall be a relationship between the defendant and any other basis, justifiable by applicable business factors, including availability, so that shall be the final resolution of this sub-section to afford radio broadcast alternative bases of license compensation."

A 'Wrongful Practice'

From all the information which we have been able to obtain, it would appear that the per-program payment license agreement may be submitted to the Department for Justice for approval contains such unnecessarily complicated and extensive requirements on the submission of de- cesions with ASCAP that it makes economically impossible for most broadcast stations to accept this formula of contract, and that the government's purpose of such complicated and detailed requirements to force stations to accept the agreement with a payment of a percentage of their gross income, thereby tending to re-establish the worthless practice sought to be corrected by the consent decree.

In view of the repeated statements in the press that these license agreements are to be submitted to the Department for approval prior to the time stations have been given to accept the agreements in its relation to the license agreement on the method of payment of a percentage on gross income, an over-burdensome provision in the program form of license will completely frustrate the purposes of the consent decree.

SUN SPOTS MAR TRANSMISSIONS

Brooklyn Ball Game Cut Off WOR With the Score Tied, Bringing Wrath From Fans

SUN SPOTS and other atmospheric disturbances played havoc with radio and communications lines last Thursday, blotting out or disrupting service for more than 24 hours. Affecting longwave transmission only to a minor degree, the high voltage currents in the atmosphere cut off shortwave transmission either by lightning or other means and caused partial disruption to longline wire service. In general, communications in the shortwave portion of the world were much harder hit than those in a north-south tie-up, especially ASCAP's motion that BMI be recognized as a licensor, since, as a licensee, it has no right to bring such action. BMI counsel contended that the assignment by Marks to BMI of performing rights in marks composition is a sufficient basis for a proper plaintiff. John Schuman, counsel for the Songwriters Protective Assn., appeared on behalf of the individual songwriters' interests in the suit. The court reserved decision.

Starting early Thursday morning, shortwave reception in New York became increasingly unintelligible so that by 10 a.m. both NBC and CBS listening posts stopped trying to catch broadcasts from abroad and had closed up for the day on the shortwave. The problem was no less than 75% normal. Yet, due to some atmospheric tricks, the 6:45 p.m. round-up on CBS brought in Berlin and a few other longwave stations which could not get any signal from Moscow. Similarly the 7 p.m. round-up on NBC was completely blanked out from Moscow, Vichy and Ankara. Other than these programs, the broadcast programs got through during the day.

Inaugural Printed

NBC's special inaugural broadcast for its new Mexican network on Thursday evening was completely cut off from the Mexican station on the 15th instant, though the broadcast was cut off the air to give way to the news from abroad and had closed up for the day on the shortwave. The plan called for the station to end broadcast, the newscast began, which was transmitted to the station. The plan was suspended at 1:45 a.m. and the broadcast was resumed at 7:30 a.m. the next day.
WBEN

is perfectly geared to the Western New York Market

Now!

5 KW Operation Day and Night, Just Authorized by the Federal Communications Commission

Complete new transmitter and antenna installation give concentrated coverage of Buffalo and the 400,000 families living in one of the major centers of inland industrial and agricultural production in the nation—

PLUS the NBC Red Network and outstanding local programs, news reports and public service features—

EQUALS audience acceptance that is not even approached by any other Buffalo station.

930 KILOCYCLES IN THE CENTER OF THE DIAL

NBC Basic Red Network WBEN Buffalo, New York

EDWARD PETRY & CO • NEW YORK and CHICAGO

"The Preference of the Audience Is the Choice of the Advertiser"
One of the things we've always liked about good agencies is the way they protect their clients from crazy ideas or embarrassing situations—even when the idea or situation originates in the client's own office!

So, admiring this function, it's only natural that we should adopt it. And not only for advertisers, but also for agencies—since even agency men, being human, occasionally get rather silly ideas too!

For instance, you'll never hear us complaining (or bragging) about having to jump on a train to go help straighten out something that has gotten crossed-up, somewhere. Or failing to take the responsibility for the success of your radio efforts, on any station or at any time we recommend. Also—we're perfectly willing to be the "whipping boy" in any of those myriad situations where something has not clicked perfectly and where a whipping boy is needed to restore harmony. And so forth.

Not that we're courting trouble—but we certainly are willing to take a beating for a good cause. Got a good cause handy?

---

**FREE & PETERS, INC.**

Pioneer Radio Station Representatives

*Since May, 1932*

**EXCLUSIVE REPRESENTATIVES:**

- WGR - WKBW BUFFALO
- WCKY - CINCINNATI
- KDAL - DULUTH
- WDAY - FARGO
- WDEE - GRAND TRIBES, KALAMAZOO
- WISH - INDIANAPOLIS
- KMBG - KANSAS CITY
- WAVE - LOUISVILLE
- WTHC - MINNEAPOLIS-BY-PAUL
- WRGB - ST. LOUIS
- WFBF - SYRACUSE
- WROB - IOWA.
- WDEB - DES MOINES
- WACO - DAVENPORT
- WZUR - SHERANDON
- WCMC - CHARLESTON
- WHO - COLUMBIA
- WPTF - RALEIGH
- WDBJ - REHIER
- WCMX - FT. WORTH-DALLAS
- KONON - OKLAHOMA CITY
- KTKL - TULSA
- KARM - PACIFIC COAST
- KCKX - FRESNO
- KKIR-KALE - LOS ANGELES
- KGIN - PORTLAND
- KROW - OAKLAND-SAN FRANCISCO
- KJNO - SEATTLE
Music Issues Stir NIB on Convention Eve

Discussion Heard Of Separation From NAB

WITH FEELING high over the new ASCAP contract negotiated by the networks, along with the revival of AFM Czar Jimmy Petril- lo's tactics of hiring more staff members, delegates to the special convention of National Independent Broadcasters in Chicago Monday and Tuesday looked for unprecedented industry indignation over the trend in music costs.

Last weekend there was no authoritative estimate of the size of the convention—first of its kind ever called—but it was evident that many network affiliates would be there and that the attendance might reach 150. Sentiment is strong for reorganization of NIB as a full-fledged trade association, and there was considerable talk of a break-away from the NAB.

Fly's Status

Active participation of FCC Chairman James Lawrence Fly in the NIB sessions, transcending his appearance as keynote speaker, has given rise to some speculation in industry circles. He has no bones about his dislike of the NAB and of the major networks, both before and since the turbulent NAB convention in St. Louis last May. He is known to favor formation of a trade association under new leadership and divorced from NBC and CBS.

For impetus to the move for a NAB break-away was given with the announcement last Wednesday that Ed Crane, head of KGIR, Minneapolis, and the CBS Network in Montana, would be present and would address the convention. He has advocated creation of a new trade association which, in his judgment, would be "persona grata" with Washington's officialdom and which would be made up only of independently-owned stations, whether or not they are affiliated with the networks.

With the completion of the new form of ASCAP contract which is slated to serve as the pattern for the entire industry, much interest will attach to music performance, with the convention's second day to be given over to the subject.

Key speaker will be Victor O. Waters, special assistant to the Attorney General in charge of both copyright and music anti-trust activities. His principal of the music situation is expected to be a highlight, particularly since question has arisen as to whether the ASCAP terms, and more particularly the new elements, actually preclude a per-use form of contract.

Because Mr. Waters also has been active in proposed anti-trust proceedings against the American Federation of Musicians, on the "made work" issue, the latest Petrillo action in pulling the plug on both NBC-Red and MBS dance band remotes and in threatening walkouts also may be covered. The Department of Justice, after an announcement last year that it would bring grand jury proceedings against AFM, has done nothing more openly on the matter.

Whether there will be an active move in the direction of making NIB an all-inclusive trade association, with a headquarters staff in Washington, will depend upon the trend of convention proceedings. NIB executives, including President Harold A. Lafount, disdain any intention of fostering such a movement.

Time for Discussion

Moreover, Mr. Lafount pointed out that the convention was called at the insistence of many independent broadcasters and that aside from the scheduled addresses and discussions covering current industrial and labor problems, the agenda does deal with reorganization as such. There will be ample time, however, for discussion of any matters not scheduled or pointed out.

Mr. Lafount has stated repeatedly he will not seek reelection to NIB, on the theory that the office should be rotated. The names of several possible successors already have been advanced.

Support has developed for Mr. Crane's election, though he likes to wear a state disguise that he is not a candidate for any office.

Chairman Fly, in his address, is expected to cover the whole regulatory picture, with some emphasis on national defense. As chairman of the Defense Communications Board, he is expected to comment on the outlook on priorities, and to assure the industry of the availability of sufficient technical equipment to keep broadcasting functioning as a vital defense service all during the emergency.

Batavia Honesty

WBTA, Batavia, N. Y., last week gave the Wage & Hour Division of the Labor De- partment cause for a sigh of gratification over an employer's sense of fair play. When Frank A. Corti took over as the new manager of WBTA some time ago, it was noted by examining the books that since it had started operating in Batavia, N. Y., 1941, a score of the WBTA employees had not been credited with the full amount of overtime pay due them. Promptly he took the matter up with wage-hour field representatives, and last week the station agreed to pay about $500 in overtime restitution to its employees, cleaning its slate for further operation.

Also on the subject of national defense will be an address by Major General Joseph F. Cummins, commanding general of the Sixth Corps Area in Chicago. He will tell the part radio must play in home defense work.

Other Speakers

In addition to Mr. Waters' address on copyright, as well as the expected discussion precipitated by Mr. Crane, speakers representing other copyright licensing groups will be on hand. Addresses are scheduled by John G. Paine, general manager of ASCAP, covering the new form of contracts; Carl Haverlin, station relations director of BMI; Leonard D. Callahan, general counsel of SESC, and Robert S. Keller, representing Musak-Amp. Many broadcasters, it is reported, are withholding their response to the major networks on their sanctioning of the ASCAP contract form until they hear the discussion at the NIB convention.

Several of the transcription companies and representatives of manufacturers also plan to attend the convention, according to ad- vises reaching Washington headquarters of NIB. A number of broadcasters now serving on the NAB board, as well as past execu- tives of the main trade association, also plan to be present. In addition, several of the radio relations officers of Government agencies in Washington, including Swan S. Kirbey, chief of the Radio Branch of the Army and public relations director of the NAB on leave, will attend.

Achievements of BMI Reviewed in Brochure

A FOUR-PAGE red, white and blue folder will be distributed by BMI at the NIB convention this week. Titled "Report to 701 Broadcasters", the brochure compiled September 9, 1940, when BMI had eight phonograph records and 50 transcriptions available, will be sent 40 selections weekly, had 10,000 titles in its library and two hit tunes of the week. This September, when BMI has 14,000 records and 15,000 transcribed tunes available (BMI and tax free), it will be sending 150 selections weekly to stations, has 500,000 titles in its library and 32 of the 35 hit tunes. Pointing out that BMI is devoted to "a complete music service for broadcasters" and that each BMI licensee is received music transcriptions and commercial records with a value in excess of $2,000, the brochure notes that BMI is tailored to fit the needs of the broadcaster and the operations day after day and month after month keep the "music going on..." Final page is given over to a list of the 300 BMI pub- lishers.

Lorr Labs, Plans

LORR LABS, Paterson, N. J. (Dunlap & Sneyd, Inc.) this month will begin a 52-week schedule of participations on Make Believe Radio. New York's longest running show.

At the same time the agency, H. M. Kieswetter Adv. Agency, New York, indicated it is considering plans for a campaign of participations and announcements on several stations, to be announced in about 10 days.

Jelke Discs on 23

JOHN F. JELKE Co., Chicago (Good Luck margarine) recently began sponsoring a 15-minute transcribed series, Happy Meeting Time, on 23 stations in major markets. Discs, heard three-weekly, ivy., feature songs by Zeke Layman and Frank Luther with Harry Von Zell giving the commercials. Agen- cy is Young & Rubicam, New York.

Denton Tests Radio

Slow Pace in FCC Crackdown Stirs Rumors on Fly's Status

Possible Changes in Commission Are Deducing by Some Observers as Vacancy Remains Unfilled

SUDDEN letdown in the hard-driving regulatory pace of FCC Chairman James Lawrence Fly has given way in official Washington that he has lost favor in Administration circles, portending significant changes in the FCC organization.

While there was no authoritative word from any official quarter, something more than gossip has trickled from usually authoritative sources indicating that changes are in the offing. The President has delayed appointment of a successor to Frederick I. Thompson, whose term expired June 30, and it is thought that when the new appointment is made, the President might also designate a new chairman, either in the person of the new appointee or through two new appointments, with Chairman Fly possibly transferred to another post.

Further Delay Seen

Why the President has delayed so long in filling Thompson’s vacancy has never been explained. But the most plausible suggestion was that he desired to ascertain whether the Commission might reconcile its differences under Chairman Fly and if that failed, then the desirability of a reorganization would be enhanced. Unofficially, it has been commented that the President is not disposed to make a new appointment or even to touch the FCC situation until November.

It is known that a number of candidates for the Thompson post have been considered. But there has been no move toward sounding out separate Senate Interstate Commerce Committee on any of them. That is the usual procedure on new appointments. Moreover, it is apparent that the Administrations would like to avert a recurrence of the Senate Interstate Commerce Committee fishing expedition which developed in June, 1940, during hearings on confirmation of the late Col. Thad H. Brown for the reappointment.

The Administration is well aware of complaints against Chairman Fly and the FCC majority from many quarters, growing out of the chain-monopoly inquiry, the newspaper-divestiture issue, and now it is known that pertaining to a ban on multiple ownership of stations where overlapping service is involved. In recent weeks, however, the internal situation has been tranquil.

There is also possibility that the President will be disposed to favor a full-scale reorganization of the FCC, as he did more than two years ago, when he urged a three-man Commission with separate autonomous divisions for broadcasting and common carrier regulation. Two bills proposing a reorganized Commission of seven members, but with two three-man autonomous divisions, now are pending in House and Senate.

Durr Mentioned

The name still most prominently mentioned for the Thompson successorship—and possibly for the chairmanship if the existing organization is maintained—is that of Clifford Durr, assistant general counsel of the Reconstruction Finance Corp. A native of Alabama, Mr. Durr is 42 and is highly regarded in New Deal legal circles. He is the brother-in-law of Supreme Court Associate Justice Hugo Black.

Most of half-dozen other names are mentioned, including those of Major General Joseph O. Mauborgne, who retires Sept. 30 as Chief Signal Officer; T. J. Slowie, secretary of the FCC; G. W. Johnstone, former radio director of the Democratic National Committee, and Roderick D. Keplinger, assistant publicity director of the Democratic Committee.

A number of broadcasters who have talked with Commission executives, especially the chairman, have left with the impression that the Commission will seek a solution of the overlapping service ban to define separation or market coverage demarcation as between stations owned by the same interests. The personal involvements involved vary hard and fast rule with respect to overlapping coverage by stations serving two entirely different markets, and even though the stations include much common coverage, have been pointed out in these informal conversations and apparently have made some impression.

CBC Supplementaries

Ten new supplementary stations are now available for use with CBC network facilities. CBC has notified NBC, Supplementary to the Maritime Region are CJLS, Yarmouth, N. S., and CKNB, Campbellton, N. B., at station cost of $25 and line cost of $7 for each station. Quebec Region supplementaries are CKCH, Hull ($35 and $7), and CHGB, Ste. Anne de la Baïtiere ($25 and $5.50). Ontario Region supplementaries are CFPL, London ($45 and $2.50), CFCO, Chatham ($25 and $2.50), CJIC, Ste. Anne, Man., to receive $25, and CKKA, Kenora ($25 and $2.50), all Ontario, and CKNR, Rouyn, PQ. ($50 and $2.50). The last, B. C., is supplementary to the British Columbia region at $25 and $7.

Monopoly, Newspaper Outlets, Multiple Stations Mark Time

FCC Slows Pace in Press Probe, Digests Briefs in Monopoly Hearing; Overlap Ban Uncertain

THREE IMPENDING regulatory developments projected by the FCC are being watched closely by all in the entire broadcasting industry, with a change of pace on the part of the licensing authority in evidence. This involves the action on the newspaper-divestiture inquiry and the rule banning multiple ownership of stations where duplicating service is involved, constitute the regulatory trinity.

The newspaper divestiture inquiry resumed last Wednesday following a recess of six weeks (see running story on page 22). The Commission appears to be adhering to its original line of investigation — subpoenaing witnesses in an effort to prove that joint operation of newspapers and stations results in unfair competition and does not inure to the public good.

Monopoly Study

But it now seems evident that whatever the determination, weeks or months will be in the nature of legislative recommendations, if any, to Congress, rather than the originally planned course of imposition of restrictive regulations, if deemed feasible.

On the chain-monopoly front, the Commission is digesting briefs and arguments presented Sept. 12 wherein NBC and CBS asked for suspension of the regulations for duration of the emergency, while recent FCC orders have been made a local golf course on the day of the arguments.

The consensus appears to be that the Commission, under the law, is required to hold hearings on individual applications, following issuance of its rule, if any. Thus, the blanket injunction would have no immediate bearing, it is thought. Moreover, the rule itself specifies that it shall not become effective for six months following the date set for enforcement of the order and that on petition reasonable time thereafter would be allowed for orderly disposition of properties.

Swaps Under Way

Despite all this, brisk negotiations are going forward for station swaps, and in some instances sales, to conform with the ban if and when it becomes effective. So far as known, there are no deals that have been consummated, but rather the owners are awaiting the setting of a deadline before completing transactions. In one or two instances, where swaps can be made that appear advantageous to stations whether or not the rule becomes effective, contracts may be closed shortly.

It is known that the FCC, particularly Chairman Fly, has extended commitments from several dual ownership licensees that they dispose of one of their stations as a condition precedent to receiving approval of other pending applications. It also has been indicated that the Commission will not try to accomplish its objective overnight, but will give ample time for orderly procedure.

DST in Canada

IRRESPECTIVE of action taken in the United States, Canadian networks will continue on daylight time through winter and thereby prevent daylight time being compulsory on government orders in the large industrial areas as a conservation measure. Canadian networks last year continued to operate the year round on daylight time.

AXE FOR GRAHAM McNamee is donated as his midnight plane arrived in Seattle for a broadcast on the lumber industry, part of the "Defend for America" series. Presenter of axe is Dick Keplinger, news and special events director of KOMO-KJR, Seattle, which originated the program.

A dozen companies which might conceivably be affected by the proposed regulation, said he could be found on a local golf course on the day of the arguments.
"THERE'S SOMEONE IN THE HOUSE!"

Women's ears are no keener than men's, but gosh!—what a difference in the reaction to a strange noise, or to the baby's cry!

All over Iowa there are thousands of homes to which the 50,000-watt voice of WHO "comes in" no stronger than the voice of some other station. But harken to this fact about the relative amount of listening these various voices get!

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

This startling fact is one of the findings in the new 1941 Iowa Radio Audience Survey, and is backed by a highly authoritative investigation. But if you're feeling argumentative, you don't have to accept it—you can establish the same general truth by asking your Iowa representative, or by a form letter to your Iowa dealers, or by any other Iowa sources you wish. One and all, almost without exception, they'll tell you that WHO is far and away the TOPS in Iowa.

That being the case... well—you draw your own conclusions!

WHO +for IOWA PLUS!+

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER
FREE & PETERS, INC. . . . National Representatives
Federal Radio Groups Stirred
By LaGuardia Clearance Order

Informs Them W. B. Lewis Will Be Consultant; Reports Covering All Radio Activity Asked

RADIO BRANCHES of all Federal agencies in Washington collectively "hit the ceiling" last week, following receipt of a communication from Mayor F. H. LaGuardia, Director of Civilian Defense, informing that his organization would take over coordinating and clearance of all Government radio programs. First hinted last July [Broadcasting, Aug. 4], the move came, ostensibly with Presidential approval, in a letter to all Federal departments.

Mayor LaGuardia, charged with maintenance of the nation's morale in midwestern agencies, came, any, asked to have the government departments provide the radio information, on any, that would give a resume of the bi-weekly White House press conference.

Two Purposes

Defining this project, Mr. LaGuardia said it would serve two purposes:

1. To provide the radio companies with a single representative whom they would contact in connection with Government radio programs.

2. To obtain a better balance of the Government programs on the air.

Each department head then was asked to have prepared a statement on what radio programs, if any, are being prepared by the department, on what networks they are being presented, and in what time slots

Mr. Lewis is understood to have discussed the project with several of them. Thus far, there has been no definite determination and the matter is regarded as purely exploratory at this stage.

It was felt in responsible circles there is little likelihood of any of the major Governmental departments ever turning over to Mayor LaGuardia their normal broadcast functions. For example, the Agriculture Department has produced and presented farm programs over networks and individual stations for more than a decade. Similarly, the Army has established an elaborate radio branch, working in close harmony with networks and independent stations. In a highly specialized sphere, the Navy has done the same and the Interior Department carries on extensive educational extension work via the air.

It was thought that when the LaGuardia project was boiled down, it might encompass clearing house activity for only those new agencies identified with national defense and set up during the emergency. These would include, possibly, OPM, OEM, Mr. LaGuardia's own civilian defense operation, and other temporary activities expected to continue only for the duration of the emergency.

Perhaps a Compromise

Mr. LaGuardia, it appeared, was seeking to create for domestic broadcasting a status comparable to that being worked out by Col. Willam J. Donovan, the President's coordinator of information, in the external communications field. This first became evident last July, when Col. Donovan outlined in a general way the scope of plans covering international broadcasting, to counter Axis propaganda.

It was made clear then that Col. Donovan did not propose to undertake the task of civilian morale and that this fell within the purview of the LaGuardia organization.

Whether the full-scale clearing house project outlined by Mayor LaGuardia eventually will go through presumably will depend upon final Presidential action. There was some compromise talk of creating an advisory committee which would not handle the physical job of program placement, but simply would counsel with both Government and the broadcasting industry on orderly procedures.

Stahlman’s Appeal

In Appellate Court

Months of Delay May Occur in Refusal to Be at Hearing

WITH the FCC to all appearances planning to continue its newspaper-ownership inquiry without benefit of testimony by a group of subpoenaed witnesses, Elisha Hanson, ANPA counsel, last Thursday filed with the Court of Appeals for the District of Columbia the record of an Appellate District Court opinion directing James G. Stahlman to appear at the hearings in response to an FCC subpoena.

Filing of the 64-page photostatic copy of the court record brings the case directly to the Court of Appeals, following previous notice by Mr. Hanson that he would appeal the decision.

Procedural Delays

Under established procedure Mr. Hanson has an additional 40 days to file his brief in connection with the appeal, and 20 more days are allowed the FCC to file an answering brief. This would establish a Nov. 19 deadline for filing briefs in the case, and in view of reports that the Court of Appeals is disposed to advance the Stahlman case over others for an early hearing, it is thought an appeal opinion may be had by late November or December.

FCC Chairman James Lawrence Fly, at his press conference last Monday, indicated the FCC would not sit and wait while the courts decided on its powers to subpoena witnesses and hold general hearings of the nature of the newspaper-ownership inquiry. He stated that final decision on the Stahlman case might take as long as six months, with the newspaper hearings continuing and concluding meanwhile.

Aug. 15 Opinion

Under the Aug. 15 opinion and through an order subsequently signed by Justice James W. Morris, of the U. S. District Court for the District of Columbia, Mr. Stahlman, publisher of the Nashville Banner and former ANPA president, would have been required to answer a subpoena to testify at the newspaper-ownership investigation. Mr. Hanson on Aug. 21 filed notice with the District Court that he would carry the case to the Court of Appeals [Broadcasting, Aug. 18, 25, Sept. 1].

Mr. Stahlman, who is now on active duty in the Public Relations Office of the Navy as a lieutenant commander, was one of four subpoenaed witnesses who refused to appear, on advice of Mr. Hanson, who contended that the newspaper-ownership inquiry was illegal and that therefore the subpoenas were "nullities" in the eyes of the law.

CNYT

IN VIEW of the confused time situation, with a mixture of standard time and daylight saving time localities existing, which marks the end of the normal DST season, CBS has announced that after that date, "until unless the White House calls for national DST" all CBS releases will give p.m. times as current New York Times, NBC and MBS, however, will label their programs' Southern, Eastern, Standard Time.

Mr. LEWIS

Chrysler News

CHRYSLER Corp., Detroit (Chrysler cars), on Sept. 30 will start on MBS a twice-weekly quarter-hour commentary from Washington by James Crowley, formerly Washington correspondent for the Cleveland Plain Dealer, which will give a resume of the bi-weekly White House press conferences. Program will be broadcast on the days of the conferences, Tuesdays and Fridays, at 7:15 and 9:30 p.m.

The program presented to the Chrysler dealers and others it is expected may be sponsored locally in a possible 50 cities. Lee Anderson Co., Detroit, is agency.

Ford Resumes Concerts

FORD MOTOR Co., Dearborn, Mich., on Sept. 25 resumes the Ford Sunday Evening Hour for its eighth consecutive season on 88 CBS stations. Schedule will feature an hour-length program each week beginning Sept. 25 and running through December. NBC will broadcast. W. J. Cameron will again be the commentator, among the conductors featured will be Pierre Monteux and Henry Lewis. Other soloists scheduled are Sir Thomas Beecham, Wilfred Pelle- lier, Orca Ormandy and Reginald Stew- art. McCann-Erickson, New York, handles the account.

Quaker’s Dried Soups

QUAKER OATS Co., Chicago, is introducing a new food product, de-hydrated Mom’s Soups, packaged in powdered form. Radio is being tested with 100-word announcements six times each week for 15 weeks on a station in a selected midwestern market, undisclosed by the agency, Milgrim & Co. Chicago. The results of further tests will determine the basis of the campaign as well as the media to be used, the agency states.

Olson Rug Spots

OLSON RUG Co., Chicago (rugs), on Sept. 15 started a fall cam- paign of six 30-second spots over 24 three to six times a week placed in 12 metropolitan markets in the East and Midwest. Complete station schedule has not been set. Presha, Fellers & Presha, Chicago, is agency.
ASK THE LOCAL MAN WHO SPONSORS ONE

In Philadelphia as in every other market it's the big local advertiser who is the shrewdest judge of an advertising medium's effectiveness. With a finger on the consumer's pulse, he knows the surest, most economical way to tell his story.

That's why Philadelphia's biggest local advertisers consistently, year in and year out, use WCAU programs to reach the people who buy. The Horn and Hardart Baking Company, the Household Finance Corporation and the American Stores Company, for example are three big firms doing business in Philadelphia who together represent 33 years of local sponsorship on WCAU.

PROGRAMS ON WCAU REACH PEOPLE.
ASK THE LOCAL MAN WHO SPONSORS ONE.

★ The Only 1-A Clear Channel Station in Eastern Pennsylvania, Delaware, Maryland or New Jersey

Philadelphia • WCAU Building, 1622 Chestnut St. • New York City • CBS Building, 485 Madison Ave. • Chicago, Ill. • Virgil Reiter, 400 N. Michigan Ave. • Boston, Mass. • Bertha Bannon, 536 Little Bldg. • Pacific Coast • Paul H. Raymer Co.
"BONUS" LISTENERS—AND BUYERS

the 8,894,000 people who tuned in the average of all 40 CBS programs only "occasionally"

What of the people who listen to a program less often than once a month? Does Radio sell goods to them too? If so, how effectively?

We haven't counted these people in the sales-impact measurements of this report. Not because they aren't important but because, for reasons already explained, one month was chosen as a conservative unit of audience measurement.

But Roper's figures also include full data on the less-than-once-a-month listeners. Let's check back—let's find out, if we can, how they "heft up," first as an audience, then as buyers.

At once we find the audience of "occasional" listeners—the less-than-once-a-month listeners—is a sizeable group. It is approximately as large as the entire group of once- and twice a month listeners. Putting it another way, it bulks one-third as large as the monthly audience upon which all the preceding data in this report are based. It represents 8,894,000 listeners to the average CBS program!

These listeners are an "extra" audience—an audience which we have thus far ignored in this report. But they exist. They listen to radio programs—yours included.

They are "bonus listeners." Are they also "bonus buyers?"
A STUDY OF CONSUMER RESPONSE TO 40 CBS SPONSORED PROGRAMS

Based on Personal Interviews from coast to coast, conducted by Elmo Roper, in:

7 METROPOLITAN MARKETS OF OVER 1,000,000
14 CITIES OF 250,000 TO 1,000,000
20 CITIES OF 25,000 TO 250,000
32 CITIES AND TOWNS UNDER 25,000
40 RURAL COMMUNITIES FROM COAST TO COAST

Copies of "Roper Counts Customers" are now available to sales and advertising executives upon request. (No miscellaneous distribution of the book is being made.)

One of the findings from this study is shown at the left (page 25 of the printed report) and is important in itself. Even more challenging are the separate findings for each of forty programs covered in Roper's far-flung, scientific field work. For the study as a whole, 'phone or write to

THE COLUMBIA BROADCASTING SYSTEM • NEW YORK CITY
**Relics of a Past Era Are Draged In; FCC Exhibits Reek With Inaccuracy**

**BELIEF** that the FCC's inquiry into newspaper ownership of broadcast stations could strike new grief to the city's long-held suspicions was expressed by witnesses on Wednesday and Thursday. Still more incriminating exhibits of isolated cases were produced by the Commission's special investigators and predictably challenged by industry counsel.

The second installment of the inquiry wound up last Thursday on a very sour note, with Commissioners T. A. M. Craven, Norman S. Case and George H. Payne questioning the propriety of procedure and of certain exhibits relating to WDAF's operation by the Kansas City Star.

