There'll be a lot of well-stocked pantries in Mid-West America this fall and winter. Some of them, at least, because of the Kerr Glass Company’s advertising on WLS.

Through Raymond R. Morgan Company, Kerr used 77 announcements on WLS—six a week for 13 weeks, participating in one of our proved, women-appeal programs. 40,759 people asked for the home canning booklet they offered! A greater response, the agency tells us, than from any other station on the Kerr Glass Company schedule.

It's our same old story: WLS Gets Results. In this case (and it's true of several others) a greater return than any other station used. WLS is a dominant station in Mid-West America. People here listen to WLS . . . listen and respond. They have confidence in WLS . . . and confidence in any product associated with the WLS name.
WSGN has increased its power fourfold and is now operating on a frequency of 610 kilocycles—350 kilocycles lower than any other Alabama station! This is the spot where 1,000 watts does the work of 48,000! With its new frequency, power increase and brand-new (1941 vintage) transmitting equipment, WSGN is the logical choice to reach Alabama listeners!

Operated by The Birmingham News Company — Headley Reed Company, National Representatives
Radio's Super Sound

ask us "SPOT-ADS" and the latest music

individual series each enough selections released on its name bands, but there's only a line of Standard Radio has given its subscribers in the last few months?

"For instance, suppose we list a few. There's DUKE ELLINGTON
HENRY BUSSE
JACK TEAGARDEN
WALT SCHUMANN
McFARLAND TWINS
ALVINO REY
DON ALLEN
WILL HUSDON
MARVIN DALE
FREDDIE MARTINI!"

And as if these weren't enough, we came through with DAVE ROSE
ABEL LYMAN
OZZIE NELSON
WILL OSBORNE
TED FIO RITO!"

Then, after pausing for breath we'd point out that this impressive line-up of orchestras not only gives you VARIETY in name bands, but there are enough selections released of each band to permit building a series of programs around any individual band.

How about having your popular music requirements covered so thoroughly and effectively? Just write for information—and ask us to include the dope on the full Standard Radio Program Library, Standard Radio's "SPOT-ADS" and Standard Radio's Super Sound Effects.

PROOF OF LEADERSHIP... IN OUR DAILY MAIL

Nothing short of perfection will do in the recording and processing of Standard Radio Program Library Transcriptions... The famed Orthacoustic system of recording assures the utmost in realism, the greatest possible frequency range. A new disc material—"V-287"—gives our pressings superior wearing qualities, coupled with lowest surface noise. By these practical methods, Standard demonstrates its belief that no transcribed music can be better than the manner in which it reaches the listener's ear. Technical excellence is another reason why the largest list of active subscribers answers "Yes" to the question:

"Are Your Transcriptions Up to Standard?"

Standard Radio

HOLLYWOOD CHICAGO
Twins in uniform, equal in power; but comparison shows one connects twice as often.

IT TAKES MORE THAN POWER TO DRIVE A SALES MESSAGE HOME

Power doesn't make 'em listen. Talent and showmanship! That's what keeps dials tuned to WSM, and that's why WSM has one of the largest talent staffs in America. 40,780 letters from seven day-time announcements prove that WSM does more than reach listeners. It interests them. More, this showmanship goes farther, penetrates deeper on WSM's 650 kilocycles, one of the lowest frequencies available for commercial broadcast stations. This favorable frequency on a clear channel, plus the potency of 50,000 watts, makes WSM the radio station in the South. Consider these important advantages before you buy and compare WSM with any other Station. You'll choose WSM— for sales!

WSM blasts your message into the heart of America's fastest growing market—the South. 70% of America's rayon; 67% of the nation's crude oil; 60% of the natural gas; 48% of U. S. coal—all are produced in this great market that's just beginning to grow!

HARRY L. STONE, Gen'l Mgr.
NASHVILLE, TENN.
WANTED—
A BIG MAN FOR A BIG JOB

The Man—must be a successful executive in the advertising business, with an unquestioned record of achievement in organization, management, and creative thinking. Experience in radio advertising is essential. The man we want is currently earning at least $10,000 annually.


The Company—Wright-Sonovox, Inc., a corporation controlling patents and sales rights for Sonovox, a unique acoustic development by which virtually any sound can be made to speak in words, and which promises to revolutionize certain phases of radio broadcasting.

The Opportunity—limited only by the man’s own imagination, and creative and sales abilities. Sonovox makes possible an almost infinite variety of new and startling techniques in radio broadcasting. Automobile horns can be made to speak commercial plugs—in words. Flies and mosquitoes can speak—in words. Violins can sing—in words. Any sound can be put into actual speech. We believe that Sonovox is to radio what talking pictures were to the movies.

Please Write—Do Not Call—For general information on Sonovox, refer to page 12 of Broadcasting, issue of August 11, 1941. Or write for a copy of “Now Sound Can Talk”. We are up to our ears right now, so please do not call in person. Instead, please write, outlining your past experience. . . . Since the man we want is a successful man, your request for information will not imply that you are dissatisfied with or unhappy in your present work. It will only imply that you are alive to future opportunities. All correspondence will be held in strictest confidence.

Address: JAMES L. FREE, President
WRIGHT-SONOVOX, INC.
180 N. Michigan Avenue
Chicago, Illinois
New Industry Association Started by NIB

Chicago Convention Sets Up Machinery; 200 Broadcasters Offer Support

MACHINERY to provide the basis for establishment of another all-inclusive trade association, horizontally competitive with NAB save for its complete ownership of network stations, was set in motion last Monday and Tuesday in Chicago at a special convention of National Independent Broadcasters.

With some 200 broadcasters—most of them NAB members—present, the convention unanimously adopted a far-reaching reorganization plan that prevailed on the NAB prior to the 1938 reorganization which resulted in retention of Mr. Miller as the industry’s first paid president. There would be a managing director as the chief executive officer, with president, first vice-president, second vice-president, secretary and treasurer elected from among active broadcasters. These would serve as the board of directors.

Pushed by Fly

Action came after FCC Chairman James Lawrence Fly, in the keynote speech, urged NIB to “take a real interest and have a real ‘voice’ in matters of common concern, and to avoid the ‘tendency toward monopoly.’ Action came, too, after several prominent broadcasters had voiced disapproval of the status quo, and had imputed ‘network domination’ of the NAB.

Many of the broadcasters who attended, accepting the NIB’s wide-open invitation, frankly admitted they were simply looking around. There was nothing approaching proportions of blanket resignations from NAB, though it was freely stated that if the right sort of leadership was manifested in NIB, and if its policies appeared wholesome, it could win preponderant industry favor.

The scope of the reorganization resolution, which among other things eliminates the requirement that members of NIB be members of NAB, gives individual broadcasters an opportunity to explore the entire field, it was pointed out. The basic format for the organization had been suggested by Ed Craney, KGIR, Butte, who resigned from NAB several months ago over differences with NAB President Neville Miller on purported network domination and because of the now celebrated controversy with Chairman Fly which broke at the NAB convention in St. Louis last May.

In essence, the reorganization plan proposes a return to the principle of trade association operation that prevailed on the NAB prior to the 1938 reorganization which resulted in retention of Mr. Miller as the industry’s first paid president. There would be a managing director as the chief executive officer, with president, first vice-president, second vice-president, secretary and treasurer elected from among active broadcasters. These would serve as the board of directors.

Resolution for NIB Reorganization

FOLLOWING is the text of the resolution unanimously adopted by the NIB convention in Chicago last Tuesday, establishing the basis for reorganization of the trade group as a full-scale trade association:

WHEREAS the plan of organization of NIB as adopted in Chicago Sept. 15, 1938, contained provisions limiting its membership and the activities of this association; and
WHEREAS it is the consensus of opinion of your committee that the membership and activities of this association be broadened.

AND WHEREAS this organization believes in the principle of the American System of Broadcast Advertising.

RESOLVED: That the purpose of this organization shall be for the furtherance of the American System of Broadcasting by the continuance of independent ownership and operation of the broadcasting stations of this country in the interest of the peoples of these United States. That to do this we of this committee recommend the following:

1. That membership in NIB is not contingent upon membership in any other organization.
2. That the membership be limited to independently owned and operated stations not owned (in whole or in part) managed, controlled or operated by a national network.
3. That the organization be an incorporated non-profit association.
4. That each station shall have but one vote and that the vote of each station shall be cast by only a duly qualified owner, officer or qualified person with full power of attorney to act for said owner.
5. That the full power to act rests in the hands of the membership. That to expedite action and make the workings of this organization more efficient and flexible a representative shall be elected from the membership by the managing director, Possession and District of Columbia, at a meeting held in each respective Territory, Possession and District of Columbia, that first and second vice-presidents be elected to act in the absence of, or inability of such representative to serve, that this group of representatives have the power to select officers, directors and personnel necessary for the efficient operation of the Association; that the officers be president, first vice-president, second vice-president, secretary and treasurer, and that they shall act as the directors of said association.
6. That it is further recommended a managing director be selected to manage the affairs of the organization. That among other duties the managing director shall have power to call a meeting of the board of directors or a meeting of the representatives. Likewise that a majority of the board of directors shall have the power to call a meeting of the representatives, or that 25% of the membership of the representatives may call such meeting.
7. That the present basis of dues shall remain in force and effect until this plan of reorganization is in operation.
8. That the present officers be asked to make this plan effective and to serve until a meeting of the representatives.

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ASCAP and BMI meet the spirit and intent of the consent decrees, the Department of Justice was urged to take all necessary and appropriate steps to compel strict compliance.

3. That NIB expects BMI to develop a workable per-program and per-piece contract which will not contain such onerous reporting requirements as to force acceptance of a blanket contract, and also to provide an alternate blanket license agreement; and that NIB also expects BMI to continue to be operated for the benefit of the industry and of the individual stations which have contributed to its question, its finances and its success.

Superpower Opposed

4. That after deliberate consideration, the association feels that the granting of superpower in excess of 50,000 watts would not benefit the public interest in peace, as economically unsound, and would impair the effectiveness of service now being presented by various governmental agencies over existing facilities.

5. That the FCC be requested to give due consideration to the economics of broadcasting in all applications for new stations.

6. That steps be taken to expedite and secure priority ratings which will enable stations to obtain equipment necessary to fulfill their obligations to the public.

7. That NIB bylaws are amended to eliminate the requirement of NAB membership as a condition precedent to NIB membership.

8. That NIB is cognizant of the problems of the FCC and expresses its appreciation of the services of Chairman Fly and other members of the FCC on behalf of the broadcasting industry.

9. That the NIB in recognition of the national emergency proclaimed by the President of the United States, pledges its combined and ever-vigorous support and cooperation in the national defense program.

A resolution proposing that additional frequencies be designated for local station use, as a means of alleviating local channel interference, was temporarily tabled. The proposal had been advanced by Mr. Allen, who cited the serious problem resulting from more or less indiscriminate licensing of local stations by the FCC, resulting in sharp curtailment of service of old channel occupants.

Fly's Prodding

Action on the reorganization proposal did not come until the convention had heard Mr. Fly's address as well as that of Maj. Gen. Joseph M. Cummins, commanding general of the Sixth Corps Area on radio and national defense. President Lafount, who had served notice this would be his last term, launched the general discussion following the principal addresses, and the reorganization movement promptly erupted, but with arguments on both sides.

Text of Chairman Fly's NIB Convention address will be found on page 22. Registration list will be found on page 28.

It was Chairman Fly's address [see full text on page 22] that provided the springboard for action. Long at sword's points with NAB and the major networks over industry affairs, he made no bones in his address about "independent action" and the need for avoidance of "monopoly." He inferred that he would be around to address the 1942 NIB convention.

Chairman Fly repeatedly held out the olive branch to the independents in his address. He denied the FCC was antagonistic to the industry, but said that "a weeding out of monopolistic tendencies in broadcasting is a prime requisite if you are to remain undisturbed in your ownership and operation of American broadcasting stations."

He warned that, while American radio has been relatively immune from attacks of the nature now directed against the motion picture industry on propaganda, the only assurance that this immunity will continue will come through "decentralization" of control.

Citing the three current Commission proceedings—chain monopoly regulations, multiple ownership in the same community and the newspaper divestment proceedings—Mr. Fly pegged the status of each. On the chain regulations, he charged that the networks were unable to agree among themselves even on the question of option time. The multiple ownership issue is now under adjudication and therefore could not be discussed, he declared.

Newspaper Surprise

The surprise came in his statement on the newspaper divestment issue. He said the investigation is concerned primarily with grants of FMR licenses to newspapers, since in the FM field the number of newspaper applicants has made the problem acute. "In the event any measures or recommendations grow out of the investigation—and on that I express no judgment—they will not be concerned with existing licenses, but rather to future acquisitions," he asserted.

This appeared a departure from what had clearly been inferred as an overall inquiry into the propriety of newspaper ownership of standard as well as FM stations, affecting existing licenses as well as new acquisitions since the law does not distinguish between old or new licenses.

After Chairman Fly had completed his prepared address, he invited questions from the floor. He had been greeted with rising applause, in contrast to the situation that prevailed at the NAB convention in St. Louis, when the complete rupture in Fly-NAB relations developed.

J. Fred Hopkins, WJBK, Detroit, asked about the superpower outlook, inquiring whether that wouldn't in itself be a trend toward monopoly. Mr. Fly said this question could not be answered, but observed the monopoly question was present and a "considerable factor" in the picture. He said he was not sure whether 500,000 watts power would be authorized, though in some areas, from the national defense standpoint, "we might have to provide service in the vast areas now unused."

"We want you to keep your shirts on about superpower and we'll try to do the same," he said.

A series of questions concerning interference of Mexican stations (write the FCC, Mr. Fly recommended); lack of available telephone lines because of defense requirements, use of radio relay substitutes and similar procedural matters, were hurled at the chairman, and drew detailed response.

Up to the Industry

Getting down to organization matters during the afternoon session Monday, Mr. Lafount pointed out the NIB had had less than 75 paying members. The meeting was ended by the request of broadcasters, he said, and it was up to them to decide on the future course. He disclaimed any intention of fostering a rump movement, or a breakaway from the NAB, but said the need for an independent organization in these critical times is apparent.

He observed that some of the NAB directors were present, and that he was welcome to the meeting. His only suggestion was that the organization, whether kept intact or expanded, should preclude

(Continued on page 74)
NIB Opposes Network ASCAP Rebates

Society Confesses Defeat in Fight With Radio

CULMINATING an all-day discussion of music copyright payment forms and convention of the NIB in Chicago last Tuesday unanimously adopted a resolution expressing opposition to negotiations between the major networks and ASCAP for return of the Society's repertoire to the air, essentially because of the affiliated station rebate requirement.

Action came after the convention had heard an admission by ASCAP that it had been "talked out of" offering station rebates and unqualified commitment by BMI that it will continue as a strong competitive force in music, and a promise from the Department of Justice that it would zealously enforce provisions of its consent decree. These conclusions highlighted a copyright seminar in which representatives of virtually all of the performing rights societies licensing radio told their stories.

Text of Resolution

Adoption of the resolution continued one of the final acts of the convention. It was offered by H. W. Slavick, WMC, Memphis. The revised and final text of the resolution follows:

WHEREAS the principle of "clearance at the source" of music licenses by networks contemplates that the payment of license fees is the responsibility of the network; and

WHEREAS the consent decree entered into with the United States by ASCAP and BMI established the principle of "clearance at the source"; and

WHEREAS the charging back to affiliated stations by the networks of any portion of the license fees payable under such network licenses, though not prohibited by such consent decrees, is contrary to and erected against the spirit and intent of the principle of "clearance at the source" THEREFORE BE IT RESOLVED by National Independent Broadcasters that it is opposed to any negotiations by the networks which have been or may be based upon the intention of requiring affiliated stations to rebates to networks a portion of the network license fees.

RESOLVED FURTHER that a copy of this resolution be transmitted to all stations of the networks and to the National Association of Broadcasters.

The nearly 200 broadcasters had heard a detailed analysis of the proposed settlement by John G. Paine, general manager, as well as discussions of other aspects of copyright performance by such figures as Victor O. Waters, special assistant to the U.S. Attorney General in charge of copyright and music activities; Sydney M. Kaye, vice-president general counsel at Broadcast Haverlin, BMI station relations director; Leon and Callahan, SESAC general counsel; Robert S. Keller, AMP executive. There were expressions of concern haled as the healthiest exposition on music performance in radio annals.

Paine's Analysis

While there was no poll of convention sentiment—aside from that expressed in the resolution—on acceptability of the ASCAP offer, based on terms evolved with the major networks, the undercurrent appeared to be that of making haste slowly.

Though Mr. Paine entered a long discourse of contract terms and reasons for the ASCAP offer, based on terms evolved with the major networks, the undercurrent appeared to be that of making haste slowly.

The staff checked with G-2 and was assured the excellent quarters would be safe for some days. Equipment was set up and the section went to work. However, the Third Army surrounded Natchez, where the Second was headquartered, and the only transportation available were the trailer, station wagon and sedan of WSM, Nashville. By driving all night around enemy lines, the personnel and equipment were evacuated without a single capture.

The Army, kept in touch with each other over a c.u. circuit without giving away secrets of their rear by capturing enemy signals. Slocum was quartered in a small, hot room in Lake Charles, using Army blankets on the floor. The microphone was set on a rough pine table. Engine Gene Rider had a comment on another line.

Slocum set his stopwatch by a time signal sent to him at 2:15 p.m. The "WM" of New Orleans affiliate, WWI, served as clearance base for the Army games and special forms were arranged to be used in conjunction with aircraft warning signals.

One of the nightmarish experiences of the coverage occurred when a CBS broadcast was arranged from an Army B-18 medium bomber, Syd Bergere installed his equipment in the plane, connected batteries and coiled aerial on its reel, but a motor on the bomber refused to work. After an hour of delay, Bergere unloaded his equipment and moved it in another bomber within 20 minutes.

No pilot could be found until five minutes before t.f.c. program was to go on the air. The plane was spritned to the plane which took off without time for a test. When the plane was cued in, nothing happened for five minutes. Suddenly the voice came through after the aerial reel reluctantly unwound and the plane was off as though nothing had happened.

Harking back to the events of last year, which culminated in the NIB's dropout of music by practically all the industry, Mr. Paine said he was not one of those who believed there would be a tremendous push this time. He felt, however, that there had been a decrease in listening audience.

With ASCAP's admission of defeat, Mr. Paine said the only thing left to be determined is the basis for the settlement, and how ASCAP will use ASCAP's music. At the outset of the fight, he said the industry and ASCAP were far apart but now they are almost together. He admonished broadcasters that ASCAP now is operating within the confines of a consent decree and had to be guided by its terms. ASCAP, he said, regards the decree as "fair and equitable."

The Five Contracts

Mr. Paine, in substance, defined the five available forms of contract as follows:

1. Overriding chain contract, with clearance at the source, on a blanket basis. Chains pay to ASCAP 2% of net amounts received for sponsored programs. Chains deduct frequency and time discounts and also 18% agency commission. From that net figure they then subtract additional charges to connect network stations, and a 15% overriding sales commission.

2. Sustaining service whereby chains pay to ASCAP a flat fee of $200 per station.

3. N & O station contract with chains covering alternative per program and blanket license methods, interchangeable at the will of stations.

Sustaining Fees

4. Blanket contract with staggered sustaining fee of $1 per program for stations with net business of less than $50,000; an amount equal to the station's highest-quarter-hour rate for stations with net business between $50,000 and $150,000; an amount equivalent to the highest-half-hour rate for stations with net business of more than $150,000. On blanket commercial contracts stations will pay 2.1% of their net income arrived at by deduction of frequency discounts and advertising agency commissions, if any, not to exceed 15%; also agreed to allow all stations an additional 1% to cover extraordinary expenses. He estimated this would amount to 1.9% instead of 2.1%.

5. Per-program commercial license payment of 8% on receipts following deduction of frequency, advertising agency, and 15% over-ride commission, and of 2% of net amounts received for incidental and background purposes. Sustaining fee at no time

(Continued on page 64)
KDKA, WBAL TO GET NBC - RED WELCOME

TWO SPECIAL programs will welcome KDKA, Pittsburgh, and WBAL, Baltimore, to the NBC-Red network on Oct. 5. Both 50,000-watt stations are now on the Blue but are changing over to the Red Oct. 5.

KDKA will be saluted 1:30 p.m., with Frank Mullen, vice-president and general manager of NBC, welcoming the station to the Red. Roy Shields and orchestra from NBC Chicago, the KDKA orchestra, Bernie Armstrong's Orchestra and a 16-voice ensemble will be on the program.

TIWBAL salute will be 2:20 p.m., and the program will include Charles Dant and orchestra with Martha Tilton from NBC, Holly- wood, the WBAL orchestra and the Baltimore & Ohio Glee Club.

Some of the Red accounts have made special recordings using Rosemary Clooney, stars, the records to be used as spot announcements over the stations to inform the audience of their affiliation with NBC. These records will be heard Oct. 1 on WBAL and KDKA.

Under the new lineup in Pitts- burgh, KDKA will be on the Blue net- work outlet, WCAE, formerly a Red station going to MBS. Only stations not affected are WJAS, the CBS outlet, and WWSW, unaffiliated.

MBS ANNIVERSARY

SEVENTH ANNIVERSARY of MBS will be celebrated by a special broadcast Oct. 2, 9:15-10 p.m., featuring salutes from six Columbia stations, including KJH, WCAE and WFBR, in that order. During the 45-minute broadcast, Alfred Wallenstein's orchestra will play from WOR, Bob Tredwell's band and comedians Tom, Dick and Harry will be pres- ented from KHJ, a variety show from WCAE, and a miniature musical production by Dave Cheskin's orchestra from WGR. Station executives Leonard Cohn, Bill Hope, Bob Fitch, Bob Fitch, and L. R. Reardon of CBS will speak briefly.

Soup Spots Placed

SKINNER & EDDY Corp., Seat- tle (Minute Man Soup Mix), on Sept. 22 started a 13-week cam- paign of participations 5-6 times weekly on the following programs: Martha Deane, WOR, New York; Fred Jeske, WSYR, Syracuse; Tony Peters, WTAM, Cleveland; Laura Stuart, WHAM, Rochester, and the Marjorie Brilla program on WGR, Buffalo. The successful produc- tion of the last-named contract, company will begin participations on Yankee Network News, Agency by J. M. Mathes Inc., New York.

Street & Smith Drive

STREET & SMITH PUB, New York (Pioneer Pictures and Fred Blazer's magazines), is planning a campaign of announcements and participations, 3 to 25 times weekly, on stations in New York City, to get under way the early part of October. Agency is Victor Van der Linde Adv. Agency, New York.

BROADCASTING • Broadcast Advertising

John P. Devery

1882-1941

In the Red

FOR WEEKS KDKA, Pitts- burgh has been advertising by all means at its command that fact that it would soon become a Red network. Last week, let of NBC, switching from the Blue. A week before the move, KDKA mailed a postcard from a listener saying:

"Have heard your announce- ments about being a Red Net- work station after Oct. 4. I'm certainly sorry to hear that you're going off the air after 21 years of broadcast- ing, and want to offer my sincere sympathies."

Joint Promotion Scheme Promotes Fitch Program

And Columbia Records

F. W. FITCH Co., Des Moines, and Columbia Recording Corp., New York, are launching a joint promotion campaign, whereby the Fitch Band Wagon, company's Tuesday evening program on NBC Red, which previously featured a guest band each week, will feature tunes recorded by those bands for CRC. "Band Wagon Specials" will be the tie-up and these "Fitch Band Wagon Special Tunes" in its advertising and promotions of the record and to the public.

Tunes recorded by each band will be used for the tie-up. For that band until the Band Wagon broad- cast, when the records will be re- leased to dealers, each labeled as a "Band Wagon Special!"

Series will start with the Eddy Duchin broadcast on Oct. 5 and will be repeated on subsequent Wednesday nights. James, Horace Heidt, Kay Keyser and other CRC recording bands. CRC will play up the Band Wagon broadcasts, giving time and network, in its advertising and the broadcasts will mention the bands' affiliation with the radio network.

Deal was worked out by E. G. Nacek of L. W. Ramsey Co., Danbury, Fitch, New York, and Lipose of Music Corp. of America, and Pat Dolan, advertising manager of CRC. CRC, in turn, will tie-up, Mr. Dolan said: "We figure this is a natural. The Fitch Band Wagon will be on one of the highest Crossleys on the air and has an audience that is naturally interested in records. Many Fitch bands are our bands. The people who listen to them on the show want to know about their latest records. As far we are concerned, the self-same people reached by our promo- tion are the same audience that Fitch wants and those giving them a little more intense cover- age among record buyers."

Carey Salt Spots

CAREY SALT Co., Hutchinson, Ks., has started a varied schedule of local programs on KFFH KMBC KMA KSAL WTVY KFBI KFXY WIZZ KILZ KSO WMW WAXO WOGC. McJunkin Adv. Co., Chicago, is agency.

AN ENTIRELY automatic wind ma- chine, which can whip up anything from a gentle zephyr to a howling gale with the twist of a switch, has been developed by the WOR, sound effects department.

Colgate Revamps Promotional Staff

McKay, Longstreth and Keller Resign Their Positions

A CHANGE in the advertising or- ganization and policy of Colgate- Palmolive has led to the resigna- tion of radio users of radio to advertise its soaps, shaving creams, shampoos and dentifices, was pressured last week. At the resignations of Hugh McKee, advertising director; Edward Longstreth, director of radio, and Harry Keller, public rela- tions manager.

Mr. Keller was also head of Broadcast Associates, organization established to handle all publicity for the company, which has been closed. Each of the three agencies placing advertising for the company will henceforth handle public- ity for the radio programs under its management, it was stated.

Heavy User of Radio

Reported to spend more than $10,000,000 annually in various media, C-P-F last year expended more than 4,000 hours for network time alone, making it one of the five first network clients. Com- pany's advertising is divided as follows: Ted Bates Inc., New York, Colgate Dental Cream, Colgate Tooth Powder, Halibut, 1942, Colgate Bouquet Soap and Toiletries Concentrated Super Suds, Crystal White Laundry Soap; Ward Wheel- lock Co., Philadelphia, Palmolive Soap and Vel Soaps Suds.

Company has as yet appointed no successors for any of the vacated positions. It is understood the pos- itions of radio director and public relations manager will be dis- continued and that a new advertising director will be named within the near future.

Fisheries on Coast

SOUTHWEST FISHERIES Inc., Whittier, Cal. (Top Food and Marine Food), in a two-week campaign which starts Sept. 29, will use a varied schedule of participation in numerous Coast shows. List includes Art Baker's Book, Mirandy's Garden Patch and California Home on KFI, Los An- geles; Andy & Virginia on KMP, Beverly Hills, Cal.; Your Food Is Your Life on WOAS, San Francisco; International Kitchen on KPO and Home Forum on KGO, both of that city; Kathryn's Kit- tchen on KDOS, San Francisco; Newspaper of the Air and Hello Again on KOIN, and Charmingly on KSCI, in both of San At- land, Ore. Barton A. Stebbins Adv., Los Angeles, has the account.

NEW YORK LAUDFHYVEN'S ASSN. new to radio, starting Sept. 29 will sponsor a series of news programs featuring popular New York personalities. Monday and Friday, 11:30-11:45 a.m., on WMCA, New York. Bob Harris of the WMCA staff is newscaster. Agency is Furman & Feiner, New York.
Final Terms Given Society Board Approval

WITH ASCAP clashing to compose its differences with the broadcasting industry and have its music restored to its full place as quickly as possible, NBC and CBS worked feverishly last weekend to inform their affiliates of the scope of the contracts. As Broadcasting went to press Friday, it was reported ASCAP would have the contracts, together with a covering letter, in the mails to all of its affiliates within 24 hours, and CBS hoped to complete a similar job over the weekend.

Action, expected daily for weeks but repeatedly delayed because of difficulties in putting the agreement into language acceptable to attorneys to networks and ASCAP, followed a meeting of the ASCAP board of directors Thursday, at which time the board approved the contracts in their final form.

Football Ruling

The ASCAP board also voted to give a waiver on all collegiate music for all broadcasts of football games on Sept. 27 on any station or network. This action came as a temporary reprieve to broadcasters who had been constructing soundproof booths at their local football gridirons to shut off any unlicensed ASCAP tune and to advertisers who, having contracted to sponsor broadcasts of the football matches, have been worried over the prospect of having to eliminate much of the color from their broadcasts for fear of infringement suits.

Earlier in the week, CBS had started a long-distance war with ASCAP, all of its football broadcasts would be made from soundproof booths, with interviews and comment broadcast from the booths between halves and no music picked up. NBC delayed action.

N. W. Ayer, agency in charge of the Atlantic Refining Co. sponsorship of football broadcasts on 82 stations throughout the eastern territory in which this company distributes its gasoline and motor oils, had frankly admitted that the music situation was a headache and that it was proceeding on a game-to-game, week-to-week basis in hope of a general settlement before the end of the season. Its broadcasts on the CBS New England network, the agency said, would be made from closed booths in conformity with CBS rules.

With other stations, however, the agency was endeavoring to work out the best solutions possible, clearing all the school songs of the competing colleges where that could be done and attempting to limit the bands to those which could be cleared where it was impossible to get complete clearance. “We don’t care about licenses if the situation can be worked out without them,” an agency executive stated, “but we do care about putting on as colorful and entertaining broad- casts as possible and we don’t like the idea of cutting out all music and broadcasting from a closed booth except where that is the only way we can broadcast the games at all.”

Up to Affiliates

Immediately following the ASCAP board’s approval of the contracts, the printers, who had the documents in type, were ordered to start the presses for delivery to the networks the following day. ASCAP itself intends to send out no contracts to stations until the networks contracts have been signed. It was explained that if ASCAP sends a contract to a station that act constitutes an offer, and should the networks fail to sign this agreement, ASCAP would, if it had sent contracts out, find itself obligated to reduce its income from stations already licensed under the terms of the agreement concluded with MBS last spring.

NBC and CBS, as has been frequently explained, have said they would not accept the contracts with ASCAP until the great majority of their affiliated stations have shown their desire to have ASCAP music back on the networks by agreeing to rebate to the networks 2% of the sums they receive for network commercial programs as the stations share of the networks payments to ASCAP. Armed with the endorsements of both the IRA and NAB executive committees, network executives have expressed confidence that these agreements would be forth coming without much delay.

Against this optimistic outlook, however, was the action of some 200 broadcasters—many of them network affiliates — attending the NIB convention in Chicago early last week, expressing disapproval of the contract because of its rebates provisions.

Precisely what effect this would have on ratification of the agreements by the networks remained to be seen. Action at the NIB convention came after broadcasters had heard a detailed explanation of the contracts from John G. Paine, ASCAP general manager (see page 9).

Although acceptance of the contracts would result in the end of the conflict between broadcasters and ASCAP, with ASCAP dropping any legal actions for infringements by broadcasters since the first of the year, the rivalry between ASCAP and BMI as competitive sources of music will continue unabated. Indeed, competition between these two organizations may be expected to increase, as BMI finds itself no longer the sole purveyor of music to most of the broadcasting industry, but faced with the necessity of presenting its tunes in competition with those of the ASCAP members.

One advantage BMI holds is that the broadcasters, as BMI stockholders, will naturally favor its merchandise. Another is that many band leaders during the music war have set up their own publishing companies whose output is licensed through BMI and these leaders will continue to plug their own tunes, regardless of all arguments and pleasadvanced by the song pluggers of ASCAP publishers. But by and large the quality and popularity of the organization and its use, without reference to the organization through which it is licensed.

Action in Marks Suit

The test suit brought against ASCAP by BMI and Edward B. Music Corp. to determine whether music performing rights are owned by the composer or the publisher progressed another step last week when Justice Aaron Steuer of the New York Supreme Court denied ASCAP’s request to have BMI eliminated as a plaintiff in the suit.

Decision was handed down Sept. 25 and ASCAP is expected to file answers with the possibility that the question may reach a decision this fall.

As a result of this ruling, BMI stated, “ASCAP will be forced to meet an issue which it has evaded since its inception in 1914. The matter what the ultimate decision may be, an adjudication of performance right ownership will have a far-reaching effect on the future of ASCAP, an organization of both composers and publishers.”

Pending the final outcome of the suit, BMI has refrained from licensing for performance some 10,000 compositions in the Marks catalog written by ASCAP composers subsequent to joining ASCAP. The award of performing rights will, whichever way it goes, clear the channel for the release to the radio audience of those songs, which include such familiar compositions as “Parade of the Wooden Soldiers” and “Glow Worm”.

In addition to this BMI-Marks suit, ASCAP may soon be called on to defend its methods of licensing motion picture theatres. The Independent Theatre Owners Assn. of New York has instructed its attorneys to draw up papers for a suit seeking an injunction to halt future royalty payments to ASCAP and also to recover triple damages for payments made by the 300 member theatres during the past six years. The ITOA announcement explained that the statute of limitations prevents the suit from extending back any farther.

Refers to Decree

The suit, the announcement, “eliminates a long campaign by theatre owners which complained against the unjust charges. The theatre owners group holds that since the consent decree entered into between ASCAP and the De-
Call for Arbitration Expected In ABTU-CBS Strike Threat

Union May Ask Ruling on Wages, Hours and the Traveling Expenses of M & O Engineers

FOLLOWING a breakdown in negotiations between CBS officials and representatives of the Associated Broadcast Technicians Unit of the International Brotherhood of Electrical Workers, all signs last week pointed towards a union call for arbitration of the wages, hours and traveling expenses of the 240 engineers employed at the M & O stations of CBS.

Meetings of the CBS members of the ABTU locals in the seven cities in which the network's managed and operated stations are located (St. Louis being excepted as all stations in this city operate under a separate agreement with the union from that covering the other CBS stations) disclosed a militant minority who believe that the network should agree to arbitration agreements more rapidly if its engineers were outside than if they remain at their posts. But the majority of CBS technicians, it is reported, were not yet willing to resort to a strike.

Terms of Agreement

Under the five-year agreement concluded between company and union in 1937, either party may ask for a discussion of wages, hours and traveling expenses at the end of any year of the contract by notifying the other side by Aug. 1 that it wishes to conduct such negotiations.

If no agreement is reached on or before Oct. 1, then either party may within five days ask for arbitration, which request, if granted by the arbitrator to be chosen by mutual agreement. If the parties cannot agree on a suitable arbitrator, a name is to be drawn by a panel established by the American Newspaper Publishers Assn. and the International Printing Pressmen & Assistants Union.

Following the union request, conversations were held in Chicago the week of Sept. 8, with CBS vice-presidents H. Leslie Atlass, Chicago, and Mefford R. Runyon, New York, acting for the company and Russ Renkner, ABTU national business manager, and Frank E. Soesebe, union representative in New York, representing the union. When it became known that an agreement was reached, the union men went to New York and requested and secured an interview with William S. Paley, CBS president, following which they returned to their city.

Mr. Runyon, however, again failed to make any progress [BROADCASTING, Sept. 15, 22].

After the second breakdown in negotiations, CBS issued the following statement:

"In 1937 CBS entered into a five-year contract with the union representing its approximately 250 broadcast technicians. This agreement provided for an annual re-consideration of the wage and hour-provisions of the contract if either party requested it. If no agreement was reached by negotiation the contract provided that the matter could be referred to an impartial arbitration agency agreement would be accepted by both sides.

Guaranteed Raises

"The agreement further provides for guaranteed salary increases based upon length of service. The beginning salary is $49.60 per week. This becomes $76.10 after nine years of service. Through the operation of these guaranteed increases the salaries of technicians employed continuously from 1937, when the contract was made, until the present time have been increased on the average over 16%. The contract provides for a 5-day, 40-hour week. The scale of pay is the same in all the cities where Columbia operates stations which are covered by the agreement, namely, New York, Chicago, Boston, Washington, Minneapolis, Los Angeles and Charlotte.

"This year, the union demanded an average 20% increase in the scale of pay. Desiring to assure a continuation of employment without controversy in a time of national emergency, the company offered 6% with the provision that on the expiration of the contract in October of 1942, any unsettled points in a new contract be submitted to arbitration. The union was agreeable to accepting the 6% increase but was unwilling to agree to arbitrate unsettled points.

"The present agreement contains a no-strike, no-lockout provision.

"Union members stated that in tying up its offer of a 5% increase with an arbitration provision, CBS was violating the terms of the present agreement, which provides only (Continued on page 75)

Grims Disc

GEORGE GRIM, radio director of the Minneapolis Star-Journal, used all his ingenuity the other day to cut a transcription of the complete wedding ceremony at which he was best man. He hid a microphone in a floral display next to the bridegroom, Peter Temple, a staff announcer of WLOL, Minneapolis, who married Betty LeBlant.

Williamson Given Leave for Service

Pedar & Ryan Moves Sisson

From Coast to New York

GREGORY WILLIAMSON, director of radio and vice-president of Pedar & Ryan, New York, has been granted an indeterminate leave of absence to enter Government work with the Navy Department, the agency has announced. Lawrence L. Shenefield, vice-president, who has long been in charge of radio, will administer the general affairs of the department, at least temporarily. No successor has been chosen.

Sisson Returns

E. G. Sisson Jr., formerly in Hollywood, will return to New York to assume various administrative and new show functions he formerly handled, the announcement states. William L. Lawrence and his Hollywood staff remain on the Coast in charge of production of the Orson Welles program for Lady Esther, broadcast each Monday evening on CBS. Other departmental duties formerly handled by Mr. Williamson will be taken over by Chester MacCracken, who recently joined the agency.

John Taylor continues in charge of script editing and author contact. John Archer Carter continues to head the radio commercial department, of which Cyril J. Mullen has been named assistant director. Mrs. Elizabeth Howard also continues in charge of talent and casting for daytime shows.

AFM Board Plans Disc Discussions

Regulation Method Prepared By Local in New York

MEETING of the International Executive Board of the American Federation of Musicians, to be held in Chicago Sept. 30 and Oct. 1, is expected to result in some move by the musicians union to control the use of recorded music especially phonograph records, on the air. At the union's national convention in May, a number of resolutions aimed at the curtailment or elimination of this allegedly unfair competition with live musicians. A plan for the regulation of broadcast casts is said to be embodied in a brief which last week was being prepared by attorneys for the AFM local (802) in New York. Details of this plan were not available last Friday.

WSMB Impasse

Meanwhile, no settlement had been reached of the differences between WSMB, New Orleans, and the AFM local in that city, although the negotiations department of the union's New Orleans station had been in New Orleans for a week endeavoring to assist station and union to reach an agreement. On Friday both NBC and AFM spokesmen in New York expressed the belief this problem would be settled without the necessity for any further national action. News two weeks ago, settled all the late evening dance band remote pickups from the Red in response to AFM's request that such programs be denied WSMB by the network.

Possibility of similar situations on CBS and NBC-Blair was averted last week as the Des Moines local of AFM reached an agreement on KSO-KKNX in that city. Details of the settlement were not available last week, but the local on Tuesday night notified the WFIL-AM reached an agreement on WOR in New York that the trouble with the Cowles stations had been satisfactorily settled.

A week ago, dance band remotes were suspended on Mutual network after S. A. Cisler, manager of WGRG, Louisville outlet for MBS, had reached an agreement in New York with James C. Pettilo, AFM president, concerning the employment of musicians on his station [BROADCASTING, Sept. 22]. Agreement, set for a trial 13-week period, calls for WGRG to employ an organist at $30 for an 8½-hour week and a singer at $35 for a 7½-hour week. The station had previously engaged only an organist and the union had demanded that it employ six additional musicians at $30 weekly.