**Ought to Rehearse**

Commission counsel repeatedly had been criticized by FCC Chairman Fly for the manner in which evi- dence had been presented, and during the lengthy proceedings the hearing took on the aspect of a school of law as Chairman Fly admonished David D. Lloyd, investigator, for failures to abide by prescribed legal methods in introducing exhibits and examining witnesses.

Covering the Hearst Radio Inc. operations, as well as the Kansas City Star situation during the two-day proceedings, Commission attor- neys used letters, memoranda and other data plucked from station files, going back as far as a decade in an effort to prove purported un- fair competition, editorial control of the operation over radio, special rate considerations and other practices which long have been outlawed in newspaper-station operation. It was freely stated not only by the FCC minority but by other observ- ers that the Commission evidently was attempting to build its case against newspaper ownership on considerations that are virtually non-existent today.

With the conclusion of the Hearst and Kansas City cases, during which eight witnesses were heard and 121 exhibits were introduced, the Commission recessed until Wed- nesday, Sept. 24, when it proposes to sit three days. Tentatively, the schedule calls for hearings on Wed- nesdays, Thursdays and Fridays until the inquiry is concluded. Chairman Fly, who left last week- end to attend the convention in Chicago Sept. 22, asked all part- ies to file with the Commission by Sept. 28 memoranda covering the general question of minority ownership to be defined, names of witnesses, and an estimate of the time needed for such appearances.

Preponderant opinion was that since the inquiry began July 23, most of the exhibits produced by the FCC's investigating staff reek with unfairness. It was thought no witness portrayed an unerring evi- dence, though many exhibits were incorporated in the record subject to motions to strike made by Chairman Fly.

Postulated exhibits designed to show the advantages inuring to newspaper-owned stations, offered during the first days of the pro- ceedings, have been challenged as entirely out of kilter because of obvious errors all down the line. Thus far, however, these have not been corrected.

Cognizant of what the Commission's majority did in the chain- monopoly inquiry—selecting iso- lated instances to justify its con- clusions—counsel for the Newspa- per-Radio Committee has sought to show the majesty of the witnesses were of the tactic being employed in building the record.

A-day-and-a-half of the two days was devoted to the Hearst Radio Inc. situations. WDAF's situation was the far end of the scale in which even members of the Commission felt no hearing on the newspaper- radio situation issue, absence of any reference to Elliott Roosevelt, sec- ond son of the President, who for several years headed Hearst Radio Inc., was viewed as significant. The younger Roosevelt first had been vice-president of Hearst Radio in charge of sales activities, sub- sequently became its president, and was instrumental in the sale of several of the Hearst stations. His name was mentioned only once, when E. M. Stoer, general manager of Hearst Radio in charge of sales, brought him into the record, stated he had suc- ceeded Mr. Roosevelt as Hearst Ra- dio head.

**Battle of Lawyers**

When the hearing resumes Sept. 24, the Commission will take up the so-called Des Moines situation, in- volving the Des Moines Register & Tribune, which operates KSO and KRNT in Des Moines, WMT in Cedar Rapids, and has a subsidiary relationship with WNX in Yank- ton.

Luther L. Hill, executive vice- president of Iowa Broadcasting Co. and brother of Senator Lister Hill (D-Ala.), majority whip, has been subpoenaed as a witness. Also subpoenaed was Joe Maland, vice- president and general manager of WHO, Des Moines, competitor of IBC. It was indicated, however, that Mr. Maland, who had con- ferred with Commission counsel, would not be called as a witness. The reason was not given.

Tactics of the FCC attorneys re- peatedly were challenged by counsel for the Newspaper-Radio Com- mittee and for the individual par- ticipants. Thomas E. Harris, senior assistant general counsel, handled the WDAF case and repeatedly tangled with Arthur W. Scharf and Philip G. Loucks, WDAF coun- cill, as well as with Judge Thomas D. Hacker, counsel for the Newspaper-Radio Committee. When questions as to salaries paid by WDAF to members of its staff was put to Mr. Payne, who voted with the maj- ority on the newspaper-divorce- ment issue, questioned their revel- ance.

Aside from the antiquated ex- hibits covering early dealings of the newspaper organizations with their station properties, the Com- mission has solicited testimony of principal witnesses. Roy A. Roberts, managing editor of the Kansas City Star, and one of the best-known figures in Ameri- can journalism, advocated even a greater percentage of newspaper ownership of stations on the ground that it would result in improved public health and desire.

**Healthy, Says Gough**

Emile J. Gough, former Hearst official and a pioneer newspaper-operation of stations, despite his departure from the field, main- tained that newspaper ownership was healthy.

In addition to Mr. Gough, sub- poenaed as a Commission witness, others called by the Commission to testify on Hearst activities were Maj. Stoer, Harold C. Burke, presi- dent and general manager of

**Wage & Hour Division Appeals Belo Decision**

GEN. Philip B. Fleming, adminis- trator of the Wage & Hour Divi- sion of the Labor Department, an- nounced last Wednesday that the Solicitor General had filed in the U. S. Supreme Court for a writ of certiorari to review a June 27 decision of the Circuit Court of Ap- peals upholding the position of the A. H. Belo Corp., owning WFAA, Dallas, and a half-interest in KXLY in Walla Walla, for overtime compensation for newspaper employees who handled the sales work. First he became advertising manager for a St. Louis auto company and several years later joined the KMOX sales staff.

**New Cereal Promoted**

GENERAL FOODS Inc., New York, will have a series of one-hour announcements for General Nuts Wheatmeal during the Kate Smith Variety Hour which re- tires on Oct. 3. The CBS stations, Friday 8-8:55 p.m. (EST). Announcements will go on all stations except those in the South. Agency is Young & Rubicam, New York.

**Sal Hepatica in East**

BRISTOL-MYERS Co., New York Sal Hepatica, in the user spot on radio, on Sept. 29 is starting a sched- ule of 100-word spot announce- ments, 12 times weekly, on WHB- WBZA, Boston-Springfield, and KYW, Philadelphia, to run through December. Young & Rubicam, New York, handles the account.
Sales increase over 100%

WORL ONLY RADIO STATION USED!

This 100% increase in sales is not a miracle! It's happening every day to advertisers using the 920 Club on WORL, America's outstanding radio program. The 920 Club, unique in format, with a powerful sales impact—gets results...and by results we mean sales.

Move Merchandise Off Retailer's Shelves...but fast!

$4,000 worth of pianos sold in one week! Doughnut sales up 147% in one week! Whatever your clients' product... high priced—medium priced—low priced, the 920 Club on WORL will sell your merchandise in Boston—and in volume!

Buy a Participation in the 920 Club Now!

Announcements on 15 minute programs are open! Write for availabilities and 15 big success stories today!

950 Kilocycles WORL 1000 Watts

MILES STANDISH HOTEL • BOSTON, MASSACHUSETTS
Larger Audiences For Grid Season Seen by Atlantic Announcers Are Schooled in Technique of Coverage

ANNOUNCERS who will handle the 220 games of play-by-play and commercials on the Atlantic Refining Co. schedule [Broadcasting, Sept. 12] assembled in Philadelphia Sept. 16 and 17 for discussion and instruction under the aegis of N. W. Ayer & Son, Atlantic agency. Thirty-eight mike handlers from New England to Florida, and as far west as Ohio, were on hand when the session held in the Ayer Bldg. was opened with a talk by Joseph R. Rollins, Atlantic advertising manager.

Predicting that both the actual attendance and the radio listening audiences for football would be larger this fall than ever before, Mr. Rollins said:

"The working tempo of the average American has been stepped up steadily, and will continue to increase as the program expands. That means more recreation will be needed, and more people will find relaxation in the enjoyment of football and other sports.

Millions Will Listen

"Because of this situation, you announcers have a real responsibility in the essential job of supporting public morale during the emergency. Those of you who cannot attend the games are going to be listening in, and it is up to you to provide the best possible kind of play-by-play accounts, as a way to make our broadcasts just as interesting a form of recreation for the listeners as we can."

Mr. Rollins was followed by Wallace Orr, of N. W. Ayer & Son, who explained to the announcers that emphasis on commercials would be lighter this year than in the past.

"Atlantic will devote a great deal of the time which otherwise would have been used for product commercials, to the interests of the Government and various patriotic causes," Mr. Orr said. "It is anticipated that some of the time will be used to encourage enlistments in the Army, Navy and Marines, while other periods will be used to advertise Government defense bonds and defense stamps.

No Interference

"While the content of the commercials is likely to be quite different, the commercial policy which has been used in the past will again be followed. All of the commercial material, whether it is for products or for the Government or one of the patriotic appeals, will be placed so as not to interfere with the actual play. This policy has been successful in the past in building real friends and fans for the Atlantic broadcasts, and we expect to prove its wisdom again this year."

The two-day session was the sixth of such meetings held annual since Atlantic first started to sponsor football broadcasting in 1936. The program for the first day included an examination on new rules and signals, given by Charles Crow, well-known official, and a "skull session" on broadcast techniques conducted by Les Quillay, in charge of play-by-play announcing for Ayer.

Following the Monday morning meeting the announcers adjourned to the Baia Golf Club for luncheon and the annual Announcers' Golf Tournament, which was won by Tom Manning, WTAM, Cleveland, with a low net score of 83. Monday night Philadelphia fans were given a preview of prospects for the 1941 grid season through a series of interviews with various announcers over WFIL.

The Tuesday morning meeting covered program promotion, with special attention to the Dunkel Forecasts which are supplied to Atlantic patrons as a part of regular service during the football season. The present status of the petroleum industry was described by John D. Gill, vice-president of Atlantic, and the theory of commercial copy was treated by James Hanna of the Ayer organization.

THESE ARE THE MIKEMEN who will handle the 220 games in the fall football schedule of Atlantic Refining Co. shows and those of Atlantic's other agents.

N. W. Ayer & Son, Atlantic agency. Announcers and teams whose games they will broadcast are:

Front row, seated (1 to r): Jerry Burns, Florida and Georgia Tech; Lee Kirby, Duke; J. Wesley, Holy Cross.


Third row, standing: Charles Gault, football official; Herman Reitse, Delaware; Taylor Grant, Villa nova and Temple; John Van Sant, Muhlenberg; Jim Peterson, N. W. Ayer & Son; Harry Bevis, Franklin & Marshall; Gorman Walsh, Delaware; Chuck Thompson, Albright; Bill Corley, Ohio State; Claude Haring, V. M. and Temple.

Fourth row, standing: Joe Tucker, Pittsburgh Steel ers; Jack Barry, Syracuse and Penn State; Tom Manning, Ohio State; Chuck Whittier, Wilkes-Barre H. S.; Red Ross, Dickinson; Vic Diehm, Hazleton, H. S.; Bill Dyer, Richmond U.; Jack Case, Watertown H. S.; George Perkins, Cornell; Dee Finch, Syracuse; Hugh Carlyle, Richmond U.; Tom McMahon, Cornell and Syracuse.

Announcers signed but who are not in the picture include Red Barber, Philadelphia; Bill Slater, Pennsylvania; Woody Wolf, Duquesne; Jimmie Thompson, Akron, will include Scarlet Division, Richmond; Joe Pay, Brown; Rich Nelson, Lafayette; Bill Bell, Williamsport H. S.; Bob Hall, Philadelphia Eagles.

Pic Spots

STREET & SMITH Publications, New York (Pic magazine), on Sept. 17 began a campaign of one-minute live announcements on WNEW, WOV, WHN and WMCA, New York. Announcements run 15 times weekly on alternate weeks for 26 weeks. Company will also launch a campaign shortly for Pic new publication, Pic Football Stories, on the same stations with the addition of WINS, Victor Van Lindendorf, Inc., New York, handles the account.

Speaker at the Tuesday luncheon was the veteran announcer and sports commentator for Universal Newsreels, Bill Slater, who will handle the Penn schedule for Atlantic this year.

The afternoon session was devoted to a study of identification boards, play-by-play charts and broadcasting routine under the tutelage of Messrs. Quillay and Peterson, former Pennsylvania star and big league ball player who also is a member of the sports staff of N. W. Ayer & Son.

The Atlantic schedule, which got under way Sept. 7 with broadcast of the Cleveland-Pittsburgh pro game at Akron, will include 155 college games, 20 professional games, and 45 high school games, the latter scheduled where local enthusiasm for high school football exceeds interest in college schedules. The facilities of 83 stations will be used, with the more important games to be aired over special Atlantic football networks of up to 25 stations. The broadcasts will run through Dec. 20, when the curtain will be run down by the broadcast of the Florida-UCLA game.

Following is a list of the Atlantic announcers, with the games they will handle and the stations from which the broadcasts will originate:

For story and schedule of Tidewater Associated Oil Co. sponsorship of West Coast grid games, see page 56.
It is never an accident when animals win ribbons in the judging ring. They begin their journey to the top at birth with a superior heritage. Then, every step of the way, intelligent, conscientious care is necessary.

Neither is it an accident that WKY is the Blue Ribbon station in Oklahoma both with farmers and urban folk. WKY was born with a family background rich in experience and accomplishment in the field of public service, blood brother of The Daily Oklahoman, The Times and The Farmer-Stockman.

For 21 years, alert and conscientious management has groomed a listenership among Oklahoma farmers and townsfolk far beyond that of any other station. By their own vote, WKY is the 3 to 1 choice of Oklahoma farmers. By a like margin, WKY is the top choice of Oklahoma City daytime listeners.

The decisively top position which WKY occupies with Oklahoma listeners makes it decisively the top spot for advertisers in Oklahoma.
Here's real news for every radio advertiser. Atlantic Refining contracts released by N. W. Ayer award WFIL largest commercially sponsored football schedule in the entire country. WHY?

...BECAUSE both Atlantic and Ayer recognize that WFIL produces the largest listening Army at lowest cost and offers the most effective and comprehensive merchandising plan of any station.

NATIONAL REPRESENTATIVE — EDWARD PETRY & CO., INC.

NBC BLUE - KEY STATION OHIO PUBLIC NETWORK
A Department Store Built by Radio

High in the Sky, Burt's Defies All Traditions in Rapid Growth

By K. K. Hackathorn
Sales Manager, WHK-WCLE, Cleveland

Seldom is a department store honored on a nationwide hookup of 170 stations. And seldom is a department store nurtured to prosperity and enormous expansion on the sixth floor of a gigantic office building. But that's what happened Sept. 21 when MBS carried a program honoring Burt's on its fiftieth anniversary. A joint scroll was presented L. O. Klivans, head of the store, by Vernon Pribble, manager of WTAM; John F. Patt, vice-president and general manager of WGAR; and H. K. Carpenter, of WHK-WCLE in honor of the anniversary.

FIFTH ANNIVERSARY plans being prepared by L. O. Klivans, president and general manager (seated), and Mendel Jones, public relations director of Burt's Inc., up the six-inch line from the Terminal Tower location, were involved with programs, where she delivers a short, home-like message, directed especially for the women in the audience and their families. Mothers, and girls were admitted also. She advised them to arrive at the store for the joint program, "to help make them feel at home," she explains.

Burt's original m.c., whose official title is now Public Relations Executive, is Mendel Jones. For the past two years he has arranged a Cleveland Industries Day for each amateur program. One of Cleveland's major industries is featured on the program each week, and employees associated with the featured industry are extended special invitations to attend the program. This policy is backed by Jones' belief that "institutional advertising is one of our best bets."

As evidence of the direct results of his wide audience range, Klivans tells of a Santa Claus announcement one Christmas season which brought 15,000 people into the store the following day. An audience survey later revealed that nearly all homes tune in the Sunday afternoon amateur show — especially in Cleveland's suburbs and the small cities between within 50 miles of Cleveland.

Today, Klivans and L. O. as he is affectionately known to his employees — looks back fondly on his experiences as a radio sponsor. "There are many trials and tribulations which go with such programs. But under the laws of nature," according to Klivans. "there is a compensation for everything. I get a big kick out of my radio work. And I have been rewarded with both the pleasure my radio sponsorship affords me, and the tangible financial returns which it has brought."
Running Account of Press-Radio Hearings Before FCC

**Hearet Interests First To Be Called**

Opening the proceedings, FCC Chairman Floyd requested that counsel for all parties file with the FCC memoranda on future appearances, covering in general the scope of testimony to be offered, names of witnesses and an estimate of the time needed for each appearance. He indicated that these memoranda should be filed not later than Thursday, Sept. 25.

As the hearings reopened, the first day was marked by the repeated instruction of members as to procedure given by Chairman Floyd to David D. Lloyd, FCC attorney handling the examination of witnesses called by the Commission. Time after time during the day, particularly in the morning session, Chairman Floyd counseled Mr. Lloyd on the proper method of introducing evidence and establishing its pertinence.

First witness called to the stand was Emile J. Gough, former Hearst public relations manager, who headed Hearst Radio Inc. and now associated with SESAC. Before he took the stand, Hearst Radio counsel, William A. Porter, explained that although appearance at the hearing was not opposed, he reserved the right to contest any rules that might be promulgated in the light of testimony adduced at the hearings.

Mr. Gough's chief attention was focused on a series of exhibits, largely a collection of letters and memoranda between Mr. Gough and other Hearst newspaper and radio officials, which apparently were offered by Mr. Lloyd to establish a general Hearst policy pertinent to its publishing and broadcasting functions. Apart from identifying the various communiques, Mr. Gough was questioned only sparingly.

According to his testimony, Mr. Gough's first connection with radio came in 1927, when as editor of the Sun, Randolph Hearst assigned him to the project of interesting the Hearst organization in operating radio broadcasting as an adjunct to newspaper publishing. He indicated that until 1932, when Hearst Radio Inc. was formed, he was responsible for all radio functions to J. V. Connolly, then vice-president and general manager of King Features Syndicate. After formation of Hearst Radio Inc. he was responsible to Mr. Hearst, as he stated. He remained with that organization until December, 1937.

**Use of Radio for Newspaper Exploitation**

In one of these early letters from Mr. Connolly to Mr. Gough, it was pointed out by Mr. Lloyd that Mr. Hearst himself had indicated a firm conviction that his newspapers should use radio for exploitation.

Mr. Connolly observed in the letter introduced into the record, that "those Hearst newspapers that own or are affiliated with radio stations have been able to protect themselves against the deflection of advertising appropriations from their newspapers into radio broadcasting companies, and also you have shown how radio editors not how to give a news report over the air that would make it unnecessary for the Hearst owners to buy a newspaper."

Commenting on several succeeding exhibits, letters and memoranda exhibiting a headquarters interest in the use being made of radio by Hearst newspapers, Mr. Gough explained that although there were occasional inquiries into this matter, the headquarters organization was interested not so much in promulgating a policy as in securing the best cooperation between the Hearst radio and newspaper interests.

One problem in this connection was the publication of radio station program schedules and paid advertisements, he stated, with the converse situation involving the use of radio time by the newspapers.

**Attitude on Reports Of Press Associations**

Attention was drawn by Mr. Lloyd to the policy of news services toward broadcasting their news reports when he offered several exhibits, letters dating from 1933 to 1935, outlining the stand of the INS and the Hearst organization. A newspaper statement by Mr. Connolly, as president of INS and Universal News Service, declared that INS news could not be used on commercial radio stations, although there will be left to editors to decide how much news should be told to induce listeners to buy newspapers, so long as broadcast news is handled in such a way as not to harm INS subscribers in the service area of the station.

Another letter offered by Mr. Lloyd, written in 1935 by Mr. Gough to H. M. Bitter, publisher of the Hearst's Pittsburgh Sun-Telegraph, indicated that the Hearst view, while it did not countenance use of INS news on commercial radio stations, did not hold it inconsistent to sell INS and Universal News Service to both newspaper and broadcasting stations, with the AP-member newspapers vote to restrict the broadcasting of Associated Press news.

In this stand, Mr. Gough's letter pointed out, INS and Universal present a fundamentally different setup from that of AP, which is owned by all its members. INS and Universal gather their own news and market it on an available-to-all basis, it was explained, while AP service goes only to AP members.

**Tells of Newspaper Contributions to Radio**

Another exhibit, identified by Mr. Gough, was in the nature of a memorandum he had written on a meeting of newspaper-owned radio networks in New York in August, 1937, at which time the Warrin Bill, to prohibit newspaper ownership of stations, was pending. Even before Mr. Hearst acquired his original chain of some ten radio

ANNOUNCING that it will shortly release a new Red Network brochure, Hearst's "They Listen, Then Buy," documenting the selling job of the newspapers, Mr. District Attorney has done for Vitalis, NBC points out that this is the fifth in a series of studies, begun some two years ago, conducted by C. E. Hooper for NBC to demonstrate the "selling effectiveness of network radio programs."

The technique involves three steps, NBC states: segregating listeners from non-listeners by use of coincidental telephone interviews, verifying program listening by call-back, and determining the brand of product used.

They Listen. Then Buy

Conclusions, demonstrated in the first study in September 1939 and reaffirmed by the later ones, show that when the people listen, and the more they listen the more they buy," Vitalis, for instance, been shown to be used by 255% more listening families than non-listeners for families with whole family listeners better customers than occasional listeners. Previous studies include: pilot study conducted September 1938 (unpublished); Jergens study conducted February 1940 (With Lots of Listeners); J. B. Williams study conducted December 1940 (True or False, a quiz on a quiz on a quiz program); Shinola study conducted February 1941 (The Fetich That Crawled Under His Rock). For these products, says NBC, the average use in homes of listeners was 2% to 1 better than in non-listeners' homes, the advertiser's margin of advantage among listeners ranging from 65% to 273%, and without exception, frequent listeners were found to be greater users of the sponsors' products than less frequent listeners, infrequent users greater users than non-listeners.

Series, which NBC describes as "the most scientific and convincing demonstration of the broadcasting effectiveness that today is emanating from any advertising medium," reaches by individual case studies the same conclusions as those of its instrument studies, it adds.

The program was conducted by Emla Roper and published recently by CBS under the title "Roper Counts Customers [Broad- casting, Sept. 15]."
Now!

KFY'R

5000 watts

Both Day and Night

More than ever the Regional Station
with the Clear Channel Coverage

550 KILOCYCLES

KFY'R NBC AFFILIATE

Meyer Broadcasting Company
Bismarck, N. Dakota

ASK ANY JOHN BLAIR MAN
HOME OF BBC WEATHERS BLITZ

LONDON'S Broadcasting House has been hit a few times by bombs, and nearby areas have been badly shattered, but on the whole the structure is intact and is still the headquarters of British broadcasting, reported Raymond Clapper, Scripps-Howard columnist and NBC commentator, on his return by Clipper last week. This sketch by Jack Frost appears in the new book, Eternal London, published by Coward McCann, New York.

Proposed Affiliation In San Francisco

Maj. Stoer said he had ascertained that the merchandising plan had been invaded only about three weeks ago. He declared that KYA paid for the space used in newspapers on the same minimum rate basis provided in other advertising interchange arrangements.

Quoting from a letter from KYA Manager Meyer to Maj. Stoer, suggesting that efforts be made to swing a major network for the station, Mr. Lloyd asked the witness whether it was his view that the networks prefer to deal with newspaper-owned stations. He said he had not found that to be so, pointing out that only two of the Hearst stations have major network affiliations. Mr. Lloyd then read from the Meyer letter the assertion that "networks lean over backwards to affiliate with newspaper-owned or managed stations". Maj. Stoer insisted this did not represent his view.

Regarding the practice of reading of editorials or news stories on Hearst stations, selected from Hearst newspapers, Maj. Stoer said this practice had been discontinued on Aug. 20, 1941 on WINS, New York, and that it had been discontinued sometime previously on the other stations. He said it was his judgment that reading of editorials or news stories in the newspapers, the witness responded he was not acquainted with any such efforts. Mr. Lloyd read into the record a letter dated Jan. 8 from Maj. Stoer to W. R. Hearst Jr., publisher of the New York Journal-American, in which he stated that both NBC and CBS had asked him whether anything could be done regarding the "editorial attitude of the Hearst newspapers in New York on the ASCAP-BMI situation". "It was their contention," read the Stoer letter, "that the editorial columns of the other papers were more or less non-partisan but both the Mirror and Journal were violently pro-ASCAP. They pointed particularly to the issue of Friday, Jan. 3."

Tells of Instructions Given to Editor

Finally, Maj. Stoer said he had talked with Mr. McCabe, publisher of the Mirror, who advised him that while the Nick Kenny column (radio column) would probably continue in its present strain, he had given instructions to the editor that the editorials were to be unbiased. He asked whether anything could be done about this in the Journal.

There was then introduced in the record a junior Hearst's reply, dated Jan. 10. Young Hearst said he was afraid both CBS and NBC are "supersensitive". In the first place, he said, the paper had run no editorial comment on the ASCAP fight, but that pictures of the principals on both sides had been run and letters solicited from readers for their opinions, with an equal number printed on both sides.

In the closing minutes of the Wednesday session, Mr. Lloyd introduced in evidence a series of letters passing between Mr. Stoer, Mr. Brookes and Clarence R. Lind, publishers of the San Francisco Examiner, from Aug. 31, 1939, to Feb. 17, 1940, in connection with Communist and CIO broadcasts on two Hearst stations, KYA and WINS. The letters indicated some of the troubles experienced by KYA with this type of broadcast, with Hearst officials attempting to evolve a suitable policy in these matters.

Tells of Difficulty On Controversial Issues

The reason for introducing these exhibits was unexplained by Mr. Lloyd, although observers recalled that it served to refocus attention on the fact that a few weeks before the time of the hearing, the San Francisco Examiner published an editorial indicating that a Hearst official had warned them that they would be constrained by the San Francisco Examiner publicized the issue of the San Francisco Examiner, and that Hearst executives were attempting to get (Continued on page 60)
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.
SOLVE YOUR MUSIC PROBLEMS WITH YOUR....

SEAC MUSIC GUIDE

SEAC

"Delivers the Goods"

On pages 4 to 8 of this guide are listed over 200 different classifications of music obtainable from the SEAC affiliates enumerated on pages 9 to 15.

During the past decade SEAC has grown from a small group of publishers to one of the largest music performing rights organizations in the United States. SEAC now controls more than 125 catalogs, and the majority are American publishers.

Concrete evidence of the wisdom of our established policy of cooperation is the fact that SEAC now has long term licenses with nearly 800 commercial radio stations in the United States; a greater number than any other organization has ever had in radio history.

SEAC is truly proud of the thousands of America's standard favorites, such as Edward MacDowell's WILD ROSE — Kurt Wolf's TWILIGHT, Victor Herbert's BADINAGE — H. A. Beach's AN LOVE BUT A DAY, Bruno Huhns INVIvUS, and many additional compositions by outstanding American composers, found in the various SEAC catalogs.

CLASSIFIED MUSIC LIST

AMERICAN PATRIOTIC

Band

DANCE

FOOTBALL MARCH

NURSERY RHYMES

SOUTH AMERICAN

SEAC PUBLISHERS

1. AMERICAN MUSIC, INC.

The world's largest publisher of hillybilly, western, and cowboy music. Also publishes the songs of the famous BAND OF THE PIONEERS (Bob Nolan and Gene Autry).

2. AUGSBURG PUBLISHING HOUSE

One of the largest and oldest music publishers in the United States. They are known for their high quality religious music.

3. THE ARTHUR P. SCHMIDT COMPANY

One of the largest and oldest music publishers in the United States. They are known for their high quality religious music.

4. EDWARD SCHUBERTH & CO., INC.

This company is the first publisher of Victor Herbert's famous "Badinage" and many other American composers.

Do You Know That SEAC Has —

-117 affiliates, the majority of whom are American publishers
-127 catalogue the majority of whom are American publishers
-200 furnishes the number-one song of the year — "INTERMEZZO"
-60 furnishes the most popular songs of the year — "INTERMEZZO"
-200 has the largest selection of original hillybilly, cowboy and western songs
-100 has the largest selection of original hillybilly, cowboy and western songs
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SEAC PUBLISHERS

113 WEST 42nd STREET NEW YORK CITY
Gillette Will Shortwave
Two Big Sports Events
To Foreign Countries

GILLETTE SAFETY RAZOR Co., Boston, has completed ar-
rangements for extensive South American coverage of the Louis-
ova heavyweight championship bout on Sept. 29 and the World
Series starting Oct. 1. Company is sponsoring both events by

Shortwavings the series to South America will be WGEQ, General
Electric shortwave station in Santo-
nika, and WRUL, Boston. The
former station will carry the broad-
casts in English while the latter will have a Spanish-speaking an-
nouncer stationed in its studio to in-
terpret the play-by-play reports.
In addition to its regular sports
features, Cuba's outstanding sports an-
nouncers, will describe the play
direct from the ball park via RC.
CMQ, Havana. WGEQ, GE's other shortwave station, will carry
the broadcasts to Europe.

The Louis-Nova bout will be car-
ried by WGEQ in Spanish, with
Julio Garzon, managing editor of a Spanish-American newspaper,
La Prensa, doing the blow-by-blow
direct from ringside. Stations LRI,
Buenos Aires HCB, Quito, and
ecuador, will pick up the short-
wave report and rebroadcast it,
der sponsorship of Gillette. The
company will permit other South
American stations to rebroadcast
the WGEQ transmission. WRUL will also carry the series to South
America while WGEA will beam
its broadcasts of the bout to Eu-

ope. Both of these descriptions will be the Dunphy-Corun blow-
by-blow direct from ringside.
Agen
cy is Maxon Inc., New York.

Gillette Bid Rejected
OFFER of $60,000 by Gillette Safety Razor Co., Boston, for a
two-year exclusive contract to broadcast annual Pasadenas (Cal.)
Base Bowl games on radio, was rejected at New
York's radio trade meeting. The
PCF conference, which
recently started a test campaign
for its products, both new on the
market. It is conducting spot
announcements seven times weekly
on KQW, San Jose, Cal., and
circuits on KJBS, San
Francisco. According to Yo
canas & Foote, San Francisco agency hand-
ing the account, at the conclu-
sion of the test campaign, the list
of stations will be increased, and
eventually the products will be ad-
vertised nationally on radio. The
spotters, in addition to radio, in
using copy in national magazines.

Danrosch Returns
FOURTEENTH (14th) anniversary of the NBC Music Appreciation
Hour under the direction of Dr.
Walter Danrosch will open Oct. 17
on NBC-Blue Network, 9-11 p.m.
(EST). The concerts, following a
long-established plan, will be divided
into four series, A, B, C, and D, which will be broadcast at 7 p.m.
on alternate weeks. Series A or C are intended for junior and senior high
school students. As in the past,
printed materials to accompany the
lessons will be made available to
schools and general public at mini-
mum cost.

Cosgrove to Defense Post
R. C. COSGROVE, vice president
and general manager of the
Broadcasting division of Crosley Corp., has been
appointed a member of the me-
chanical division of the National
Defense Advisory Committee of
the National Defense Advisory Com-
mittee, consisting of Com-
missioner of Public Works,
President of National Defense
Administration. The
ments on radio and other defense
agencies with respect to problems of
the mechanical refrigeration industry
growing out of the defense program.

Mr. Terrell
THE "Grand Old Man" of Fed-
eral radio regulation will be serv-
ing the Government for at least
another year. For President
Roosevelt has exempted William D.
Terrell, chief of the FCC's Field
Division, from automatic retire-
ment, because of age, for one year
as of last month.

Behind the cold legal wording of the
Executive Order which pro-
posed Mr. Terrell's Government
service of 30 years, lies the saga of
radio in the United States. For,
as he entered the Department of
Commerce in 1911 as "Wireless
Ship Inspector," radio, as we know
it, was the often laughed at dream
of such men as Marconi and De-

he joined the Department of Com-
merce in 1911.
Mr. Terrell remained with the
Commerce Department, being
absorbed into its radio division as
the "ship wireless" grew in those
early days.
In 1926, the Federal Radio
Commission was created to handle
the administrative functions con-
ected with radio regulation. The
Commerce Department continued its
supervisory activities and inspec-
tions. This last until the Radio
Division was taken over by the
Radio Commission. Mr. Ter-
rell continued in charge.
In 1934, when the FCC was created, Mr. Terrell was made head of the
Field Division, his present post.

Stilted to the A. O. Dominon.
Mr. Terrell lives with his wife
and three children in Arlington, Va.,
just across the Potomac River.
The year 1941 is a big one for Mr. Terrell, since Aug.
10 marked his 70th birthday and
Nov. 6 will be his 40th wedding
anniversary.

Cyprus Testing
CYPRESS ABBEY Co., San
Francisco (Abbey Brand fertilizer
and snail poison), subsidiary of
the Cypress Lawn Nursery and Cy-
pres Lawn Centers, has recently
begun a test on its products, both
new on the market. It is conduct-
ing spot announcements seven times weekly
on KQW, San Jose, Cal., and
circuits on KJBS, San
Francisco.
Half-Dozens Would Be Duplicated
In Applications Filed by 13 Stations

APPLICATIONS seeking duplicat-
cated operation on a half-dozen
clear channels have been filed by 13
broadcast stations and now are
awaiting FCC hearing or action,
according to an analysis by Broad-
casting.

A majority of the FCC
members appears to favor duplica-
tion on clear channels, as
exemplified in the recent decision in
the so-called KOA-WHDD case now being
litigated. This, it is generally assumed,
involved filing of the requests.

Three of the applications are for
assignment on 640 kc., now
occupied by KFI, Los Angeles, as
the 50,000-watt dominant station. Three
others are for 660 kc., the Class
1-A assignment held by WEAF,
NBC key station in New York.

Similarly, there are three
applications for assignment on
650 kc., the KOA, Denver, clear channel
which WHDH, Boston, already has
procured a fulltime grant for
5,000 watts but which now is pend-
ing in the U. S. Court of
Appeals for the District of Columbia.

The remaining three channels have only
one applicant each.

Several Seek 640

Applying for 640 kc. are WCKY,
Cincinnati, seeking its present
power of 50,000 watts and using a
directional. This application, how-
ever, was made contingent upon
granting of pending applications of
WCLE, Cleveland, and WHKC,
Columbus, for frequency shifts
which would provide the necessary
frequency tolerance in the Cincin-
nati area. WOKO, Albany, N. Y.,
has applied for 640 kc. with
5,000 watts using a directional, while
WJHP, Jacksonville, has pending
an application for 50,000 watts on
the frequency, using a directional.

Supplementing the application of
KGIH for a Class 1-A as-
signment on WEAF's clear
channel of 660, with 50,000 watts,
is that of KOIN, Portland, Ore., filed
last week. The Portland station
seeks 25,000 watts with unlimited
time, using a directional, whereas
the KGIH application is non-direc-
tional [Broadcasting, Sept. 1].

A third application for assignment on
600 kc. with 1,000 watts fulltime is
that of KVNU, Logan, Utah,
and another is that of KOWH, Omaha,
now 500 watts daytime on 660,
seeking 10,000 fulltime.

KMBC, Kansas City, has pending
an application for 770 kc.,
the clear channel occupied by WZCZ,
which is the third for assignment on
NBC-Blues. It seeks 50,000 watts on
the channel with a directional antenna.

WNYC, New York, municipally-
owned station is seeking fulltime
on 830 kc., the clear channel occu-
pied by WCCO, Minneapolis, CBS-
owned outlet. It seeks only 1 kw,
and asks for an increase in hours of
operation from daytime to 6 a.m.
to 11 p.m., (EST). A hearing has
already been held on this application
and it awaits FCC decision.

New York Mayor P. H. LaGuardia
is the prime mover.

Applications pending for
assignment on 850 kc., contingent on the
final determination by the OAR,
are those of WRUF,
Gainesville, Fla.; WJW, Akron, O.,
and WEEU, Reading, Pa. Each
seeks 5,000 watts fulltime, with a
directional antenna.

KDYL, Salt Lake City, has pending
an application for 10,000 watts
fulltime on 860 kc., the clear channel
occupied by WABC, New York,
key station of CBS. It specifies a
directional at night.

WJJD, Chicago, now assigned to
1150 kc., the clear channel occupied
by KSL, Salt Lake City, with
20,000 watts limited time, has pending
an application for fulltime on
the frequency with the same power,
but with a directional for night use.

Post for Fineshriber

WILLIAM H. FINESHRIBER,
director of the CBS music depart-
ment, has been appointed director of
shortwave programs for CBS,
effective Sept. 22. Reporting to Ed-
mund Chester, director of short-
wave broadcasting and Latin Amer-
ican relations, Mr. Fineshriber will
prepare programs for the CBS
Latin American Network of sta-
tions in Central and South America,
which will rebroadcast the
programs shortwave to them by CBS.
Mrs. Elizabeth Anne Tucker continues
in charge of all CBS shortwave
programs, which are not designed for rebroadcast.

CBC Gives Employee Bonus

CAN ADIAN BROADCASTING
Corporation employees were granted a con-
dividing-bonus effective Oct. 1, accord-
ing to an announcement by Dr. A.
Frigou, CBC assistant general
manager. Decision to give the bonus was
made by the annual meeting of the CBC board
of governors Sept. 15. The bonus will be paid to
all employees and manual
workers earning less than $2,100 a
year, between 400 and 600 being af-
fected. The bonus will remain in
effect until April 1, when it will be reviewed.
Advertising of GM Continues as Usual
To Keep Name Before Public, Media Men Are Informed
R. H. GRANT, vice-president of General Motors in charge of sales, outlined to representatives of radio and other media forthcoming policy relative to advertising, at a preview of the company’s defense work and new cars at nearby Milford, Mich.

Grant said the company undertook a “scientific” program of advertising ten years ago. A stated amount was set aside for advertising, whether or not the factories were operating, as a means of keeping the company name before the public. Over all above this allotment, was an unspecified amount to be spent per car sale, he said.

“As usual,” he declared, “in which drastic action is taken in regard to an advertising appropriation. There is no anticipation of anything except what we have always done in the last ten years. That fixed amount will be spent, and on top of it, we will spend the amount per car that the volume brings forth, which means reasonably good-sized advertising appropriations with no sudden ideas that might be quite startling.”

“On top of that,” he added, “we have conserved our cooperative advertising and have fairly good reserves, so that we may be able, if we feel we need to, to piece out our advertising from those reserves if it seems to be the proper thing to do. That will, of course, depend upon how the cars move.”

At the preview were representatives of all Detroit radio stations and many of the outstate, as well as correspondents of the radio wire services.

September Ratings
THE Chase & Sanborn Program, with Edgar Bergen and Charlie McCarthy, is shown as the highest ranking evening network program by the Hooper report for September. Check was conducted on the night of Charlie’s return to the air after his summer vacation and marks the first time he has led the field since October, 1940. Hooper report, that the return of name programs has been accompanied, as in previous years, by a rise in total listening. Hooper ratings for the top ten September evening programs are: Charlie McCarthy, 19.4; Walter Winchell, 19.3; Radio Theatre, 17.1; Aldrich Family, 16.3; Time to Smile, 14.6; Coffee Time, 12.9; Kay Kiser, 12.6; Mr. District Attorney, 12.3; One Man’s Family, 11.6; Kraft Music Hall, 11.5.

SO WELL-RECEIVED was the song, “Cliftonia,” written by Milton Kaye, WPACK, Princes N. J., program director, for a series sponsored on the station by the Clifton (N. J.) Chamber of Commerce that the C of C has adopted it as the city’s official song.

Ruppert Heads WING Sales
RICHARD A. RUPPERT, recently of Crosley stations in Cincinnati, has been named commercial manager of WING, Dayton. For 2½ years he had been WSAI sales promotion manager and recently had been named assistant promotion director for all Crosley stations and the Crosley Latin American network, Cadena Radio Inter-Americana. He has been in radio five years and before that in general advertising work.

A PACKAGE of chocolates, cigarettes and other essentials is en route to a New Zealand lieutenant in a German prison camp with the compliments of John W. Elwood, manager of NBC’s International Division, and the Red Cross. The good deed has been performed in answer to a letter received bearing a war prisoner’s stamp on the flap of the envelope. It read:

“I am a Moari (New Zealand) officer, captured, unfortunately during the Greek campaign, April 29, and have been in France over a month. Being far from home it will probably be Christmas before I receive any parcels from there. Although of course we’re being treated quite well, parcels are nevertheless very welcome. The English officers who were taken in France over a year ago have told me that the USA is the best place to have parcels sent from, as the supply of ‘adopters’ in neighboring countries is exhausted and parcels from England are rationed. As I don’t know anyone there I was wondering if you could possibly arrange for parcels of chocolate, food and cigarettes to be sent me via the Red Cross.

“You may of course be wondering why I have the audacity to write to you. As I was, prior to the outbreak of war an announcer on the staff of the National Broadcasting Service, on Station 2YA, I immediately thought of asking you if you could possibly arrange things for me.

“Your very appreciatively, H. K. Ngata, Lt.

NBC did not let a fellow broadcaster down.

R & H Beer Expands
RUBSAM & HORRMANN BREWING Co., Staten Island (R & H beer), which had been running a contest campaign of participations twice weekly on Ramona & the Tune Twisters, on WOR, New York, last week bought the entire show, three times weekly. Decision was reached after eight announcements had brought the sponsor over 10,000 requests for the beer coaster set and bottle opener offered free to listeners. Samuel C. Croot Co., New York, handles the account.

The Chicago Station
Most People Listen to Most

Because it carries MORE of the MOST POPULAR PROGRAMS on the air that does any other Chicago station.

It’s the station with the programs that gets the listeners — so follow the leaders and place your campaign on the 50,000 watt Chicago key station of the famous NBC Red Network.

RMAQ Chicago

September 22, 1941 • Page 29
We join the nation's broadcasting stations in pledging our full co-operation to the U. S. government in the present emergency. Our manufacturing facilities have already been drafted for service. Along with it goes our station operating experience which has contributed so largely to the advanced design of our 50-HG Broadcast Transmitter.

As a means of disseminating vital information, radio today is more important than ever before. High-powered, more efficient broadcast equipment improves these facilities—and we are gratified that we already have put into service an important number of our advanced 50-HG sets—and that we are still in a
position to make prompt delivery of such equipment.

Because defense production is an intensified laboratory of radio developments, out of it may come some of the most important improvements in commercial equipment of the future.

Our experience in manufacturing commercial as well as military radio equipment plus our experience in the operation of commercial broadcasting stations since the earliest days of radio puts us in a position to know the peacetime value of new developments—and to apply them effectively in meeting the requirements of commercial broadcasting.

Westinghouse Electric & Manufacturing Co.
Los Angeles, Milwaukee And Philadelphia Given New Television Outlets

COMMERCIAL television facilities in Philadelphia, Los Angeles and Milwaukee were authorized last Tuesday when FCC issued construction permits to Philco Radio & Television Corp., Earle C. Anthony Inc. and The Journal Co., publisher of the Milwaukee Journal.

The Philadelphia grant to Philco was for Channel No. 3 (66,000 to 72,000 kc.). The new station replaces Philco's former experimental station, W3XE, which has been operating commercially under a station authorization using the call letters, WPTZ, pending the granting of the new commercial television facilities.

Earle C. Anthony Inc. licensee of KPI and KECA, Los Angeles, who also issued a construction permit for a Class C FM station at the same meeting (see page 52), received the Los Angeles video construction permit. Channel No. 5 (90,000 to 102,000 kc.) was assigned. Completion date was set for Jan. 15, 1942.

The new Milwaukee station was authorized to The Journal Co., licensee of standard broadcast station WTMJ and its FM adjunct, W55M. The grant was for use of Channel No. 3 and was subject to certain engineering requirements with completion date set for Oct. 27, 1941.

Noted Concert Numbers Orchestrated by BMI

BMI ARRANGING department has made special orchestrations of the best known movements of famous symphonies and concertos, scoring them to be played by musical units of 6 to 100. This makes available to broadcasters much music they had passed up as calling for larger musical aggregations than their facilities. As music is cross-sold so the parts originally scored for instruments not present in smaller units are picked up by others.


New SESAC Guide

SESAC, New York, has issued a 28-page music guide listing some 200 different types of music and the SESAC-affiliated publishers from whom this music is available. Explaining in a foreword its method of servicing the radio industry, SESAC states that the wisdom of its policy is proved by the fact that it has long-term license with nearly 500 commercial stations in the United States, a greater number than any other organization has ever had in its history. Booklet also contains reproductions of letters from broadcasters congratulating SESAC on its tenth anniversary this year.

CALL LETTERS for recent new station grants have been assigned to KTTS, Independent Broadcasting Co., Springfield, Mo.; KPS, Pacific Coast Broadcasting Co., Pasadena, Calif.; KWKW, Southern California Broadcasting Co., Pasadena.

Skyward went the second tower for the new KGW, Portland, directional antenna as the derrick raised the piece of the 625-foot structure into place. The tower, which will shield KTAR, Phoenix, Appleton, will accommodate KGW's power increase to 5,000 watts at night. Harry Singleton, KGW chief engineer, has announced the new antenna will be ready by Oct. 30.

BMI SENDS CHECKS FOR THREE MONTHS

BMI last week sent checks to its composers and affiliated publishers in payment for performances on BMI stations during the three-month period ended June 30, 1941. More than 1,000 composers and nearly 300 publishers received checks, ranging from $1 to $4,000. Payment was based on a rate of 2¢ a performance for BMI composers and 4¢ a performance for publishers who own their own composers. These rates are twice those originally established by BMI and agreed to by writers and publishers.

In checking the performances for the quarter to arrive at the amount of payment due, the writer and publisher, BMI tabulated more than 3,000,000 performances. This means that the stations which are BMI subscribers performed, in addition to public domain music, to ASCAP music for those who have both BMI and ASCAP licenses, an average of about 10,000 BMI tunes each month.

The most popular BMI tunes for the quarter, as measured by the number of times each was broadcast (network broadcasts counted as one for each station carrying the program), were: "My Sister & I," with 49,608 station performances; "Do I Worry?," 47,405; "Walkin' By the River," 46,843; "Wise Old Owl," 44,782; "Things I Love," 39,704; ":Because of You," 35,859; "It All Comes Back to Me Now," 33,269; "Oh Look at Me Now," 30,493; "Just a Little Bit South of North Carolina," 29,547; "You Take It," 26,176; "No. 1 Lullaby Lane," 25,497; "Hutt Hut Song," 25,259.

Sydney M. Kaye, executive vice-president of BMI, said the phonograph record business this year, based almost entirely on BMI hits, "is not only double the business in 1940, when it was based entirely on ASCAP hits, but is the highest business in that industry. If the public likes the music enough to go out and buy it in greater quantity than ever before, it is not annoyed at having to listen to it."
New Rating Asked In Appeal to SPAB

NAB Submits Requirements of Broadcasting Industry

IMPROVED priority rating for the broadcasting industry, covering material requirements for maintenance of equipment as well as new construction, was asked Sept. 16 in a letter brief filed with Donald M. Nelson, executive director of the new Supply Priorities & Allocation Board. The brief was prepared by the NAB.

Material requirements for the industry in 1940 were presented in detail by the NAB. On the basis of these data the SPAB was asked to provide a better classification than the A-10 rating announced the week before [Broadcasting, Sept. 15].

Grand total for all material in 1940 was only 4788 tons, the broadcast survey revealed. Of this, 297 tons were required for repair and 4491 tons for new construction.

While this is comparatively trivial needs of the industry, in view of its enormous impact upon the American public as well as foreign nations, would provide an impressive argument for SPAB consideration.

The industry’s material needs were discussed in detail Sept. 10 by representatives of manufacturer, who met in Washington at the invitation of NAB President Neville Miller. [Broadcasting, Sept. 15].

Approaching Critical Stage

While there have been few reported instances of any silence of any station because of material shortages, the situation is said to be approaching the critical stage where minor lack of materials would prove crippling to individual operations.

Indicative of the surprisingly small amount of metal required is found in the fact that one year’s supply of copper tubes operates a total of only 25 tons of material, of which copper and glass are by far the largest items.

Among more important materials required for a year by the industry are (in tons): Aluminum 26.3; copper 422.2; brass and bronze 63.8; regular steel 3,752.9; silicon steel 74; iron 189.8; nickel, tungsten and chromium alloy steels 3.79; alnico metal 5; permalloy metal 7.5; ferroni 0.088; zinc 100; lead 28; nickel 0.396; nickel silver 0.396; tungsten 1.189; glass 6.786; nichrome wire 1.8; tin 3.7; steatite 26.3; insulating material 11.1; plastics 5.11; compounds 18.5; paints and finishes 25.56; cadmium 1.91; cobalt 0.005; molybdenum 0.94; magnesium 0.37; monel 7.69; beryllium-copper 0.367; carbon or graphite 0.006.

Besides these, minor amounts are required of strontium, titanium, quartz, invar, lava, mycalex, mercury, barium-striontium carbonates, silver solder, tantalum, mica, alumina and gold.

New York Local Seeking To Restrict Recording

PROTESTING the competition of recorded music with live musicians in the broadcasting field and recommending that steps be taken to control the situation in the interests of union musicians, the New York local (802) of the American Federation of Musicians has instructed its attorneys to prepare a brief which the local’s officials will present to the AFM international executive committee at its next meeting. Committee will meet in Chicago in the near future, with the date tentatively set for Sept. 30. Recommendations will be in line with those advanced at the AfM national convention last June, where a number of resolutions aimed at the curtailment of complete elimination of recorded broadcasts were adopted by the delegates and referred to the executive committee for action.

It is believed unlikely the AFM will take legal action to control the broadcasting of records, following failure of the National Assn. of Performing Artists and RC to establish their rights to such control. AFM could, of course, forbid its members to make any recordings at all, either transcription or phonograph records, but it is considered more probable that federal courts will seek a compromise plan.

KTRN Power

KTRN, Tacoma, Wash., which received its construction permit last May 7 from the FCC with the stipulation that the permittee specify either 500 or 1,000 watt operation on 1430 kc., last Tuesday was granted a modification of its construction permit to use the 1,000 watt power day and night with a directional antenna. Licensee is Michael J. Mingo, former newspaper editor and executive, who was authorized to construct in Tacoma simultaneously with issuance of a construction permit to KTBI, Tacoma, in one of the Commission dual-issuance of the 1940 grants [Broadcasting, May 12].

Here’s how to insure a well-equipped “AIR” attack for your station...

GATES DYNAMOTE PORTABLE REMOTE AMPLIFIER

for every “out of studio” pick-up!

Outstanding in Price - Performance - Portability

Get ready—go anywhere and pick up anything from football games to symphony concerts! Remote programs will bring instant revenue and listeners to your station and with this popular portable remote amplifier it can be accomplished at very low cost. The dependable, brilliant-performing Gates Dynamote is adaptable to 90% of the remote programs that go on the air... and with its three inputs, mixing three microphones, any type of remote set-up comes within its scope. Small in size, light in weight, but rugged in design, the Dynamote together with its small Power Supply Unit is carried compactly as one in its own sturdy carrying case.

WRITE OR WIRE TODAY for detailed technical information and low prices.

Place your order now to enable you to start your Fall season off in a big way!

More than 1200 GATES DYNAMOTES & Remote Condensers Now in Use, including—

KDKA WQN
WTC WZB
WFBM KFJ
WOWO KYW
WIRE WLI
WJMS WLM
KVAN WBS
WTAR WDBC
How Radio Tells the Defense Story

Industry Cooperating With Government In Program

Since President Roosevelt solemnly warned on May 16, 1940, that the nation was in international danger and called for united support to rearm and make this country the arsenal of democracy, millions have heard by radio how the national emergency is being met. And the number of defense programs has grown steadily since, reaching a high mark this summer when the Treasury sponsored an elaborate one-hour program once a week to increase the sale of defense bonds.

Oldest of the weekly defense programs is Defense for America, a half-hour broadcast heard over NBC-Red with the cooperation of the National Association of Manufacturers, which has just completed a half-year of reporting on production of basic defense industries and has been indefinitely continued by NBC and NAM with the cooperation of the Army, Navy and Air Corps.

With a minimum of dramatics and theatrical fanfare, Defense for America has gone inside closely-guarded factories and plants each Saturday night to tell how American industry was accomplishing the impossible. Other media—the newspapers, magazines, motion and still picture services—had failed in that none of them had informed its audience so completely about industry's role in defense.

Radio's description of tank construction is an example. The broadcast was the fourth of the series and it came one year after the first tank had rolled off the assembly line of the American Car & Foundry Co. Plant at Berwick, Pa., one of the locales for the program. Delivery of the first tank had been accompanied by the usual publicity—stories in newspapers, pictures and statements by government and industrial leaders.

But until radio invaded the plant, none who had heard of American Car's making light tanks had realized that this plant had made vast changes in its operations—that every small tank went 8,000 pounds of armor plate that was being manufactured on the ground, not only for local use but for other companies making tanks.

Employee Loyalty

A nationally known weekly magazine had taken pictures showing American flags hanging from the rafters of the plant, but it remained for radio to explain the true significance of this. The story was told by Ralph McAfee, 500-pound foundry plant worker, who told the radio audience that 48 flags were bought by the workers and hung in the shop because "we decided we wanted to show our colors and that we fellows here in the foundry were backing Uncle Sam 100%." Another example of radio's value as the best means to tell how defense was going ahead was during the broadcast about the cotton and woolen textile industry. The program originated at a cotton plantation, continued at a cotton textile mill nearby and at a woolen mill in Massachusetts.

It was while the situation in the Far East was becoming more acute and while industrial and Government leaders were warning that possible shortages of vital defense materials was possible, among these, silk, necessary for a score of defense purposes including parachutes.

When the script writers were studying the cotton textile industry they found the Callaway Mills of LaGrange, Ga. had developed a cotton cording that was being used in parachute harnesses. The process was a secret; its importance in view of the possible silk shortage was immense. This was emphasized in the broadcast from the mill and elaborated upon by Capt. Bill Watts NICHT DJE FREQUENCY! LOCATION! 5000 WATTS DAY CP. 5000 WATTS NIGHT

NOT ONE BUT TWO contracts are being signed by Walter Wade, president of Wade Adv. Agency, Chicago, on behalf of Miles Labs, Elkhart (Alka-Seltzer and One-A-Day vitamins). Mr. Wade is applying the ink to a contract which puts "Lum 'n' Abner" on 81 NBC-Blue stations four times a week starting Sept. 29. E. R. Boroff, sales manager of NBC-Blue Central Division, holds a 52-week renewal contract for the weekly half-hour Quiz Kids. The big smile in the background belongs to Bob McKee, NBC-Blue salesman on the account. Programs now sponsored by Miles on NBC total 3% hours a week.

PITCHIN' YOUR TENT IN ASHCAMP (Ky.)?

If you're on the march for bigger business, Ashcamp (Ky.) ain't exactly the best place to pitch your sales tent! What you want is the Louisville Trading Area tent! What you want is the Louisville Trading Area tent! What you want is the Louisville Trading Area tent! Louisville's super-deluxe camp-site! 1,331,000 people! 55.6% of the state's income tax payers! 33% more effective buying income than the rest of Kentucky combined! And it costs so little to cover the whole Area with WAVE (the only NBC Basic Red Network outlet within 100 miles!), you'll be wanting to camp here a long, long time! Send for all the dope — today!
Ryder, West Point graduate in charge of parachute troop training at the Army's school at Fort Benning, Ga.

Authentic Background

The series was envisioned by NAM, whose 8,000 members, large and small, are located in every part of the country. The plan was that every broadcast would originate in a plant representative of a basic defense industry to tell how defense production was being accomplished.

Graham McNamee was to be the only name performer and music was to be supplied by bands and orchestras made up of employees of the company from which the program originated. The noises were to be real factory sounds and the "actors" were to be real factory workers.

NBC-Red cleared time from 7 to 7:30 p.m. (NYT) every Saturday night and the series opened last Washington's Birthday at Cleveland with a report on the machine tool industry. Now upwards of 90 stations, including WNBI and WRCA, shortwave stations that send the broadcasts weekly to South America and Europe, are carrying the programs.

Strictly observing the rule of no professionals and no studio artificial sound effects, the broadcasts have originated in all parts of the country and at factories making such vital war materials as tanks, automotive equipment, shells, aluminum, steel, rubber, small arms, airplanes, mosquito boats, submarines, heavy electrical equipment and a half-dozen other basic defense products.

One broadcast described the York Pooling Plan, whereby the medium-sized town of York, Pa., catalogued all its available machine tools and skilled men so that none was idle when the defense drive began in earnest.

Good Mail Response

Another program told how the manufacturers of printing equipment had switched from their normal peacetime operations to the making of gun fire control instruments, anti-aircraft and tank guns and machine tools for factories without the facilities to manufacture their own tools.

Mail response to the series has been heavy since the first broadcast. It has come from school teachers, CCC camp educational directors, workers and representatives of management who have appeared on the broadcasts, ministers, housewives, mothers, daughters, brothers and sisters of men and women who have explained their role in defense.

The Fulton Lewis Jr., Your Defense Reporter series, heard Tuesdays from 10:15 to 10:30 (NYT) over 136 MBS stations, was an outgrowth of the NBC series. That series, now ending its first quarter-year, is also broadcast with cooperation of the NAM. The Washington radio commentator travels each week to a plant engaged in making a defense material that is currently in the news. An example was the program on destroyers from the Bath Iron Works at Bath, Me., which occurred while news of the battle of the Atlantic was currently "hot."

Your Defense Reporter has covered industries not normally recognized in the defense drive and the lesser known small companies that are manufacturing material of vital importance. An example was a broadcast from Marion, Ind., where a dozen or more small companies are working on defense orders. The program originated from the Delta Electric Co., whose 500-odd employees are working day and night and seven days a week on making non-destructable lights for submarines and naval craft and other little known but highly important defense products.

Douglas Oil Spots

DOUGLAS OIL & REFINING Co., Los Angeles, supplementing its West Coast spot announcement campaign, on Sept. 11 started a six-weekly quarter-hour newscast on KRRD, that city. Contract is for 13 weeks. Spot announcements are being used on KIRO KJL KEAL KIT KVO KPP KNX KHL KMPK KFAC KFXM KXO KTTC KWLK KEVE. Agency is H. W. Kastor & Sons, Chicago.

Cook Book Discs

CONSOLIDATED BOOK PUBLISHERS, Chicago (cook booklets), the week of Sept. 22 starts sponsorship of Your Life a transcribed half-hour series on 100 stations throughout the country. Guests of honor are asked about outstanding meals and the incidents are dramatized. Among guests for the first program are Elza Maxwell, Gertrude Lawrence and Sheila Barrett. Contracts are for 13 weeks with possible extensions. Discs were cut by WBS. Agency is Kermit-Raymond, that city.
WCKY IS DOING THE NEWS JOB

L.B.

CBS...FIFTY G
NEWSCASTERS!