GIFT FROM the 22 employees of WMAZ, Macon, Ga., is this plaque, to be placed in the way the station's new studios in the bankers Insurance Bldg. Mrs. Frances Taylor (left) and Mrs. Allie Williams presented the plaque to President E. K. Cargill on behalf of the staff.

Wunder Called

ARTHUR J. WUNDER, space and timeliner of Cowna & Dagner, New York, has been called for military service and will be succeeded by Helen F. Todd, formerly his assistant.

Page 12 • September 29, 1941 BROADCASTING • Broadcast Advertising
FCC Press Probe Still Lacks a Thrill

Out of Witnesses: Press Services, Nets Next

ANOTHER episode in the thrilling serial that some day may be known as "the inquiry" on newspaper ownership of broadcast stations terminated last Thursday after a day-and-a-half, when the FCC ran out of witnesses. It marked the third time since last July 23, when the inquiry got under way, that the Commission was unable to follow through on its prearranged schedule because of similar circumstances.

Having taken on the aspect of almost a complete bust, the hearings were recessed by FCC Chairman James Lawrence Fly Thursday until noon the following Thursday. Chairman Fly previously had announced that the hearings would run for three days a week—Wednesdays through Fridays. Thus far, all the witnesses called had been subpoenaed by the Commission in its effort to prove that joint operation of newspaper stations results in unfair competition, improper practices and generally does not inure to the public good.

Intramural Row

Indicating the temper of the Commission, the question was raised at which its staff has handled the proceedings thus far: was the withdrawal of David D. Lloyd, chief of its inquiry section, as Commission counsel and substitution of Donald M. Harris, youthful New York attorney. While Mr. Lloyd sat at the counsel table along with Senior Assistant General Counsel Thomas E. Harris, he did not handle any of the examination of witnesses during the day and a half sessions. Mr. Lloyd had been known to frequent dressing down by Chairman Fly prior to the substitution.

When the hearings resume Thursday, it is expected the press association and network aspects of the inquiry will be resumed. FCC investigators have plowed through files of all three national networks, and it is expected the Commission will essay to prove that the networks favor newspaper-owned stations over independently-owned outlets, because of purported advantages growing out of the joint operation. The Commission already has touched upon this in examination of subpoenaed witnesses representing newspaper-owned stations.

The press association phase, which had been gone into previously, appeared headed in the direction of demonstrating the principle of competition in the field, and the pegging of rates of independently-owned stations so that newspaper stations and the competitive newspapers themselves could procure rate benefits.

In some quarters it was thought the press association phase of the inquiry was being handled by the FCC with the idea of turning any evidence uncovered to the Department of Justice for possible antitrust proceedings.

In two days and half, hearings scheduled for Oct. 2 and 3, it is indicated the Commission will recess for a week, when its staff will work on revision of the controverted exhibits covering station finances, which were introduced for identification during the earlier phases of the proceedings. Moreover, the Commission sits at the Chamber Flynn on Oct. 6 arguments in connection with its rule proposing a ban on multiple ownership where duplicating services is involved.

One report, unconfirmed by FCC counsel, was that Morris Ernst, counsel for the American Civil Liberties Union, would be called when the hearings are resumed. After the week's recess, about Oct. 15, the FCC is expected to offer its revised exhibits.

Conveniently Forgotten

Mystery appeared to surround the fate of the voluminous FCC exhibits covering the start of the hearings last July, eliciting from all stations comments on the effect of newspaper-station competition. From one source it was indicated that results were so unfavorable, from the Commission's standpoint, that it decided not to use the analysis at.

The strange spectacle of allowing applicants for new stations to plead their cases developed at the half-day session last Thursday. Two newspaper applicants, seeking stations in West Virginia, were allowed to recite reasons why they sought the stations, and cited advantages they expected to accrue to the newspapers.

Nothing to Rebut

Complying with a Sept. 17 request by Chairman Fly, the Newspaper-Radio Committee and WGN Inc. last Thursday filed with the Commission a general notation on the scope of the testimony they plan to offer. It was apparent both parties took the position that the FCC so far had failed completely in making a case worth of serious rebuttal.

In a letter to the Commission the Newspaper-Radio Committee indicated that, pending the extent to which the FCC corrected inaccuracies in its exhibits, it would produce witnesses to testify on Commission exhibits and other evidence. Herman S. Hettinger, associate professor of economics at the Wharton School of Finance, U of Pennsylvania, and a well-known radio economist, had been retained by the Newspaper-Radio Committee, and probably will be a principal industry witness.

FCC Representative, filed by Counsel Louis G. Caldwell, indicated also that Commission exhibits in the record would be corrected, either by the FCC itself or by industry witnesses. Mr. Caldwell also stated that the WGN testimony was going to be presented in the exhibits. He requested that the WGN appearance be scheduled after that of the Newspaper-Radio Committee, feeling this probably would eliminate unnecessary duplication of testimony.

Need of Backing

During the day-and-a-half session only four witnesses were heard. Called to discuss the operation of the Cowles Group stations, operated by the Register & Tribune Co., which also publishes the Des Moines Register & Tribune, was Luther L. Hill, vice-president and general manager of Iowa Broadcasting Co.

Pointing out that the Cowles radio operations had operated in the red to the tune of $180,000 for the year 1938, Mr. Hill maintained that backing by a highly solvent organization was necessary for the successful operation of any station or stations in direct competition with the 50 kw WHO, which he said offered an unequaled service to the Iowa area from a coverage standpoint.

Mr. Hill also was questioned at length during his full-day appearance on such matters as the development of station policy in keeping with Register & Tribune business policy and the influence of the Register & Tribune between United Press and WHO.

NEW FCC PROSECUTOR

Donald M. Harris Now Handles Newspaper Probe

DETAILS to handle Commission examination during the newspaper-ownership inquiry, Donald M. Harris, newest member of the FCC legal staff, made his public bow as the hearings resumed last Wednesday. Scheduled to function as head of the litigation section and prosecutor of the FCC investigation, he was backed up by Thomas R. Harris, senior assistant general counsel, and Mr. Lloyd. Mr. Harris joined the legal division Sept. 8, under a non-permanent appointment, following six years with the New York law firm of Carter, Ledyard & Milburn.

Retained as special counsel under Section 4(f) of the Communications Act, Mr. Harris received his A.B. degree from Amherst College and took his L.L.B. at Columbia U in 1935. He was born March 26, 1911, and is married.

Motions to succeeds Nathan N. David, former assistant counsel at the General James Lawrence Fly and now with Col. W. J. Donovan, Coordinator of Information, as head of the litigation section.

He indicated that although the Cowles Group stations—KSO, KRNT, Des Moines, WMJ, Cedar Rapids, and WNAX, Yankton, S. D. —made cooperative time-space deals with the Register & Tribune, there was no swap. The arrangements on an identical basis was available to WHO, which he said had chosen to use instead space in the 40-odd other daily newspapers in Iowa.

West Virginia Angle

Other witnesses, all heard during the Thursday afternoon session, were W. E. Ingersoll, business manager of the Parkersburg (W. Va.) News and Sentinel, and Charles L. Long, new president and assistant publisher of the Wheeling Intelligencer and News-Register, who have pending applications for new stations in Parkersburg.

The testimony of Mr. Ingersoll and Mr. Long was regarded by observers, as well as by counsel, as amounting to little but a hearing on the pending applications, now in abeyance under Order No. 78. Both described physical and financial considerations in connection with the the papers' operation and indicated that the new stations were being sought primarily to protect the newspaper investment and prestige. Radio competition was described as a "worry" and a "problem" which could best be dealt with by establishing a new station.

CIO Grievances

Mr. Haywood voiced a long list of CIO's and labor's grievances against broadcasters, principally concerned with the difficulty of labor organizations in securing red tape for a CIO member. He recommended that the FCC not only investigate this situation as it pertained to newspaper-owned stations, which he indicated were the principal targets, but also offenders, and later launch an exhaustive inquiry into the overall time-for-labor situation, with an eye to correcting present practices.

New York Votes FM

NEW YORK City Board of Estimation and Taxation last Wednesday approved the $16,000 appropriation requested by WNYC, municipally-owned station, to operate an FM station.

The FCC last June issued to WNYC a construction permit for a 1,000-watt FM station to operate on 43.3, with the call W5ENY. Construction will begin as soon as equipment can be secured, with the expected first broadcasting late evening hours, WNYC signing off at times varying from 10 p.m. in midsummer to 6:30 p.m. in midwinter. Its frequency is shared with WCCO, Minneapolis.
Franchise Tax Plan Is Not Yet Dead; Morgenthau Would Tax Profit Over 6%  
WITH President Roosevelt signing the 1941 Revenue Act Sept. 20 and many broadcasters congratulating the NAB for its part in defeating the controverted 5-15% Federal tax proposed in the bill for radio profits, no tangible signs were seen in Washington that the industry’s tax troubles, far from being over, are really just beginning.  

Although all appears quiet on the Government front at the moment, it still is apparent that franchise tax talk is much in the wind. According to the Treasury Department, no study of radio franchise tax possibilities, indicated as forthcoming by Congress when it knocked out the radio tax in the revenue bill, has begun.

A Profits Tax, Too  
No definite plan has been developed by the Treasury, but the Treasury Department, which is in charge of the proposal, has permitted an expert to work for a working basis of a franchise tax. Additional indications were that the Treasury Department’s staff was far more than just talk came from FCC Chairman Fly in his address to the NIB convention in Chicago last Monday.

Another possibility for an increased tax burden on radio and all other industries, was the plan announced last week by Secretary of the Treasury Morgenthau to tax away all profits above a 6% return on invested capital. One informal estimate to Broadcating indicated the tax might amount to as much as 12 or 15 million dollars a year for the broadcasting industry. Although the tax is designed to control defense profits, it would touch all companies employing radio, including radio. Intense opposition to the plan is foreseen in all industrial circles, as well as by Chairman Doughton, of the House Ways & Means Committee, and Chairman George of the Senate Finance Committee, both of whom have previously come out strongly against higher tax rates on corporations.

A United Front  
Replying to a flood of congratulatory messages reaching NAB, President Neville Miller declared last Monday:  
“The result we have achieved thus far is an excellent demonstration of what can be accomplished with a united front and industry. It would not have been achieved without the wholehearted cooperation we received not only from members of the industry but from representatives of advertising, labor unions and other groups. I wish to take this opportunity to express, on behalf of the NAB staff and for myself, our sincere thanks for the splendid cooperation which the trade association received from all concerned.”

Warning against a lackadaisical attitude, Mr. Miller continued: “We have been successful in eliminating this particular tax from the current revenue bill, but our fight against a discriminatory tax of this kind is not yet won. It will be proposed again, unless its sponsors — certain printing trades unions—are convinced that it would hurt them as well as radio broadcasters.”

FCC APPOINTMENT IS EXPECTED SOON  
LIKELIHOOD that President Roosevelt soon will fill the vacancy on the FCC that will occur when FCC Chairmen James Lawrence Fly is no longer in charge of regulatory personnel and organization.

The vacancy on the Commission has existed since the expiration of the term of J. P.iphone, the FCC Chairman for Alabama. Chairman Fly had been at the White House for several months and it was stated by Press Secretary Stephen P. that the chairman had sought the appointment fo several weeks.

Among other things, it is believed the chairman discussed activities of the Defense Communications Board, of which he is chairman, as well as those of the FCC. Reports have been in the wind that the President might desire to effect a reorganization of the FCC because of recent regulatory developments that have had far-reaching repercussions.

Aunt Jemima Discs  
QUAKER OATS Co., Chicago (Aunt Jemima pancake flour), on Sept. 29 started an early morning five-minute transcribed program six days a week for 13 weeks on the following stations: WABC, WEEM KYW, WTAM WJR WGN KNX KSFO KDKA. Agency is Sherman K. Ellis & Co., Chicago.

WOV All-English  
WOV, New York, which devoted most of its time to programs in Italian before its increase in Italian broadcasting. WOV, early this year, is planning to drop all foreign language broadcast and devote itself exclusively to music on WOR, with Edw. Barrell, from the Jan. 1, 1942, by time all present contracts for Italian programs expired. Since its power increase WOV has broadcast nothing but English from 6:30 p.m. and at present devotes only four hours a day to Italian programs.

STAR STUDENT as well as star growth, Harmon of Columbia (left), new sports director of WJR, Detroit, was greeted by his campus radio pro, WGR, during a welcoming party last week to 250 Detroit businessmen, given by the station. Harmon majored in radio under Prof. Abbot at the Ann Arbor institution for three years, with an eye to making that his career.

NEW YORK THEATRE IS LEASED BY MBS  
MBS board approved the rental of a theatre in New York to be known as Mutual Playhouse No. 1, from which most of the network’s audience shows will originate. Deal is practically set for the Maxine Elliott Theatre, with plans for MBS to take over with the Coca Cola premier Nov. 3.

Board also worked out a plan to enliven and increase MBS stock membership among the present seven stockholders (WOR, WGN, Don Lee Network, Colonial Network, WKR, CKLW, WHK) and an additional four (WFBF, WIP, WCAE, WGR). A revised budget was run to Oct. 1, 1941, to Feb. 1, 1942, approved. Board and stockholders also discussed competitive network conditions and pledged further network-stations cooperation.

The opening was attended by: General Manager Fred Weber; W. E. Macfarlane and E. M. Antrim, WGN; Alfred J. McConkey and T. C. Streibert, WOR; Lewis Allen Weiss, Don Lee; John Shepards, WJR; Buddy Jones, WHK; W. B. Carpenter, WKLE - WCLE, Cleveland; J. E. Canepa, CKLW, and Hubert Taft Jr., WKR; prospective stockholders Benedict Gimbel, WIP; I. R. Lounberry, WGR; Harold Bitner, WCAE; Hope Barrett, Harold Batchelder, WFBB and MBS Sales Manager Ed Weed; Miles Lamphiear, auditor, and Attorneys Ralph Masters and Emanuel Danett.

Lever Vitamin Test  
LEVER BROS., Cambridge, Mass., will shortly announce a test campaign in newspapers and radio for a new vitamin mineral tablet, Vimna. Sale of the product will begin sometime in October with advertising released at that time through BBDO, New York, the agency in charge.

E.A.RL, MULLIN, assistant to William Kostka, NBC press department head, has taken morning leave of absence pending the appointment of a successor for Mr. Kostka.

Coca Cola Spends A Million on MBS  
New Band Series Is Largest Schedule Yet for Network  
LARGEST contract ever signed by MBS with an advertiser for a single product, said to exceed $1,000,000, was closed last week when Coca Cola, Atlanta, announced it had leased five-and-one-half-hourly on MBS network of 126 stations for 52 weeks, beginning Nov. 3. As yet untitled, will be broadcast from 10:15 to 10:30 p.m., Monday through Friday, and from 10 to 10:30 on Saturday and will feature a large number of famous Insistence of sponsor on the 10:15-10:30 spot, with all stations across the country taking the program at the time of broadcast, said to have been the deciding factor in swinging the program to MBS, which won out over other networks competing for the business when it proved to line up more stations at this time.

A Band a Night  
Details of the band pick-ups have been arranged in cooperation with Music Corp. of America, which is booking the bands for the broadcasts. A different band will appear each night, broadcasting from New York theatre yet to be selected, except for certain periods when the broadcasts will originate on Chicago, Hollywood or San Francisco, using bands playing in and around those cities. On Saturday, the guest band for the half-hour program will be that band with the highest phonograph record sales throughout the country during the preceding week. MCA is employing special accountants to collect and tabulate these record sales figures.

In addition to this new series, Coca Cola Co. also sponsors a program of up-tempo music, Sunday That Refreshes on the Air, from 4:30-5 each Sunday afternoon on a CBS network of 115 stations, with Andre Kostelanetz orchestra and Alice Sunny advertising and m.c. The company’s bottlers, through a cooperative advertising arrangement, sponsor Singin’ Sam, a children’s cartoon transcribed program currently broadcast five times weekly on 249 stations. Advertising is handled by D’Arcy Adv. Co., St. Louis.

Ken Church Is Appointed To WKRC Sales Post  
KEN CHURCH, general sales manager of KMOX, St. Louis, has been named to the post of director in charge of national sales and promotion for WKRC, Cincinnati, Hubert Taft Jr., president, announced yesterday, Oct. 6. Mr. Church will be free from his duties Oct. 6. Mr. Church has been in radio since 1933, entering as salesman at KMOX, St. Louis. Later he was named sales manager. Prior to that he was advertising manager of the St. Louis Globe-Democrat and the Post-Dispatch.
In January of this year, the P. Lorillard Company's new king-size cigarette, Beech-Nut, was introduced to the Syracuse market. « « Advertised only over WSYR and using a station-created program—in eight short months, Beech-Nuts have risen to the top sales spot in the low-priced cigarette field.* « « No other radio or newspaper was used—convincing proof that WSYR is, by itself, a selling power in Syracuse.

WSYR
SYRACUSE, N. Y.
570 kc. NBC

COMING SOON...
5000 WATTS AT 570 KC.
"The Perfect Combination"

*According to independent survey of drug, cigar and grocery stores and cigarette jobbers.
Briefs Few As Overlap Probe Nears

Only 15 of 40 Affected Groups Take Action; Power Challenged

W I T H  A P P E A R A N C E S  a n d briefs filed by only 15 of the estimated 40 entities involved in the m u l t i p l e ownership-overlapping service issue, it was apparent last week that the bulk of the parties likely to be affected by the proposed ban would simply be sideline observers at the arguments scheduled to go on before the FCC en banc.

While the bulk of the briefs filed Sept. 22 pursuant to the order (No. 84) challenged the FCC's jurisdiction in the issuance of such a blanket order, several of the remaining 25 respondents simply made a plea for a flexible rule which would preclude the ban applying to their own situations and affect only existing station facilities. Practically all of them, however, attacked the indefinite language of the rule, and the loose definitions of what constitutes control or objectionable overlap.

A Perplexing Order

Most of the stations not filing appearances or briefs have indicated through their counsel they felt it was unnecessary to do so, since the Commission, by statute, is required to hold individual hearings on any matters affecting existing stations. Practically all of them, however, attacked the indefinite language of the rule, and the loose definitions of what constitutes control or objectionable overlap.

Challenge of Power

NBC, which would be most vitally affected by the multiple ownership-overlap ban, since 8 of the 10 stations it owns are located in four cities, filed a brief challenging the FCC's jurisdiction down the line. Stations which would be affected, under the rule, are WEAF and WJZ, New York; WMAQ and WENN, Chicago; WRC and WMAL, Washington, and KPO and KGO, San Francisco.

Through Duke M. Patrick and Philip G. Hennessey Jr., NBC contended the Commission has no authority to adopt a regulation of the type proposed. It held also that no provision of the law expressly authorizes the enactment of the regulation and that it is not necessary to the exercise of any power expressly conferred upon the Commission.

Even if authority had been conferred upon the Commission to enact the multiple ownership rule, the proposed regulation is "too vague, indefinite and uncertain to constitute a valid regulation," NBC insisted. Because it is impossible to determine from the language of the regulation proposed "who, and what, is meant to be included within its prohibitions," NBC said, "we submit that it is fatally defective."

In conclusion, the network contended the Commission has no power under the Act to adopt any regulation of the character proposed and that if it had, the regulation as now phrased would not constitute a valid exercise of such power.

On behalf of three sets of stations that may fall within the purview of the rule—WJAS-KQV, Pittsburgh of JLI; KQV-KQW, WJZ, and KGW, Portland, Ore.; and WQK, WLX, and WZM, New York—the American Broadcasting Co. contended that enforcement of the rule would deprive the licensees of their property and rights without due process of law.