The complete wires of United Press in the great Cincinnati market...

Bill Robbins

Gordon Gray

Wilson

and in Watts
Pandora’s Box

BROADCASTERS won a brilliant and wholly just victory in scuttling the discriminatory 5–15% advertising tax in the now revised version of the Defense Revenue Bill. But even before that vital goal was achieved, talk erupted in favor of a substitute “franchise” tax, as a sort of halfway measure. Particularly, we think, it had support in some industry quarters.

In our judgment a franchise tax, to defray the cost of regulation or for any other purpose, is just as vicious as a tax on advertising. It is a discriminatory tax. It would be an admission that a license to operate a broadcast station or a telegraph company or a point-to-point station constitutes a gift from the Government for which the licensee should pay.

Such a franchise tax would not give the licensee any right, as some are led to believe. Certainly the trend of regulation has been in exactly the opposite direction. That sort of reasoning, we believe, is poppycock, unless and until Congress itself writes such a provision in the law.

Railroads pay no special franchise taxes for their rights of way. Nor do they pay a special excise for the privilege. Nor do boats plying the sea-lanes. Then why radio?

It requires more than a license to operate a station in the public interest, or to make a reasonable profit. No one would put the tax on a Tom, Dick or Harry, with a license from the FCC who would have his fortune made, irrespective of initiative, enterprise, background or experience. The some 300 stations in red-ink attest the reverse.

Moreover, a franchise tax would strike at every licensee, irrespective of whether his operation makes money. It would not adhere to the precept of taxation according to the ability to pay.

Taxes today are the highest in history. The war bill will increase levies next year and the next. Procedures are established for taxation, and radio, along with the nation’s whole economic fabric, pays according to income. Even now a new and higher tax bill is in the making, what with another six-billion-dollar defense appropriation coming up.

The broadcasting industry should not be singled out for any sort of special or franchise tax. There isn’t any justifiable basis for making it a sort of fiscal guinea pig. And a franchise tax, we feel, would open a Pandora’s box to plague commercial radio forever.

Radio’s Goal

THIS WEEK, National Independent Broadcasters holds an extraordinary convention in Chicago. Talk of a rump movement to break away from the NAB and “network domination” is rampant. And there are plenty of issues—copyright, the chain-monopoly report, national defense, priorities, and now a revival of the Music Czar Petriollo’s “made work” and reprisal tactics in pulling the plug on network dance-band remotes and possibly studio bands.

No one will gainsay the right of NIB, or any group, to hold a special convention anytime and anywhere, if broadcasters want to foregather for discussion of industry problems. Similarly, there may be justification for unfavorable reactions to activities of the NAB along certain lines. Certainly there was ample evidence of that in some quarters at the lamented Debacle of St. Louis last May.

But we think it would be a calamity to split the industry into opposing camps, neither of which might be strong enough to do an effective job in the most critical period in this and every other industry’s history. Broadcasters should never lose sight of the “divide and rule” strategy. They must determine for themselves whether outside influences, which on the long pull are far from friendly to commercial radio, are inciting such a schism.

There is nothing sinister or wrong about independent broadcasters getting together for their own self-preservation and betterment. That’s what trade associations are for. Radio must have a strong, united trade association, whatever its name. The NAB has been and today is the industry’s rallying post. If the industry’s body politic feels it requires alteration in structure, scope or personnel, there is a time and place for it. It is their trade association. It can be called NAB, NIB or the League for the Preservation of Low Kilocycles and High Watts. Its objective would be unchanged.

Before any rash moves are made, there should be some clear-thinking and cool-headed study. There must be leadership, sound and strong. And there must be the enthusiastic support of a substantial industry majority. There must be the independent judgment of the industry’s majority, unaffected by outside influences.

Anything short of that might be industry suicide.

They Say...

IT WAS James L. Fly, chairman of the FCC, who assumed that Congress had delegated power to intimidate and coerce the radio networks, and if Congress really has such power over what is broadcasting over the radio it is natural for the man who is chairman of the all-important committee in the Senate to want to exercise that power first hand . . . . The same thing is about to happen to certain newspapers owning broadcasting stations. Unless they toe the mark in the use of their radio stations, the licenses may be taken from them. The FCC under Mr. Fly has already done what Mr. Wheeler is doing to the movies, namely, to find out what the attitude of the newspapers is toward radio news and other matters that heretofore have been considered immune from interference under the Bill of Rights of the Constitution. Presumably unless some of these newspapers which own broadcasting stations curry favor with Mr. Fly or Mr. Wheeler they will find themselves losing their franchises—DAVID LAWRENCE, columnist, Sept. 15.

A STUDY of those three media of public expressions (pictures, radio and press) reveals a curious fact: First to appreciate the deep determination of theAmerican people and it is to the public interest—there may be no other . . . . and it is in the nature of things countless and rapidly catching up with the other two, the press, and we can leave it to the press itself to explain why it elected to be the laggard . . . . While providing as much time for the dissenters as they can use, radio is doing its part in the defense program every day in every other way. Merely publishing the program is enough, people will hear, says radio.—LOWELL MELLET, director of the Office of Government Reports, in the September Atlantic Monthly.

Thirty Years in Radio

THIRTY years ago radio regulation began. When William D. Terrell, at the ripe age of 40, was named “wireless ship inspector” there was none so bold or foolish, even in the wildest flight of imagination, to predict the development of the invention of radio to its present state. Then “Bill” Terrell, known to every oldtimer in the craft, had a staff of exactly one. He was chief “wireless cop,” and inspected, supervised and directed all such activity. Licensing hadn’t even been thought of, and it was nearly a decade before the first “wireless” station, precursor of the broadcast station, took the air.

Today Bill Terrell, at 70, is still radio’s chief traffic cop. He is chief of the Field Division of the FCC, which has a huge force—208 in regular inspection work and 570 in the recently created national defense unit. The other day President Roosevelt promulgated an Executive Order exempting Mr. Terrell from automatic retirement for another year—because Mr. Terrell isn’t ready yet to operate less than the full broadcast day.

In the twilight of his fulsome career—practically all of it devoted to radio regulation—Mr. Terrell can look back upon a generation well-spent in the public interest and welfare. All in radio, from the grizzled veterans of the brass-pounding era to the youngsters riding the gains, felicitate Mr. Terrell on his 30th radio anniversary.
We Pay Our Respects To

GEORGE CLARKE CHANDLER

LIKE others who have gone into broadcasting, George Clarke Chandler was a radio service man and set builder in the early days of broadcasting. Today he is owner of CJOR, Vancouver, a major station in Canada's third largest city. Active in Canadian broadcasting affairs, he is president of the Western Asn. of Broadcasters and vice-chairman of the board and chairman of the technical committee of the Canadian Association of Broadcasters.

George Chandler was just 20 years old when he acquired the nucleus of today's CJOR. He had started in the new field of radio set building as soon as he was through with school, and while engaged in completing one service job heard that CFXC, a 50-watt station in nearby New Westminster, was for sale. He went straight to the owners of the small station, while more mature business men cогаті on acquiring CFXC, young George took an option and within 24 hours the purchase had been completed. He was now owner of a broadcasting station as well as a radio service shop. That was in the spring of 1926.

Young George had been living in Vancouver for nearly two years when he bought the station. He decided that Vancouver offered more opportunities for a broadcasting station of 50 watts than did the town of New Westminster. The Canadian Government offered no objections, and he was permitted to move the transmitter to the outskirts of Vancouver and to change the call letters to CJOR. Had the officials at Ottawa known that a 20-year-old owned the station, George thinks they may not have been so helpful.

A technician, George Chandler made the most of the equipment he had bought, and set out to make CJOR an important voice in the radio spectrum which he shared for the Vancouver area with six other stations, even to sharing time with some of them. In 1928 he was granted permission to use a frequency fulltime and given a power increase to 100 watts. Three years later the station went to 500 watts, and since 1933 has occupied its present frequency. Another power increase came last year when the station went to 1,000 watts.

George Chandler was born at Caledonia, Ont., March 18, 1906. His family moved to the new West shortly after his birth, and he spent his early years on the prairies of Saskatchewan and Alberta, moving ever westward till in 1924 he landed in Vancouver, where he has lived ever since to become one of its leading citizens.

His major contribution to the Canadian broadcasting industry is his early insight into the necessity of a united effort by Canadian broadcasters. He has been an advocate of industrial cooperation practically since the day he bought the 50-watt station, has found time to do a great many chores for the industry. He took the first big step in 1931 when he travelled to Toronto to attend the meeting of the infant CAB, a costly trip for a man who had to build a 500-watt transmitter in a highly competitive market at the beginning of his depression. He became a director of the CAB at that meeting, went back to Vancouver, could not by nay persuade enough of the stations to keep the CAB going as the depression set in on the industry. When in 1934 the CAB was re-born under Harry Sedgwick, CFRB, Toronto, George Chandler again came out of the West to be elected a director of the new CAB.

Meanwhile, in western Canada the stations had not been idle. They had formed a Western Association of Broadcasters, and George Chandler became an active member, a director for a number of years and later president. It was a service he undertook for the western stations in connection with the reallocation of frequencies and station locations for the Havana Treaty assignments. George Chandler was called by the CAB for its full-time operations, in the case full of charts, reports, curves and technical data, became a common export for stations in the territory between Vancouver and Toronto and Ottawa during the latter part of 1940 and early part of 1941. As chairman of the CAB technical committee he smoothed out many of the reallocation difficulties for Canadian broadcasters with Ottawa officials before they went to Washington for the international sessions.

Aside from the profitable operations of CJOR, George Chandler's main interests in broadcasting in recent years have been in the technical and economic fields of the industry.

In 1959 he married Marie Ellingboe of Minneapolis and their honeymoon was a trip through Canada and the United States, including numerous calls on broadcasting stations. In his spare time George Chandler is an ardent photographer, plays golf, attends meetings of the Vancouver Kiwanis Club and the Vancouver Board of Trade. During the hunting season he takes leave to shoot big game in the mountains of British Columbia.

FRED G. HARM, of the sales staff of WJJD, Chicago, has been appointed station sales manager by Ralph H. Atlan, president. Mr. Harm, 30, has been in radio for ten years, and was at one time advertising manager of the Kremola Co., Chicago.

CHARLES LLOYD, acting manager of KLX, Oakland, Cal., and Mrs. Lloyd, passed away quietly when their auto was side-swiped by another car.

J. COWGILL, sales promotion manager of KSFO, San Francisco, recently was transferred to CBS station KCOY in Los Angeles. In New York, Isabelle Goldthwaite succeeded him at KSFO.

JOSEPH McCUAN, formerly with WOS, San Francisco, and previously to that with Hearst radio stations in the West, recently was added to the KFY, San Francisco, sales staff as account executive.

DR. JAMES ROWLAND ANGELL, public service counsel of NBC, will be chairman of the opening session of the Chicago School Broadcast Conference to be held Dec. 3-5.

TOMMY STONE, son of Peggy Stone, station relations director of WOR, New York, has joined Clemson College as a freshman this fall.

ARTHUR WEHL, assistant comptroller of WNY, Chicago, recently married Ruth Phillips of New York.

Hazel Ryan, treasurer and assistant manager of KKNV, Los Angeles, has taken an extended leave to spend the winter in Mexico. He is an active member of the station and the broadcast industry.

Paul H. Raymer, head of Paul H. Raymer & Co., representatives, has returned to his Chicago office following his recent trip to visit West Coast branch offices. Accompanying him was Pierce Romaine, New York executive of that firm.

J. L. VAN VOLKENBURG, assistant vice-president of CBS, Chicago, has been appointed chairman of the advertising committee of the Chicago Community Chest Drive.

W. R. QUARTON, commercial manager of WTM, was named vice-president of the WTM, also has adopted a girl.

ROBERT MACKENZIE has resigned as director and national sales manager of WTM, to accept a new unannounced position.

Warren Davis, WCMI business manager, is acting manager.

VAUGHN A. KIMBALL, advertising manager of KGUI, Dodge City, Kan., recently married Audrey LeCrome.

V. E. FITZSIMMONDS, manager of WOTC, Chicago, and Mrs. Quarton recently adopted an 10-month-old girl, Don Inman, Waterloo, now president of WMT, also has adopted a girl.

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JOHN CALDWELL, formerly advertising manager of the Empire Supply Store, a subsidiary of the Prairie Farmer, has joined the sales staff of WIL.

R. CROTTY, commercial manager at CKGB, Timmins, Ont., for the last three years, was named manager of CKWX, Vancouver.

Baltimore Heads ABC

CHARLES BALTHROPE, formerly commercial manager of KRTA, Boise, Idaho, has been named manager of KABC, same city. Mr. Balthrope's appointment was announced by W. Early Williams, president of the station.
BEHIND THE MIKE

STAN DAVIS and Marvin Fisher, Hollywood writers on the weekly NBC Six Carnival, sponsored by Signal Oil Co., Los Angeles, have resigned that assignment. They will join with Hall Heyward in starting a weekly program, the story of which will be written by Robert Haragan. The series will be written by the team of Heyward and Haragan as writers of the CBS At Peace with His Group, starring W. H. Haymond. The series will be sponsored by R. J. Reynolds Tobacco Co. Carl Hensinger and Henry Taylor have taken over the Signal Carnival assignment.

HARRY CARAY, formerly of WCLZ, Joliet, Ill., has joined WKKO, Kalamazoo, Mich., as sports director. Mrs. Golda Roe also has joined WKKO as traffic manager and Mrs. M. Vennard as secretary.

XAPH J. ARODAHER, acting program director of WKZK, Kalamazoo, Mich., and Hal Forward, WKZK engineers, have sold a collaboration Western story, "The Last Chip," to a leading weekly magazine under the pen name Hal Jerome.

HALL TOZIER, formerly of WSAU, Wauau, has joined the announcing staff of WMJL, Milwaukee.

RUTH CRANE, formerly of WJW-WSAI, Cincinnati, has joined WCMJ, Ashland, Ky., as women's commentator. Paul Thiel, formerly of WCPD, Cincinnati, and Pat Marvin, of KFXJ, Grand Junction, Col., have joined the WCMJ announcing staff.

PAUL LEMAY, conductor of the Dubuht and Portland symphony orchestras, has been signed by Western Union to a contract which started Sept. 11, to direct the weekly Standard Symphony Hour, sponsored by Standard Oil Co., on 32 Pacific Coast Don Lee stations.

BOB STEPHENSON, NBC Hollywood engineer and prior to that on the CBS Chicago staff, has joined Lord & Thomas, in the former city, to take over production of the NBC Bob Hope Show, resuming Sept. 23 under sponsorship of Lever Bros. He replaces Bill Lawrence, who resigned that post to move to the newly organized Hollywood production office of Pedlar & Ryan.

HILL BALDWIN, formerly KDKJ, Salt Lake City, announcer, has joined KFWB, Hollywood, as a special capacity, and in addition conducts the daily one-hour program, "Music in the Air," of NBC, sponsored by Pepsi Boys of California.

MYNOWAH BAILEY, formerly of KID, Idaho Falls, has joined KUTA, Salt Lake City, and under name of June Lee is conducting a daily quarter-hour woman's program.

RANDY ENGLISH, formerly of WHER, Portsmouth, N. H., has joined the announcing staff of WTRY, Troy, N. Y.

GALEN AND ELNORA GILBERT, recently connected with radio during the last year, have joined the commercial staff of KROU, Silsas, St. Paul, Minn.

JOHN HICKS, formerly of KABC, San Antonio, and KNOW, Austin, has joined the announcing staff of KGKO, Fort Worth.

TOM NOBLE, news writer of WBBM, Chicago, is the father of a son born Sept. 16.


Furlough

LEON LEEK, an NBC announcer, before he was drafted a year ago, recently came down to the studios while on furlough to renew old acquaintances and show the boys his staff sergeant's stripes. As Leek opened the door Ray Diaz, night supervisor didn't give him a chance to say a word, "Just the guy I'm looking for," he said. You do the remote from the Hotel Aff and Ryan, production, KSO, proves to be a new assignment. They are using one of the Western stories, "The Last Chip," to a leading weekly magazine under the pen name Hal Jerome.

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KSO broadcasts sell not only volumepoodles, but also high-priced items like stokers. — A. M. Nordvedt, Mgr., Montgomery Ward, Des Moines.
WHEN YOU SEE THIS

Alan B. Plaunt

ALAN B. PLAUNT, 38, member of the board of governors of the Canadian Broadcasting Corp. from 1938 to 1940, died in Ottawa Sept. 12 following a long illness. He resigned from the CBC board in Oct. 1940, because he no longer “had confidence in the internal organization and executive direction of the CBC”. He came into radio through the formation in 1930 of the Canadian Radio Broadcasting Commission, and many of its recommendations went into the 1936 act which brought the formation of the CBC as successor to the CRBC. Mr. Plaunt was born and educated in Ottawa, graduated from the U of Toronto in 1927, and received his M.A. at Oxford in 1929.

Carl F. Arnold

CARL FRANKLIN ARNOLD, 45, assistant counsel for the Maritime Commission and onetime assistant general counsel of the FCC, died Sept. 13 in Washington after a brief illness. Mr. Arnold, who was the brother of Tharman W. Arnold, assistant attorney general in charge of the anti-trust division of the Department of Justice, served with the FCC as assistant general counsel in charge of the common carriers division from April 1936 to August 1937. Prior to his affiliation with the Maritime Commission, he was dean of the Law School at Wyoming U.

Spada, Koehler Shift

JOSEPH SPADEA, formerly Detroit manager of Edward Petrý & Co., and Allen R. Koehler, formerly with WXYZ, Detroit, have joined WCAU, Philadelphia, and will headquarter in Chicago. Prior to joining the Petrý organization, Spada was manager for Scott Howe Bowen, while Mr. Koehler was at one time classified advertising manager of the Chicago Tribune.

Harry Raver

HARRY RAYER, 62, blind conductor of the weekly Busy Blind program on KFWM, Hollywood, died at General Hospital on Sept. 14 from injuries received when a burglar broke into his home and beat him.

Jimmie Powers

JIMMIE POWERS, sports editor and columnist of the New York Daily News, starting Sept. 13 took over the role as sportswriter on the Daily" on NBC Tuesday, Thursday and Saturday 7:24-8:00 p.m., succeeding Tom Sharer. ABCF sports and special features coordinator.

Joe Novenson

JOE NOVENSON, announcer of WPTF, Philadelphia, has joined the Fred Waring orchestra in New York as a singer.

Carl Owen

CARL OWEN, formerly chief announcer of WXYZ, Detroit, has joined WCAU, Philadelphia, to fill the vacancy left by Wally Sheldon, who moved up as assistant program director when Harry Marble left to join CBS in New York.

Only then YOU’LL SEE A LOWER COST THAN WTAM’S \$.000073 PER FAMILY

Compare WTAM on the cost per family basis. Divide the 15 minute daytime rate of each Cleveland Station by the number of families each claims in its Primary Area. But don’t stop there. Go a step further. Compare WTAM on the cost per listener basis. Take any survey and look at the number of actual listeners each station has, all day, all night, all week. WTAM not only can reach over a quarter of a million families in its Primary Coverage Area but actually does reach more than any station or combination of stations in the area. That’s why smart buyers buy 82.2% more national spot time on WTAM than on the next station. WTAM is their first choice . . . morning, noon and night.
ANALYZING PRIORITIES problems confronting the radio parts industry will be the duties of this priorities committee appointed by the Sales Managers’ Club of Chicago. Among its members are J. J. Kahn, president, Standard Transformer Corp., Chicago; Kenneth G. Prince, counsel, who will prepare a brief for the industry; W. J. Halligan, president of Hallicrafters, Inc.

WHIO, Dayton, O., carried a description of the National Air Olympics, Aug. 31 and Sept. 1. The station also described the take-off of a Lockheed-Hudson bomber for England carrying a silver shaft with figures of the American eagle and a figure of liberty with messages from Mayor Brennan of Dayton and Gov. Bricker of Ohio to the Lord Mayor of London.

KGKO, Fort Worth, on Sept. 9 started two 24-hour Associated Press newsmires, one handling news exclusively, which will furnish news for Ken McClure’s three morning newscasts and an afternoon and evening news period handled by Robert Wear, KGKO news editor.

WHBP, Rock Island, Il., on Sept. 15 added an Associated Press wire to its United Press and local Rock Island Telegraph news service. The station averages 42 newscasts daily, exclusive of MSS news commentaries, it was stated.

WFIL, Philadelphia, has increased its broadcasting day by an hour, extending its nightly service to 11 p.m. to provide for a new series of programs sponsored by the Seven Up Bottling Co., Philadelphia. The new series is in addition to the Seven Up schedule of 24 nights in its first year. Agency is Philip Klein, Philadelphia.

WE Repeats Lewis

WESTERN ELECTRIC Co., New York, has engaged its employees to hear a special recorded broadcast of a program featuring Fulton Lewis Jr., which had originated the week previous in the Kearney, N. J. plant of the company, bought a 15-minute period, 9-9:15 p.m., on WHN, New York on Sept. 19. Originally heard over MBS Sept. 9, 10:15 p.m., the program, Your Defense Reporter was to have been heard later the same evening via transference over WOR, but the baseball broadcast interfered. Fulton Lewis Jr.’s regular news commentaries are carried on MBS but through special arrangement he is heard in the New York area on WHN.

Broadcast Advertising • BROADCASTING
Coast Bank Chain

SUCCESSFUL in its sponsorship of special events throughout California in recent months, Bank of America, National Trust & Savings Association, San Francisco, the West's largest banking system, will continue this type of promotion for the remainder of the year, according to Fred Yates, advertising manager.

Bank of America started sponsorship of civic celebrations, county and state fairs and like events [BROADCASTING, Aug. 25] several months ago and has made a policy of using only institutional copy. The bank on each occasion presents the broadcast of a special event as a service to the particular community from which the broadcast originates. In the average half-hour broadcast the bank's institutional copy doesn't exceed 60 seconds. On each broadcast the local branch manager of a Bank of America is presented to the radio audience for a greeting. Mr. Yates stated that the bank is experimenting with this year on this type of broadcasting and to date the radio research has been entirely satisfactory. The banking system is using spot announcements on 10 stations throughout the state.

The bank sponsored the opening ceremonies of the annual Grape & Wine Festival at Lodi, Cal., over KGW and KFBK on Sept. 12. On Sept. 10 it will sponsor events at the Sebastopol Apple Festival on KRSO and on the same date will present a feature of the Yolo County Fair from Woodland via KFBK. It is negotiating for broadcasts from the Walnut Creek Walnut Fair and a celebration at Santa Ana later in the fall. Charles R. Stuart Adv. Agency, San Francisco, handles the account.

INS Signs More

INTERNATIONAL News Service reports the signing of contracts with WMBS, Uniontown, Pa.; WRZD, Kalamazoo; WSR, Fall River; KDFZ, Salt Lake City; WAYS, Charlotte; WCAR, Pontiac, Mich.; WPAT, Paterson, N. J.; KMCN, San Antonio; KVEC, San Luis Obispo, Calif.; WCFL, Monticello, Ill.; WPH, Hammond, Ind. Contracts have also been signed for prospective new stations not yet authorized at Miami, Birmingham, Torrington, Conn., and Alice, Tex.

Meet the LADIES

Hazel Cowles

HAZEL COWLES of WHAM, Rochester, N. Y., traded the academic career of a school teacher for the merry-go-round life of radio and she's mighty glad of it. After being graduated from the U of Rochester, taking graduate work in French at Middlebury College, English at the U of Wisconsin and then teaching for three years, Mrs. Cowles judged the grass to be greener in radio. In 1936 she joined the artist's staff of WHAM as an actress and writer. In 1936 she became "Women's Editor" and started her own program Women Only which includes news of fashions, home making, cooking, travel, interior decorating, the theatre and the many other subjects that commands high attention in the women's world. Mrs. Cowles' real pride and joy is her little girl, Shirley, who already shows remarkable talent for music. Friend hubby doesn't mind being used as taster for the testing of new recipes but does object to having the house used as a testing area for new schemes in interior decorating.

Avalon News

BROWN & WILLIAMSON Tobacco Corp., Louisville (Avalon), recently started Last Minute News by Phil Stearns three nights weekly on 31 Don Lee-Mutual network stations in the West. Agency is Russel M. Seeds Co., Chicago. The station list: KXRE KELA KRKO KWLR KGY KOL KMO KIT KGA KRWL KORE KFIJ KOOS KALE KRRN KPMC KHSI K2X KIEN KHJ RMYC KYS KDON KCVK KFWM KGB KFRC KVEC KVOE KDB KTKC.

Gulf Guild Returns

GULF OIL CORP., Pittsburgh, on Sept. 28 will start Screen Guild Theatre for the fourth year on CBS, Sunday, 7-30 p.m. Roger Pryor, Hollywood actor and orchestra leader, will again be m.c. Format will continue as in the past, with contracts for stars having been signed. Actors donate their services, and the Gulf Oil Corp. in turn contributes $10,000 each week to the Guild relief fund. So far the program has contributed more than $800,000. Screen Guild Theatre will replace World News Tonight which has been on since April. Agency is Young & Rubicam, New York.

KTSN Gets Boost

KTSN, El Paso, last Thursday was granted a modification of license by the FCC to increase its power from 500 watts unlimited time to 500 watts night, 1,000 watts day, on 1380 kc.

ECONOMICAL COVERAGE of the rich BALTIMORE market

for instance:

for afternoon hours: 2 to 5
5 fifteen minute periods weekly $192
Subject to dollar volume AND weekly discount

GOING MUTUAL OCT. 1

S. S. WHITE DENTAL MFG. Co., Philadelphia (toothpaste), to Clemente Co., Philadelphia, to handle consumer advertising on Greiner toothpaste, tooth powder and mouthwash. Dental supplies advertising will be placed direct as heretofore.


H. FENDRICH, Evansville, Ind. (cigars) to Russell M. Seeds Co., Chicago.

BRAND & PURITZ, Kansas City (women's coats) to Lambkin Service, Kansas City.

BEAUTY COUNSELORS Inc., Detroit (distributors of specialized cosmetics) to Campbell-Ewald Co., Chicago.

HOYEL GIBSON, Cincinnati, to Keeler & Stitts Co., Cincinnati. To use radio.

National Representative: Edward Petry & Co.

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National Representative: Edward Petry & Co.
**Merchandising & Promotion**

**Aid for Defense—They’re Tested—Shelf Tags**

**Scoreboard in Square—Sol for Shoe**

Many sponsors cooperated with the National Defense Program in observing Retailers for Defense Week, which ended Sept. 20. Program material was mailed 863 stations by the Treasury Defense Savings Staff. Defense authorities participated in a number of broadcasts. Brown & Williamson Tobacco Corp., distributed 30,000 posters to be placed in stores.


Only Tested Products

PRODUCT-TESTING service is a feature of the new Listen, Lad! conducted by Betty Grove, TV Week's provost director of WRML, Macon, Ga. Built around a consumer approval league, made up of more than one hundred listeners, the program reports on the listeners' experience with the advertised products.

**KTSF Tags**

PRICE TAGS for grocery shelves have been distributed by KTSF, San Antonio, to stores in the city. Printed in the center of the grocery tag, the tags show a picture with the call letters of KTSF, with a banded line printed X for kentucky F for talking: S for San; A for Antonio.

**Scoreboard**

WSAN, Allentown, Pa., erected an electronically operated scoreboard, 12 foot square, at Coffield Stadium home for the football games of the Allentown High School to aid the fans in following the home games. The scoreboard will be moved into the little Palestra for basketball games.

**Sports Cup**

TO PROMOTE sports interest, CITS, Yarmouth, N. S., has donated a large silver trophy to Yarmouth’s cunless baseball league. Announcements were used on the station stressing the fact that teams in the league are competing for the trophy.

**Philly Insoles**

CORK FOOTPADS with the advice, “Don’t take a step in buying radio time until you consult WPEN, the station that sells,” are being distributed to the industry by WPEN, Philadelphia.

In the Neighborhood

KFRC, San Francisco, has effected a promotional deal with Neighborhood Newspapers Inc., publishers of 12 district weekly newspapers, whereby each promotes the other. Each Saturday morning the newspapers are given a quarter-hour period on which they present interviews with outstanding personalities and generally promote their papers and the districts they serve. In return KFRC receives editorial space in all 12 papers.

**Weekly Column**

WNOX, Knoxville, Tenn., is releasing a column in mat form to weekly and semi-weekly newspapers in its area containing news about programs heard on the station. The column is being sent 15 newspapers at present on a “use if you can” agreement.

**S Day**

PART of Defense Stamp Day celebration of Canton, O., held last Tuesday, was a coast-to-coast broadcast on MBS through WHBC which featured a half-hour resume of the day’s parade and celebration.

**War Analysis**

KXOK, St. Louis, news bureau has prepared a review and analysis of the two years of war. Copies of the script, in loose leaf form, are being sent to listeners.

**BROCHURES**

WSFA, Montgomery, Ala. — Offset folder serves as unique stories and testimonials of WSFA accounts.


WRAL, Raleigh, N. C.—Offset folder with staff pictures and coverage data.

WDJC, Hartford—Folder titled “Food for Thought” with market facts.

TO THE STATION that most actively merchandises the new program, This Is Life, three-weekly quarter-hour on six MDS stations, the sponsor, Hecker Products Corp., New York (floor), will award this trophy at the end of a one-month contest on Sept. 27. The agency, Leo Burnett Co., Chicago, sent letters to the stations outlining suggested promotional activities including courtesy announcements, merchandising bulletins, trade calls, studio window displays, letters to sponsor’s salesmen, etc.

The agency also sent a teaser to radio editors enclosing a ten-cent booklet marked “Josephine”, with the notation that the booklet came from a dying soldier who requested that it be returned but that said Josephine could not be found, and an addendum explaining that the incident, while not true, characterized the type of case the new program as “A Help Column of the Air” would attempt to solve. Classified and display ads requesting authentic material for the program were placed in the Chicago Tribune, Chicago Times, New York Times, and other metropolitan dailies.

**CENTER OF NIGHT LIFE in St. Louis**

The Club Continental offers famous bands and brilliant floor shows. Theaters, shops and offices are all close to the New Hotel Jefferson. **New Hotel Jefferson**

**The ARISTOCRAT OF ST. LOUIS**

**Broadcast Advertising • BROADCASTING**

**SPEND LESS ... GET MORE on WCOP**

Before you buy Boston radio time be sure you get today's facts. The Boston radio picture is changing fast. WCOP is giving advertisers more for their radio dollar each day. So, check up on how you can make fewer dollars do more on WCOP.

**GOING FULL TIME SOON!**

**WCOP**

**BOSTON’S STAR RADIO SALESMAN**

**HERE’S INDIANA**

* Full-time WIBC offers statewide coverage to the alert advertiser who wants to sell Hoosierland. You get it in one convenient package as the map shows.

Large shaded area daytime 0.5 MV. Line 5000 watts—non-directional. Inside area 0.5 MV. night 1000 watts.

Indiana’s Friendly Station Serves Hoosierland

**WIBC**

**INDIANAPOLIS Mutual Broadcasting System**

Represented by HOWARD M. WILSON CO.

New York, Chicago, Kansas City

Page 44 • September 22, 1941
INVITATIONS to appear on Clifton Utley's weekday news commentary, sponsored on NBC-Blue by Skelly Oil Co., Kansas City, have been extended by the company to outstanding newscasters from every station carrying the early morning program. Two local newscasters a week will appear with Utley from NBC Chicago, discussing national defense, war sentiments and other current problems as seen from their locality.

Foster May, of WOW, Omaha, made the first guest appearance Sept. 17. Others scheduled include: Bob Eastman, KOKA, Oklahoma City, Okla.; Gene McDonnell, KWHO, Sioux Falls, S.D.; Fred Schleipf, general manager of KFAM, Saint Paul, Minn.; Ralph Childs, KMA, Shenandoah, Ia.; Floyd M. Sullivan, KGBO, Springfield, Mo.; Jack Dunkirk, WDAY, Fargo, N. D.; Ben Leighton, WEBG, Duluth, Minn.; Julian Bentley, WLS, Chicago; and Orrin Melton, KYAI, Mankato, Minn.

**News for Schools**

AN ANALYSIS of current news presented in language suitable to sixth grade pupils is contained in the new thirty-minute Schoolcast series on KYA, San Francisco. Boards of education in Northern California schools are cooperating with the San Francisco Examiner in the presentation. All radio-equipped classrooms have been invited to tune in the series, conducted by Dwight Newton, librarian of the Examiner. Broadcasts include background of the news of the day, history of the particular locale where news is centered on that date, founder of the city prominently mentioned and so on.

Rearing the Child

THE JUDGE's viewpoint—what he feels when confronted with a youngster charged with juvenile delinquency—is given on The Child in a Democracy which started recently on WNYC, New York. Justice Jacob Panken, of the New York Domestic Relations Court gives an analysis of parent-child relationships, discusses the child and the school, the development of a moral sense and other problems confronting parents of growing children.

In the Stands

PRIOR to his broadcasts of St. Louis baseball games, Johnnie Neblett, KWIL sportscaster, conducts a ten-minute sports quiz among the baseball fans in Sportsman Park. Cash and merchandise are awarded as prizes.

Names in Bowl

LISTENERS, spelling their names from letters read on the air, provide talent for That's Me which has just been sold by WLAG, La Grange, Ga. A goldfish bowl containing all the letters of the alphabet is used by the announcer conducting the feature. Twenty-five letters are drawn from the bowl during each broadcast and the listeners are invited to write out their names and then cross out letters read on the air. As soon as the entire name is crossed out the listeners must call the sponsor in order to be eligible for a prize. A limit of two winners is set on each program. Letters count only one time in each name. That is, if the name is "Miller" and an "L" is drawn one "L" may be crossed out.

New Type of Forum

ECONOMIC ISSUES currently important will be discussed by noted speakers on a new hour-long radio forum, Wake Up, America, which will start on NBC-Blue Sunday, Sept. 28, 2-3:00 p.m. (EST). Citizens of specified towns will be invited to telephone questions to be answered to their local NBC stations each week during the first half-hour. The first 10 queries received will be phoned or teletyped to the point of origin and the speakers will attempt to answer them during the second half-hour.

Dear Mr. President

ANSWERS to many national questions will be sought in the Dear Mr. President, weekly quarter-hour series of WIX, Washington, D.C. Mike Wingo, conductor of the program, submits questions of listeners on moving questions of the moment to the White House and broadcasts the answers.

Our Town

RECONSTRUCTION of the various phases of community life will be accomplished by a new interview program of KOAC, Corvallis, Ore. Two local high school students will conduct the series, This, Our Community, asking questions of city officials from mayors to building inspectors.

Every Other Week

TO GIVE both sides an equal allotment of time to present their viewpoints, WWRL, New York, in cooperation with the Committee to Defend America by Aiding the Allies and the America First Committee is presenting a Monday 10:45-11 p.m. program, with the opposing factions alternating each week. The programs are prepared by the two organizations with the America First Committee offering transcriptions and the Committee to Defend America presenting well known Congressmen and civic leaders in person.

The Constitution

HIGHLIGHTS from America's history are presented in dramatic form via discs on Last We Forgot—Our Constitution which started as a weekly feature on WHN, New York, Sept. 16. 1:50-1:45. The programs are designed for classroom listening and are presented under the auspices of the Institute of Oral & Visual Education in cooperation with Boston U.

Hannibal Hobbies

KHMO, Hannibal, Mo., is presenting every weekday at 12 p.m. its Noon Whistle which features an interview with a Hannibal citizen having an unusual occupation or hobby. Applications recommending the appearance of persons with unusual jobs or hobbies are available to listeners and the daily selection is made from these.

Starting the Fall and Winter Listening Season

with

of its advertisers

RENEWING THEIR CONTRACTS

is a Good Place to Invest Your Advertising Dollar

FREE & PETERS, INC., Exclusive National Representatives

New York Chicago Detroit Los Angeles San Francisco Atlanta

ST. PAUL

NBC STATION

MINNEAPOLIS

September 22, 1941 • Page 45
Two Publishing Firms Adopt 2% Cash Discount

REINSTATEMENT of 2% cash discount by Curtis Publishing Co. and by Curtis Publishing Co. has previously been interpreted as a significant step toward adaption of the principle in the advertising business, according to Frederic F. Gamble, managing director of the American Assn. of Advertising Agencies.

No recent indication of further adoption of the idea in broadcast advertising is observed in radio sources. However, though Mr. Gamble states that NBC and CBS have "accepted the principle" of cash discount in their working on methods of applying it, the NAB board at its Aug. 7 meeting tabled the 2% question.

Adoption of the 2% idea, according to Frank E. Pellegrin, director of the NAB Bureau of Radio Advertising, has involved so serious enforcement problems. Suggestion has been made that a penalty provision might be feasible. Considerable difficulty is involved in the rate question.

WIBG, in Philadelphia, Will Have Own Building

PREPARING for its recent grant of 10,000 watts fulltime on 990 kc., in lieu of its present 1,000-watt daytime assignment on that channel [BROADCASTING, Aug. 25], WIBG, Glenside, Pa., suburb of Philadelphia, has taken a 25-foot by 100-foot, single-story, permanent lease on 1423-25 Walnut St., Philadelphia, which will be named the WIBG Bldg.

Wage-Hour Change

REVISION of wage-hour record-keeping regulations, in some instances simplifying present requirements, was announced Sept. 10 by H. H. Fleming, administrator of the Wage & Hour Division of the Labor Department. In his explanation of the new regulations General Fleming pointed out that no special order or form for keeping wage-hour records is required and that the new regulation indicates that on record-keeping, it was indicated. Copies of the new regulations, effective Sept. 15, are available at the Wage & Hour Division, Labor Department, Washington.

Coast Series Goes Net

SUCCESS OF the early morning participation comedy Breakfast Club presented over by Jack Kirkwood on WABC, New York, has prompted the George Don Lee officials to make the event available to the entire Don Lee-Mutual network on the Pacific Coast, starting Oct. 13. It is planned to sell local and regional participations.
P & R Coal Series

PHILADELPHIA & READING COAL & IRON Co., Philadelphia, (Famous Reading Anthracite) recently started a campaign of station break announcements on WRC, WMAL, KYW and WGY. Agency is McKee & Albright, Philadelphia.

FENDER BROADCASTING Co., Elizabeth, N. J., will start a new edition of the "Hi! Mom" over WMAQ, May 5. A Sunday half-hour variety show, the program features stars of stage and screen. A. A. Lewis Co., Newark, is agency.

THOR J. LIPTON Ltd., Toronto (tea), on Oct. 5 starts Lipton's Tea Minute on 33 Canadian Broadcasting Corp. stations. Mon. 6-15-45 to 6:45, EST. Agency: Vickers & Benso Ltd., Toronto.

FINANCIAL SECURITIES Corp., a subsidiary of the Automobile Insurance Co., has launched the dance band of Touchdown Tips by Sam Hayes, to be broadcast each Friday night over WSPD. Contract is for 18 weeks.

CHRISTIE BROWN & Co., Toronto (shoes), has started Twin Keyboards on CFRB, Toronto, as new quarter-hour program. Monday through Friday. Aircraft was placed by Cockfield Brown & Co., Toronto.

MAJESTIC CAMERA Co., Chicago, a sponsoring three-quarter-hour half-hour programs weekly on WLS, Chicago, starting Sept. 23 for one year, has been awarded to the WLS network. Weekly show will be produced by Premier Pictures, Chicago.

DELAWARE, LACKAWANNA & WESTERN COAL Co., New York (coal), on Oct. 9 started "Shadows" on WOR, New York, after a successful run on WHN. Wochen, five times per week.

Baton Rouge had 17,427 telephones in service as of August 19, 1941. Compare this with similar markets.

The Baton Rouge Broadcasting Company, Inc.

WVBO • W45 BR
Benson to Mathes

MITCHELL BENSON, commercial program manager of WOR, New York, leaves Sept. 23 to join J. M. Mathes Agency, New York, where he will become vice-president and general manager. Benson has been with WOR for five years, first serving as production manager and then as assistant program director. No successor has been announced.

Fred H. Kenkel Leaves Gardner, Joins Hooper

FRED H. KENKEL, for the past 20 years associated with Gardner Adv. Co. in research, merchandising, space buying and time buying, has joined G. E. Hooper, Inc., in an executive capacity. His new duties will be concentrated on the "Continuing Measurement Service" of Hooper, including reporting service for station audience measurement in individual markets. Started 11 months ago, this service is now in operation in 21 cities, usually under the joint sponsorship of the station in the community. Already, 65 stations are under contract, the announcement stated.

Although in St. Louis for the last two years, Mr. Kenkel was in the agency's New York office during most of those years, serving as office manager for Gardner Co. He holds an L.L.B. from St. Louis U and served with the Second Division, U. S. Marines, during World War I.

Gallenkamp Curtailed

Gallenkamp Stores Co., San Francisco (shoes) which for 3 years has sponsored "The Premier Shoe Show," on NBC-Pacific Red, announced it will be off the network and back but one day a week, on Sunday. The show, formerly sponsored by Gardner Co., is handled by L.L.B. Kenkel, who is associated with the agency's New York office.

WRN Program Syndicate

WHN Transcription Service, which has been operated only as a local commercial manufacturing organization, has become an integral part of the agency's business, announced G. S. Ryan, president. Miss Hopper's "United Nations" program is sponsored by California Fruit Growers Exchange on CBS Monday and Friday, in syndication. The show is most popular in the Golden State, with 75 stations having the program. The syndication is handled by Lord & Thomas, Los Angeles.

MYRON KIRK MOVES TO ARTHUR KUDNER


From 1933 to 1938, Mr. Kirk, as head of the Ruthrauff & Ryan radio department, supervised the broadcasting of many big programs. In 1938 he went to the Coast as vice-president of Famous Artists, but has been on the East again, taking charge of radio and new business for Sherman K. Ellis & Co., New York. About two months ago Mr. Kirk went to Stack-Goble Adv. Agency, but left to take the position with Kudner, effective Sept. 15.

Charles F. Gannon, vice-president of the agency, is dropping his former duties as radio director to assume enlarged responsibilities in the supervision of service and business development.
Wixson Is Named By 17th District Defense and Other Problems Considered by Sales Heads

HARVEY WIXSON, manager of KHQ-KGA, Spokane, was elected president of the sales division of the 17th District NAB at the bi-annual meeting in Portland Sept. 12. He succeeds Charles Couche, KOIN-KALE, Portland, who presided at the session. The district comprises Oregon, Washington and Alaska. Hugh Feltis, KOMO-KJR, Seattle, is secretary-treasurer.

Highlighting the meeting was a luncheon attended by 63 guests representing, in addition to radio stations, all Portland and several Seattle agencies.

Current Issues Discussed


Afternoon sessions were split, with smaller station representatives meeting under the chairmanship of Lee Bishop, KMED, Medford, Ore.

The spring meeting of the group will be held in Spokane. Radio representatives attending included:

Florence Wallace, KXO; R. C. Orrstrander, KTV; Harvey Headrick, KNIT; Margaret McLean, KBOI; Kenneth Goodwin, KBOI; Eugene Goodwin, KBOI; Caroline Coohey, KBOI; Vic Eddins, KBOI; Archie Morgan, KIRO; Al Vaughan, KBOI; Bruce Hines, KBOI; Glenn Howell, KDOO; Bill McIver, KBOI; Henry Horsug, KGW; Don Bullard, KBOI; Barney Lehn, KBOI; Marshall Pengra, KBOI; Don Toledof, KND; Arthur Bridges, KBOI; Newton G. Helfin, KBOI; Del Chaco, KBOI; Don Stone, KBOI; Mark DeCarnary, KBOI; Lee Bishop, KMED; Hal Byer, KWL; Glen McCormick, KORE; Frank Coffin, KGW; Loren Nicholas, KWLK; Tom Olsen, KGW; Fred Goddard, KBOI; Rod McDonald, KBOI; Howard Van Dyke, KBND; Bend, Ore.; Edith Hinds, KXRO, Aberdeen, Wash.; Bill Grow, KXO; Art Healey, KXO; Dick Green, KKFY; Cliff Nelson, KFKY; H. C. Jacobson, KXO; Tom Case, KXO; N. A. Davis, KBOI; Bill McCready, KXO; Ted Van Voorhees, KAFE; Earl Heedish, KLKM.

NORMAN MACAVOY, formerly with Associated Radio Sales and General Outdoor Ad., Co., New York, and prior to that head of his own advertising agency in Boston, has joined the New York sales staff at William J. Ramboue Co., station representatives.

THOMAS H. LYNCH

MAYBE you are thinking of betting a few bobs against Fordham U’s Rams on the gridiron this fall. Or perhaps it’s a little radio business you are after—say some of William Esty’s Camel, Lifebuoy or Fen-a-Mint accounts. Possibly the bonus you’re going to get has you fiddling with amateur architectural plans for that dream house.

Well, if you are thinking of any one of these things, Thomas H. Lynch might be a good fellow with whom to cross words. For Tom is a rabid Fordham booster, he holds down the chief time-buyer’s job for William Esty & Co., New York, and is an ex-architect—all rolled into one.

Bronx (N.Y.)—born in 1914, Tom could easily claim Dublin as his birthplace, if he chose, as Ireland accents his features no little. He did his grammar schooling in the Bronx, and from his early days learned, like the rest of his borough, that the neighboring Giants are worth playing hooky for.

His first job after leaving business school was with the architectural firm of Grosvenor Attebury. There he learned to draw up a set of blue prints for all types of buildings, but after one year Tom transferred from architectural to agency work, joining William Esty & Co. in 1933. The checking department claimed the first two of Tom’s eight years with Esty, while the newspaper production division took care of another five.

Tom was the assistant time-buy-
Eastern Colleges Plan Training for Technician

A HALF-DOZEN New England schools, including Massachusetts Institute of Technology and Worcester Polytechnic Institute, have indicated they will institute radio technician courses as part of their curricula, according to an announcement made by the NAB from E. E. Hill, general manager of WTAG, Worcester, Mass. At MIT, the courses were instigated by Prof. L. E. Moreland with the support of Mr. Hill and others.

At Ohio State U., Prof. Harry E. Nold, director of engineering science and management defense training, has already arranged for a defense training course in applied electronics to begin Sept. 29. The course, of 12 weeks duration, will be open only to college graduates who have majored in engineering and physics and advanced undergraduate students who have completed three years of college work in these subjects.

The NAB further reports J. Frank Jarman Jr., manager of WDNC, Durham, N. C., has recruited 71 prospective students for a radio training course at North Carolina State. In accordance with the plan suggested by A. J. Feltcher, manager of WRAL, Raleigh, the North Carolina stations are forwarding names of prospects to college officials.

Radio Defense Position To Get IRE Attention

RADIO's place in the defense picture, along with discussion of individual engineering advances, will receive prime attention at the annual fall meeting of the Institute of Radio Engineers, to be held Nov. 9-12 in Rochester, N. Y. A highlight of the meeting, according to the program announced recently, will be demonstration of the newly developed RCA "alert receiver".

Papers presented cover the use of electron tubes in radiol ilan radio design, new aspects of radio engineering economics, the research accomplishments of the electron microscope, a method of introducing good synthetic antenna response into small receivers, design of solid dielectric flexible 3-F transmission line, design of magnetic signal generator, new magnetic materials, new advances in iron cores, alternate carrier synchronization in television. Dr. R. W. R. Baker, RMA director of engineering, will present his annual message on Nov. 11.

ASSOCIATED Broadcast Technicians Unit of the IRE has negotiated a contract with KMME, Grand Island, Neb., the fifth Nebraska station to join the network. Others are KOWH and KOIL, Omaha, KPAB and KFOR, Lincoln.

WITI, Baltimore, has announced the appointment of a Bradley-reef Co. as its national advertising representative, effective Sept. 15.

A. B. CHAMBERLAIN, CBS chief engineer, speaking at "International Broadcast Facilities" before the Connecticut Valley section of the Institute of Radio Engineers in Hartford, Sept. 19.

ED ZSCHAU and Congor Reynolds, formerly of WHIP, Hammond, Ind.; Bernard Neher, formerly of WDZ, Tuscola, Ill.; Anthony Kosewalski, formerly of WDRF, Duluth; and William Scharlach, from the Des Moines police department, have joined the engineering staff of KIOZ at Des Moines.

WALLY WHITMAN, engineer of WRTY, Troy, N. Y., is the father of a baby girl.

A. ELLSWORTH COVELL, formerly assistant chief engineer of KXO, Kalamazoo, Mich., has been named chief engineer, George Liddle and Kenneth Mason have been added to the WKZO engineering staff.

GENE ENGLISH, CBS Hollywood engineer, has been transferred to the production department.

RALPH HICKMAN, chief engineer of KGN, Dodge City, Kans., on Aug. 1 married Grace Morris Sullivan.

GORDON BURGER, recording engineer of KMOX, St. Louis, recently married Marie Samelson.

FRANK CASTANI, engineer of KMOX, St. Louis, is the father of a recently-born baby boy, his fifth child.

HAROLD KUTLE BERGMAN, formerly of WACD, Canton, N. Y., has joined WGY, Schenectady.

BILL OVERSTREET, technician of KATY, Fort Worth, Texas, was first member of the staff to bag a buck when deer season opened in Northern California.

BILL REUTER has been named transmitter engineer of KIRO, Seattle. James Upthegrove has been named studio engineer in charge of maintenance and special events and Orval Steele has been added to the staff of operating engineers.

GLENN R. COLVIN has joined the engineering staff of WTRF, Norfolk, Va.

EDWARD FRANKLIN, operation director of KJBS, San Francisco, and Elizabeth Edwards were married recently in San Francisco.

ROBERT R. SNOW has been added for the engineering department of WLIB, Peoria.

CHARLES K. CHRISTMAN, studio engineer of WAIL, Winston-Salem, N. C., leaves Nov. 1 to join the British Civilian Technical Corps in London.

L. G. WOODFORD has been appointed chief engineer of AT&T. Formerly an assistant vice-president, he has been in charge of operation and engineering since July, 1940, in the absence of W. H. Harrison, vice-president, now in Washington as director of the OPM production division.

TOM HANLON, CBS Hollywood announcer, is co-operating in a similar role in the MGM film, "Babes in Arms," now in production.
Help Wanted

Wanted: An experienced man with drive, ability and ambition to build and hold sales. Must have experience in expanding market for the right man. Send salary expected. Box 932, BROADCASTING.

New Broadcasting Station Requires Two Experienced Annc. One senior, one junior. Special delivery mail direct to station giving information relative to position and salary expected. Box 931 BROADCASTING.

Situations Wanted

Experienced: 10 years, local and network. Desires position as sales manager. Box 946, BROADCASTING.

Sports Annc.-Play-by-play, all sports. Sports commentary, recording, and references. Box 950, BROADCASTING.

Sports Annc. - Desire permanent position as a sports commentator. Box 955, BROADCASTING.

Wanted to Buy

Complete-used equipment for local station. Write Box 925, BROADCASTING.

Classified Ads

Tower Speed

REPLACEMENT of the complicated directional antenna system of KMBC, Kansas City, developed Aug. 20 by 75-mile gale, was accomplished in less than a month with the aid of standing the transmitter being re-erected in only 12 days. The second tower, permitting KMBC to resume its 5,000 watt full-time operation, was completed Sept. 20.

Charles P. Blackley, general manager of WSVY, Harrisonburg, Va., has announced a local in Staunton, Va., to operate on 1420 kc. with 250 watts unlimited.

Newspaperman Sells Interest

THE 5% stock ownership in WMUR, Manchester, N.H., held by Edward J. Gallinger, publisher of the Laconia (N.H.) Citizen, has been sold by Mr. and Mrs. Frank P. Murphy, wife of the Governor of New Hampshire. Mr. Murphy acquired the 90% of the stock and James J. Powers, member of the Interstate Bridge Authority, holds 5%. The station was authorized last year to use 1,000 watts night and 6,000 day on 610 kc. and went into operation last spring.

Anne F. Murray, former assistant in the Department of Maine, Now St. Louis, Mo., has sold the Murray Bldg. and now is operating the Murray Bldg. and Book Shop.

Classified Ads

BROADCASTING

Versatile Woman

Producer, personal guide, expert saleslady, excellent radio and newspaper background. Four years previous station, list recommendations. Box 949, BROADCASTING.

Wanted to Buy

Complete-used equipment for local station. Write Box 925, BROADCASTING.
Detroit, San Francisco, Los Angeles Are Given CPs for FM Stations

TWO MORE FM stations were authorized on the Pacific Coast and one in the Midwest when the FCC last Tuesday issued construction permits for commercial high-frequency broadcasting in Los Angeles, San Francisco and Detroit.

The Los Angeles grant for a Class C station was made to Earl C. Anthony, Inc., licensee of standard broadcast stations KFPI and KECA, with the proviso that the permittee file for modification of construction permit within 60 days to specify use of the 43.7 mc. channel with a coverage area of 38,000 square miles. Under the Commission’s system of assigning call letters, the new station, the fifth thus far granted in the Los Angeles area, will probably be K37TL.

The San Francisco station was authorized to Hughes Tool Co., owned by Howard Hughes, multi-millionaire sportman, aviator and movie director, and will employ the 44.5 mc. channel with a service area of 10,600 square miles.

W7AJ, Milwaukee, and its FM adjunct, WJFK, were granted a Legion convention in Milwaukee last week carrying six remote stations from the scene of the Legion parade and other activities and by carrying speeches of Secretary of War Robert P. Patterson, Wm. D. Merchant, Fiorella La Guardia and Josephus Daniels, new national commander of the veteran organization.

W4AT, Schenectady, N.Y., the first independent commercial FM station to be licensed, is building the broadcast of President Roosevelt’s speech Sept. 11 to the Proctor Theatre. The station is charging its paid newspaper advertising with a two-inch billing announcing the broadcast.

Proposals to Censor Communications Are Told to Congress by Army and Navy

ACTING Secretary of War Robert Patterson and Acting Secretary of the Navy James Forrestal informed Congress last week that both the Army and the Navy are preparing plans for censorship of all communications between the United States and any foreign nation. American overseas possession or ship at sea.

According to the information submitted to Congress such control would be applied to both outgoing and incoming communications by any means of transmission and is supposedly intended to prevent espionage and entrance of foreign propaganda.

Subject to Approval

Both Mr. Patterson and Mr. Forrestal told Congress that the current plans do not contemplate compulsory censorship of the press and that they must be approved by a “higher authority” and would have to be supported by legislation.

No elaboration of the Army-Navy plans were made in letters sent to the House Military and Naval Committees, which raised a question in the minds of some network officials as to how they might affect shortwave broadcasts carried domestically on American networks and originating in Axis countries. At present these broadcasts are, like those from England and Russia, censored at the source.

Whether the tentative Army-Navy plans would entail an additional check before they were released in this country is not known nor are officials inclined to discuss the subject.

It is known, however, that Government officials are especially desirous of checking outgoing messages to prevent enemy agents from transmitting “information of comfort” to unfriendly foreign powers.

At the same time, the prevailing philosophy of those charged with planning censorship is that there also must be a checkup on shortwave broadcasts from the United States or of broadcasts which might be picked up by unfriendly powers. It has been reported unofficially that Washington, since the Navy has taken lease of two floors in a large downtown office building in New York as New York headquarters for all civilian wire service and mail service staff to handle outgoing messages. When these facilities would be placed in actual use is not known, but it is thought the recent decision to shoot at Axis ships on sight might serve to hasten their use.

In his letter Mr. Patterson said “The War Department, the fifth international station, in the past, examined into and studied the question of compulsory censorship of the press and radio, and many other problems, with a view to being prepared to offer timely solutions should the need thereof be required to the interests of national defense.” However, he pointed out there were no such plans along that line now in preparation by the War Department.

Mr. Forrestal’s letter followed the same lines as that from Mr. Patterson. Both communications were in response to a resolution introduced by Rep. Shafer (R-Mich.) as to whether censorship plans are under consideration. After hearing the letters, the House tabled the resolution.

World Wide’s Third

WORLD WIDE Broadcasting Co., Inc., has, in the construction permit for its third international station when the FCC last Tuesday authorized the license of WRUL and WRUW, Boston, to operate another station at Scituate, Mass. WRUL and WRUW are also located at Scituate. Grant specified the new shortwave station is to operate on 6040, 11730, 11790, 15310, 18520 and 17750 kc., using a 30-watt A3 emission with 50,000 to 100,000 watts. The licenses of WRUL and WRUW will be modified to include transmission of “information of comfort” to unfriendly foreign powers.

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GE TO USE DISCS FOR FM RECEIVERS

FM WILL BE stressed in advertising of GE station license. The Bureau of General Electric, according to H. J. Deines, advertising manager of GE radio and television department, Bridgeport, Conn., in addition to a campaign in national magazines, newspapers and other media, plans a series of customer announcements and songs have been prepared for radio advertising which is to be used in the fall.

The new program will be played on standard broadcast stations only in areas where FM service is available, are five on the Pacific Coast and another group in Detroit.

Suing to FM, featuring Haze Scott, pianist, and the Golden Gate Quartet. The latter will give a new twist to commercials in the form of story-songs—telling in song what the advantages of FM mean to such people as William Casey Jones, Noah, and the Man on the Flying Trapeze.

According to the FM advertising campaign is a 20-minute color sound movie that gives a clear explanation of the advantages of FM AM in simple animated drawings. Titled Listen. It’s FM, it will be shown to both dealers and station managers as an educational movie.

Other advertising and promotional items include a GE FM primer, explaining FM with sketches in simple language; an outdoor advertising poster for cooperative advertising; and store window displays. Agency is Maxon, Inc., New York.

WWSW’s FM Outlet Now Bonus to Sponsors

W4TP, FM adjunct of WWSW, Pittsburgh, the first FM outlet in Pittsburgh, in an unusual move in the answering service field, will duplicate programs of WWSW advertising the advertiser himself. WWSW affiliated commercial stations at no extra cost until further notice, according to Frank R. Smith Jr., general manager of both stations.

Currently W4TP is conducting a campaign promoting FM in Pittsburgh. During the county fair, the station planned to have special exhibitions of the new high-frequency type of broadcasting were decided in favor of the public. W4TP is also carrying the WWSW broadcasts of the Pittsburgh Pirates baseball games and has adopted an extensive fall and winter schedule of sportscasts which will include descriptions of Pittsburgh Steelers pro football games, Pittsburgh Hornets hockey matches and collegiate football and basketball games.