Almost identical briefs, protests and positions to the proposed rule were filed on behalf of KGW and KEX, Portland, Ore., operated by the Oregonian Publishing Co. and KQQ and WQG, Spokane, operated by W. W. Asmussen, through John C. Kendall and John W. Kendall, Portland attorneys. In each instance, the second station had little if any interest mentioned by the owners from NBC, with the approval of the FCC. In each case also, it was contended that the proposed management and operation had not resulted in a monopoly or in suppression or restriction of competition.

Moreover, the West Coast licensees contended that before any licensees shall be revoked, a hearing must be provided under the statute and the Commission's regulations. It was argued that adoption of the proposed rule, under an arbitrary and capricious in that it would deprive the licensees and all other licensees similarly situated of their property and rights, without due process of law.

Lacks Latitude

On behalf of WGR and WKBW, Buffalo, Frank D. Scott, Washington attorney, called adoption of the proposed rule unnecessary and undesirable. He held the objective could be achieved by the Commission in connection with future applications, by denying such applications on the ground that public interest would not be served, and existing stations whose operations violated the tenor of the proposed rule could be set for hearing with appropriate action.

If the Commission feels that its policy as to multiple ownership should be given expression in a rule, Mr. Scott suggested the rule should be so worded as not to restrict the Commission's general power, but rather to appear to fall within provisions of the rule. This should be based on the public interest, convenience and necessity concept, he said. The proposed rule as drawn, he pointed out, allows no latitude in determining whether, under any circumstances, multiple ownership does or does not serve the public interest.

The proposed rule was called exceedingly unjust to Buffalo Broadcasting Corp., operating WGR-WKBW, because the company was organized in 1928 at the request of the fisheries reorganization. The amount of the loan was approximately $600,000. Moreover, he pointed out that in 1938, to keep pace with improved equipment, improvements were made to the station, all for approximately $100,000, while an expenditure of $225,000 is entailed in installation of 50,000-watt equipment for WKBW, which shortly will be completed.

Mr. Scott urged that the Commission either forego the adoption (Continued on page 68).
Vast supplies of telephone apparatus are being rushed for the Bell System to meet the increasing needs of our armed forces and defense industries. In addition, specialized radio equipment of many kinds is being produced in great quantities and at top speed for our Army, Navy and Marine Corps. Western Electric's long experience and manufacturing facilities are helping to meet these vital demands in record time.
Waste Paper Spots Cover 22 Markets

Total of $675,000 Allotted in Conversation Campaign

STATIONS in 22 cities or city groups have been selected for the radio portion of the national campaign to "save and sell" waste paper for national defense needs launched by the Conservation Committee of the Waste Paper Consuming Industries, including boxboard makers, roofing manufacturers and book-paper mills.

The Waste Paper Consuming Industries, with full support and active cooperation of the Office of Price Administration, Office of Production Management and Office of Emergency Management, have allocated $675,000 for radio and newspaper advertising to urge the public to conserve all forms of waste paper, scrap metal and rubber. A local telephone answering center has been established in 24 cities, and houseswes, store owners and other local groups are being asked to save waste paper and sell it or give it to charitable organizations.

Shortage Fearsed

The advertising campaign is handled by Ollie, Co., St. Louis, and was decided upon when it became evident a serious shortage is threatened due to wartime difficulties in in manufacture of good pulp.

The station list follows:

New York City—WIN WABC WVOX
Philadelphia—WDAS KYW WTEL
Chicago—WGN WIND WJJD
St. Louis—KMOV WIXL
Cincinnati—WCPW WRTW WSAI
Los Angeles—KTLF KOFD
Minneapolis—WLEK
Boston—WJFK
St. Louis—WDBO
Cleveland—WSTP
Boston—WJFK

KSFO Protests 50 kw. Grant to KQW And Cites Its Allegedly Unfair Results

CHARGING that the FCC has "unwittingly done a grave injustice" to KSFO by its recent action in granting KQW an increase in power from 5,000 to 60,000 watts, the KSFO group has protested to the FCC. At the same time, KSFO has been granted a license to operate a 50,000-watt station in San Francisco.

ALL ALONG THE ROUTE crowds turned out to cheer Jim DeLine, Musical Clock m.c. at WFBL, Syracuse, as he rode a bicycle from Syracuse to Chittenango, 17 miles away. The ride culminated a week of promotion when a Chittenango dealer offered to give a bicycle to a worthy boy if DeLine would ride it between the cities. Here Neal Maylan, WFBL sports director, holds the mike while DeLine talks between puffs.

WRRN, in Marion, O.,
To Take the Air Oct. 15

STARTING DATE of the new WRRN has been set for Oct. 15, according to R. L. Bowles, general manager. It is the local that was authorized last Aug. 5 by the FCC to a partnership of Frank N. Steiner, owner of the restaurant-cigar store chain in Akron, O., and Perry H. Stevens, Akron, O., for 250-watt station going on 1460 kc.

Mr. Bowles will assume the additional duties of commercial manager while Margarette Petran, formerly of WAKR, Akron, has been named program director. Chief engineer is James Ranney, formerly of WFMM, Youngstown. Balance of the personnel will be announced shortly. WRRN is licensed for FM music, Lang-Worth music library, and UP news service.

Clark From Camps

D. L. CLARK Co., Pittsburgh, Pa. (candy), on Oct. 2 will start sponsorship of Service With A Smile on 51 NBC Blue stations, Thursday, 8:30 p.m., EST, but thereafter starting Oct. 9 will be heard 8:30-9 p.m. Program will feature talent from Andy Devine and Marion Ross, bases, which had been auditioned and chosen in a pre-show competition, starting Oct. 2. A talent scout was sent out by the sponsor. Garry Moore, star of NBC’s Club Eights, will m.c. and Ben Grady will serve as announcer in the series which will originate from a different camp each week. Albert P. Hill Co., Pittsburgh, handles the account.

Page 18 • September 29, 1941 BROADCASTING • Broadcast Advertising

Gulf Denies Charges

GULF OIL Corp., Pittsburgh, answering an inquiry of the Federal Trade Commission charging advertising misrepresentations for Gulf Liver Oil and Gulf Lard, has denied that the statements were false or misleading, according to a Sept. 24 FTC announcement. The answer stated that the statements cited in the complaint are now used and asserted and the statements, if considered in their entirety, were clear and understandable and phrased in language that would not deceive or mislead.
Beginning auspiciously six years ago by "scooping" all radio news services in broadcasting the death of Will Rogers and Wiley Post, KLZ has maintained uninterrupted leadership in the reliability and completeness of its news broadcasts...and, likewise, has maintained without interruption the confidence of its original news sponsor, the Fred Davis Furniture Company, a huge, but still growing Rocky Mountain institution which has just signed its seventh consecutive news contract with KLZ.

Through August, listeners overwhelmed KLZ's mail department by sending in more than double the fan letters of a year ago. These letters are but a continued indication that each month more listeners respond to KLZ's super showmanship, outstanding public service features and top-ranking progress.

It is not new, but still true that Coverage is not so much a matter of Kilowatts as Kilocycles. KLZ with 5,000 watts on 560 kc, with a signal directed up and down the prosperous and populous sections of Wyoming and Colorado east of the Divide, covers the profit area of the Denver Rocky Mountain area.

"12 Services not on the Rate Card" is the title of a code of merchandising procedure that KLZ extends to sponsors. "Splendid", "outstanding", "unequaled", "effective", are the words used by leading advertisers to describe KLZ's merchandising efforts in their behalf.

"Colorado Speaks" and, in a loud, booming voice, tells the world that KLZ is Denver's "stand-out" station. "Letters FROM the Editor" may be unusual elsewhere but, at KLZ, are commonplace. Practically every well-known newspaper editor in the state has written to comment with enthusiasm upon the popularity in his town of KLZ's broadcast, "Colorado Speaks"...a dramatized review of editorial comment, opinion, and humor.
They Know What Makes Radio Tick

Behind Radio Scenes Basis of Popular Blue Program

MILLIONS of listeners who possess an unquenchable desire to know just what makes radio "tick" find the answer each week in Behind the Mike on NBC-Blue. Each Sunday afternoon Behind the Mike takes these listeners behind the scenes in the radio industry, taking art for them the miracle that is radio.

It has explained how a radio program is created, auditioned and sold; how an announcer gets his job; how sound effects are created; how trans-Atlantic broadcasts come about; how commercial continuities are created and passed for broadcasting; and on one of its most ambitious programs, how the Associated Press was born and how it has flourished.

Inside Stuff

Creator of all this erudition is Mort Lewis, author and producer, who gives his appreciation of his new medium to his audience and to his brother, Lester, a sort of major-domo for the show. Mort Lewis was co-author of the stage successes "Off the Grass" and "New Faces" and did a doctoring job on "Between the Devil". He is the writer of such radio shows as If I Had a Chance and Celebutadie Minstrels and is now writing Molasses & January. He has also written for Ben Bernie, Ed Wynn, Ben Lyon, Bebe Daniels, Pick & Pet, Charles Winninger and Burns & Allen. Graham McNamme is m.c. and the list of guest stars reads like the golden book of the radio standard.

The program structure, save for special occasions, is the same from week to week, generally opening with a "light spot". For instance, on one of these Janice Gilbert recently demonstrated her ability to simulate four babies crying all at once.

The second spot is usually the "Sound Effect of the Week". One of the most popular sound effects was a recent demonstration of doorknocks in which Behind the Mike demonstrated that each special occasion calls for its special door knob. It demonstrated there is a vast difference between the knock of the hwifey's lover, for instance, and a gangster bent on murder. Walking up and down stairs sound effects were similarly demonstrated.

The third spot is the one that usually draws the most attention—the visit backstage of radio. It is this spot which has given Behind the Mike its greatest triumphs.

On one of these backstage spots Pat Kelly, head of the NBC announcers staff, auditioned Bill Huck, an NBC page boy, anxious for a spicing job. Huck went laboriously through one of the stiff NBC announcer's tests right on the Behind the Mike program. His work was not in vain for a station manager listening to the broadcast promptly hired him after the show.

Aside from getting Bill Huck a job, the backstage spot served an even greater purpose. It demonstrated to the radio audience that something more than merely a good voice is needed to get an announce-
er's job. It opened the eyes of the public to the actual requirements for a radio announcing stunt.

Another backtrack spot was so real that it backfired. To demonstrate to the public that radio actors are really clever and possessive of a great sense of line reading, Mort Lewis called three actors before the mike and handed them a script they'd never done an actual rehearsal of radio script on the backstage spot. This showed how the actors are given the feel of their lines and how the script is constantly revised during rehearsal until the final one is evolved.

The fourth spot is a short radio oddity. One of the most amusing of these was the re-entertainment of a commercial announcement which had originally been timed for the time signal and then couldn't be remembered which watch company was the sponsor. So, he said: "Oh, well, folks... this one's on the house!"

Then comes the "Salute to the Program You Loved". Here Mort Lewis has brought back many of the favorites of the old days of radio. Curiously enough, says Lewis, these artists who have fallen by the wayside generally prove they're as good as they always were and all those folks who sat in the studio and propagated the idea that radio was a serious in spot Lewis strives to demonstrate that radio has a soul and a tradition.

Old Favorites

Behind the Mike has brought back such old favorites as Clara, Lou & Em, the Eno Crime Clues, Roxy's Gang, the Atwater Kent Hour, the RKO Hour, the old Show Boat, Stagmeier and His Kids, the Mills Brothers, the A & P Gypsies with Harry Horlick, and the Gold Dust Twins. In virtually every case, the original casts were used. The ill-fated question of "What's Happened to So-and-So?" is answered.

In bringing back the Everready Hour, Bill Rapp, the serial editor, couldn't resist telling the story of the sailor who was cast away on the Galapagos Islands. This story was such a terrific smash that it had been repeated several times on the Everready Hour and the fan mail it attracted on Behind the Mike, which broadcast it for the first time in nine years was enormous.

In the next spot Behind the Mike answers questions of listeners, a special events personnel in setting up the broadcasts. They also told from where they broadcast, how they get the news and to what extent censorship restricts them.

The famous NBC listening post has made its appearance on Behind the Mike through Jules Van Iten, its director. This show demonstrates how the listening post picks up out of the ether and the rigorous requirements for its personnel.

Ralph Forbes and Jill Esmond, with Carlo De Angelo as director, have done an actual rehearsal of radio script on the backstage spot. This showed how the actors are given the feel of their lines and how the script is constantly revised during rehearsal until the final one is evolved.

Silver Theatre Opens Fifth Season on Oct. 5

INTERNATIONAL Silver Co., Meriden, Conn., through Young & Rubicam, is opening Silver Theatre on NBC-Red on Oct. 5. Fifty CBS and 33 NBC stations, Sunday, 6:30-3:00 p.m. (EST), starting its fifth consecutive season. Mickey Rooney, film actor, will be first guest star. Felix Mills has been re-signed as musical director. Ted McKnight, recently appointed producer of the weekly show [BROADCAST Advertising - Red - June 24, 5], is taking over. Ralph Forbes and Harry Horlick are joining the cast. Silver Theatre is owned by Lever Bros. Co. (Swan soap). Tony Hardy will be assistant to Sher- dean.. Music for the program will be written by Shery- man. Ernest McGee and Otto Nagel are executive producers. Policy of buying original scripts or current magazine stories, for radio adaptation, will continue. Firm, as a summer replacement, has been sponsoring the Silver Theatre Summer Show on 26 CBS stations.

Fibber McGee to Return Sept. 30 Without Peary

S. C. JOHNSON & SON, Racine, Wis. (floor wax), following a summer absence, will return to their regular slot on NBC's popular Fibber McGee & Molly on 99 NBC-Red stations, Sept. 30-10 p.m. (EST). Jim and Marian Jordon continue to be starred, with balance of cast including Bill Thompson in a variety of roles; Isabel Randolph portraying Mrs. Upopenhagen; A. Kings Men, vocal quartet. Gay Goings continues in the serious comedy role. Hal Peary (Gilder-sleeve), now has his own program. Philip McKeon, former executive director, Harlow Wilcox has been re-signed as announcer, with Don Quinn continuing as show writer. Oral Underwood, Hollywood manager of Needham, Louis & Broby, will produce.

'Hap Hazard, used as a summer replacement, following a three week hiatus, returns Oct. 5 to NBC-Red. It is a sustained sponsor- ship of S. C. Johnson & Son, plugging Car-Nu wax, Wednes- day, (4-7). Starting Ransom Sherman, cast will include Paula Winslows, Shirley Mitchell, and Midge Rorke, with Martha Tilton, vocalist. Wilcox also has that announcing assignment, with Phil Mills as musical director. Dick McKnight will continue to write the weekly show with Van Fleming remaining as agency producer.

Another all-night program has been introduced in the Dallas-Port Arthur market. Ernest Hackworth handling the Old Yacht Watchman and Hall the Na- tion. Half the Night on KFJZ six nights a week from 12 midnight to 6 a.m. A guest radio editor usually doing the answering. Virtually all the Man- hattan radio editors have appeared. The show is a true, dramatic radio story, such as the one of a song by a network star that thwarted a mother's plan to desert her radio husband, or the one who brought food to the deserted inhabitants of the Pittcairn Islands.
It's Smart to be a Sheep

It strikes us that in buying radio time, it's wise to be a sheep—to follow the flock. In a competitive radio market, it's best to choose the station used most by other advertisers.

Because the station that gets most of the business does so only by attracting most of the listeners. And a station keeps this business only by delivering results.

Which is why we're proud to report that . . .

KMBC CARRIES MORE NATIONAL SPOT BUSINESS THAN ANY OTHER KANSAS CITY STATION—MORE BUSINESS BY HOURS AND MORE BUSINESS IN DOLLARS!

AND, ONLY ONE OUT OF EVERY FOUR KMBC ACCOUNTS IS NEW TO THE STATION—ALL THE REST ARE RENEWALS!

Isn't that convincing proof of KMBC's effectiveness as a sales medium? Isn't it, in fact, the perfect success story?

If you want to crack this rich Missouri-Kansas market wide open, take the tested way. Choose the station used to best advantage by most other advertisers. Follow the national leaders to KMBC.

We think you'll find it very smart, in this case, to be a sheep.

KMBC of Kansas City

Free & Peters, Inc. CBS Basic Network
Fly Sounds Disarming Note at NIB Session

Scorns at FCC Critics; Reaffirms Stand Against 'Concentrated Control'

The text of FCC Chairman James Lawrence Fly's address delivered before the NIB convention meeting in Chicago, Sept. 22, follows:

IT IS A PLEASURE indeed to be here today with this great gathering of the nation's independent broadcasters, and to discuss with you as frankly and openly as I can some of the issues which jointly concern the FCC and the broadcasting industry. I have never believed that a Commission should operate in a vacuum, cut off from the day-to-day problems and concerns of the industries subject to its jurisdiction. While an administrative agency must maintain impartiality and detachment if it is to serve the public interest, it must also maintain open lines of communication with industry if its actions are to be soundly based on current factual situations. And so I welcome the invitation to attend your discussions, and in turn to contribute a little towards them, along with Gen. Cummins of the Sixth Corps area and Mr. Waters of the Department of Justice.

I think that in the minds of most of us, September marks the beginning of the new year in broadcasting. This is the time when new programs are introduced and old favorites resumed. It is the month for policy changes and improvements. It is the time when listeners resume their regular listening habits. Accordingly, it seems to me as the appropriate time to review the broadcast year just ended, and to comment on the broadcast year now opening before us.

A Good Year

From the purely business point of view, I know that many of you have had an improved year. 1940 was markedly more prosperous than 1939, and the indications are that 1941 profits will exceed 1940's by an appreciable margin. Whether or not further improvement occurs during the coming year, I am inclined to agree with the thought that consolidation of present gains is an excellent watchword for the year ahead.

One financial threat to the industry looming large on the horizon until a few weeks ago was the proposed 5, 10, and 15% tax on broadcast revenues, contained in the House of Representatives' version of the tax bill. I considered that tax unwise, and, with others, opposed it at the Senate hearings on the bill. I am glad to say that the tax was eliminated.

As indicated before the Senate committee, the Commission instituted a study of a possible franchise tax, under which each of the industries regulated, e.g. telephone-telegraph radio communications, would be assessed a proportionate part of the cost of regulation; but I hardly think so relative small a tax need seriously concern any of you.

It seems to me clear that the public interest requires a prosperous broadcasting industry. Any circumstances which jeopardize broadcasting income are bound to affect adversely the quality of programs, and hence the public benefits from radio broadcasting. While the FCC has no direct concern with your profits and losses, we know that the tremendous progress of radio has been due in no small measure to the financial success of broadcasting as a business enterprise, and we welcome that knowledge.

Certainly the largest single factor in broadcasting as in American life last year was the defense program, and this will continue, of course, to be true during the year to come. Gen. Cummins, who is also here with you, will give you a fuller picture of the interrelations between broadcasting and defense. I shall therefore allude to only a few recent developments.

Priorities Problem

One has to do with priorities. As many of you know, during the past summer the manufacturers of radio receivers were faced with a crisis by reason of a shortage of metals. I felt that a curtailment of receivers and hence of listeners would adversely affect the morale and national defense, and so, in cooperation with the progressive leadership of the Radio Manufacturers' Association, I called the attention of both the OPM and OAPCS to the strategic importance of broadcasting in national defense. I said, in part:

Radio listening is no longer a mere source of light entertainment. Increasingly since the President's first fireside talk, it has become the focus of public opinion

THE ROSTRUM as FCC Chairman James Lawrence Fly delivered the keynote address. At left are Lloyd C. Thomas, KGW, Kearney, and NIB President Harold L. Lafount.

and for the maintenance of morale. In the recent past it has been intensively used by the Department of Justice for alien registration and by the Army and Navy for recruiting. This month it has been intensively used by the Treasury for the sale of defense bonds, and by the Office of Civilian Defense in its aluminum scrap collection drive. * * * Practically every agency of the Government relies on the possibility of reaching the public directly by radio, especially those listeners who cannot be reached by other media. No one can predict what additional services may be required of broadcasting in the future; but it is clear that any intensification of the present emergency will further expand the role of broadcasting in defense.