WSAI Seeks Booster

TO IMPROVE its downtown Cincinnati coverage, WSAI, sister station of WLW, and a week applied for the FCC for a 250-watt booster station to be synchronized on the WLW frequency, for which is synchronized with two Washington stations—WINX and WWD—the booster station to supplement the new 250-watt station, to operate at 5500 watts full power. The booster station would be limited as a means of covering the metropolitan area. WSAI holds a construction permit for 5000 watts full-time for its main transmitter.
Bar Group Urges Freedom of Radio

Advises Further Study Before Conclusive FCC Action

REAFFIRMING its support for a “free radio,” with reasonable Federal regulation but no Government operation, the report of the standing committee on communications of the American Bar Assn., to be presented at the Sept. 29-Oct. 3 ABA convention in Indianapolis, indicated that further consideration should be given to such propositions as the network-monopoly regulations before the Government takes conclusive action.

With public opinion strongly in favor of private ownership and management of radio and communications facilities and operators doing a “reasonably satisfactory” job of presenting opposing points of view on controversial subjects, the bar committee warned that “as between the special disadvantages of Government control and the special disadvantages of private ownership in the radio field, the latter are relatively slight, under proper governing regulations, as compared with the serious dangers of public ownership.

Need of Balance

On the necessity of maintaining a balance in controversial discussions, the committee report stated: “The balance can be attained only by intelligent and affirmative executive effort. Any agency which undertakes this task of maintaining a proper balance should be and will be subject to searching criticism. It is our view that whatever the difficulties of attaining this balance when programs are privately managed, the difficulties would be immensely more serious if programs were under Government control, because in this country Government control means party control and is closely tied in with politics.

Admitting the need for regulation, the committee observed that radio’s technical and economic problems point to the conclusion that under private operation “a considerable extent of monopoly and a considerable degree of ‘bigness’ must be expected in the network units which are involved.

Smaller competitors should be encouraged and monopoly discouraged as far as possible without upsetting the private proprietorship system, the report stated, although in deciding whether an FCC regulation should go it should be remembered that “if regulation proceeds to the point where the public becomes dissatisfied with the service it gets, the public, which now favors private ownership, might become inclined to favor public ownership against its long-term interest.”

The committee urged reasonable chances of safety and profit for radio operators, although declaring there should be no vested interest in licenses. Unless Governmental regulation affords reasonable incentives to commercial success, private capital cannot be expected to risk the large amounts necessary to operate in a technical and rapidly developing field like radio, it was pointed out.

Apart from the network-monopoly regulations, the report briefly reviewed, with recommendation or comment, the ASCAP controversy, the Defense Communications Board, legislative recommendations of the Federal Communications Bar Assn., the newspaper-ownership proceedings and several court actions. The committee, headed by Robert N. Miller, Washington tax attorney, also includes E. M. Borchard, John M. Davis, C. E. Kenworthy, W. N. Seymour.

Canadian Flour Firms Drop

CANADIAN FLOUR companies will not use networks to advertise flour this season, it being understood that all options for network time have been canceled. W. C. McMillan Mills, Maple Leaf Mills and Robin Hood Flour Mills, major flour companies using networks last season, will be absent from the picture.

Various reasons and conjectures are given for this move, but the move is by mutual agreement among the flour companies, according to one executive. The advertising of cereals and specialties by radio will continue on a somewhat smaller scale, though no programs are as yet ready for announcement.

SPECIAL EVENTER ROBERT MORARD, who has been called for active duty in the Naval Reserve Sept. 15, was host at a very special event at WBBM, Chicago, when the feminine office staff turned out to salute his embarkation on a naval career. He will be attached to the public relations staff of the 9th Naval District in Chicago.

DRUG ADVERTISING

IS 15% OF SALES

DRUG and medicine manufacturers, heavy users of radio time, spend about 15% of their total sales on advertising, according to a Federal Trade Commission analysis of the medicine-drug manufacturers field made last Tuesday. The report was compiled as part of a wide-scale FTC project for collecting annual financial reports of industrial corporations operating in principal U. S. industries.

The FTC report stated that consolidated sales for 23 of the “more important” concerns covered in the survey during 1939 aggregated $470,800,886, of which $416,501,001, or 88.7%, represented domestic sales, and $55,309,894, 11.3%, export and foreign sales. Based on figures supplied by 17 of the 23 corporations, advertising expense for these 17 firms amounted to $52,510,928 in 1939, or about 17% of the 17 companies’ aggregate expenses of $315,099,410, the report indicated. Projected on an industry-wide basis, it was shown that advertising expense averaged about 15% of the total expense figure for the industry.

Other Expenses

In addition to the advertising item in the breakdown of expenses, which amounted to 15.1% of total expenses, research expense represented 12.1%; administrative and general office expenses, 6.2%; taxes, 1.6%; social security and pension fund payments, .9%; research and development, 1.1%. Expenses were shown to account for 37% of total sales, with an eventual net profit from manufacturing and trading of 16.9 cents from every dollar of sales.

The FTC also reported that nine of the principal flour milling corporations during 1939 spent for advertising about 3.4% of their total sales, which amounted to $135,099,410. The total of items listed as expenses represented 14.8% of total sales, with selling expenses amounting to 7.2% and administrative and general expenses, 6%.

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WHN, AFRA RENEW; OTHERS APPROVED

WHN, New York, has signed a renewal contract with the American Federation of Radio Artists, covering staff artists and announcers employed at the station. AFRA announced also that contracts covering talent at WHK-WCLE, Cleveland; WOOG-WASH, Grand Rapids, and KRLD, Dallas, have been completed and ratified by the AFRA board. The union’s field representatives, Victor Dietz and German Faine, are in Miami and Washington, D. C., respectively.

Devaney to Be Candidate for U. S. Senatiorship

JOHN P. DEVANEY, former chief justice of the Minnesota State Supreme Court and controlling stockholder of Minneapolis radio station KMO, has refused to sign the loyalty oath of the State of Minnesota. He was reported last week by the newspaper, 'Excelsior.' According to the paper that long and shortwave facilities, has been using the call letters XAG. The newspaper also disclosed that the Minnesota Department of Justice and the Senate had been informed of the discovery. Chiceras, where the station is located, has long been rumored as a center of Nazi activity due to the large number of German residents and stated the 'Excelsior' XAGD had been spreading Nazi propaganda in Southwest Mexico and Central America. Devaney was reported in Washington that the marketing staff of the FCC had drawn beams on the Mexican station and had been satisfied it was a Nazi propaganda agency.

Ju-Jitsu

EVEN highbribles and police- men sometimes get fooled. Louis Bono, WVL's No. 1 hillbilly and a member of the New Orleans police department, was seeing Howard Summersville, manager of the station, who at first thought he was demonstrating his best, unbreakable hold on him. Imagine Hillbilly-Officer Bono when his ex tra special grip didn't work and he went flying over Mr. Summersville's desk. Officer Bono then discovered that Manager Summersville was a Ju-Jitsu wrestler.

Secret German Station Is Uncovered in Mexico

DISCOVERY of a clandestine Nazi radio station in Mexico, near Las Palomas in the State of Chihuahua was reported last week by the newspaper, 'Excelsior.' According to the paper that long and shortwave facilities, has been using the call letters XAG. The newspaper also disclosed that the Minnesota Department of Justice and the Senate had been informed of the discovery. Chiceras, where the station is located, has long been rumored as a center of Nazi activity due to the large number of German residents and stated the 'Excelsior' XAGD had been spreading Nazi propaganda in Southwestern Mexico and Central America. Devaney was reported in Washington that the marketing staff of the FCC had drawn beams on the Mexican station and had been satisfied it was a Nazi propaganda agency.

MBS Anniversary

MBS, completing its seventh year of operation on Oct. 2, started in 1934 as a four-station hook-up comprising WKBW, WLW, WLW-WGN, and WXYZ, Detroit, and today includes 175 stations in the United States, Canada, and Hawaii. A gala anniversary broadcast is planned for Oct. 2, which will also serve as a welcome salute to WGR, Buffalo, WCAE, Pittsburgh, and WFBK, Baltimore, which are to join MBS as basic fulltime outlets during the preceding week.

Announcer WANTED

Give qualifications and salary expected.

DCB Takes Measures To Expedite Priorities

MOVING to expedite procurement of new materials and supplies, the Defense Communications Board last Thursday announced membership of the newly-authorized five-man Defense Priorities Committee.

Four of this newly formed military branch committees also had named their "priority representatives", to function as advisors to the special priorities group, as Broadcasting went to press last Friday.

Members of the Committee 13, as announced by DCB, are Col. Roger B. Colton, director of the material branch of the Office of the Chief Signal Officer of the War Department; Comdr. R. H. Griffin, U. S. N.; Joseph Keating, alternate Harvey Otterman, State Department; E. K. Jett, FCC chief engineer, alternate A. W. Cruse, FCC.

"Priority representatives" named by four of the industry subcommittees include: L. G. Woodard, associate vice-president, AT&T; and Louis Pitcher, executive vice-president, U. S. Independent Telephone Assn., telephone director of the Western Division; Paul Goldsborough, president, and A. E. Harrison, engineer, Aeronautics Radio Inc., aviation director; George W. Bailey, president, American Radio Relay League, amateur.

General Oil Duo

GENERAL PETROLEUM Corp. of Cal., Los Angeles, on Sept. 17 started sponsorship of Football Forecast, a transmitted quarter-hour program, with Sam Hayes, sportscaster, Wednesday, 6:30-6:45 p.m. (PST) on the following CBS Pacific stations: KNX, KSFQ, KARM, KIRO, KFPY, KYTUC. Company also sponsors I Was There on the CBS-Pacific network, Sunday, 9-9:30 p.m. (PST). Agency is Smith & Drum, Los Angeles.

Defense Work Brings Business Boom to Wichita, Kansas

America’s "biggest business"—national defense—has sent economic and physical Wichita skyrocketing to new heights unparalleled in the history of Kansas' "Air Capital." Wichita's metropolitan area population, now officially estimated at 140,000, is expected to reach 160,000 or more by 1942 if present trends prevail.

That's why we say that the Wichita market offers a good way to reach the market effectively.

The Pioneer Voice of Kansas

KFBi - Wichita

HOW ARMY CAPTURED KELD
Veteran Broadcasters Take Over as Military Authorities Commandeer Station

By CAPT. BARNEY OLDFIELD
Radio Public Relations, Second Army

WHAT IS BELIEVED to be the first time an army actually "captured" a radio station, took it over, and operated it for a day, was perpetrated at El Dorado, Ariz. Sept. 2 by the Second Army radio public relations staff [Broadcasting, Sept. 8].

The "capture" was friendly, of course, and pre-arranged by Manager Fletcher Bolls, of KELD, with the writer, who is director of the ether publicity section of Lt. Gen. Ben Lear's forces.

The station, while anticipating some small reaction to the stunt, was unprepared for what happened. In all the six years of its operation, there had never been a time when as many people gathered in the studio and on the lawn outside to watch as they did on "Army" day.

From Miles Around

The telephones rang so constantly, it was necessary for two men to answer all calls. People came from miles around. They brought fruit, sandwiches, soft drinks, watermelons, and cakes, until the studio resembled a delicatessen store prepared for weekend rush trade.

The Second Army radio section is comprised of men who had previous air experience. John Conrad, a private in the 5th Division, was made chief announcer and program director for the day. Conrad was formerly with KWK, in St. Louis, and WLW, in Cincinnati. He breezed through half the news periods, then shared with his assistant, Private James D. Asher, once with WREN, Lawrence, Kan., and later with the Yankee Network in New England. He's a 27th Division boy.

Sam W. Dobran, once with CBS and also with Curtis & Allen Agency, was the interlude gabber between transcribed musical selections; Larry Oxford, a private formerly with WDZ, Tuscola, Ill., was the comedian. He did three hillbilly cornprows during the day as Top- hand Charlie, and was a KELD neighborhood wow.

For the Ladies

Another hit was the women's program department conducted by Sgt. William (Sweet William) Duncan. He is the original "Oinnie" of WGN's Paul Fogyarty's "Draftie" cartoon strip whir, runs in 67 newspapers. Duncan with safety pins in his mouth, a doll for his workbench, and a towel, went into everything from care and feeding of children to planting dahlias, bulbs. He was a three times repeated feature, too.

The 35th division furnished most of the other talent, and the programming of the day had about four bands, a featured pianist, Joe Ahlin, formerly of KHAS, Hastings, Neb., and a violin soloist, Rudy Schultz, who used to be with KMOX and KSD, in St. Louis.

Things were going so merrily for Fletcher Bolls, the manager, after about four hours, he decided to have a little fun on his own. He faked an INS report on his telegrams that another Army was coming on to take the station away from its soldier holders. The news broke just as a band was setting up, so they immediately tore down and scrambled to evade capture. Bolls pranked cost him a musical feature, but the laugh and uproar was worth it.

On the Nose

Aiding the enlisted men where and when needed were Brooks Watson, alumus of WMBD, Peoria, Ill., now with Ed Kirby's radio branch in the War Department, and Capt. Oldfield, grad from the Don Searle mill at KOIL-KFAB-KFOR, Omaha, and Lincoln, Neb. Watson (Continued on page 27)
Associated Oil Grid Season
On Coast to Exceed $250,000

Deal Says Schedule Will Include 91 Games With
Service Teams Included for the First Time

EXPENDITURE of over $250,000
for the broadcast of football games
on the West Coast this year,
which will total 91 games, the greatest
number ever broadcast by it,
was announced by Harold R. Deal,
advertising and promotion manager
of Tide Water Associated Oil Co.,
San Francisco.

This is the 16th consecutive year
that the oil company has sponsored all
games of the Pacific Coast
Conference [BROADCASTING, Sept. 15].
In addition to the conference games
this year, Tide Water will sponsor
the leading independent and uni-
formed service games. The list of
stations this year, too, is greater
than it has been in the past.

New Hookups
Don Lee-Mutual and NBC-Blue
will be used this season, supple-
Harison Abandons CP in Augusta, Ga.

Says Market Does Not Justify Three Broadcast Outlets

ANOTHER victim of the FCC's "survival of the fittest" theory was revealed last week when it was learned that W. Montgomery Harison, real estate man of Augusta, Ga., who had been authorized to construct a new local station there to be known as WMWH, had returned his construction permit to the FCC.

Action was precipitated by issuance of a construction permit for another local, WGAC, in Augusta on July 25, 1940, just one month before the grant to Mr. Harison. This gave Augusta, a city of approximately 66,000 inhabitants, three stations—the third, WRDW, having been in operation for several years.

Not Enough Business

In a letter to the Commission, Mr. Harison's attorneys stated that the permitee was relinquishing his construction permit because there already were two stations in Augusta and Mr. Harison "does not believe after careful analysis and due consideration that there is sufficient economic support for the third station."

WGAC went on the air Dec. 1 of last year and is licensed to the Twin States Broadcasting Co., controlled by the owner of the Augusta Herald, while WRDW is owned by a partnership of three local movie operators—Arthur Lucas, William K. Jenkins and Franklin J. Miller.

This is the fourth instance in which a new station was authorized simultaneously with another in the same community and forced for economic reasons to abandon the undertaking. Like WMWH, two of the preceding cases—WMVD, Salisbury, Md., and KFUN, Las Vegas, Nev.—surrendered their construction permits before going on the air [Broadcasting, June 15, 1940].

The other, KYAN, Cheyenne, Wyo., went off the air last March 28 after operating five months [Broadcasting, April 7].

Capture of KELD

(Continued from page 53)

did all the dressy introductions, and the captain, whose forte was Hollywood commentary prior to the Army, did a 10-minute show about the studio.

This idea was described as a sort of tactical exercise, a stunt where the enlisted men would learn what might happen if a radio station, an enemy warker, were captured, and they were called on to step in and run it as a propaganda medium. It is to the Army's credit that no program got behind, every station break was on time, and no advertiser's commercial was flubbed.

The effect on El Dorado was pronounced. It is understood that the mayor sent a long and flowery letter on the "maneuver" to Gen. Lear, saying it was the greatest goodwill venture by the Army he had ever seen.

Wiedmann Spots

GEORGE WIEDMANN BREWING CO., Newport, Ky., is conducting a campaign of one-minute transmitted announcements, delivered by Milton Cross, on WFBM, WKBN, WBNS, WHIO, WKGK, WPFM, WSAI, WOKY. Discs were cut by the NBC Radio Recording Division, New York, Strauchen & McKim. Cincinnati handles the account.
Fidler and Fisher Describe Relations With Networks During Senate Inquiry

ALTHOUGH radio occasionally got passing mention by the special Senate Interstate Commerce subcommittee investigating the alleged use of movies and radio for propaganda purposes, the motion picture industry continues as the principal target for isolationist Senators’ accusations that the movies and radio have become Administration paddaws in preaching the pro-war and pro-British gospel.

Hearings before the five-man Senate committee, admittedly dominated 4 to 1 by isolationists, started their second week last Monday with appearances by Jimmy Fidler, movie gossip columnist and radio commentator, and George Fisher, movie commentator heard for several years on MBS.

Apart from the brief appearances of these two radio personalities, there appears little likelihood that broadcasters’ policies and practices in connection with the propaganda charges will come up for further examination for at least several weeks, after the committee has finished questioning a long list of motion executives.

The first industry witness for the movies, Nicholas Schenck, the president of Loew’s Inc., originally slated to appear last Thursday and Friday, will be heard Tuesday, Sept. 23. It is not thought the 15 motion picture witnesses invited to appear in the proceeding will complete their testimony until October [Broadcasting, Sept. 1, 8, 15].

As the inquiry proceeded, complaints continued to be made public from many sources. Demanding that the subcommittee immediately take “a forthright position against any federal censorship of motion pictures”, the American Civil Liberties Union, one of several outspoken critics, also urged that the Senate group dissociate radio from movies, “since the two media are so different in character and control, and since radio is already the subject of another inquiry embodied in a resolution pending in the Senate.”

Fidler vs. CBS

Radio’s connection with the propaganda accusations was not developed clearly during a proceeding of either Mr. Fidler or Mr. Fisher. Although the former discussed the details of his recent switch from CBS to MBS, following his termed attempts by CBS to deflate his scripts, both movie commentators were questioned chiefly in connection with their personal efforts to oppose propaganda pictures as such.

Responding to Mr. Fidler’s censorship charges, CBS in a press release issued before he had been heard from the witness stand declared:

“Columbia was hest at legal difficulties and dangers so long as Jimmy Fidler was on the air because of Fidler’s desire to destroy values and reputations in order to build up a big audience to which his sponsor could advertise. In addition, he was actually trying, on a concealed basis, to get over the whole realm of controversy, and CBS does not sell time for the one-sided discussion of controversial issues; it gives the time free in order to maintain fair discussion of all sides of such issues.”

“CBS is responsible for what is aired over its network and has the right to maintain certain standards and to insist upon proper standards of what is broadcast into American homes. CBS is well satisfied that CBS and Fidler have parted company and does not believe that Fidler will succeed in deceiving the public with a false issue of free speech.”

Answering the CBS statement from the floor stand, Mr. Fidler maintained that CBS never was in danger of “legal difficulties”, since questioned points in his scripts as a matter of course were checked by both his own and the CBS staff. He declared also that his contract specifically provided protection for CBS in case of libel or slander suits arising from his broadcasts.

Pressure Alleged

Pointing out that he had previously appeared for several years on CBS, the network at the time it entered into a new contract with RCA MFG. Co., Camden, N. J., sept. 26-28 will conduct an intensive publicity campaign for its new Victor Red Seal catalogue, through newspapers, national magazines and radio. Woven around the theme, “Many orchestras have recorded Bach, Beethoven, Mozart but Victor Red Seal Records Bring You the World’s Greatest Symphonic Orchestras and Conductors”, the campaign on radio will feature announcements on Music You Want, heard six times weekly on 52 stations for Victor records and will tie in with local dealer displays, page-styles in 122 papers and seven magazines. Lord & Thomas, New York, handles the account.

Joseph R. Schifini, local beauty salon owner, held 7 of the 58 shares of stock issued by the Torrington Broadcasting Co. Inc., applicant for a new local in Torrington, Conn. 250 watts on 1490 kc. One share apiece is held by Gertrude T. Schifini, Carmela Schifini Cireguzione, and Joseph A. Cireguzione; call would be WTOR.

his sponsor Tayton Co., Los Angeles (cosmetics), undertook the commitment with full knowledge of the type of program he conducted, he declared, and when it later precipitated a situation that forced him to request release from the CBS contract, the network failed in its duty to the public to carry through on its established policy.

Both Mr. Fidler and Mr. Fisher stated they had been advised of instances in which movie companies approached the networks and certain newspapers to try and exercise some control over their radio scripts, although both declared they had felt no such pressure from their present network, MBS.

MANEUVER STYLES, an outgrowth of the Army recommendation that radio’s correspondents at the Louisiana war games effect regulation military apparel, got a professional posing by members of the special WLW-WSAI war maneuvers staff just before they took off from Cincinnati for maneuver area. Taking a final peek at the uniforms of the 350-man Major Cracken, chief announcer of WLWO, Crosley shortwave outlet; Cecil K. Car- michael, assistant to James D. Shouse, Crosley vice-president in charge of broadcasting; J. B. Scott, staff photographer; James Cassidy, WLW announcer, and Elizabeth Benis, newscaster; R. L. Tedford, engineer. At right Marsha Wheeler, woman’s commentator, gets a fitting on her uniform, designed by graineen garrisson.

Victor Reced Drive

Congress Cigar Shots

CONGRESS CIGAR Co., New York (agents), during the first week in October will start sponsorship of three sports programs on WBMB, Chicago; WWJ, Detroit, and WKRC, Cincinnati. On Oct. 1 company will take over a Sunday program featuring “name” guest stars, on WKRC, Wednesday, 8:30-9 p.m. (EST); from Oct. 4 to Nov. 22 Tom Har- rison,.forw., will be the guest of Don Crac- ken if the network fails to sell time for his program. The Network will carry on the public with the World’s Orchestras and Conductors, Wednesday, 7:45-8 p.m., Monday through Saturday schedule of 15-minute sports reviews on WWJ, 7:45-8 p.m. Others may be heard on WOR, WJAR, and WBBA, New York, handles the account.

KVRS Sale Sought

OWNERSHIP of KVRS, Rock Sprin- gs, Wyo., will pass into the hands of Marjorie Lannen McCracken if the FCC approves a pending application for R. R. West, holding 9,999 shares of stock in the station, to transfer to Mrs. McCracken for an undisclosed amount. Mrs. McCracken is wife of Harold L. McCracken, onetime manager of KVRS and more recently manager of the new KVAN, Cheyenne, Wyo., which was forced off the air last spring for economic reasons. KVAN at that time was 50% owned by Mrs. Mathilda Lannen, mother of Mrs. McCracken. KVRS operates with 250 watts on 1400 kc.

STANDARD RADIO has announced its fall and renewal sub- scriptions to its program library serv- ices: KWKW, Pascoke, Cal.; WBNZ, Springfield, Ohio; WIGA, Ab- tashulan, O.; KBKO, Everett, Wash.; WPID, Petersburg, Va., and KWJW, Portland, Ore.
AT THE FRONT, network crews are providing coverage of the battle between the Second and Third Armies in Louisiana. In the Third Army radio room (left) are (1 to r) Brewster Morgan, CBS director for national defense; James Harris, news and special events, New York, and Bob Cummings, NBC engineer; Gene Ryder, CBS engineer.

Correspondents accredited to the Third Army are (center photo) Eric Severud, CBS commentator; Bill Slocum, CBS special events director; Bob Stanton, NBC, and Ken Fry, NBC special events chief. NBC and CBS shared a direct wire through the maneuver area to permit coverage at various points.

Covering the maneuvers for MBS were Jimmy Gordon, manager of WNOE, New Orleans; John Duffey, announcer; C. E. Davidson, engineer. In rear is Lieut. Edward W. Boyle, in charge of radio section of public relations bureau, Third Army. The radio crews were kept on the jump because the maneuvers were uncontrolled, simulating actual warfare.

Networks, Stations

Cover Maneuvers

Capture of KALB Provides Chance for Deception

AMERICA's greatest peace-time maneuvers got under way last Monday [BROADCASTING, Sept. 15] with every war condition simulated to the last degree. Even the propaganda units of the Second and Third Armies and the radio troops got into the home war spirit by sending out conflicting stories on the same incident from the front.

KALB, Alexandria, La., was stormed and captured by radio units of the Second Army, with the assistance of infantry which seized the Red River bridgehead in Alexandria, according to a CBS communiqué from Second Army Field headquarters in Winnsfield, La.

A Phoney Tip

Thought to be a military trick that could easily turn out to be the nearest of the entire maneuvers, the capture of the station resulted in tremendous gains for the Second Army, the communiqué went on. The station's regular programs continued, with the radio men of the Second Army taking over and substituting for the regular personnel from 6 a.m. to 1:30 p.m. Monday. At a strategic moment Capt. Barney Oldfield (recently of KOIL-KFAR-KFOR, Omaha - Lincoln) took the air and warned civilians that certain roads leading into Alexandria from the North were choked with men and military equipment.

The Third Army, listening in, heard the broadcast, and thinking that the Second was attacking the city, rushed up troops. In doing so, they left a large stretch of the river bank open, which the Second, lying in wait, seized by throwing up a pontoon bridge and advancing well into Third Army territory.

An MBS bulletin broadcast last Monday evening by John Duffey and Jimmy Gordon, MBS Army correspondents, reported that Capt. Oldfield and Lieut. Brooks Watson (recently of WMBD, Peoria) and an MBS recording crew were among the war's first casualties when they were captured while storming and capturing the station at Alexandria. They were released in 36 to 48 hours, it was reported later.

The MBS report further states that the two radio men, whose names were withheld by the censor, would be interned for 24 hours, according to the internment order. Both CBS and MBS headquarters asserted their version to be the correct one.

CBS said its microphones were carried into the actual battle line by its special events staff of 15. Among its many battlefield programs is the Spirit of '41 series, dramatizing work of Army branches in the combat area. Eric Severud, formerly stationed abroad by CBS and now at its Washington office, broadcast his experiences in a dive bomber.

WLW Scoop

WLW claimed a scoop for its maneuver unit when some of the station's mobile units happened to be driving by the Second Army's headquarters as shock troops of the Third Army were paying a visit. Only radio crew to cover the attack, which failed, WLW got a complete description plus interviews with officers and prisoners.

Tax Bill Passed Without Radio Impost

But Franchise Plan Will Be Discussed

BARE of the controverted 5-15% Federal tax on radio time sales in excess of $100,000 annually, as well as another advertising tax proposed to be levied on billboard space, the 1941 Revenue Act was sent to the White House for Presidential signature last Wednesday night after approval by Congress. The House on Tuesday and the Senate on Wednesday approved a conference committee report incorporating agreement to delete both the radio and billboard taxes from the bill.

However, with the immediate threat net and repulsion, it became increasingly evident that moves are afoot in Government circles to impose a franchise tax on radio, with a cost-of-regulation plan espoused by FCC Chairman James Lawrence Fly and a Treasury Department plan of unknown specifications most prominent. Although it could not be verified officially, it is understood the Treasury Department, under direction of John L. Sullivan, Assistant Secretary of the Treasury, already has compiled an extensive statistical record in connection with a definite franchise tax scheme.

Perhaps in New Bill

During House and Senate consideration of the tax conference report, it also was apparent that in securing deletion of the proposed tax from the pending bill, opponents had given some promise to radio-tax proponents that some sort of Federal levy on broadcasting would be discussed before long.

It is thought a proposal may be offered as part of the coming bill to effect administrative changes in the Revenue Code. This has been hinted several times by Congressional leaders, although no one has announced a definite intention to sponsor the project.

Most of the time schedules provided under the new Act, which will yield an estimated total of $3,553,400,000, is a 10% sales tax on radio receivers. Telephone taxes provided in the bill include a 5-cent impost per 50-cent message charge, a 2% fraction; 10% of the charge for telegraph, cable or radio messages; 10% of the charge for leased wire, teletypewriter, or talking circuit special service; 5% of the charge for local telephone service. Specifically exempt from the 10% tax on leased wire, teletypewriter or talking circuit special service are broadcasting stations and newspapers.

During House debate on the tax conference report last Tuesday, Rep. Treadway (R-Mass.) voiced one element of Congressional thinking on the radio tax situation.

"There may be merit in some form of radio tax," he declared, "but I am not going to discuss the merits or demerits of the tax itself. It would be an exception to the present law to have a tax on radio advertising. No advertising tax has been included in any tax bill, and there is no reason why it should start with radio broadcasting. If you are going to have a tax on advertising it should apply to all forms of advertising, not to one."

Lunden's Ready

LUDEN’S Inc., Reading, Pa. (cough drops), is about to launch its extensive fall campaign of live station-break announcements with the first of 10 stations on a staggered schedule to get under way Oct. 1. Announcements will run three to nine times weekly. Contracts are 13-26 weeks. Agency is J. M. Mathes Inc., New York.

Lehn & Fink on 55


BROADCASTING • Broadcast Advertising
September 22, 1941 • Page 59
Radio Slightly Affected
By Kansas City Strike
BLITZKRIEG strike of AFL's IBEW in Kansas City last Tuesday and Wednesday, plunging the city into darkness and threatening the water supply, had little effect on its radio outlets. The power was suddenly cut off at 11:57 p.m. Tuesday, but inasmuch as KMBC, WDAF, KCMO and KFTE regularly sign off at midnight no serious loss of time was involved.

Technical staffs of both KMBC and WDAF remained on duty during the blackout, which lasted until 4 a.m., making arrangements to operate using auxiliary systems if necessary. Although the strike was not settled immediately, city and state officials promised there would be no further interruption to service.

Feed Firm Extends
CONSOLIDATED PRODUCTS Co., Danville, III., supplementing its spot campaign on WOR, New York, has purchased 15 minutes of the Farmers Almanac on WEEI, Boston, thrice-weekly in the interests of its semi-solid "E" Emulsion, a buttermilk-vitamin feed for poultry. The radio campaign is being run in conjunction with space taken in farm papers. Alice Adv., Peoria, is agency.

IMAGINE WOLOTT, heard as Hearst Imagine six days weekly on WOH, New York, has bought a half-interest in American Cookery, monthly magazine of the Boston Cooking School. She will continue her program.

Running Account of Press Hearings
(Continued from page 22)

"propaganda" and "doubtful programs" off the station.

Asked for his definition of a "doubtful program", Maj. Stoor termed it "a program that would interfere with the revenue of the station", taking into account that the NAB code would be enforced so far as possible on controversial issues.

Contract Relations With CIO Reviewed

Resuming the stand last Thursday, Maj. Stoor identified a further series of correspondence exhibits offered by Mr. Lloyd in connection with the KYA-CIO situation. The correspondence, in letter and memora- 

"I have read a great many of these scripts. I cannot say that I can definitely put my finger on any one script or any portion of a script and say that that was highly objectionable." Mr. Fink also declared:

Programs to Offset Labor Series Proposed

"A combination of the CIO and the AFL each raising hell with business on KYA cannot be offset by any powder puff programs suggested by the National Manufacturers Assn.," commented Mr. Lindner, Examiner publisher, in a letter to R. E. Berlin, of Hearst Magazines Inc., on a proposal for a program series under NMA auspices.

In a Sept. 12, 1940, note to Harold Meyer, present manager of KYA, Mr. Fink declared: We have no interest in relation to the dropping of any of the programs now extant on KYA—nor do we believe any adverse effect to the newspaper that might conceivably be consequent would be unsurmountable."

The Call-Bulletin attitude apparently was less strenuous. A Sept. 25, 1940, letter from Maj. Stoor to Mr. McCabe indicated that Publisher Coblenz believed the AFL and CIO programs should be allowed to continue to the expiration of contract rather than cancelled. Commenting on his conversations with Mr. Coblenz, Maj. Stoor stated in his letter: "He even went so far as to say that he did not believe that either the Examiner or the Call-Bulletin had lost a single advertiser because KYA was carrying the programs in question, whereas he felt that if they were thrown off the station, the effect on the papers might be extremely serious."

After AFL in late September, 1940, had cancelled its KYA programs, charging the station with "severe censorship", and with the CIO contract to expire Oct. 8, the correspondence indicated that "with the end of the labor programs in sight?" Hearst officials and the station managers immediately set about improving the relationship between the stations and the papers. Both publishers indicated agreement with the station's policy in refusing to renew the commercial commitments, the letters indicated, and were receptive to cooperative offers, although Mr. Coblenz is said to have wanted to "wait until this trouble has completely blown over" before tying up with the station.

During presentation of this long string of exhibits by Mr. Lloyd, he was interrupted occasionally by Hearst Counsel Porter and Judge Thacher, who pointed out inaccurate statements in the correspondence. Condr. Craven also asked that the record be straightened out by Mr. Lloyd in connection with FCC consideration of the KYA incident. Judge Thacher commented at one point that "the record is being flooded with one recital after another of inaccurate statements", which, he said, may be used by the Commission in coming to a decision and which are difficult to point to as inaccurate after they have once been passed by.

Developments Shown In Letter to Fly

Asked for a review of the KYA incident from the Hearst point of view, Maj. Stoor cited a letter written by him to Chairman Fly on Nov. 19, 1940, which previously had been entered in the record. The letter stated:

"On June 11, 1938, KYA entered into a contract with the San Francisco District Industrial Union
Go Away!

CBS and NBC got a very blunt example of "freedom of the press" during the early days of the ASCAP-BMI battle last January, it appears from testimony presented at the FCC Newspaper-Radio hearing last week. According to letters introduced, NBC and CBS officials asked E. M. Stoer, general manager of Hearst Radio, if the New York Hearst paper could not be more objective in editorial commentaries on the ASCAP fight. Mr. Stoer took the matter up with William Randolph Hearst, Jr., publisher of the "San Francisco Examiner", who agreed that the newspapers were "supersensitive" and added, significantly, "If they call again, tell them to go away."

Council to broadcast certain programs for that organization. The program had been broadcast, with a few changes in length and content, on the San Francisco area, all of which we have been advised had been offered the CIO program, and all of which have refused to broadcast it.

"Refusal of KYA to renew the CIO contract was based on the fact that the program was controversial, and, therefore, contrary to the provisions of the NAB contract which provides that controversial programs cannot be accepted by a station on a paid basis. Although KYA was desirous of complying with the code, it refrained from disturbing the CIO program until the expiration of the contract."

"Our experience with the broadcasting of controversial programs has been most difficult."

"The station also carried a series of programs sponsored by the AFL. One of these programs, broadcast Sunday, March 13, 1940, resulted in a charge by the CIO that statements contained in the AFL program were false and libelous. The CIO demanded that KYA make a retrac-tion of the statement referred to."

"This latter incident resulted in placing KYA squarely in the center of an embittered labor dispute. KYA did not desire to become the center of a labor dispute, and realized that the simplest way to avoid antagonism from all sides was to conform its policy to that of the NAB Code. Based on our experience with this highly controversial question, we subscribe to the wisdom of this code provision."

"KYA is perfectly willing, in conjunction with the other San Francisco stations, to provide a medium for the discussion of any controversial question upon a free time basis. However, it does not feel that it should be singled out as the only station in the San Francisco area which, because of having previous contractual relationships with the CIO, should therefore be required to continue such broadcasts."

Gives Definition Of 'Doubtful Program'

Maj. Stoer, asked by Mr. Porter to elaborate on his definition of a "doubtful program", said he had sought to give an abbreviated version when he said that it was a program that tended to reduce the revenue of the station. In the final analysis, he declared, he felt his definition still held, but he thought it difficult to draw a blanket definition and agreed with Mr. Porter that every program must be considered on its individual merits. Reverting to the CIO-KYA incident, Maj. Stoer said, in response to Commissioner Craven's questions, that complaints were received from all segments of the public and from opposing labor unions, but Mr. Porter offered to place in the record several scripts of the CIO program, at the request of Commission counsel, Chairman Fly observed that he felt the CIO issue had to do only with the management of the station and had no direct connection with the question of newspaper ownership.

Burke Tells of Newspaper Tie-up

Judge Thacher observed that in his judgment, it had no relevancy, except as it related to KYA management, and he could not see its applicability to the newspaper situation. Called as a witness by the Hearst organization, Harold C. Burke, president and manager of the WBAL Broadcasting Co., operating the Baltimore, 50,000-watt, spent less than ten minutes on the stand. He explained he had been with the Hearst organization since 1925, first with the Milwaukee News, in Milwaukee, subsequently with its station WISN, then with WFAA in San Antonio, under Hearst ownership, and finally he moved in 1938 to WBAL as manager, later becoming its president.

Chairman Fly, after considerable discussion, suggested that a memorandum be submitted for the record, showing the precise rate differential involved, covering both the newspaper's use of time and the station's use of space, which was at the lowest department store rate, similar to other exchange advertising worked out by Hearst stations.

A letter written on July 28, 1939, to Mr. Burke by Keith Kiggins, Blue Network sales manager, drew considerable attention, along with a related memorandum covering newspaper ownership to all NBC-Blue salesmen. Mr. Kiggins, in a covering letter to Mr. Burke, called attention to the letter sent to network salesmen regarding cooperation offered Blue Network clients in getting publicity for their programs. The sales memo cited "22 ways to help you sell the Blue Network" and brought out that newspapers own or control 22 Blue stations, or more than 40% of the network's total. The letter was computed from Broadcasting's 1939 Yearbook.

The memorandum pointed out that Blue stations never let down on extra publicity where it is needed most and that use of the Blue Network, by virtue of the newspaper tie-up, was a sound investment in goodwill.

Mr. Burke said the News-Post from time to time has made suggestions for programs on WBAL. He cited as a recent example the idea that WBAL carry a program on the induction of Naval recruits into the military, indicating that most of the suggestions related to public service features.

Mr. Burke also identified a letter from Seymour Morris, of Benton & Bowles, agency for Colgate Palmolive-Peet, to Walter Candler, executive of the News-Post, on the Ellen Randolph program which ran in latter 1939. The letter brought out that Mr. Burke had suggested the agency was making a great mistake if it failed to use display space in the News-Post, as well as in the Sunday American Free Press.
and the Baltimore Sun, pointing to merchandising pages appearing in the News-Post.

Mr. Morris letter stated that "Mr. Burke proved himself quite a salesman on this and several other points about your paper, and as left me promised him I would take up the matter with Mr. Roy Peet and with our own media department again." He added that subsequently the News-Post was placed on the schedule.

Mr. Burke explained that in talking with the agency about the new program which was to run on WDAF, he suggested use of the affiliated newspapers because of the merchandising tie-in.

**Decentralized System Explained by McCabe**


Hearst stations to individuals or organizations who might be attacked in Hearst newspapers, the Hearst executive said that such matters were handled independent by the stations. He emphasized that while there was centralized ownership, the station operation on the programming end was decentralized.

**Diebler, Roberts Next to Appear**

Taking up the so-called "Kansas City situation," Assistant General Counsel Thomas E. Harris called as his first witness David H. Diebler, veteran FCC attorney. He identified for the record an exhibit outlining the facilties and ownership of the six Kansas City broadcasting stations. Roy A. Roberts, managing editor of the Kansas City Star, former Washington correspondent and one of the best known figures in American journalism, then was called.

Mr. Roberts explained the Kansas City Star properties cover the Star, an evening newspaper, and WDAF. There is also the Sunday edition of the newspapers. Whereas the newspapers average about 330,000 circulation for each edition and the farm paper about 470,000, competitive newspapers in the area are far below that figure, he said.

Explaining that the Star pioneered in radio in the Midwest, Mr. Roberts said he was not thoroughly familiar with station programming activities and policies but in a general way he had kept abreast of the development and of the relationship of newspapers to stations. He strongly espoused newspaper ownership of stations as the best possible tie-up and urged that even more stations should be newspaper operated.

Confronted by Mr. Harris with an article published in Editor & Publisher, trade journal of the newspaper industry, in 1935, where-in newspaper-policy of the Star were outlined, Mr. Roberts said that the industry had moved far ahead since then that many of the old practices no longer are existent. He said the article was an accurate description at the time but that it was now entirely outdated.

Particular attention was devoted to the so-called combination rate system of WDAF and the Kansas City Star, under which advertisers using both the newspapers and the station were given special discounts. Mr. Roberts said that practice had been stopped about six years ago. He recalled it was abandoned because the practice had been questioned in the industry and by "certain Commissioners." He added, however, that there was no appreciable loss in business either by the newspaper or station as a result of elimination of this practice.

Explains Attitude On AP's Sale of News

A series of memos and letters relating to the dual rate practice and how WDAF was operated in conjunction with the newspaper, all dated between 1935 and 1936, were identified and discussed.

Mr. Roberts said WDAF does not sell newscasts because it feels that they should constitute sustaining material. News is broadcast on the station, however, four times a day locally aside from that transmitted by NBC-Red, of which it is an affiliate. He added that originally he did not believe press services should sell news for radio as attested in a letter he had written to the Associated Press, and even that picture had changed.

In its earlier days, Mr. Roberts declared, radio was "a parasite and a stepchild and had to be supported. Suddenly the stepchild became a beautiful baby and had to be loved." All told, associated Press entered into the news field, Mr. Roberts said that his organization pays $12,000 a month to the Associated Press, more than any other company pays. Consequently, he said, his organization was not very happy when AP decided to sell its news budget for radio at about $800 a month.

In radio's earlier days, Mr. Roberts recalled, most newspapers and press associations were extremely hostile to the medium. He said his organization always harbored the view that radio, with its fine tradition, background and independence, was logical corollary of the newspaper.

"The two go hand in hand," Mr. Roberts said. "If we had more newspaper ownership, we would have more radio."

**Says Fitzgerally Gets What He Wants**

One evil of sponsoring news, Mr. Roberts said, was the lack of free news. He warned that frequent broadcasts, even in these times with a war in progress. It is had to broadcast the same news "over and over again and you have to do it if you permit it to be sponsored."

A memorandum from H. Dean Fitzgerally, manager of WDAF, to Mr. Roberts pointed to the failure of WDAF to carry as much news as its main competitor, KMBC, also was read in the record. Mr. Fitzgerally had complained through the Press Radio Bureau setup, KMBC was scooping WDAF on its own news. Mr. Roberts said that Mr. Fitzgerally frequently discussed policy matters with directors of the co-operatively owned Star organization and that he "generally gets what he wants."

W. Henry South Carolina

Says a month to the record a letter from James W. Barrett, former editor of the Press Radio Bureau, Kansas City, to Kansas City News situation, answering the issue raised by Mr. Fitzgerally's memorandum, Judge Thacher protested. He pointed out that Barrett previously had been a witness and that the exhibit should have been identified that time, rather than through another witness.

In conclusion of Mr. Harris' direct examination, Mr. Roberts said an elaborate exhibit, depicting the history of the Kansas City Star and WDAF, and covering their contributions to national defense and public service, had been prepared but had not been placed in the record by FCC counsel. His
suggestion that it be made an exhibit was accepted.

Under cross-examination by Arthur W. Scharffeld, counsel for WDAF, Mr. Roberts said the radio station as such does not have an editorial policy. The newspaper directs policies of the station only to the extent of holding Mr. Fitzet responsible for operation of the station with instructions that he "run the best radio station you can."

Questioned by Judge Thacher on the desirability of newspaper radio joint ownership, Mr. Roberts said it was his opinion that such a combination is desirable because it results in better public service in every respect. As for WDAF, he said "We think we've got a damn good station and we want to make it better.

To clear the record on the question of the former combination rate for the newspaper and station, Mr. Scharffeld offered as exhibits additional letters relating to the old NRA Code practices, terminating such rate differentials voluntarily for all newspaper-owned stations.

Fitzer Questioned About Radio Columns

Taking the stand as WDAF's second witness, Mr. Fitzer explained he had been manager of the station since 1925 and had been a reporter from 1920 until 1925. He also doubles as radio editor of the newspaper, but does not receive a salary for that work.

Asked why radio programs are published only in the Star evening edition and not in the morning paper, Mr. Fitzer said this would be a duplication and waste of space, since every subscriber gets both papers under a combination subscription.

When Assistant General Counsel Harris asked why the Sunday Kansas City Star news page of Jan. 19, 1941 mentioned the Presidential inaugural would be broadcast on WDAF and no other station, Mr. Fitzer said it was his thought that the listener does not need two radio stations to listen to one program. The only time the newspaper takes advantage of such a headline, he said, is when there is duplication of this character on a broadcast handled by all network stations.

Mr. Harris, however, pursued this further by pointing out that the actual program log did not reveal that any other station carried the inaugural, whereupon Mr. Fitzer observed that the particular page referred to looked "extremely selfish", but that it was not the "average" handling.

Failure to List KCMO Is Discussed

When Mr. Fitzer explained that only the Sunday edition of the Star carried news comments in addition to program logs, Mr. Harris tried to draw from him confirmation of his claim that 80% of the space was devoted to WDAF. Mr. Fitzer, however, insisted this was not so. Mr. Fitzer explained that the Star does not essay to print complete program logs of all six stations in the Kansas City area, but that more money and more space is devoted to such logs. The full program schedules of the network outlets, he said, are published, however.

When Mr. Harris attempted to make an issue of the failure to list programs of KCNO altogether during a specified period, Mr. Fitzer said this was done at the request of KCNO and the listings later were restored by request. The station had refused to submit its program logs for several days and they were not restored until a top executive of the station had called on Mr. Roberts and made the request, he said.

Mr. Harris sought to make some play on the fact that WDAF's news staff was made up of one man, Shelby Storck, who processed and presented the station's news. He asserted that Mr. Storck had had no previous journalistic experience and asked whether it was not true that Storck was "the lowest paid announcer on the staff". Mr. Fitzet said this was not so since he had just received a raise. Mr. Harris sought to show that the station had not taken advantage of its opportunities in news broadcasting, but members of the Commission were inclined to brush that aside as having nothing to do with the inquiry.

Asked why the Star did not permit sponsorship of news broadcasts, Mr. Fitzer said the station feels that news programs constitute one type of feature that "it is most annoying to break into the middle of", as sponsors are inclined to demand.

Special Contract With ASCAP

Mr. Harris introduced a series of exhibits purporting to show how Mr. Fitzer sought to solicit advertising for the newspapers from NBC, Edward Petry & Co., its station representative, and others, in connection with dedication of its new plant last year. Both NBC and Petry turned him down as contrary to policy. Another letter, to Sidney Stroits, vice-president of programs of NBC, rejected a request of NBC on behalf of an account for merchandising services. Following Mr. Fitzer advising the NBC official that WDAF was a good station with a lot of coverage and low rates, "but no merchandising"

A mild sensation was precipitated in connection with the negotiations in 1932 by a committee representing newspaper-owned stations, headed by Mr. Fitzer, of a special form of music performance contracts from ASCAP. The committee, made up also of Walter J. Dannm, of WTMJ, and Lambdin Kay, of WSB, claimed that the deal resulted in a one-third reduction in ASCAP payments for newspaper-owned stations.

Chairman Fly essayed to prove that the discriminatory contract was in consideration of "publicity" which would be given ASCAP by the newspapers owning the stations. The contract itself, introduced in the record, carried the now familiar clause that it was agreed to because ASCAP recognized "the substantial contributions to the promotion and development of the art and industry of music by newspapers in the way of general propaganda continuously appearing in their columns in support of various and sundry musical activities."

Under cross-examination, Mr. Fitzer explained that the contract ran from 1932 until 1935 and then was extended until all ASCAP contracts terminated at the end of last year. Previously, ASCAP had notified newspaper stations that the contract would not be renewed.

Says No Publicity Given in Exchange

Mr. Fitzer explained that while the form of contract saved his station money, as well as certain other newspaper-owned stations, it did not mean savings to a substantial number of such stations,

This Area Covers The Homes Of Over 8,000,000 People!

CKLW, at 800 Kc., Blankets This Rich Market 22 Hours Out of Every Day!

IN THE DETROIT AREA—

Buy CKLW—More Listeners for Less!

5000 WATTS DAY and NIGHT—MUTUAL SYSTEM

James Uebelhor, WSPD, Toledo, says: "Our two INS printers are spelling out thousands of additional listeners for WSPD."

International News Service

Broadcast Advertising
and a larger number did not accept the contract. The important factor, in determining a minimum gain, according to an attorney he explained, was the sustaining fee previously allotted the station, together with the amount of business it did. He described it as better than the standard form of contract then prevailing.

Mr. Caldwell asked Mr. Fitz for an explanation of the fact that the contract was worked out not because of publicity for ASCAP in the newspapers, but because E. C. Mills, then ASCAP's general manager, had threatened the "divide and conquer". Affirming this, Mr. Fitz said there had been a great deal of hearsay about it, but that he was simply negotiating for a better deal than he already had.

**Davis Relates Story Of WHB Newscasts**

Philip G. Loucks, law associate of Mr. Scharfled, and managing director of the NAB at the time the newspaper contract was issued, in cross-examining Mr. Fitz, pointed out that there was no ASCAP fee provision and questioned whether that was not the stumbling block for many stations. Responding affirmatively, Mr. Fitz said it was the reason that the newspaper contract dealing interesting to ASCAP and not the "publicity". He said the record will show that no important publicity was given ASCAP as a result of it.

Following Mr. Fitz to the stand, Donald D. Davis, general manager of Kansas City's WIB, was questioned by Counselor Harris on past affiliations with newspapers. Mr. Davis said that at one time WHB had a trade deal with the *Kansas City Journal-Post*, he said. This agreement was terminated in June, 1938. The agreement offered by the paper became inadequate for the growing station, he stated. At present WHB uses both INS and Associated Press news service.

Asked about the treatment accorded WHB by the Star, Mr. Davis declared that the paper was "very nice to us". More WHB than Kansas City papers, although there were cases, when WDAF or KMBC carried the same program as WHB, when WHB could stay off the non-affiliated station listing. Mr. Davis emphasized that he was not complaining against the Star treatment of WHB news, since on several occasions the station had been given good publicity breaks.

A Commission exhibit offered by Mr. Harris, a photostatic reproduction of a three-column picture in the *Kansas City Times* for May 22, 1941, showed a six-column picture of a stage-speaking scene at a Chamber of Commerce lunch. It was pointed out that the newspapers were not apparent in the picture, call letters on microphone banners had been blacked out. Mr. Davis identified the scene as a broadcast of a speech by Mayor John B. Gage, carried by both WHB and KMBC.

Another exhibit, a memorandum from Mr. Davis to the MBS traffic manager in New York, indicated Mr. Davis' interest in securing the MBS broadcast of the Golden Gloves tournament on WDAF rather than KITE. Mr. Davis explained that this interest arose because he believed both MBS and WHB could get a better publicity break from WDAF and the Star, which sponsored the Kansas City Golden Gloves tournament, and that WDAF should get the job because of the Star's greater stature in the fights. He declared that the station did get substantial amount of publicity, both in print and on the air, when WDAF carried the MBS broadcasts.

Commenting to Judge Thacher that he thought the Star does an excellent public service job, Mr. Davis pointed out that publication is the logical development for the dissemination of news in a community. He commented also that one way that WHB might improve its service to listeners would be to develop a better typographical layout for program listings.

**FCC Exhibit Causes Another Uproar**

Introduction of the final Commission exhibit precipitated an uproar in the closing minutes of the Thursday session. The exhibit, a comparative compilation of the time given over to news broadcasts on six Kansas City stations and a comparison of news staff payrolls for the stations, was identified by Mr. Davis as "one of the FCC investigating staff, under whose direction the figures were gathered and analyzed.

Purporting to show that newspaper-affiliated stations offered less down news broadcasts in comparison with non-newspaper-affiliated stations, the exhibit, based on sworn statements from officers of the six stations, showed that WDAF carried 647 minutes of news during the April 1-7 week in 1941, KCKN 770, KMBC 870, WHB 968, WKEN 1,080, KCMO 1,750. It was pointed out also that a particularly wide disparity existed between payrolls for the news staffs of the stations, with KCXK paying its news staff $150 per month, KCKN paying one $200, KMBC paying six $2140, WHB paying three men $475, WKEN paying three $290 and KCXK paying three $285.

The exhibit drew immediate criticism from both Mr. Scharfled and Judge Thacher, along with Commission's Craven and Cases. Judge Thacher, questioning Mr. Southmayd, brought out that no differentiation had been made in the table between employees paid by MBS and those paid by newspapers, and that original payrolls were not included. Mr. Southmayd, however, contended that the publication was "very nice to us".

When FCC Counsel Harris arose to protest Judge Thacher's comments on the exhibit, the latter declared to Chairman Fly that Mr. Harris was continuing counsel with a "deluge of documents" as to what he was out of order in arguing that the exhibits should not be commented upon at the time of the FCC's record.

As the session ended, Chairman Fly indicated that FCC counsel should give further study to its exhibits, both past and future, in the hope of supplementing with additional information that may be asked at the time of their offering for the record. He indicated also that counsel should send out another questionnaire to the Kansas City stations to secure additional information, whether it be by study of a week's scripts or a perusal of station logs.
## LATEST LOG OF CANADIAN BROADCAST STATIONS BY FREQUENCIES

(Licensed or Authorized by the Canadian Department of Transport as of September 1, 1941)

* Construction permit for new station.  
* N—Night power.  
* D—Day power.  
* DA—Directional antenna.

<table>
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<th>Call Letters</th>
<th>Location</th>
<th>Power in Watts</th>
<th>Call Letters</th>
<th>Location</th>
<th>Power in Watts</th>
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### By Any Other Name

**BELIEVING that the word “announcer” is out-moded, Richard Stark, announcer on Voice Pop, Hour of Charm and other programs, offered $25 for a suitable substitute. He received about 600 replies containing some 250 suggestions, including: H e r a l d (which led the field with 75 votes), proclaimer, introducer, radiato r, coordinator, loquator, arranger, other waver, air custodian, vocalator, chronicler, radio- tor, orator, interlocutor, announcetainer. Not particularly fancying any, Stark selected as best the trio, air- master, host andックmaster, and turned them over to the judges—an agency man, sponsor’s representative and another announcer—who rejected all three.**

### Columbia U Courses

**TWO COURSES in radio, one in writing and the second in production, will be offered to students during the coming (1941-42) sessions at Columbia U, under direction of Eric Barns. Writer for the Pursuit of Happiness, Cradle of America and other series.**

### Positive Coverage in the Vital Gulf Coast Defense Area

**WALA MOBILE, ALABAMA**

**NBC Red Network**

Representative: John H. Perry Associates

---

**NOW! ON THE AIR**

NOW! ON THE AIR

5000 WATTS

DAY & NIGHT

WALA

Mobile, Alabama

Positive Coverage in the Vital Gulf Coast Defense Area

NBC Red Network

Representative: John H. Perry Associates

---

**JUST BEFORE they were lifted 125 feet into the air on this platform, special events of WTMA, Charleston, S. C., checked up to see that equipment was in working order. Then they started skyward to tell the story of the huge Pino-poli dam, part of the Santee-Cooper power and navigation project—I (to r) A. F. Brown, construction engineer; J ohn Richbourg, announcer; C. Wylie Calder, program director; LeRoy Wenger, engineer.**
FOUR CHERISH WHEC.

WHEC

BASIC CBS

WDSU

NEW ORLEANS

soon will be

5000 WATTS

Day and Night

WEED AND COMPANY
National Representatives
New York * Detroit * Chicago
San Francisco

WKBN

Columbus Network
NOW ON FULL TIME!

570 KC
5500 WATTS

GAMES of the Cleveland Rams pro football team to be broadcast exclusively on WGR are here signed for sponsorship by Northern Ohio Texaco dealers. Wielding the official pen is Myron E. Glass, president of the Texas Distributing Co. of Cleveland, flanked by Harry Camp, WGR sales manager (left) and Bill Evans, manager of the Cleveland Rams. Looking on are (1 to r) Bob Kelley, WGAR sports editor who will handle the play-by-play; and Al Fisher, of Lang, Fisher & Kirk.

Labor Troubles Beset Industry

(Continued from page 7)

cessful negotiation of increased pay or wages would not be as readily available in the future.

Terms of Settlement

With the working out of the agreement last Friday by S. A. Cisler, general manager of WGR, and Petrillo, MBS that afternoon broadcast the first remote dance band pickup to be heard over the network since the preceding Friday, when Petrillo had ordered them off as a means of speeding a settlement between WGRC and the AFM local in Louisville, which had declared the stations "unfair" after lengthy local negotiations had failed to produce an agreement.

By the terms of the settlement, WGRC will henceforth employ six staff musicians, including the organist who had previously been the only musician employed by the station.

Cisler stated that for over a year he had been attempting to employ these musicians, a unit which he has auditioned and which he believes he can sell on local commercial programs, but that the local union had insisted that he employ seven musicians and at a scale higher than the one agreed upon by him and the men he wanted. Stating that a compromise was reached concerning the scale, he said the wages and hours agreed upon are satisfactory to him, whereas those previously demanded by the local had not been.

When a settlement was not reached early last week, following the AFM action in withdrawing all remote dance programs from MBS, Petrillo had notified MBS that unless an agreement were achieved in Louisville by Thursday noon, he would pull his men from all MBS stations to prevent their feeding any musical programs to WGR. Cisler thereupon arranged to fly to New York and the AFM postponed its deadline, first until 3 p.m. and then indefinitely. On Thursday evening Cisler, together with Fred Weber, general manager of MBS, Emanuel Danner, WGR MBS attorney, and Joseph Miller, NAB labor relations director, met with Petrillo and other AFM executives in an exploratory session.

Red Drops Remotes

When they reconvened Friday morning, the broadcasters presented a method of settlement they had worked out, which Petrillo accepted with minor changes, and the matter was settled and the strike averted.

There will be no more late evening remote dance band programs on the Red network, Sidney N. Strotz, NBC vice-president in charge of programs, informed BROADCASTING last Friday. "I have been thinking for a long time that the old theory that all radio listeners except the jitterbugs turn off their sets and go to bed at 11 is all wrong, and now that the remotes are off we're going to keep them off, at least until we've given our ideas a fair test."

"What we plan to do," he continued, "is to use the 11 p.m. to 1 a.m. period to try out new programs, variety and dramatic shows. Many of these programs will come from our affiliates, who believe they have local shows of network caliber which the crowded commercial schedule on the Red has not given us an opportunity to test previously."

The Red network has minus its remote dance band pickups since Sept. 11, due to the break between WSBM, and the AFM local in that city. Rupture, it was reported, occurred when the union is presenting its terms for a renewal of the contract negotiated with the station last year, asked for increases both in scale and in the number of men employed which, if granted, would have more than doubled WSBM's expenditure for musicians.

Ban on Concert Artists

When the station rejected these demands the union declared it unfair and pulled out its men. Notified of this action, the national AFM office asked NBC to stop sending remote musical programs to WSBM. NBC declined on the grounds that such action would be a violation of its contract to supply network program service to WSBM and then forestalled union action by itself cancelling all remote pick-ups for the network.