The immediate priorities crisis which the receiver manufacturers faced has been averted; but as you know the problem is a continuing one. It affects the transmitter equipment as well as receiver. Some of you may be familiar with the recent case of WIBC at Indianapolis, which blew out both its regular 5 kw. tube and its spare tube. This tube, it has been forced temporarily to operate with the only tube available—a 1 kw. tube. Such a case brings the priorities problem home to us.

I have no pat solution to offer to this problem. But I want to point to its urgency, and to assure you that the Commission stands ready to cooperate in seeking a solution.

As one step towards a solution, the Defense Communications Board has established a special priorities committee. The primary purpose of this Priorities Liaison Committee is to cooperate with and assist the priorities allotment officials. This committee will be concerned with telephone, telegraph and radio communications priorities as well as with broadcasting. In establishing it a week or two ago, we said:

While it is gratifying to know that a priority status has been assigned to repair and maintenance materials. DBB feels that it is equally important, and in many cases more important, to provide a high priority for new materials and equipment. This is particularly true of new and supplemental facilities or indirectly related to national defense expansion.

I mentioned a moment ago the use of broadcasting by various defense agencies. I doubt whether any of you have found such requests for time unduly burdensome so far, but perhaps some of you fear that they may become burdensome. If at some future date broadcasters feel that an inordinate portion of the broadcast day is required for this purpose, the matter can no doubt be adjusted by joint conferences with the appropriate government agencies. Certainly the FCC has no desire to see the effectiveness of radio curtailed by an overload of programs of one kind or another. My impression is that that danger is not on the horizon at present. Indeed, the quality of many defense programs of the air is a real asset to the station operators acting them. The Treasury Hour, to single out one program from many, compares favorably in popular appeal with the most popular of commercial hours.

A Vital Role

Similarly, speeches, debates and forums on current issues in a time of crisis like this enable broadcasting to play a major role in listening and its claim on public attention, especially if such programs are well-rounded. Broadcasting, which a decade ago was a mere source of entertainment, has now assumed a far more significant role, without in any way detracting from its original popularity. Considering these facts in perspective, it seems to me that your industry's contribution of time for defense broadcasts is bread cast upon the waters; it is already bearing fruit in terms of increased public respect and increased public attention.

I should also, in discussing the impact of the defense program on broadcasting, repeat once more what I have said so often—that neither the FCC, nor the DBB, nor so far as I know any other agency of the Government, has any plans for taking broadcasting out of private hands, even in time of war. It is obvious that in the event of hostilities, stations within actual combat areas will be required to coordinate their broadcasts with the plans of military authorities in that combat area.

Also, broadcasting would in the event of war be an important factor in civilian defense. Indeed the DBB has appointed a subcommittee to cooperate with Mayor LaGuardia's Office of Civilian Defense in considering such problems. But DBB plans are contingent on an actual military need; and are based upon the fundamental premise that broadcasting will remain in pri-
BEGINNING OCTOBER FIRST...

NEW IMPACT
TO COVER TWO EXPANDED MARKETS!

WHEN Markets expand, it's time for advertisers to expand their coverage, too... with extra power where it's needed!

TAKE the thousands of square miles around Baltimore; the thousands of square miles around Pittsburgh.

NO LONGER is purchasing power huddled close to the centers of these cities. Today the swiftly-circulating millions for-defense have already spread far afield... where mill and factory and farm are booming, beyond the metropolitan horizons of yesterday!

MILE after mile along the Allegheny and the Ohio — up and down the Monongahela Valley — smoke-stacks smudge the sky by day and crimson it by night. Wheels turn. And money changes hands. Across three state lines spreads the expanded Pittsburgh market of TODAY!

MILE after mile through Maryland — overflowing into Delaware and Virginia — driving farms and humming factories blanket with new prosperity an area larger than many European countries. That area — all of it — is today's expanded BALTIMORE Market!

YOU'VE something new to reach out for — something bigger. And the Red Network of NBC has something new and bigger to help you reach out.

As KDKA and WBAL, 50,000-watt stations in Pittsburgh and Baltimore, join NBC Red, they bring hundreds of thousands of new radio families within the areas served by the "Network Most People Listen to Most"— hundreds of thousands of new families eager to buy TODAY.

UNCHALLENGED DOMINANCE
In Baltimore
WBAL 50,000 WATTS

In Pittsburgh
KDKA 50,000 WATTS

NBC Red
NETWORK

THE NETWORK MOST PEOPLE LISTEN TO MOST
vate hands throughout any foreseeable emergency. For my part I should whole-heartedly oppose any proposal to “take over” radio broadcasting; though I have never heard such a proposal from any source worthy of serious consideration. I concur with President Lafount’s suggestion of coordination of program requests. We at the Commission will be happy to cooperate in forwarding such a constructive idea.

There is one other aspect of the impact of defense on broadcasting which I cannot fail to mention before leaving the subject to the capable hands of Gen. Cummins, and that is the matter of foreign shortwave broadcasts beamed on this hemisphere.

Monitoring Activity

During the past year, the Commission has established a Foreign Broadcasting Monitoring Service to record, digest, analyze and report on foreign broadcasts. Monitoring posts along 24 hours daily by our National Defense Operations Section pick up foreign broadcasts in a score or more of languages, including Arabic, Icelandic and a dozen dialects of Chinese; transcribe them, analyze them, and transmit their essence to interested government officials. The Monitoring Service reports that propaganda of all kinds from many countries is being poured into the Western Hemisphere by shortwave almost every hour of the day and night. We actually record half a million words daily. The question thus arises whether these broadcasts constitute a direct threat to American morale.

It seems to me that, paradoxically enough, the answer lies entirely in your hands. So long as American broadcasters give the public full and unbiased news accounts, well-rounded discussions of public issues and private opinion, openly labelled as such, it is almost inconceivable that any appreciable portion of the American listening audience will be weaned away from American stations or will give credence to foreign propaganda. But if once listeners begin to lose faith in American broadcasts or begin to feel that your news programs, commentators and public forums are warped or biased, you must expect them to turn elsewhere for their news, with possible tragic consequences. Foreign shortwave propaganda will become a real threat to American morale on the very day that American listeners lose faith in domestic programs. I know that day will never come.

Let me turn now from matters of defense to other issues. The past year has seen two major steps forward with respect to the opening up of new broadcast fields. Full commercial operation of all television and FM stations has been authorized.

Some of you with long memories may recall the “hullabaloo” which accompanied the Commission’s postponement of commercial television a year or more ago until the industry engineers could develop an agreed set of standards. Looking back, I think that there are few competent observers today who would not agree that our caution then was sound. Many of the people who were the loudest in their condemnation of the postponement have since agreed that it was a wise and necessary action.

Truth vs. Uproar

There is a moral in this, and I think I would be remiss in my duty if I did not point it out. The moral as I see it is that uproot and combination do not always or even customarily reveal truth. The Commission, acting after full hearings and consultation with representatives of the industry, sometimes finds itself obliged to take steps which for a time at least may seem unpopular. But the long-range wisdom and rightness of its steps cannot be judged by the temporary tumult they elicit. Noise may not be convincing. These matters must be viewed in a proper perspective, with an eye to the public interest and the good of the industry as a whole.

Now the industry has developed television standards and television is on its way. However, television still faces serious obstacles—chiefly, delays by reason of the defense program. But these are nothing compared with the difficulties it would be facing if it had plunged into unwarranted premature exploitation.

How will the opening up of television and FM affect the standard broadcasting field? I hesitate to prophesy, and yet it seems to me clear that the long-term result of television will be on the whole beneficial to aural broadcasting. I base this prediction upon the fact that broadcasting is essentially an institution of the American home.

By strengthening the hold of the home upon families, both television and FM will similarly strengthen the hold of broadcasting in general.

It is true that these newer techniques constitute a challenge to your inventiveness and originality. To retain your present claims to the time and attention of your listeners, you will have to be constantly on the alert for improvements in program quality. But then, that has always been true in broadcasting. To stand still in so fluid an industry is to retrogress. Here is a challenge to broadcasters: I know it can be met as successfully as you have met the challenges of the past. May I leave with you the thought that we shall be ready to move forward with these new services so soon as the curve of wartime economy starts to level out—thus being in a position to alleviate general economic dislocations and at the same time to serve the selfish interests of the industry itself.

Let me turn now to a brief consideration of those Commission proceedings which are concerned with concentration of control over broadcasting facilities.

Not Antagonistic

Some observers claim that distinctions in these Commission proceedings are a common factor of antagonism towards the broadcasting industry. Nothing could be further from the truth. I view the fostering of the American system of broadcasting, and its protection from any unwarranted attacks which may occur, as one of my prime duties as chairman of the FCC. It is true that there is a common factor underlying our concern with these matters. That common factor is based on an imperative of duty to protect broadcasting, and in particular the private system of broadcasting, from attacks which will otherwise certainly assail and perhaps overthrow it. Let me explain as simply, as frankly, and as briefly as I can exactly why the weeding out of monopolistic tendencies in broadcasting is a prime requisite if you gentlemen are to remain undisturbed in your ownership and operation of American broadcasting stations.

The kind of attack to which broadcasting under private auspices might become vulnerable was very forcefully made quite recently before a Senate subcommittee inquiring into moving picture propaganda. It was there charged that a few men had seized control of American microphones and were using their position to propagandize the American people. It was further alleged that these few men wielded far more power than any duly elected representative or responsible government official.

The broadcasting industry has on the whole been comparatively immune from such attacks, though there is no assurance that its relative immunity will continue.

Cites Miller

Mr. Neville Miller undertook to reply in these words:

It is difficult to believe that charges such as these are made in all sincerity. There are more than 900 broadcasting stations in this country. These stations are operated by men and women of all creeds and political beliefs—Republicans and Democrats, farmers, lawyers, newspaper people—plain business people of all kinds.

Without entering even indirectly into this particular debate, and without commenting even indirectly on either the attack or the defense, I do want to direct your attention to the thought which lay behind these words. The real justification of private ownership of radio is that control can thereby be left, as Mr. Miller says, in the hands of hundreds of “men and women of all creeds and political beliefs,” hundreds of everyday
Only the RED gives you WBAL
...only WBAL gives you this!

Only WBAL—Baltimore's one and only 50,000-watt station—blankets the thousands of square miles of booming factories and farms within the rich WBAL defense-payroll zone...an area no advertiser can afford to ignore.

For WBAL hurls your selling message with ten times the power of Maryland's next-strongest station...and with six times the power of ALL other Maryland stations combined!

On October first, WBAL joins the network most people listen to most. We bring an audience prosperous, loyal and large—placing within the Red Network Station Area around Baltimore thousands more radio families than ever before!...National Broadcasting Company, a Radio Corporation of America Service.

WBAL
BALTIMORE'S ONLY 50,000-WATT STATION
NBC RED NETWORK OUTLET FROM OCTOBER 1
Americans. To the extent that this diversity of ownership and dispersion of control to which Mr. Miller points with pride is a fair description of the facts, to that extent the broadcasting industry will remain impervious to the kind of attack recently launched. But any trend to concentrate this control anywhere will lay broadcasting under the impact of any new measure, just as the networks were unable to prevent the more insistent attacks, to which it may well succumb.

I am willing to stand on my record as a proponent of the private system of broadcast ownership, but I know, however, that that system can in the long run survive only if its primary justification—diversification of control—remains valid. Multi-linguistic broadcasting is not the key to the channels of expression— it is a truth imbedded in the day-to-day operation of the industry rather than a pious sentiment to be dragged out of the cubbyhole and aired on a ceremonial occasion.

And that is why I conceive it as the Commission's primary duty, the duty in terms of which both the public interest and the industry will eventually be judged, to see to it that you station owners, men and women of all creeds and political beliefs—Democrats, Republicans, Jews, Catholics, and every other kind of business people of all kinds—remain in control of your own destinies, and remain in control of America's microphones.

The 'Only Road'

That duty is the common factor underlying our concern with those new patterns, conditions, and restrictions which involve concentration of control. And lest I may say to you as emphatically as I can that the road must be open by the Commission, I say that the only road that private broadcasting can take if it wishes to survive. If the industry takes the other road, the road towards concentration of control, the end of a few men however competent, it will sooner or later succumb to the kind of attacks we have recently witnessed.

Let me say just a few words more about each of these Commission proceedings. The network broadcasting regulations, as you know, were to have gone into effect early last month. During the course of the summer, informal conferences were held with representatives of the networks, in the course of which it appeared that the chief bone of contention was the wording of one of the eight regulations—the one governing opinion time, and even on that narrow issue the networks were unable to agree among themselves.

With respect to the ownership of more than one station in a community by one licensee or set of interests, I would prefer not to comment, since the matter is now under adjudication. With respect to the investigation of newspaper-radio relationships, however, I think it proper to repeat an assurance contained in the announcement of the inquiry. The investi-

THIS GROUP didn't have to hire a hall to talk national spot with Clair Heyer (standing, extreme right), radio director of Armour & Co., and a former station executive, was one of more than 12-card and A. N. Armstrong Jr., WCOP, Boston; Harold E. Smith, WOKO-WABY, Albany; Arthur Simon, WPEN, Philadelphia. Standing (1 to r): Steve Cisler, WGRC, Louisville; Hal H. Seville, WBAX, Wilkes-Barre; Richard W. Davis, WNBC, New Britain, Conn.; Gregory Gentling, KROC, Rochester, Minn.; Gordon P. Brown, WSAY, Rochester; Mr. Heyer.

Gen. Cummins Praises Industry's Role In Contributing to National Defense

RADIO's contribution to the national defense in keeping the public informed and continuing morale is only the beginning of the job ahead, Maj. Gen. Joseph M. Cummins, commanding general of the Sixth Corps Area, told the special convention of National Independent Broadcasters last Monday in Chicago.

Citing the vital part radio has played and is destined to play in the war scene, Gen. Cummins declared that "We are going to call upon you to do a great deal more, and I am sure that you will respond." The Army, he asserted, has many radio needs, and broadcasting, as an industry, will be called upon for ever-increasing contributions because the men in it are experts in a field involving the psychology of their millions of listeners.

Praises Industry

Commenting on the industry for the work already done, General Cummins praised "the cooperation of the splendid way in which broadcast companies have met their responsibilities. The radio industry, he said, has given the public truth and American broadcasters "by keeping their heads, have kept faith with the vast listening public".

Gen. Cummins also commended radio for the manner in which broadcasters have cooperated in publicizing the national defense program. The industry has helped "put across the message of our people that time is of the essence in the all-out effort for democracy". Radio's finest artists have brought entertainment and cheer to the men in the camps, he said, and in short, "have made a brilliant record of patriotism and cooperation with defense activities".

The precise functions of radio in the immediate future cannot be determined in advance. Whereas in World War I the Army made use of the press and motion pictures, radio now for the first time vaults into the forefront of media of expression and opinion. Just how radio will be used will depend upon many unpredictable factors, such as the possibility, thereby remote, of military combat occurring in areas where American radio stations are located. "Quite naturally," he observed, "stations in such areas will be taken over and used by the military forces. Such temporary dislocations are to be expected in time of war."

"Such a situation and the possibility of certain stations in the long band being used as homing stations by enemy aircraft, are, of course, matters of concern to the radio industry. The patriotism which the radio industry has already shown, the unhesitating manner in which it has already placed itself at the disposal of the War Department, its eagerness to cooperate in fulfilling its mission, is very gratifying to those of us who are charged with the responsibility for national defense.

A Big Job

"Just what is radio's mission in war time? Certainly no other industry's mission is more important, since no other industry reaches such vast audiences of people, bringing the spoken word—official news or Government pronouncements—directly and immediately from the scene of action or from the seat of Government. Radio's task is several fold: To keep the nation informed, and to inspire a loyalty of country, a pride in the Army and Navy."

"Radio must also keep open the channels of trade and commerce, and thus justify its economic existence; it must interest and retain large audiences of people before their loudspeakers, so that those audiences may be reached instantly, when information is to be relayed. Radio must make its message known, without loss of time or coverage. Radio must also provide the op-

portunity for the expression of honest diversity of opinion and ideas in accord with the democratic principles which we are defending, but, at the same time it should uphold the principles by denying the microphone to those who would promote social, racial or religious strife and discord."

From the personnel standpoint, Gen. Cummins said, the relationship that has existed between the Army and radio antedating the present emergency. The Signal Corps has had many technicians in its reserve branch, and a large group of broadcasting specialists now hold commissions. Pointing out that the demand for men with technical background and training is very great, the officer said that newcomers into the Army from the industry are quickly placed in responsible positions or are given specialized training at various Army schools, wherever their qualifications warrant.

Covering Maneuvers

American broadcasters have done "a magnificent job" in the handling pick-ups of field maneuvers. It was no easy job to present a picture of the simulated warfare to the public, he said.

Pointing out that at the outset of the emergency the War Department recognized the importance of broadcasting, Gen. Cummins reviewed the contribution made by radio to military ends. A few days after the Pearl Harbor attack, Mr. Kirby has organized a staff of specialists and writers, all drawn from the industry, to translate the Army's story to the entire civilian nation.

Radio also has an outstanding mission in building morale," continued General Cummins, "for soldiers have aroused great enthusiasm in bringing into each American home, into each Army camp, confidence and faith in the nation. That is the mission, that the industry serves a new purpose, stands at the threshold of a new period in its existence. That is radio's relation to the army. That is radio's relation to democracy."

Kate's Chats Renewed

GENERAL FOODS Corp. has renewed Kate Smith's Smiths on 78 CBS stations Monday through Friday, 12-12:15 p.m. The program features people unchanged, featuring interviews and discussions of a wide variety of topics and press association bulletins read by Ted Collins. On Monday, Wednesday and Friday commercials promote Calumet Baking Powder and Swansdown 'skin' Flour; but on Tuesday and Thursdays, commercials are split with 22 eastern stations carrying one message from Diamond Crystal Salt. The latter account is handled by Benton & Bowles while Young & Rubicam, is agency on the Calumet and Swans-

(Continued on page 48)
Only the RED gives you KDKA ...only KDKA gives you this!

Pioneer radio voice of the world, and Pittsburgh's only 50,000-watt station, KDKA reaches up and down the rich regions of the Tri-State area—all well inside the defense-prosperity zone—with the impact that only a 50,000-watt station can deliver!

That's ten times the power of Western Pennsylvania's next-strongest station ... more than four times the power of all four other Pittsburgh stations combined!

On October first, Westinghouse Station KDKA takes its place in the NBC RED Network. Which is another way of saying that the station most people listened to first joins the network most people listen to most! ... National Broadcasting Company, a Radio Corporation of America Service.

KDKA

PITTSBURGH'S ONLY 50,000-WATT STATION
NBC RED NETWORK OUTLET FROM OCTOBER 1
Hecker Cereal Discs

HECKER PRODUCTS Corp. began a 20-week campaign for its cereals starting Sept. 29 on eight stations using a 15-minute transmission Judy & Jane Monday through Friday. The campaign has already started on WOR, New York. Stations starting at the later date were WFLF, Philadelphia; WCON, Buffalo; WDME, Rochester; WBZ, Boston; WBZA, Springfield; WSYR, Syracuse; WTRY, Troy, and KSFO, San Francisco. The series was transcribed by WOR and sponsored by Symon-Maxon Inc., New York, is agency.

Registration List of NIB Chicago Convention

<table>
<thead>
<tr>
<th>Name</th>
<th>Station</th>
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<tbody>
<tr>
<td>William A. Aho</td>
<td>WJR, Detroit</td>
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<tr>
<td>Edward A. Allen, WLVA</td>
<td>Lynchinga, Va.</td>
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<tr>
<td>A. N. Armstrong Jr.</td>
<td>WCOF, Boston</td>
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<td>Harry Bannister, WWBP</td>
<td>Detroit</td>
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<td>Harold Bangerdt, WDAY</td>
<td>Fargo, N. D.</td>
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<tr>
<td>John P. Bargall, WMGM</td>
<td>Philadelphia</td>
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<tr>
<td>H. W. Hatchelder, WFBB</td>
<td>Baltimore</td>
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<tr>
<td>F. A. K. Grier, KISS, Miami</td>
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<tr>
<td>John Blair, John Blair &amp; Co.</td>
<td>Chicago</td>
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<td>Milton Blupon, St. Louis, Chicago</td>
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<td>Wesley Ross, WSB, Milwaukee</td>
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<td>John L. Booth, WJLB, Detroit</td>
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<td>C. E. Bridges, Danbury, Pa.</td>
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<tr>
<td>H. J. Brennan, KQV, Pittsburgh</td>
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<td>Lawrence Bailey, KHJ, Austin, Ark.</td>
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<td>Gordon F. Brown, WSAF, Rochester, N. Y.</td>
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<td>John Brunton, KYW, Chicago</td>
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<td>J. B. Brunton, KGW, San Jose, Cal.</td>
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<td>Robert C. Beverley, GM, New York</td>
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<td>Jim Coman, WFT, St. Louis</td>
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<td>N. Leonard D. Callahan, SESAC, New York</td>
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<tr>
<td>E. V. Carmichael, KWK, WCLE, Cleveland</td>
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<tr>
<td>Frank E. Chilinski, NBC, Thesaurus, Chicago</td>
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<td>Arthur B. Church, KMBC, Kansas City, Mo.</td>
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<td>Marie E. Clifford, WFHC, Cicero, Ill.</td>
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<td>George D. Coleman, WCFH, St. Paul, Minn.</td>
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<td>Maurice C. Coleman, WAGA, Atlanta</td>
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<tr>
<td>J. B. Conley, WOWO-WL, Ft. Wayne</td>
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<td>Robert T. Convey, KWK, St. Louis</td>
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<td>Chas. H. Cook, WJFP, Herrin, Ill.</td>
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<td>Joe Covelina, KWFT, Wichita Falls, Tex.</td>
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<td>E. B. Crane, KGIR, Butte, Mont.</td>
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<td>A. A. Crogan, WJIB, Detroit, Mich.</td>
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<td>Claude C. T. Colmer, SESAC, New York City</td>
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<td>Mel. Gen, Cummings, U. S. Army</td>
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<td>Thomas R. Curran, United Press, Chicago</td>
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<td>W. J. Damm, WMJ, Milwaukee Radio</td>
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<td>Richard Dietrich, KDJS, Sioux City, Ia.</td>
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<td>Joe DuMond, KEBR, Burlington, Ia.</td>
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<td>Frank E. Egner, WATA, Long Beach, Calif.</td>
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<td>C. L. Ecker, NBC Thesaurus, New York City</td>
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<td>F. P. Egghter, KGLO, Massen City, Ia.</td>
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<td>Ralph G. Ericks, WLOK, Lima, O.</td>
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<td>Haydn Evans, WTAG, Green Bay, Wis.</td>
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<td>John E. Feaster, WKZO, Kalamazoo, Mich.</td>
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<tr>
<td>Ed. J. Fobert, KQCI, Sioux City, Ia.</td>
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<td>A. J. Fischer, WRLA, Raleigh, N. C.</td>
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<td>John W. Findlay, WCRB, Detroit, Mich.</td>
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<tr>
<td>Edwin G. Foreman Jr., Foreman Co., Chicago</td>
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<td>C. G. Forscher, KMBC, Kansas City, Mo.</td>
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<td>G. F. Fouquier, WHIP, Chicago Geiger, WREC, Wichesa, Wis.</td>
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<td>Leo Fitzpatrick, WJ, Detroit</td>
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<td>Greg Gentling, KROC, Rochester, Minn.</td>
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<td>Russell Greenberg, WJCK, Bay Shore, L. I.</td>
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<td>Emilie E. Gough, SESAC, New York City Howtomaster, KANS, Wichita, Kan.</td>
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<td>Bob Gross, KFWB, Las Angeles</td>
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<td>Gustav M. Hagenah, SESAC, New York City</td>
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<td>C. T. Hagen, WTCN, Minneapolis</td>
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<td>Charles M. Harlow, WJAX, Miami, Fl.</td>
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<td>Carl Haverlin, BMI, New York City</td>
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<td>Leslie G. Hewitt, KMFM, San Diego, Cal.</td>
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<td>Cary Hefter, Armstrong &amp; Co., Chicago</td>
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<td>Edward E. Hill, WTAG, Worcester</td>
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<td>Edward Hoffman, GE, New York City</td>
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<td>George P. Hogglingberg, Chicago</td>
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<td>C. H. Holister, WBN, New York City</td>
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<td>John M. Holst, WNYB, New York City</td>
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<td>Tom Nobles, WQF, Chicago</td>
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<td>Birth W. Nunn, WLP-WVMI-KFDA, Lexington, Ky.</td>
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Sperry Candy Adds

SHERY CANDY Co., Milwaukee (Denver Sandwich), has placed one-minute spot announcements three to six times weekly on the following stations: WOWO WOOD - WASH WIBM WKZO WJIM WKZG WBN FMJW WERC WTCR WADO. Agency is Arthur Meyerhoff & Co., Chicago.

ASSOCIATED MUSIC PUBLISH- ERS, New York, in the near future adding the theme song of the new CBS Saturday morn- ing show, The 5 O’Clock, 10:30 a.m. The song, as yet unnamed, was written by Organist Charles Paul, who plays it on each program.

WORDS ABOUT MUSIC held this group of NIB-era artists, in BML’s exhibit room. Left to right: E. E. Hill, WTAG, Worcester; Bill O’Neil, WW, Akron; Jack M. Draughon, WSIX, Nashville; Clarence C. Leich, WF-WEOA, Evansville, Ind.; Edwin M. Spence, WDCD, Washington, NIB managing director; Andrew W. Bennett, NIB general counsel.

Governor Tom Leach.


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<tr>
<th>Name</th>
<th>Station</th>
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<tr>
<td>W. T. Sromes Jr., KX1, Portland, Ore.</td>
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<td>Lloyd Thomas, KGFW, Kearney, Neb.</td>
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<td>Ken Mattison, KMOM, Omaha</td>
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<td>Robert M. Thompson, KQV, Pittsburgh</td>
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<td>M. E. Tompkins, BMI, New York City</td>
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<td>Oscar Turner, NBC Thesaurus, New York City</td>
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<tr>
<td>Wythe Walker, Walker Co., Chicago F. P. Wallace, WWJ, Detroit</td>
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<td>Bob Waterman, WCTM, Denver, Colo.</td>
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<tr>
<td>Tom Leach, WJIB, Milton, Wisc.</td>
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<tr>
<td>C. E. Smith, WABY-WOKO, Aberdeen, N. D.</td>
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<tr>
<td>Ben E. Stone, KOOS-KVAN, Madison</td>
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<tr>
<td>George Storier, WSPD-WWVA, Toledo</td>
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<tr>
<td>A. S. Sembrow, World Broadcasting Sys-</td>
<td>New York City</td>
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<tr>
<td>Tom Leach, WJIB, Milton, Wisc.</td>
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Government Time

Alluding to the vast amount of time being devoted to Government programming, he pointed out that this has a definite bearing on the subject of competition in radio. While the principle of competition is good, he said in practice it can be carried "to the point of exter- mination," and a point at which the same class is licensed to op- erate in a particular community, he pointed out, prices are cut to meet the competition, while operating costs remain constant or may increase.

Consequently, more time must be sold and stations are forced to highly commercialize in order to

(Continued on page 50)
If You Want to Make a Splash in Baltimore—Use WBAL!

There are a quarter of a million radio homes in the high intensity area of 50,000-watt WBAL...a million folks with money to spend.
If you sell food, for instance...there's a hundred million dollar market waiting for you.
If it's drugs you purvey...there's seventeen million bucks to be had. Whatever you sell, you've got an opportunity to get a slice of the four hundred million retail sales in this important trading center.

Yes sir, Baltimore is a whale of a big market...a big market that takes plenty of power to reach and move. When you come into Baltimore, you can't afford to make a little ripple that will be swallowed up.
You've got to make a big splash...and that means WBAL!

WBAL
MEANS BUSINESS
IN BALTIMORE
Radio Advertising in Latin America

Exporters' Problems in Considering Local Stations vs. Shortwave

By J. J. CLAREY Jr.

FROM THIS ARTICLE by the foreign advertising manager of Bristol-Myers Co., important user of radio time, who is also vice-president of the Export Advertising Assn., sponsors and prospective sponsors with export distribution in Latin American markets will derive pertinent first-hand information about the proper and effective use of broadcast advertising via Central and South American stations, most of which operate on much the same private commercial pattern as those in the U. S. This article first appeared in the 'Export Trade & Shipper.'

Radio advertising to Latin America has great potentialities for the future, as I shall point out later on. Now, however, let us look at what is available to us through radio advertising in Latin America.

Each country in Latin America has its own local stations. It is to these stations that the natives prefer to listen, whether their radio receivers be longwave or combination long and shortwave. In several countries, notably Argentina and Mexico, radio has made tremendous strides. Each of these countries has at least two local stations transmitting 50,000 watts longwave, with powerful simultaneous shortwave broadcasts. Both of the two principal stations in Argentina offer chain broadcasts of their programs, thereby covering the entire country.

Cuban Progress

Cuba, too, has greatly strengthened its position within the last year. At one time, Cuba had too many stations, each fight for the listener's ear. Now, however, a number of the stations decided to consolidate and formed the Cadena Azul. This chain has stations in the most important centers of Cuba, linked together by telephone line. Its chief rival, Station CMQ, also has associated stations, linked together through the less satisfactory rebroadcast of shortwave. Together they now dominate the market. Colombia, which has had good stations in its more important cities now claims a 50,000 watt, in Bogota.

Because of the great distances between population centers in Colombia, several attempts have been made to form a chain. It now remains to be seen whether the Red Continental can bridge these distances. If not, a chain of stations is inevitable. Rumors of chain broadcasting in Mexico crop up from time to time. At least two important stations broadcasting from the capital long and shortwave simultaneously, the lack of a chain is not an acute problem.

To contrast with the described, the lack of a chain is not an acute problem. But I have seen the first solid evidence that a chain is in the making. It is not in Mexico, but in Colombia. The Cadena Azul, which is controlled by the company that owns the telephone system of Colombia, has been in operation for some time, and has already become a powerful competitor to the Cadena Blanca, which is owned by the government. The Cadena Azul has several stations, all with 50,000 watt transmitters, and they are all connected by telephone lines. The Cadena Blanca, on the other hand, has only one station, which is located in Bogota, the capital city.

In Brazil It's Different

Brazil is different from her neighbors in respect to radio stations. Brazil's buying power is found in urban centers along its 3,000-mile coast. The distances between these coastal cities are not very great, so that the contour of the coast itself makes it impossible for one station to cover the market satisfactorily. Telephone line hookups are impracticable, except between Rio and Sao Paulo. Therefore, the radio advertiser, like the newspaper advertiser, must perform an outline of each important city.

Before leaving this subject of local radio stations, it is helpful to recall that the more powerful stations do give some international coverage. Chileans listen regularly to Argentine broadcasts, as is proved by the mail the radio performers and advertisers receive. The station in Paraguay also tunes in. In the North, especially in the Caribbean area, Puerto Rican and Cuban stations are heard in many of the countries. Mexico has a number of listeners in Central America, as well as the Antilles.

I recall on my last visit to the interior of Cuba having a druggist tell me that he listened the night before and heard a Yankee celebrity on one of our radio programs. He said: "Last night? Why, our program in Havana wasn't broadcast last night." Much to my surprise, he countered: "Not the Havana broadcast. The Mexican one."

What I have said in the preceding paragraphs substantiates my opinion that if an American exporter is looking for radio coverage in Latin America, he can get it today by advertising in Latin America, through the local stations.

Talent of Course

No discussion of radio advertising in Latin America, no matter how superficial, would be complete without some reference to programming and talent. Argentina and Mexico are the only two countries where one finds a good supply of local talent. Cuba has a poor supply. All the other Spanish-speaking countries, with the rare exception of a few artists, present a serious problem. At the present time, it is not practicable to import talent into Latin America, no matter how good it may be. As far as radio programming is concerned, it comes to creating first-class entertainment.

I said that in Argentina and Mexico there is a good supply of local talent, but, as a whole, however, that it is ample. Unlike the United States, only a few artists perform exclusively for one sponsor. As a result, many artists run the risk of becoming hackneyed through too frequent appearances before the microphone. The same applies to orchestral and choral groups.

Salaries are much less than in the United States. Frequently, important groups of performers are absent from rehearsals because they are broadcasting for some local station. Talent at a poor tariff time, I, personally, while supervising programs in Argentina, have seen the entire string section of one orchestra tip toe into the studio, three minutes after we went on the air.

In fairness to the stations and performers, let me say that the basic cause for this condition is the lack of market. All of our orchestras in Argentina will be paid between $10,000 and $20,000 m/n per month. There are few advertisers who can afford to assume this expense exclusively. The sales potentialities of the market reached will not permit such lavish expenditures. The station, therefore, is obliged to parcel out the expense to several advertisers. This is also true of many famous artists.

Quiz Shows, Too

Entertainment offered to radio listeners in Latin America runs the entire gamut from drama to quiz shows. I doubt if there is any type of entertainment used in the United States that has not its counterpart in Latin America. The most striking difference, however, is one of showmanship. Showmanship is to entertainment, whether radio, screen or stage, as a chef is to the culinary art. When it comes to showmanship, the United States
FROM dams to dollars is a direct line in the rich Tennessee Valley, the heart of the industrial south. More than $500,000,000.00 worth of dams feed industrial energy to hundreds of factories throughout this entire territory.

And WLAC, soon to go to 50,000 watts, will cover this sales-packed area with a strong, clear signal ... a radio power where power counts most.

May we give you further details?

TOP CBS PROGRAMS

THE STATION OF THE GREAT TENNESSEE VALLEY

BROADCASTING • Broadcast Advertising  September 29, 1941 • Page 31
in a class by itself. For example: Many stations in Latin America broadcast phonograph records exclusively. No one of them, however, has attained the success for its advertisers or profit to itself as has station WNEW in New York. The answer: Showmanship.

To me it is a logical transition from a discussion of program difficulties in Latin America to an exploration of shortwave broadcasting, particularly after it came to the United States, because it is in the field of programming and showmanship that I believe we can make our most useful contribution to radio entertainment south of the border. Before pointing out such advantages, however, let us first show the disadvantages, as I see them:

First, there is a disheartening lack of information regarding the penetration, the dependability, and the effect of broadcasting the shortwave signal. There are no authentic data regarding the number of listeners. If you buy shortwave, you must buy it on faith. Of course, one hears much of the number of letters received.

A shortwave broadcast of a much publicized sporting event which was picked up for rebroadcast by 130 local stations in Latin America produced some 35,000 odd letters. To me, this is not convincing. In the Argentine, our company has received 20,000 letters as the result of one of our regular programs on the El Mundo chain. More than 50,000 letters were received in that same month.

Secondly, there is the undeniable preference at the present time of Latin Americans to listen to their own stations. These listening habits have been built up over years of acculturation and will not be easily broken. There are still more longwave receivers in use than shortwave sets. The wavelengths of their local stations are well known to them. They desire to hear programs that are tuned in conveniently, quickly and clearly.

It will require a deep, penetrating knowledge of Latin American characteristics to create the type of high-class entertainment that will win listeners from the local stations. The accents of announcers, and artists, even though enunciat- ing most correct Spanish, are “antipatico” to listeners. Each country has its own peculiar type of dialect, its own preferred form of commencing its own well-developed use of idiom.

A Matter of Money

Lastly, there is the very important factor of cost; cost of time and cost of talent. To my mind, there is no justification for assessing the export advertiser high rates for shortwave broadcasting at this time. More information must first be obtained regarding circulation and other pertinent factors. American advertisers can now buy full hour in Canadian broadcast, with full discounts, at from $4.00 to $10.00 per year.

Leigh White, Flannery, Murrow Return to U. S.

LEIGH WHITE, CBS correspondent formerly in the Near East, who has been in the hospital for months with serious leg wounds suffered when the Greek train he was riding was machine-gunned by the Germans, now partially recovered and walking with the aid of a cane, left Lisbon for the Clipper, September 27. On arrival in New York he will make several broadcasts on CBS telling of his adventures and of conditions in the Near East. Later he will leave for an extended vacation.

Harry Flannery, CBS correspondent in Berlin since last year when he relieved William L. Shrier, will return to the United States on the Clipper leaving Lisbon Oct. 2. Howard Smith, who has been Mr. Flannery's assistant in Berlin, will remain at the CBS correspondent. Returning to the United States at the same time will be Mrs. Ed Murrow, who will again be city correspondent in London. Mr. Murrow himself is expected to return to the United States shortwave being replaced by Bob Trout, CBS news announcer.

UNDERGROUND WITH BBC: Left photo shows a BBC engineer in full ARP equipment entering an air raid shelter at a transmitting station “somewhere in England.” Right photo shows Clare Lawson Dick and Margot Osborne, two BBC secretaries, in their sleeping quarters at one of the BBC underground offices.

In the United States, many sponsors spend as much on talent as they do on station time. Obviously, therefore, an appropriate form for a year's contract for shortwave broadcasts, including time and talent, may run into considerable money, especially when considered in the context of broadcasting, an important radio outlets strategically located in the principal population centers. With such a chain, we could begin to eliminate the serious disadvantages already outlined. With the important Latin American stations tied into shortwave broadcasting, we would no longer have to worry about listener’s habits; speculation about circulation would be greatly eliminated; the owners of both longwave receivers and shortwave sets would be prospective listeners; our Latin American neighbors could then tune in our programs easily, conveniently, quickly and clearly.

Accent on Accents

Most important of all, the American advertiser could then afford to spend the necessary money for creating high-class entertainment, as under such conditions, there would be only one charge for talent which could be spread over the entire Latin American market. We would still have the problem of accents, but I feel that our listeners would be less critical of accents if the show itself were highly entertaining. People are seldom critical when they are well-pleased.

Furthermore, I think in time there would evolve a modified Spanish pronunciation acceptable to all Latin Americans, in the same way that stage and screen artists of England and the United States now use a form of pronunciation for English that is acceptable in both countries and permits the free interchange of artists. This condition, however, will come about only as a result of close cooperation on the part of American export advertisers and shortwave broadcasters. In this connection one of the executives of NBC recently told me that, in selecting their Spanish announcers, they endeavor to choose only those who speak in neutral accents.

In closing, let me say that no criticisms which I have made in this article should be taken as a lack of faith on my part in radio advertising in Latin America and to Latin America. I have merely tried to give my honest opinions. I have faith in the effectiveness of radio advertising in Latin America, otherwise our company would not now be sponsoring some 18 programs in the more important cities throughout South and Central America.

I am hopeful, too, for the future of advertising to Latin America, and have recently embarked on an interesting experiment with a shortwave station in this country. From this trial of shortwave broadcasting, I hope to learn much, and perhaps help to contribute to the further growth of this potentially important addition to the tools available in export advertising.

Canadian Assn. Meetings

DIRECTORS of the Canadian Assn. of Broadcasters will meet in Toronto Oct. 6-8 for joint sessions with the directors of the Assn. of Canadian Broadcasters and the Canadian Assn. of Advertising Agencies. The CAB directors will also discuss where the CAB annual convention is to be held next January.

Armstrong Dramas

ARMSTRONG CORK Co., Lancaster, Pa. (Quaker floor covering) has originated an original mystery-drama in the fantastic drama written shortly before the broadcast against a background of one of the headline news events of the week in its new series Armstrong’s Theatre of Today, which starts Saturday, Oct. 4, 12:30-1 p.m., on 850 CBS stations [BROADCASTING, Aug. 11]. George Bryan, CBS news reporter, will open the series with a composite summary of world events, featuring the news story being used to set the locale of the play. Leading actors, along with dance and radio will take the roles. Cameron Hawley supervises the programs with Frank Linder directing.