At AFM headquarters it was stated Friday that the national union is not planning to take any further action on a national scale regarding the WSBM situation at this time, pending a possible local solution. To assist WSBM in working out a satisfactory deal, John Norton, assistant to William S. Hedges, national vice-president in charge of stations, was on his way to New Orleans Friday.

The AFM made news in another quarter Thursday when it notified NBC Concert Service, agency for Efrem Zimbalist and Joseph Szigeti, that these noted concert violinists would not be allowed to fulfill their engagements to perform with the Boston Symphony Orchestra. Zimbalist was scheduled to appear Oct. 31 and Nov. 1, and Szigeti April 10 and 11. Union stated the ban was a routine matter in accordance with the AFM rule forbidding its members to perform with non-members. The Boston symphony is a non-union organization.

Ironically enough, these virtuosos are new AFM members, who followed the example of Albert Spaulding last spring in resigning from the American Guild of Musical Artists, headed by Lawrence Tibbott, to join AFM, which has been contesting jurisdiction over such instrumentalists with AGMA.

Since their resignations, the New York Court of Appeals has reversed the exclusive division and granted AGMA a temporary injunction restraining Petrillo and AFM pending trial in the state Supreme Court, date for which has not been set. If the violinists had not joined AFM they would be free to accept the Boston engagements.

GEORGE FISHER, Hollywood commentator on the weekly MBS Hollywood Whispers, has sold the theme song of that program, "Confidential Yours," to Republic Pictures for a $150,000 film. He collaborated with Jimmy McHugh.

M I T C H E L L J. H A M I L T O N

A M E R I C A N O F F I C I A L

GEORGE H. WASHINGTON

A M E R I C A N O F F I C I A L

NOTICE TO THE PUBLIC

George H. Washington, American official, is exclusive radio and picture agent for stories by the late Gene Stratton Porter, having been appointed by the estate.
WDRC's Announcers Go to School

Clinic Repays Effort
As Weak Points Are Attacked

By WALTER HAASE
Program Manager, WDRC Hartford

FOUR P. M.

Two or three announcers who are not on actual assignment at the moment gather in our large studio. They're armed with paper and pencil and open minds.

Four p.m. each day is the school hour at WDRC, and the students are announcers. But, rather than call it a school, we've named it "The Announcer's Clinic", and it's certainly producing results.

We established the clinic several months ago for various reasons. We have capable announcers, but we wanted to show them how they could still further improve. We wanted to instruct the announcers in the correct way to write copy, and how to do it over the air in the most effective manner. We wanted to bring to life the latent capabilities of our men.

It Really Works

The clinic was the answer. It's worked remarkably well, and we feel we now have one of the best announcing staffs in the country, working on standards which are among the highest anywhere.

How does this clinic operate? Blackboard instruction on word emphasis, word pronunciation, word arrangement. Personal instruction—for as long as necessary—on one or two pieces of copy. Actual writing of copy by announcers. Corrections by announcers on copy received by WDRC. Drilling into the announcer's mind that he's a salesman, both for the station and the client. There are many other angles, but these are the most important.

Do the announcers like it? Definitely. The improvement in some of them has been terrific. One junior announcer's news improved 100% in two weeks when we put him to work reading out loud three hours a day—from the Bible, the philosophy books of Sanytana, the Saturday Evening Post, anything. He made a daily report in writing as to just what and how much he read, and to whom he read it.

This boy is only 21, and his mind is open. He's learned by hard work. Our regular announcers, of course, are somewhat older, but they, too, have learned by this and similar rigid methods that there is no limit to improvement.

Well, here's the basis on which we operate this daily clinic:

What's the best way for an advertiser to get results over the radio? He must, of course, have a good product. Then radio must use its best facilities to get the message over. Major accounts take care of this problem by using capable advertising agencies, but smaller accounts sometimes suffer because of a lack of proper copy. And all can suffer by poor announcing.

Basically a Salesman

If an announcer merely reads his copy, much of the effort is wasted. He must be, primarily, a salesman. The announcer-listener relationship may be likened to the clerk and a customer in a store. The Fuller brush man and the housewife.

Well, let's take up the copy angle. To use words and phrases unlike conversation is absolutely out. You must assume the announcer is addressing one or two persons, and not a huge crowd. He's talking simply to Joe Jones, and Gus Guy. And he's got to talk to Joe and Gus just like he would if he met them on the street and said, "Hello, fellows, what dya know?"

Here's an actual case from our files of a piece of copy which was definitely slanted wrong:

"Now you can enjoy the peace and contentment of knowing that your home and the comfort of your loved ones is protected in times of emergency. How? All you have to do is buy your home things at the Blank-Blank Furniture Co., of 123 Blank St. When you do, this fine old store gives you a Home Security Bond free. This bond provides that your payments will be suspended in case you are ill or unemployed and your home will not be disturbed. This service costs you nothing..."

What's wrong?

Obviously, the announcement is directed at persons in the low wage brackets. Do they speak in conversation of "peace and contentment"? Do they buy "home things"? Are they "ill or unemployed"? Of course not.

When they talk, and when you talk to them, it would go something like this:

"What would you do, if something happened to your husband? Would your home and family be all right? . . . You don't have to worry about things like that when you buy furniture at the Blank-Blank Furniture Store, at 123 Blank St. Why? Because this store gives you a Home Security Bond free. What does that mean? It means just this: If anything happens—if your husband loses his job or gets sick—nothing will happen to your home! You don't pay again until everything's all right. And this special Home Security Bond doesn't cost you one penny extra!"

Must Be Coached

This is just one of the many examples we bring before the announcers at the clinic. We emphasize what's wrong, and we tell them why. Very frequently, an announcer knows something is wrong, but he doesn't know what. He loses confidence in himself, in his own ability. And, perhaps, the copy is really at fault. That's why he must know good and bad copy, and actual writing experience on copy gives him the ability to discern.

We're entirely satisfied with the results of the clinic. The commercial department likes it, the agencies like it, the clients like it.

The announcers do, too. They go to school on company time. They improve their work in an interesting manner, and in unguarded moments, some of them even say they look forward to it.

LOS ANGELES SOAP Co., on Sept. 29 switches Knox Manning, News on 11 CBS stations, from Mon. thru Fri. 2-2:15 p.m. (PST), to Mon. thru Fri. 12:15-12:30 p.m. (PST). Agency: Raymond R. Morgan Co., Hollywood.

MERRY CHRISTMAS

IT'S A LITTLE EARLY FOR CHRISTMAS GREETINGS BUT NOT TOO EARLY TO AUDITION THE BEST CHRISTMAS SHOW YOU'VE EVER HEARD

SO EXCEPTIONAL SO AMUSING SO INTERESTING to Adults as well as Kiddies that one Sponsor in each City will grab it.

15 Quarter Hour Xmas Programs and 45 more without XMAS "tie-in" that can follow.

THE TITLE: STREAMLINED FAIRY TALES

Produced like the ever-POPULAR CARTOON MOVIES with impersonations—DRAMATIZATIONS—sound effects, etc. Modern versions of well known fairy tales. An outstanding program—hear it and be convinced.

COMPLETE BROCHURE ON REQUEST.

Harry S. Goodman
19 EAST 53rd STREET at Madison Avenue...NEW YORK CITY

BROADCASTING • Broadcast Advertising September 22, 1941 • Page 67
ACtions of the FEDERAL COMMUNICATIONS COMMISSION

September 13 to September 19 Inclusive

Decisions...

September 16

NEW, WJR, The Goodwill Station, Detroit—Granted CP new commercial FM station 44.5 mc 10,000 kw.

NEW, Hughes Tool Co., San Francisco—Granted CP new commercial FM station 44.5 mc 10,000 kw.

NEW, WBBM, Chicago, Ill.—Terminal of CP new commercial FM station 44.5 mc 10,000 kw.

NEW, WABC, New York—Grated CP new commercial FM station 44.5 mc 10,000 kw.

NEW, KDKA, Pittsburgh, Pa.—Granted CP new commercial FM station 44.5 mc 10,000 kw.

NEW, WJZ, Baltimore, Md.—Granted CP new commercial FM station 44.5 mc 10,000 kw.

NEW, KDKA, Pittsburgh, Pa.—Amended CP new commercial FM station 44.5 mc 10,000 kw.

NEW, KNX, Los Angeles—Granted CP new commercial FM station 44.5 mc 10,000 kw.

NEW, WBTV, Charlotte, N. C.—Granted CP new commercial FM station 44.5 mc 10,000 kw.

NEW, WQAM, Miami—Granted CP new commercial FM station 44.5 mc 10,000 kw.

NEW, W{return to top}

Moved the Target

The THRILL that comes once in a lifetime missed by only 30 seconds for Keith Williams, engineer of WRCM, Washington, Memorizing to drive from a Rock Creek Golf Course tee during a recent return, Williams noticed a worker on the green, but paid no attention and took a whack at the ball. On approaching the green, Williams was greeted by excited mutterings from the Italian greenskeeper: "Justa missed. You justa missed." And there stood Williams' ball, dead in the center of the little round piece of new turf—the former position of the cup, which the greenskeeper had just moved several yards away!

Musterole Change

MUSTEROLE Co., Cleveland (cold remedy), has postponed the starting date of its fall campaign from Oct. 15 to Nov. 3, to begin Apr. 1941, in the campaign instead of this October, according to Erwin, Wasey & Co., agency in charge. Announcements will be heard for 26 weeks on 84 stations [Broadcasting, Sept. 1].

Barteau Heads Branch

ERWIN, WASEY & CO., New York, has opened a new Haven office, headed by John F. Barteau, formerly account executive of the Blaker Adv. Agency, that city. Mr. Barteau at one time was a columnist for the Springfield Republican and was later associated with Wm. B. Remington Inc., Springfield Advertising Agency.

Chevrolet Spots

GENERAL MOTORS Corp., Detroit (Chevrolet), last week began an intensive 10-day campaign ending Sept. 26 of live one-minute announcements "on a selected group of stations in major markets," to announce the new 1941 Chevrolets. Campbell-Ewald Co., Detroit, handles the account.

LEONARD JOY, manager of artists and repertoire for RCA Victor, will be regular conductor of the Treasury Hour orchestra when that program makes it bow on NBC-Blue, Tuesday, Sept. 30, at 8 p.m. (EST).

STROMBERG-CARLSON Telephone Mfg. Co., following a national survey of radio dealers, last week reported a 300 to 400% rise in the sale of higher priced radio sets in recent months, adding that an exceptionally strong demand was noted for FM combinations.

Mugner Joins NBC

MARTIN MAGNER has joined the Chicago production staff of NBC, replacing Tom Hargis who is now with Russell M. Scels Co., Chicago. Born in Stettin, Germany, Mr. Magner attended the universities of Berlin and Munich; was formerly a European operative director and radio producer. Since coming to the United States in 1930, he has been stage director of the Chicago Opera Co. and a director of the National Music Camp, Interlochen, Mich.

NBC's International Division has completed arrangements for a new regular weekly feature. Stamp Journal of the Air, giving the latest news and events stamped on envelopes to Latin America and Europe via WJH and WRC.

LAPP has MADE 142 DESIGNS IN ANTENNA STRUCTURE INSULATORS—all ARE BASED ON THE LAPP CURVED-SIDE COMPRESSION CONE

More than 20 years of service records prove that the Lapp curved-side compression cone of electrical porcelain meets every operating requirement. It affords double the strength of an ordinary straight-side cone, assuring the maximum in security and permanence. Finally, each insulator, before shipment, is tested by loading to 50% more than maximum design load. Most radio engineers know that the Lapp is the insulator they say to their tower manufacturer, "Use Lapp Insulators!" Lapp Insulator Co., Inc., LeRoy, N. Y.

Porter Named by OPM

PAUL A. PORTER, CBS Washington attorney, has been designated by the Office of Production Management to accompany a delegation of eight from Great Britain, representing labor and management, in an inspection of defense plants throughout the country. The delegation will leave by Army plane Monday, Sept. 22, to remain for three weeks. Mr. Porter will be on leave from CBS for this mission.

Army Buys Marconi Tract

THE Guglielmo Marconi property fronting on Shark River, near Belmar, N. J., a 90-acre tract where the late inventor carried on some of his earliest transoceanic experiments, has been purchased by the War Dept., for use by the Signal Corps at nearby Fort Monmouth to develop aircraft locating devices. The tract was purchased once by Mr. Marconi, and until recently they were used by Kings College, a religious institution.

GEORGE DUNNING and Bill Hamp- ton, Hollywood arranger and lyric composer respectively on the NBC College of Musical Knowledge, sponsored by American Tobacco Co. (Loxy Stripes), have collaborated in writing a new song, "Keep 'Em Flying," several thousand words over the War Department following its premiere on that program.

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Music for Bombers

RAF pilots returning from night bombing raids over Germany and occupied European countries will have a special program directed at them by WLW, Crosley shortwave station at Cincinnati. The station has started a Saturday night program of popular dance music beamed to England and the Continent for the RAF. Pickups will be made from night clubs in Cincinnati and nearby Kentucky. According to Wilfred Guenth- ther, WLWO manager, all requests from RAF pilots will be answered.

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Network Accounts

All time EST unless otherwise indicated.

New Business
WANDER Co., Chicago (Ovaltine) on Sept. 29.
HERITAGE, Los Angeles (Midnight Special) on MBS, Mon. thru Fri., 8:45 p.m. (EST).
Agency: Blackett-Sample-Hammond, Chicago.

GENERAL FOODS Inc., New York (Grape Nuts, Grape-Nut flakes), on Oct. 3 announces Kate Smith Variety Hour, on 6 A.M. stations, Fri., 5-8:30 p.m., with a rebroadcast at 12 midnight (CNYT).
Agency: Young & Rubicam, N.Y.

BROWN & WILLIAMSON TOBACCO Co., Louisville, on Sept. 3 begins a 10 p.m. broadcast.

WANDER BROADCASTING which started the 4-5 p.m. program on WANDER Oct. 17, announces: Barn Dance on 14 NBC-Blue stations, Sat., 9:30 p.m. Agency: Russel M. Seeds Co., Chicago.

CANADA STARCH Co., Toronto (corn starch and syrup), on Oct. 6 starts Que Fieray Vons on CKAC, Montreal; CHRC, Quebec; CKCH, Hull; Que.; Mon. 8:30 p.m. EST.

LAMONT CORILLIS & Co., Toronto (Foods Cream), on Oct. 1 starts Those We Love on CKAC, Montreal; CHRC, Que.; Wed., 8:30 p.m. EST.
Agency: J. Walker Thompson Co., Ltd., Toronto.

L. O. GROTHE, Ltd., Montreal (tobacco), on Sept. 16 started les Chefsours de Pauline in Quebec; CBV, Quebec; CBJ, Chicoutimi, Que.; CBJ, Rimouski, Que.; CHRC. Hull, Que.; Tues. and Thurs., 7-10 p.m. EST.
Agency: Canadian Ad Agency, Montreal.

C. LEGARE Co., Ltd., Montreal (department store), on Sept. 11 started Varieties Lager 1941 on CBF, Montreal; CBF, Quebec; CBJ, Chibougamau, Que.; CBV, Quebec; CHRC, Que.; Tuesday, Thurs., and Fri., 2:30-5:30 p.m., with a rebroadcast at 7 p.m. EST.
Agency: Canadian Ad Agency, Montreal.

THOS. J. LIPTON Ltd., Toronto (tea) has started six spot announcements weekly on a number of Canadian stations, and will expand with French announcements in Quebec in October. Vickers & Benson Ltd., Toronto, is agency.

Renewal Accounts
R. J. REYNOLDS TOBACCO Co., Winston-Salem (Tobacco), on Sept. 29, renews for 52 weeks Bluebird on 77 CBS stations, Mon., 10-30-11 p.m. EST), with repeats from Chicago, broadcast, 7-30-8 p.m. (PST). Agency: Wm. Eady & Co. N.Y.

Network Changes
LEVER BROS. Co., Cambridge, Mass. (Lever's soap), is adding 10 CBS stations to carry via transcription Bureau, 7:30-8 p.m. EST.
Agency: Young & Rubicam, N.Y.

Here's why WIBV gets such amazing results.
Our 5,000 watts on 580 kc lays down a signal equal to a 1,000,000 watt station on 1,000 kc.

Shift in Time
THE annual switchover from daylight saving time to standard time will take place Sept. 29, at 2 a.m. As usual, network schedules will return from daylight to standard time. All times mentioned in BROADCASTING will be eastern standard time unless otherwise specified. Chicago will remain on daylight time until 2 a.m. Oct. 26 under a city ordinance passed last spring.
Network programs originating there will be heard in eastern cities in most cases, without change, and New York programs will be heard in Chicago an hour later than usual.

PLANTERS NUT & CHOCOLATE Co., San Francisco, on Oct. 3 switches what's on Your Mind? from 10 CBS Pacific Coast stations from Mon., 8:30 p.m. (PST) to Fri., 6:30 p.m. Agency: James J. Harvey, Raymond E. Morgan Co., Hollywood.

BROWN & WILLIAMSON TOBACCO Co., Louisville, is adding 7 p.m., 7:30-9 p.m. Agency: H. B. Alling & Co., Louisville.

MILES LABS, Elkhart (Alka-Seltzer), on Sept. 29 will expand Lax 'n Aloe, now heard on six NBC Pacific Coast stations, to 21 NBC-Blue stations, Mon.; Tues., Thurs.; and Fri., 5-6:30 p.m., with a total of 300 stations carrying the program.

GENERAL MILLS, Minneapolis (Milk Solid Hour), on Sept. 29 starts Hymns of All Churches on 24 CBS stations, Mon., Thurs., and Fri., from 9:45-10 a.m. to 10-11:15 a.m. Agency: Blackett-Hammond, Chicago.

GENERAL MILLS (Breakfast Corner), on Sept. 29 shifts Betty Crocker on 24 CBS stations, Wed. from 9-10:15 a.m. to 10-11:15 a.m. Agency: Blackett-Hammond, Chicago.

GENERAL MILLS, Minneapolis (Red Mill), on Sept. 29 shifts to Charlotte O'Leary to 32 CBS stations, Mon., Thurs., and Fri., from 10-11:15 a.m. Agency: Knoll Reeves Adv., Minneapolis.

GULP OIL Corp., Pittsburgh, (gas & oil), on Sept. 28 replaces World News Tonight with Screen Guild Theatre on 29 CBS stations, Sun.; 7-8 p.m. Agency: Young & Rubicam, N.Y.


CBS Appoints Fassett
JAMES H. FASSETT, since 1938 assistant director of music of CBS, has been named acting director of the music department, succeeding William H. Finesinger, who becomes director of the shortwave programs. Mr. Fassett came to CBS in 1936 in a triple capacity as announcer, producer and music editor. Prior to that he was an announcer in Boston and Philadelphia, member of the Boston Symphony and Metropolitan Opera broadcasts. He has also been an actor and music critic.

HUSBAND-WIFE production and writing team, Edwin Vinson and Pauline Hopkins (Mrs. Vinson), in their newly-opened offices in downtown Chicago, edit scripts for Knickerbocker Playhouse, sponsored on NBC-Red by Procter & Gamble Co., Cincinnati. Miss Hopkins, in addition to writing occasional scripts for the Playhouse, writes That Breasting Boy, sponsored by Quaker Oats Co., Chicago, and co-authors with her husband, Midstream, NBC-Blue sustaining serial. Mr. Vinson produces all three programs.

Salvages Bovines
HERE'S one agricultural di-
rector who knows more than what he reads on the air. Recently John Merrifield of WHAS, Louisville, was sent out to transcribe a review of the operation of a model farm near Louisville. After doing a radio version, Mr. Merrifield added excitement. A herd of cattle had gotten into an alfalfa field shortly after a rain and were gorging themselves. Eating wet alfalfa after a rain is a sure way for the kine to die, so Merrifield pitched in and gave first aid to the lesser sufferers, used a bit of horse manure to stifle those cases, and drove the other cattle from the field and then transcribed his interview.

WUSO Aids Capture
DESCRIPTION of a murderer broad-
cast on WUSO, Sioux Center, Iowa, by the FBI, is credited with aning capture of the fugitive as he was observed heading toward a ferry. Police seized him at the ferry. A few hours later WSOO broadcast a dramatized version of the murder. When a policeman shot in the fray died the next day, WSOO started a collection for his widow.

THE SECOND YEAR of Touchdown Tips With Sam Hayes, a recorded 15-week series quarter-hour programs on football chatter syndicated by the NBC Radio Recording Division, opened Sept. 12, with over 60 stations on the schedule, a 50% increase over last year. Sponsored by local and regional advertisers, Touchdown Tips is recorded in Hollywood and air-explored to the stations.

WINSTON THORNBURG, national sales manager of WSAX, Rochester, has been assigned permanently to New York to work on spot advertising business. He will headquarter in the offices of Joseph Herhey McGilvra, the station's representative.
Latin News Series Planned by Philco

Will Start on 15 Stations on Oct. 1; More to Be Added

PHILCO Corp., Philadelphia, will sponsor daily broadcasts of associated Press news on local radio stations throughout Latin America beginning Oct. 1, James T. Buckley, Philco president, announced last week. Series will start in about 15 stations and will gradually increase, it was stated, until the major listening areas in every country south of the United States are covered.

Broadcasts will be about 10 minutes in length and will be aired seven days a week. Advertising will mention Philco receivers, both long and shortwave, and Philco tubes, but the copy will be chiefly institutional, it was explained.

The primary goal of the Philco news programs will be to make available to the people of Latin America a straightforward, accurate account of day-to-day happenings throughout the world," Mr. Buckley said. "It is more important today than ever before for the people of both North and South America to be fully informed as to what is going on. It is our hope and belief that the Philco news broadcasts will provide a real service for the people of Latin American and contribute to the furtherance of the good neighbor policy."

Other Sponsors

In starting this campaign, Philco joins several other United States advertisers who are already buying time on local stations below the border to sponsor broadcasts of uncolored, uncensored news as delivered by the U. S. news agencies. Bristol-Myers Co. last June began advertising Ipana and Sal Hepatica with daily broadcasts of Associated Press news in Portuguese on two Brazilian stations. In July United Fruit Co. began a nightly quarter-hourly cycle of AP news, seven days a week, on four stations in Guatemala and one each in Costa Rica, Panama and Honduras.

The Esso Reporter, translated into Spanish or Portuguese, now gives four daily five-minute broadcasts of UP news on 14 stations in Chile, Argentina, Uruguay and Brazil, in addition to the English series in the United States. M. H. Aylesworth, former NBC president who is now head of the radio division of the Office of the Coordinator of Inter-American Affairs, has been an ardent advocate of the use of straight, uncolored news, processed by the local offices of the American news agencies, in paid-for time on Latin American stations.

Commenting on the Philco series, whose plans he helped formulate, Mr. Aylesworth said: "Philco is to be congratulated on its decision to furnish factual, up-to-the-minute news by radio to the people of the other Americas. I know of nothing that will make for better understanding among the peoples of the Americas than full, free access to the facts. The Philco broadcasts should contribute greatly to this end."

RCA Too?

RCA, and possibly other receiver manufacturers, may soon join Philco in its sponsorship of news throughout Central and South America. The idea is being developed at RCA Mfg. Co., whose advertising department said last week that schedules of stations and times are now under consideration. Although no news service has as yet been named RCA has sponsored many hours of newscasts, in addition to other programs, by shortwave via NBC's international stations W RCA and W NBI.

Government Aid

While Philco stated that its new campaign represented an "independent effort" on its part, it is understood the "Government is encouraging radio set manufacturers to start aggressive sales and advertising campaigns in Latin America, particularly for shortwave receivers which will enable their purchasers to tune in on broadcasts from the United States. While no plans have been divulged, it is understood that priorities will be arranged so that ample material will be available to the manufacturers for building these sets for export, and that where necessary the Government will also aid in financing sales on the installment plan to secure the greatest possible distribution of the receivers to the Latin American people. On their part, the radio manufacturers are expected to reduce their margin of profit, setting their prices far below normal figures and so cooperating with the Government in building the radio audience, especially for U. S. programs, in Central and South America.

New Boston Weekly

THE first issue of a new weekly devoted to radio, movies, menus and consumer notes, the Star-Bulletin, made its appearance last week in Boston suburbs. The first edition was distributed to over 100,000 homes and later it is planned to expand. The radio section follows the format of the popular Radioscope which appeared in the old Cross Transcript. Several former Transcript executives are bringing out the Star-Bulletin, including the publisher, Richard Johnson, Alden B. Hoag, editor, and Jane Ayres, radio editor.

ABC Video Fashions

ANNOUNCED with large display space in the New York Times, Fashion Discoveries of Television, first commercial fashion show on television, got under way last Thursday afternoon on W NB T. New York. Departing from the usual style show manner, the telecast was a dramatic comedy, whose plot gave an opportunity for girls to pose in new dresses. Series is sponsored by two department stores, Bloomingdale's in Manhattan and Abraham & Straus in Brooklyn, and produced by Norman D. Waters & Assoc., New York. Series will be telecast each Thursday, 5-6:30 p.m. for a 13-week test.

Red Cross Catalog

RADIO Script & Recording Exchange of Public Information Service, a branch of the Red Cross, has issued the fifth edition of its catalog listing 114 recordings, plays and interviews available for Red Cross broadcasts. This latest edition also lists items suitable for broadcasts devoted to national defense. Release was announced by G. Stewart Brown, national director for Red Cross National headquarters in Washington.

ADAM HAT STORES, New York, on Sept. 26 will resume its Adam Hat Sports Parade with the Sam Taub-Hill Stern description of the Marty Nervo-Ray Kellogg light weight fight in Philadelphia, to be carried on 110 NBC-Red stations.

100 Clocks

THE PROBLEM: How to get the effect of 100 clocks ticking at once when only five are available? Ray Kovel, head of the NBC Sound Effects Department, used this system. He rounded up five and set them to ticking to the accompaniment of five recorders, each one clock, ticking. He made a record of this, which gave him the sound of 10. He then made a recording of two of these 10-clock records which gave the sound of 20. Taking two records of 20 and one of 100 and playing them together gave Ray 50. He then played two 50-clock records together to get the 100.

N. Y. Furniture Drive

NEW YORK FURNITURE MER- CHANDISE Assn., New York City, is planning an extensive campaign of announcements on stations in New York City as part of a general appeal among established furni- ture houses, to get under way in October. Copy will stress stores as a special "approved outlet" and will be distributed by the association. Though station line-up is not finally set, Mr. Leslie, executive secretary of the association, indicated that announcements would be broadcast in Italian, Polish, Russian, German and Jewish, as well as English. Mr. Leslie added that he was certain whether the placements would be made direct or through an unnamed agency.

Utah Will Use Radio

FRANK O'BRIEN, recently on the staff of the Salt Lake Telegram and previously with Gilham Ad Agency, Salt Lake City, has been appointed Utah's Director of Publicity & Industrial Development created by the 1941 Legislature. O'Brien will continue his work in the department's activity, which looks toward increased industrial development of the State and the publication of special articles, many of which will include research chemists, metallurgists and oil explora- tion experts. Radio plans are still indefinite.

Another Asks 660 Kc.

STILL another application for high power on the 660 kc. channel, on which WEFY, New York, is the dominant outlet, was filed last week by KOWH, Omaha, which now operates with 600 watts daytime and 10,000 on Good Friday. Kowh seeks 10,000 watts fulltime. Previously, KGJR, Butte, applied for 50,000 watts and KOIN, Portland, Ore., for 25,000 on the same frequency.

SPECIAL frequency modulation auto- race is expected to be heard famous Ray Kovel, sound effects man-ager of the NBC Sound Effects System, Hollywood, Instrument will be installed in Lee's car to test un- hirable reception of FM stations. KASL, the National Network, operated in Hollywood, by that net- work.
So does my family. You see, we live on the Oakdale Dairy Farm, near Charleston, West Virginia, and radio means a lot to us. When we wake up in the morning about 6:30, Dad turns on WLW to get the market summaries. All of us listen, because after all, when we depend on milk, eggs and butter, we have to know what prices we’re going to get for our products. Dad says WLW is just like a faithful friend...always dependable.

"Dad says that’s easy to understand, because WLW’s a CLEAR CHANNEL STATION. I don’t know what that means, but we always get good reception—every program comes in just as clear as a bell! And we’re crazy about ‘Everybody’s Farm Hour,’ ‘Earthborn’ and the WLW ‘Barn Dance’...they make us feel that WLW has so many programs that us farm folks like, that we are friends even though we live 200 miles apart.”

"Mother told me just the other day that the days would seem plenty long if it weren’t for WLW. My two sisters feel the same way about it, I know. And as for me, well, all I can say is—that just about takes care of the whole Vickers family—we just couldn’t get along without our good friends on WLW."
Signed by thousands of members of the RCA family, the pledge shown here symbolizes a determination not merely to meet delivery of radio equipment to the Government, but whenever possible to Beat the Promise by completing equipment even sooner than the commitments specify!

The patriotic spirit behind “Beat the Promise” has been translated into action. With traditional RCA cooperation, everyone is helping to speed production and cut down waste. Many delivery dates already have been beaten...and there will be no let-down in the months ahead!

Radio Corporation of America
RADIO CITY, N. Y.
RCA Manufacturing Co., Inc. RCA Institutes, Inc. RCA Laboratories National Broadcasting Company, Inc.
Radiomarine Corp. of America R. C. A. Communications, Inc.