NBC Files Arguments On WHDH 850 Grant

ARGUMENTS of NBC in its appeal from the FCC decision authorizing WHDH, Boston, to operate fulltime on the 850 kc. channel in the Boston-Durham-Keene area, have been filed with the U. S. Court of Appeals for the District of Columbia by Philip H. Ben-nessey Jr., A. L. Ashby and Henry Ladner, NBC counsel. No answer has been filed by the U. S. government legal staff, which has 20 days from the filing date of the brief.Appellant, Sept. 15, in rep. The NWBD case is regarded as a test to determine future FCC policy on maintenance of the “market test” in broadcasting. The NBC brief holds that the Commission's WHDH grant is void through vio-

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Broadcasting • Broadcast Advertising
Valley Grande is a blend of 40 cities and towns equivalent in population to Texas' Fourth City. It's a market of rare vintage this year. Removal of planting restrictions adds millions to the usual $30,000,000 winter vegetable and citrus crop. Important, too, are its thousands of bales of cotton; innumerable beef cattle; increasing tourist trade; 4,000,000 barrels of oil during 1940; $8,500,000 worth of defense construction; facilities for 5,400 well-paid officers and men in addition to two old-established U. S. forts. This market is on ice for alert advertisers who place schedules now over KRGV, the Valley's only network outlet.

KRGV
IS THE ONLY NETWORK STATION WHICH COVERS THE RICH LOWER RIO GRANDE VALLEY AT ALL TIMES!

Get the attractive Combination Rate On These Four Close-knit Stations.
News Sponsorship Sought in Canada

CAB Also Seeks Increased Power Grants From CBC

RELAXATION of the rule barring commercially sponsored newsmen commentators on Canadian stations, power increases for Canadian broadcasting, and revisions in the regulations covering sponsored newscasts were discussed by executives of the Canadian Assn. of Broadcasters at the board of governors of the Canadian Broadcasting Corp. at Ottawa at the board’s first autumn meeting, Sept. 15-16.

No decisions were announced but the board promised to take the matter of relaxation of commercially sponsored commentators under consideration.

This would allow Canadian stations to bring in commentators from American networks, as well as Canadian commentators. Easing of the regulations on the sponsored newscasts is understood to have been suggested by Canadian Press, and would allow advertisers to sponsor news directly and give a commercial name change is to be made in the ruling forbidding commercials in the body of the news. Canadian Press now sells news through a subsidiary Press News Ltd.

Power Survey

No decision was given by the board on this change, but a meeting with the Canadian Press on the subject was likely. Pending the completion of the CBC survey on station reception, no decisions were announced regarding power increases for Canadian broadcasters. The CBC hopes to have the survey completed before the end of the year, having been handicapped through loss of a number of members of the engineering department to the services. Decisions on these subjects are expected at the board’s next session in November.

The CBC recently announced a new regulation eliminating the use of more than one station in a city for a simultaneously sponsored network program. A number of Canadian advertisers have been and are planning on using two or more stations in one city simultaneously for a network show. This the CBC feared could lead to a monopoly of the air in that city at any one time. Canadian advertising agencies are understood to be agree to the ruling, provided it is equally applied to all advertisers. The ruling does not apply to sustaining network programs.

Williams Food Test

R. C. WILLIAMS & Co., New York (Royal Seasonings), has signed a one-year contract for sponsorship of Zeke Manners & His Gang on WNEW, New York; 7:30-7:45 p.m., Monday, Wednesday, and Friday. Other stations may be added later. Agency is Alley & Richards, New York.

BUICK HORN TALKS

UTILIZING the Wright-Sonovox acoustical device for articulating sound (Broadcasting, Aug. 11), Buick Motor Co., Flint, Mich., first Sept. 29 to Oct. 4 will use approximately five spots a day on 46 stations in markets having the new 1942 Buick. The tuned chord of the Buick horn articulates “Let’s Go for the Opening and closing of the WBT transcribed spots, placed by Arthur Kudner Inc., New York.

The Sonovox, which is patented by Free & Peters, the representative firm, has heretofore been used in a few radio programs for novelty effects and thus far first use as a commercial radio device.

The effect of sound forming words is obtained through the Sonovox amplifying unit that makes any sustained sound ‘speak’ through the use of the human larynx. In operation, rapid units are placed against the throat of an announcer who is a trained articulator. The articulator makes no audible sound; the human larynx acts as a sound-box as the sound comes through the unit, and he merely breaks up the sound into words.

INCREASE IN POWER FOR THREE OUTLETS

IMPROVED operating conditions for three broadcast stations were authorized by the FCC last Tuesday. WAWZ, Zaraphath, N. J., operated by the Pillar of Fire, church organization, is said to have time with WBNX, New York, was granted 5,000 watts day with directional antenna on 1260 kc., continuing with 1,000 night but using the directional both day and night. KKDK, Everett, Wash., was granted fulltime on 1370, taking over the hours formerly used by WDNX, Seattle, recently shifted to 1090 kc. with 5,000 watts. WBRO, Roseburg, Ore., now 100 watts night and 250 day, was granted 250 watts fulltime on 1560 kc.

Hearings were ordered on the applications of Yankee Broadcasting Co., New York City, seeking 10,000 watts fulltime on 800 kc.; Newark Broadcasting Corp., Newark, seeking 5,000 watts fulltime on 620 kc.; WSOY, Decatur, Ill., seeking 10,000 watts on 1560 kc. Also ordered to consolidated hearing were the rival applications, all for 250 watts night and 1240 kc., of R. O. Hardin, Nashville; Tennessee Radio Corp., Nashville; John R. Crowder, Columbus, Tenn.; Birney Imes and Robin Weaver, Murphysboro, Tenn. All seek the facility when vacated by WBNX, Nashville.

Dessert Introduced

TAYLOR-REED Corp., Mamaroneck, N. Y., on Sept. 22 announced appointment of Smith & Sweeney Inc., New York manufacturers’ representatives and food merchandisers, to introduce Tumio, a chocolate pudding, in the metropolitan New York market. A merchandising campaign has been started on WNEW, New York, on Martin Broock’s Mels Delicatessen, W. I. Tracy Inc., New York, handles the account.

WHEN audiences send fan-mail to stations, praising NBC Thesaurus shows...that’s old stuff. We’ve learned to expect it—by the ton.

But when stations send “fan-mail” to us—that’s something you ought to know about!

The two letters on the opposite page are typical of many others...telling us how NBC Thesaurus helps to sell station-time. As one of these two letters puts it, with pardonable enthusiasm, “Thesaurus sells itself!”

Well...why? Talent in NBC Thesaurus is one reason. You get the big names at small cost. The big names that advertisers go for...the big names that listeners prefer! Excellence of reproduction in NBC Thesaurus is another reason. Thanks to NBC Orthacoustic, your transcription

THESAURUS OCTOBER 1st RELEASE

FEATURES NEW MUSICAL GROUPS

Beginning a new fall program of recording for its library service, NBC Thesaurus, NBC Recording Division has announced that the October 1st release to subscribers will contain the work of three important musical groups new to Thesaurus.

In the dance band field, this release presents the first of a series of popular selections by Lawrence Welk and his "Champagne Show". The nationally popular Negro rhythm singers, Golden Gate Quartet, are the second group. Already featured on their own network program, in night clubs, and on records, will be the special Thesaurus program production "I Hear the Southland Singing", for which they have recorded an original musical theme.

Third is the Sammy Herman Trio, novelty rhythm group. This trio will be programmed on the Thesaurus series, "From A to Z in Novelties", which presents a constantly changing parade of novelty singing and instrumental combinations.

Completing this first-of-the-month release are five production numbers by Allen Roth and his Orchestra for "Symphony of Melodies", and a number of selections by the Symphony and Salon Orchestra.

Last week another series of numbers were recorded for Thesaurus in Chicago by Horace Heidt and His Musical Knights. These are planned for release within the next month and will be programmed on Heidt’s own Thesaurus program.
equipment delivers live quality, with studio flavor preserved!

And variety of program types in NBC Thesaurus is important, too! You can give more advertisers the "something different" that they're after...for there are 25 varied program series supplied with regular weekly continuity. One new subscriber reports the sale of 23 of these 25 programs to local advertisers within 3 months after starting the service!

You should have the complete Thesaurus story. Write our nearest office today!

**NBC Thesaurus**

"A Treasure House of Recorded Programs"

**Radio Recording Division**

National Broadcasting Company

A Radio Corporation of America Service

RCA Bldg., Radio City, N. Y. • Merchandise Mart, Chicago

Trans-Lux Bldg., Washington, D. C. • Sunset and Vine, Hollywood

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**Advertisers and Audiences Go for These Big Names!**

Charlie Barnet  Richard Leibert
Al Donahue  Vincent Lopez
Shep Fields  Carson Robison
Horace Heidt  Allen Roth
Harry Horlick  John Seagle
Sammy Kaye  Thomas L. Thomas

...and many others
ANARKANS
KFFA, Helena—CP issued to Helena Broadcasting Co.; association with Stamford, Conn.; President, J. A. S. Knight, 150 watts on 1450 kc.

CONNECTICUT
KBSI, Bridgeport—CP issued to Paul Webb, 100 watts on 1370 kc.

CALIFORNIA
KPSA, Pasadena—CP issued to Pacific Coast Broadcasting Co.; J. Frank Burke, chairman of board; president, 25% stockholder; manager, 14% stockholder; George C. Fisher, retired, 13% preferred stockholder; Ray A. Ragan, sales manager; 10% stockholder.

Floyd, KFFA, Helena—city commissioner, president, attorney, secretary, of KWKW, 250 watts on 1490 kc.

MISSISSIPPI
WMIS, Natchez—Licensed to Natchez Broadcasting Co., Inc.; B. O. E. Young, manager. Granted May 27; 250 watts on 1490 kc.

MISOURI
KHMO, Hannibal—Licensed to Courier Post Publishing Co., Inc.; Charles E. Turner, president; 45% stockholder; Ernest E. Putman, secretary-manager; 30% stockholder; W. B. Hannibal, treasurer; 25% stockholder. Granted May 10; 250 watts on 1490 kc.

OHIO
WFIN, Findlay—CP issued to Findlay Radio Corp.; O. F. Wolfe, president, 15% stockholder; William Haver, manager of local Coca-Cola bottling company, vice-president, 10%; Fred R. Hovey, retail distributor, secretary-treasurer, 15%; Herbert Lee Byers, attorney and onetime owner of WLOK, Lima, 10%; Grace E. Loughlin, former radio instructor at Louisiana State U., 10%; Don T. Deerler, 10%; Raver T. Blair, 10%; 4 others, each holding 5%. Granted Aug. 5; 1,000 watts on 1480 kc.


OREGON
KWC, Pendleton—CP issued to Western Broadcasting Co., Inc.; Roger L. Afterman, president; 50% stockholder; W. E. Nelson, manager; 25% stockholder. Granted Aug. 11; 250 watts on 1490 kc.

Pennsylvania
WIBR, Butler—Licensed to David Rosen- blum, local department store owner. Granted April 1; 250 watts on 1480 kc.


WJWE, Wilkes-Barre—CP issued to Wilkes- Barre Broadcasting Co., Inc.; treasurer, 25% stockholder; Lee Syndicate Courier -Post; same ownership. Granted June 28; 250 watts on 1490 kc.

WJPS, Erie—CP issued to Erie Broadcasting Co., Inc.; Morgan E. Van Sickle, president, 14%; Al Ahrens, treasurer, 10% stockholder; W. K. Ahrens, secretary, 6%; 9 others, each holding 10%. Granted Aug. 15; 250 watts on 1490 kc.

VIRGINIA
WJMA, Covington—Licensed to John and Margaret Miller, 250 watts on 1490 kc.

WCHV, Charlottesville, Va.—Granted April 22; 250 watts on 1490 kc.

WING, Winchester—Licensed to Richard Field Lewis Jr., chief owner of WFVA, president, 25; Granted Feb. 4; 250 watts on 1490 kc.

WASHINGTON
KVEE, Everett—Licensed to Cas a cia Broadcasters Inc.; A. C. Cahan; 45% stockholder and treasurer; T. S. Lyle, banker, vice-president, 25%; Harold Wootton, construction company owner and manager; E. G. Williams, vice-treasurer, 15%; William A. Hamilton, radio dealer; treasurer, 10%; William D. Minner, president; 10%. Granted May 6; 500 watts on 1490 kc.

KTRN, Tacoma—CP issued to Michael J. Jones, 60% stockholder and owner; Granted May 7; 1,000 watts on 1490 kc.

KBTM, Taos—Licensed to Tacomina Broadcasters Inc.; C. C. Cavanaugh, lumberman, 61%; P. G. T. Beaumont, 10%; T. S. Lyle, banker, vice-president, 25%; Harold Wootton, construction company owner and manager, 15%; William A. Hamilton, radio dealer; treasurer, 10%; William D. Minner, president; 10%. Granted May 6; 500 watts on 1490 kc.

WISCONSIN
WOSH, Oshkosh—CP issued to Howard H. Wilson, Chicago station representative. Granted Aug. 17; 250 watts on 1490 kc.

PUERTO RICO
WIAC, San Juan—Licensed to Enrique Abacar Sanfeliz, sugar refining machinery manufacturer. Granted April 28; 6,000 watts on 880 kc.

Note: CP issued Feb. 18 to Hawaiian Broadcasting Co., Inc.; for KHNW, 150 watts on 1490 kc., recalled pending further hearing.

Jewelry Tie-Up
IN PROMOTING diamonds for DeBeers Consolidated Mines Ltd., big South African concern, N. W. Ayer & Son, Inc., New York City, is promoting jewelers to do more advertising and has prepared a set of 10 one-minute radio spots, for use by jewelers over 200 stations.

Availability of the discs is being called to the attention of the jewelry trade by a new ad in the trade journals in ads which state the records are available through the National Broadcasting Co., New York, at $10 each. Seven of the recordings are designed to sell the new Vanee Babb, formerly press chief of NBC, now with Ayer in New York, is handling the promotion.

PROGRESS REPORT on the new 1,500 watt station of WCAO, Balti- more, is made on the scene by L. Waters Milbourne, manager (left) to H. Street Baldwin, Baltimore County Commissioner. The new plant is going up on a site just north of city of Baltimore.

BROADCASTING
Broadcast Advertising
serves the booming Tri-City Market, an important United States defense area (Davenport - Rock Island - Moline)

**** ** Collins 21A measures up!**

*Says WHBF management:

"After most careful study and investigation of all factors concerned WHBF chose Collins 21A," says Les Johnson, WHBF Vice President and General Manager. "We have not been disappointed. Equipment and service is fine, we could ask no more."

WHBF is going places with the new Collins 21A. So, too are its satisfied clients, a rapidly growing list comprising some of the most important buyers of radio time in the nation.

From 100 watts to the Collins 21A 5000 watts power full time in three years and the tripling of its business is the WHBF trend that the wise radio time buyer heeds. He knows behind this activity and growth is alert public service, sound management, progressive policies.

And what a market WHBF serves! Nearly two million people in 52 counties of Illinois, Iowa, and Wisconsin; nearly half a million radio homes; half a billion in retail sales; a billion dollars industrial payroll—these and more comprise the WHBF ½-mv daytime area. Add this to the smooth running Collins 21A, a hard working, capably staffed radio station and you have an unbeatable combination.

alert stations use COLLINS 21A — alert advertisers use WHBF.

**besides WHBF**

WADC WGBK WING WIND WBAA WKBH WSFA WSIX

have purchased 21A’s
Funds Are Sought To Probe Business

Senate Business Would Look Into Defense Program

ANNOUNCING last Thursday that a million-dollar allotment would be requested of Congress to carry on the committee's work, Chairman Murray (D-Mont.) indicated that attention of the special Senate Small Business Committee would focus initially on the problems of small businessmen in connection with the Government's defense program.

Just what shape the committee's consideration would take was not revealed, although it is expected hearings: will be started soon after necessary funds are available, at which testimony will cover a broad field, probably including big business' advertising practices.

OPM Activity

Following recent conversations with Floyd B. Odlum, well-known financier and director of the new Consolidated Advertising Division, OPM, Chairman Murray indicated that an immediate function of the committee would be to consider the "extremely muddled" administration of the office, an eye to giving small businesses their share of the huge Federal defense orders. Although it is not determined where advertising practices long have been kept the advertising and merchandising techniques of big business are sure to draw fire from the committee.

Additional pressure in this direction was presaged several weeks ago when a small business section was organized in the Justice Department Anti-Trust Division, headed by Assistant Attorney General Thurman Arnold. Early in September Mr. Arnold and Senator Murray exchanged pledges of cooperation in the fight against the problems of small business [BROADCASTING, Sept. 8].

With an initial $10,000 allotment, the Special Senate-Business Committee to Study & Survey the Problems of American Small Business Enterprises was formed early in the present session of Congress. The requested $1,000,000 additional appropriation presumably would come from the Senate's contingent fund, and would give the committee sufficient funds to operate for a long period in some field, it was believed. Members of the committee include Senators Murray, chairman; Stewart (D-Tenn.); Ellender (D-La.); Mead (D-Maine); Malone; Connally (D-Texas); Capper (R-Kan.); Taft (R-O.).

SEENING a regional in Ann Arbor, Michigan, WABC's Woman's Bureau, has filed for a new station on 1050 to use 1,000 watts fulltime. Principals are Marie A. Greene, owner, and cleaning and dry cleaning concern in White-Plains, div. of her stockholder; Paul G. Greene, road contract, secretary-treasurer; Esty R. Baus, an employee of WCAR, Pontiac, Mich., 20.

ADELAIDE REACHES THE LADIES

AMERICAN women control 85% of the nation's buying. But many women who buy do not advertise. Adelaide Hawley, editor of WABC's Woman's Page of the Air, realizing this idiosyncrasy of her own sex, has built a steadily increasing New York audience by personalized advertising. Two of her present sponsors—Krug Baking Co. and the New York State Bureau of Milk Publicity—provide a unique study of the housewife market.

The New York bureau is distinctive because it is not selling goods competitively; it is not urging the purchase of any special brand of milk; it is instead advocating the buying of milk instead of some other beverage. Its message is simple and immediate.

Krug Baking Co. sells coffee, bakery products and a specialized home service, stressing the service angle.

Krug service goes to 90,000 homes in a restricted area—not the whole WABC area. New Jersey, it has been profitable: It has made listeners "Krug-conscious" in the distribution area and has extended other areas for distribution when Krug expands to them.

The New York bureau was organized in 1935, by law, when surveys revealed that fluid milk sales had been declining. The cost was to be shared by distributors and farmers jointly. Results of the Bureau's operation were beneficially felt in a short time.

Besides immediate newspaper advertising, local spot broadcasting was networked throughout the State. Then a few experimental spots were purchased on local home economists' programs in various communities. These two forms of broadcasting were studied, and it was decided to concentrate on a home economist program in each locality.

A steady increase in the sale of milk in the New York metropolitan area has occurred during the life of the bureau, while during the same period surveys in Boston and Chicago have shown a decline. This comparison proves that the change in sales is definitely due to publicity and not economic conditions.

One reason is found in the commercials, emphasizing vitamin content and the nutritive value of milk—more food for less money.

The publicity campaign is definitely of an educational value. Recently Miss Hawley broadcast an offer for a free booklet about milk. The offer was made for 14 weeks. There were 14,000 requests.

The history of Krug Baking Co. broadcasting started shortly after the company was organized in 1906. It was advertised the following year through a weekly 15-minute pro-

IOWA BARN DANCE OPENS 14TH SEASON

ONE of the most popular features of the Des Moines, Iowa, Barn Dance Frolic, will start its 11th consecutive season with the broadcast of 11th Program, as in the past, will be cooperatively sponsored in quarter and half-hour periods by Mantle Lamp Co., Chicago; its five-year-old, Buring, Food Products, Burlington, Wis., for its fifth season; Flex-O-Glass Mfg. Co., Chicago, its third year; Consolidated Products Co., Des Moines and Danville, III., for a second season; and Miles L. Eikhart, Ind., which has just negotiated for its first 52-week contract.

The program, which began back in 1929 before an 800 audience in the auditorium of the Palmer School of Chiropractic, now plays before a top-theatre audience in Des Moines that once totaled 4,700 paid admissions. A permanent staff of 96 artists in addition to visiting celebrities broadcast the Frolics one hour every night. The program was inspired by Joe O. Maland, vice-president and general manager of WHO, who was credited in the same quarters, with having the first commercialized barn dance type of broadcast in 1929 on a Chicago station.

Pearce for Camels

R. J. REYNOLDS TOBACCO Co., Winston-Salem (Camels), following a summer lay-off, on Oct. 3 resumes Al Pearse & Hu Gang on 96 NBC-stations, Monday, 8:30 p.m. (EST), with West Coast repeat, 7-7:30 p.m. (PST). Besides the feature will be Hal Devine, radio and film actor, who formerly had a spot on the NBC Jack Benny show. Also added will be Hal Borne and Gaff Laughton, piano and harp musical team. Ray Erlienborn of CBS Hollywood sound effects department has been signed for a comedy spot. Artie (Kitzel) Auberbach and Mel Blanc, comics, have been signed for the current season. Lou Briggs continues as musical director with Wendell L. Moulton, Jack Visel and Tim Gilmug, radio 

Benny Returns

GENERAL FOODS Corp., New York (Jello-O), for the eighth consecutive season on Oct. 5 resumes Showtime, 7:30-8 p.m. on 97 NBC-reds, Sunday, 7-7:30 p.m. (EST), with West Coast repeats. The program has a new reception on 11 Pacific Blue stations, 8:30-9 p.m. (PST). Cast remains the same as last season. Besides Jack Benny, it includes Alice Faye, Raymond Santer as Rochester; Dennis Day, vocalist; Don Wilson, announcer; Harry Stocker, the one who portrays the Western Union boy and does other off-stage parts. This season, adding to the cast will be Phil Harris as musical director, with Bill Morrow and Eddie Beloin, gag writers. Murray Bolen is Young & Rubicam's new account executive for the show, with Ned Tollinger representing the network.
A Mr. Hooper is breaking up my home...

My Joe and I are drifting apart.

Joe is a good husband... or at least he was until a Mr. Hooper came along.

It seems this Mr. Hooper makes surveys or something, and a while ago he made one on the Pacific Coast and found out that in lots of the cities all of the people (100%) were listening to the Don Lee Network.

"thousands won't hear a peep tonight!"

Well, Joe's job is to pull a lever down at Don Lee that lets the network programs out to the Pacific Coast. He figured that if he didn't pull that lever some night, hundreds of thousands of people wouldn't be able to hear one "peep" out of their radios. Because the mountains and valleys and things keep the other networks from reaching lots of important towns, Joe says.*

It gives Joe a feeling of power when he thinks so many people depend on him (and Don Lee) and, frankly, this feeling of power has been going to his head. For instance, sometimes he leaves the dishes in the sink for two or three days without doing them. And the other night when I came home from Bridge, instead of having supper ready, he merely glanced at me when I came in and said, "Madam, do you realize the listening habits of hundreds of thousands of people depend entirely upon me?" (and Don Lee)

Joe and I are drifting apart.

What shall I do?

*And Joe is right. With 31 stations, Don Lee is the only network to release programs locally in each of the Pacific Coast markets. Advertisers and agencies may have this survey by writing to Wilbur Eickelberg, General Sales Manager, for complete Hooper Survey.

put yourself in their place!
"Beyond any doubt, our WOR program is the soundest medium of advertising we have used. It has more than repaid us for every dollar spent on it."

a banking concern

"Boy...Oh, Boy! And I mean just that. What a wow of a job you people did on those individual store plugs on WOR!"

a maker of household goods

"When we started on WOR about five months ago, we had less than 50 dealers. Today we have over 600 in WOR's area."

a radio manufacturer

"Our company has made effective use of WOR for the last 14 years. It is greatly responsible for our present success."

a food manufacturer

"WOR is doing a better job than any other station (in New York)—and bringing more results. It is the most successful media we have yet used."

a New York agency timebuyer*

"We are indeed gratified over the results pulled by WOR—especially since there has been no additional sales effort. Also, growing response from out-of-town jobbers and consumers indicates the wide nighttime listening area of WOR."

agency account executive*

TOBACCO MANUFACTURERS—please copy!

A maker of cigars who has used WOR for no more than 3 months, tells us that his sales have increased 32%. In fact, demand for this cigar brand has shown such an increase that this sponsor expects to double his sales.

*names on request

NOTE—These are verbatim excerpts from WOR's file of more than 80 success stories. They are not unusual, but typical of that advantage-for-less enjoyed by those advertisers whose messages are backed by WOR's impact of 50,000 watts.

—that powerfull station
Toward Harmony?

EVEN BEFORE radio came of age there were family squabbles, ranging from pea-shooting affairs to rump movements to set up new trade associations. Now another family fight is on, with a well-defined movement toward a new trade association launched under the banner of National Independent Broadcasters, and with the future of NAB involved.

The NIB convention in Chicago last week did not crystallize into a move toward wholesale resignations from the NAB. That is fortunate. There was no precipitate action, and there is time for calm consideration. There still can be industry unanimity on the fundamental considerations, even though certain branches evidently are destined for perpetual conflict.

One thing is evident. Changes are in the offing, whether they be through a reorganization of NAB, building up of NIB as projected, or the operation of two competitive associations. The last move, resulting in a wide-open break, would be deplorable.

Charges are made that the NAB, as at present constituted, is network-dominated and therefore is persona non grata with Washington officialdom. There is also the charge that because of the strength of the networks, independent stations are economically dominated. But the NIB, should it pursue the course of all-out collaboration with the FCC, might place the industry in the strait-jacket of regulatory domination. Neither should be permitted.

The spirit manifest at the NIB convention should not be taken too lightly. Many influential broadcasters were there—a number of them old-timers who haven’t attended industry conventions for several years. They admitted that, after years of convention abstinence, they wanted to “get back into radio.” They were curious. They wanted to see what sort of leadership is available. Three of the prime movers of an expanded NIB were members of the six-man committee that reorganized NAB in 1938.

We have watched the passing parade in radio practically since the NAB was born nearly a score of years ago. We are confident that no single trade association ever will satisfy all elements in the industry. We’re just as confident that an outcropping of trade groups, representing this segment or that, with inadequate personnel, would prove a calamity.

The answer may be the setting up of a Federation of Broadcasters with each group, properly constituted and with paid personnel, functioning under it. It may be that the networks should exclude themselves from the parent operation, just as the press associations are not part of the American Newspaper Publishers Assn. All these questions require deliberation.

The answer should not be prolonged indefinitely. The industry leadership should undertake the task of realignment promptly. Outside influences, whatever their objectives, must be brushed aside. It calls for initiative and work. The stake—the ultimate existence of commercial broadcasting itself—warrants it.

FCC Double-Talk

The FCC is still muddling through its widely advertised inquiry into the propriety of newspaper ownership of broadcast stations. The going hasn’t been so good of late, however, and there are abundant signs that the major. There would like to find the grace way out. It has already benched its chief prosecutor, David D. Lloyd, head of the Commission’s own “Junior G-Men,” who had rifled newspaper and press association files. Now it falls to a legal assistant to do the job. The man in question is Donald M. Harris, who joined the legal staff Sept. 8, fresh from a New York law firm. He is not to be confused with Thomas E. Harris, senior assistant general counsel, who also had handled part of the prosecution.

But the ways of Government, particularly the FCC, sometimes are strange. FCC Chairman James Lawrence Fly in his impassioned, brilliant and disarming address before the NIB in Chicago last week, said the newspaper investigation is concerned primarily with grants of FM licenses to newspapers. And he observed that if any measures or recommendations should grow out of it, “they will not be concerned with existing licenses, but rather to future acquisitions”—and then only to FM.

We have no doubt that Mr. Fly meant what he said. But the scope of the Commission’s inquiry and the very terms of the Communications Act itself refute this. The law makes no distinction between standard, FM or any other kind of broadcast station. Thus, without a basic change in statute, a policy applied to one automatically must apply to the other.

Even more striking is Chairman Fly’s comment that regulations, if any, will apply only to “future acquisitions” of broadcast facilities by newspaper interests. The law states and the courts repeatedly have proclaimed that all renewal applications (which automatically come up annually) must be considered on the same basis as original applications. Thus, once the FCC decrees that a license may not be assigned to a newspaper entity, the same policy must be applied to the some 300 existing stations in that class.

Or maybe we don’t understand Harvard double-talk.

Certified Service

THERE’S THE GERM of an even bigger idea in Joe Weed’s suggestion of an “Approved Service” plan whereby local broadcasters would tie up with reputable radio set repair shops, certifying their service and selling them programs or announcements. The president of Weed & Co., station representatives, proposes such a tieup in answer to the recent charges in Reader’s Digest that many radio repairmen get away with unnecessary repairs and undue charges because of the layman’s ignorance of the innards of his radio set.

No doubt many a gyp of the public is perpetrated in some radio shops, garages and watchmakers’ shops, as was so pointedly revealed in the magazine’s survey. No doubt the radio station commercial manager knows, or can readily learn, which are the more reputable repair firms with whom his station would be willing to do business and to whom it would lend its name.

With service and repair becoming an increasingly important factor as defense priorities reduce available stocks of new goods, here is a broad field that can be exploited both commercially and as a local public service. But the station’s “seal of approval” should be given and commercials sold only after the most exhaustive investigation of the integrity, facilities and prestige of the service company, for there is nothing so dangerous to station goodwill as an irate customer.

"Raffle ticket? What for?" He was speaking to another man across the counter. "Chance on a Crosley radio set," was the reply. "Silly, the whole idea of radio," the store owner countered, "but if it will help you..."

The speaker was Blayne Richard Butcher, now radio producer and timebuyer for Lennen & Mitchell, New York.

Right there began a career. Blayne, as it turned out, held the lucky ticket, got the Crosley. Intrigued, he started tinkering with it. He kept it in his store, played it everything he had. After a while he decided he wanted a more powerful set. Out came several weeks' income for a superheterodyne. "And," says Blayne, "for the next two years I almost wrecked my health playing and tinkering with the thing. It was fascinating. I got to thinking about radio and its possibilities, and it became a regular 'bug' on the subject."

Next year, while attending a radio show displaying new models, Blayne witnessed his first broadcast. "Announcing looked simple to me," he said, "and I liked the idea. I went to Jack Light, then manager of WOR, told him I would like to work for him." He was immediately put on the payroll—but without any pay—as general all-around man.

When the program director quit, Blayne was promoted and was given $15 weekly. But Blayne didn't mind; he still had his store to keep him. Radio was merely a hobby.

During 1928-29, Blayne neglected his business more and more and build up the station's programs. His problem, he says, was trying to build up his department with free talent, and just improve the quality of the broadcasts. During his years with WOR, the station's personnel grew from 4 to 14 and the station progressed from a part-time, three-hour-a-day schedule to full-time operation. In 1930, WOR joined CBS. Blayne Butcher, as Jack Light's right-hand man, was a driving force behind all this growth.

Shortly afterward Blayne looked around him, took stock. He was bored with it all. The urge to move on to bigger things was impelling, a trait since childhood.

Blayne was born Dec. 20, 1902 in rural Blackwell, Okla., where he obtained all his schooling. In 1918, after several futile attempts to get into the Army, he started out to make his way. For two years he worked in oil fields, factories and retail stores in three States. By 1920 he was heading East, shipping on a freighter that docked in Norfolk where his father was in the lumber business. Blayne's mother had died when he was two and his grandparents had raised him in Blackwell.

At Norfolk, he became assistant to the business secretary of the Navy YMCA, and remained from 1921 to 1924 directing various clubs for young boys. There he was active in basketball, tennis, bowling and baseball, sports which still interest him. But by 1924 he again got restless, worked at a few more jobs and decided his was to be the world of business. He bought his store and kept it until 1931.

After Blayne left WOR, Ed Allen, who was opening a new station in Lynchburg (WLVA), offered him his management position. He took it and stuck at it a few months when he was asked to buy a share in WCH, Newport News. And for the short period, Oct. 1930 to March 1931, Blayne found himself part-owner, station-owner.

Again he took stock. Radio, he decided, was his calling after all. But there was much to learn, and it could only be learned through varied experience in the field, especially at larger stations.

He made a quick decision, sold his business in Norfolk—sold, in fact, everything he owned—packed his remaining belongings in his car and headed West.

The next few years saw the fulfillment of the urge for experience and knowledge of radio. He landed at WBAI, New York under George Cranston, now manager; moved to WLW, serving as announcer and jack-of-all-trades, and in 1929 became program director of WCAU, Philadelphia. During that period he practically communed between there and New York in an attempt to land a job in the big city. And for the next five years.

By 1934 Blayne felt he had "arrived". He had transformed his youthful wanderlust to practical knowledge and experience. He convinced Lennen & Mitchell that with his background he was worth a trial. They considered, and he was put on the payroll as general radio assistant to Mann Holiner, then head of the department.

As combination timebuyer and radio producer for Lennen & Mitchell, Blayne had been associated with production of the Woodbury, Pabst, Sensation cigarettes and Jergens shows. On the Woodbury, he worked with Dick White, Bob Hope and Shep Fields; on Pabst, with Eddie Carson; on Sensations, he produced the early shows and Sammy Kaye shows. For the last five years he had been in charge of the Jergens Walter Winchell program.

Blayne Butcher points to his years asfeld the most valuable training he could have acquired for his present job. The final aim of any account is to please the client and produce results for him; the best way to do it, he averts, is for agency and outlet to work in close cooperation.

CECIL CARMICHAEL, assistant to James D. Shoate, Crosby vice-president of broadcasting, has been detailed to make a study of broadcasting needs of defense agencies located in the city. He submitted commercial commitments on WLW and WDEL and Cincinnati's mothership and if required, Mr. Carmichael returned last week from the Army maneuvers in which WLW-Wrys-WLWO staff of seven originated more advertising programs under his supervision.

JAMES V. PRYOR, formerly of WJAR, Morgantown, and WHIS, Huntington, has joined the commercial department of WISB, Butler, Pa.

AD FRIED, formerly manager of KSL in Salt Lake City, and more recently with KUA and KSO, has been appointed sales promotion manager of KROW, Oakland, Calif.

CAPT. DORSEY OWINGS has been named by Major General of the executive office of public relations of First Army headquarters for the duration of the war. He will be in the Southeast during latter October. He is expected to return to his present post in charge of the public relations and picture news of the First Army Information Office in New York City following the maneuvers.

M AY GLADSTONE MURRAY, general manager of Canadian Broadcast- ing Co., is back on the air. Murray recently on the trans-Atlantic bond program from London, England, where he has been on CBC business.

NORMAN MCAVOY, formerly of Associated Radio Sales, has joined the staff of William G. Rambeaut & Co., representatives.

CLAIR R. McCULLOUGH, president of WGL, Lancaster, Pa., was named by the broadcasting division of the National Broadcasting Co. as coordinator on radio problems at the conference of advertising publishers at Philadelphia, Pa. Pennsylvania Newspaper Publishers Assn. Sept. 22-28 in Harrisburg, Pa.

VAUGHN A. KINBALL, advertising manager, Dodge Bros., Los Angeles, Calif., was married recently to the former Audrey LeCrone.

We Pay Our Respects To—

BROADCASTING • Broadcast Advertising

September 29, 1941
QUINCY HOWE, news commentator of WQXR, New York, discussed "The News and How to Understand It" before the Sales Executive Club of New York, on Tuesday, Sept. 23.

MORTON GOULD, noted young American composer and conductor, has joined the WNY Radio Workshop, New York, as director of popular music.

RUSSELL WILBUR, formerly news editor of WGY, Newburgh, N. Y., has joined the news staff of WHK-WCLE, Cleveland, replacing Connie Hoyer, who resigned to join the Cleveland Associated Press bureau.

HARRY H. PACKARD, production and program manager of KEFQ, St. Joseph, Mo., is the father of a boy born Sept. 14.

MARY PAXTON, m.c. of the early morning Wishing Well on WBBM, Chicago, sponsored by Carson, Pirie, Scott & Co., Chicago, is making television appearances during a two-week vacation on the Coast which are being used on the program.

CHARLES HENDERSON, CBS Hollywood chief accountant and auditor, recently walked off with the low gross trophy when his hit "37-10-76" player was a second annual Transcontinental Western Air golf tournament.

PERRY KING, KFAC, Los Angeles, announcer-producer, and Jean Cannon, McCurry-Erickson, producer of the weekly CBS Dr. Christian series, sponsored by Chesapeake Mfg. Co., were married Sept. 12 in Santa Ana, Calif. It was venuisly revealed.

C. L. "Woody" Parsons, sports writer, has joined KOA, Denver, announcing staff. He conducts a twice-weekly program.

JOHN HARTMAN, of the Barton Family program, Troy Gibbs, staff musician, and Fran Booton, program director, of WDZ, Terre Haute, Ind., have been married for the last month.

PERRY HILLCARY, formerly of KFPR, Spokane, has joined the writing staff of KOL, Phoenix.

CLAUDE SWEETEN, KFKE-KG, Los Angeles, musical director, has written a song, "When Love is Near," for the current RKO film, "They Meet Again," which features Jean Hersholt as Dr. Christian, and is based on the radio series by that title.

JOHN B. HUGHES, Hollywood commentator, is in New York for conferences with executives of American Home Products Corp. (Jones, Annette), sponsor of his five weekly MBS-Day network newscasts, News of the Week.

KENNETH W. STOWMAN, news and publicity director of WCAU, Philadelphia, has been appointed to the teaching staff of Temple U. Philadelphia. He will conduct a course in program preparation.

BILLY CONNER, formerly of WMFG, Hibbing, Minn., has been named chief announcer of WEAU, Eau Claire, Wis. Milo Knutson, of WDSD, Duluth, and Marie Helman also have joined WEAU.

EDWARD J. NICKEL, for eight months assistant to Lester Gottlieb, WSB publicity director, on Sept. 22 joined the editorial staff of Parade, Sunday magazine.

A. L. DRIER, former correspondent for the United Press, has joined the XIC news staff in Berlin. Charles Lanius, former correspondent in the German capital, has taken over the network's Brussels office.

JOHN MADIGAN, formerly of the Baltimore News-Post, has joined the XIC news department in New York.

GENE CHARBONNEAUX, of Blin Pion, Man., and Bill Valentine of Sudbury, Ont., have joined the announcing staff of CJRC, Winnipeg. Man., Ed Ferey, of CJRC, is the father of a girl born Sept. 9.

SAM HAYES, Hollywood news commentator, has an announcer role in the Warner Bros. film version of "The Man Who Came to Dinner".

J. B. ALEXANDER, Hollywood radio announcer, has been assigned to the weekly half-hour mystery crime unit, "Wish Me Well," which started Oct. 2 under sponsorship of Albers Bros. Milling Co. on CBS West Coast stations. Series will be written by Lew X. Lanawat.

MILTON STICKLEY, formerly announcer of WDZ, Tuscola, Ill., has joined the announcing staff of KDRO, Sedalia, Mo.

A. C. BROWN, formerly of the announcer staff of WCSS, Springfield, Ill., has joined WRCN, Radio Wau. He will assist in sales and production in the new studios in Kenosha, Wis.

RICHARD L. PECKINPAUGH, music director of WRJN, Marion, O., has resigned to take a brief vacation before volunteering for the armed services.

JERRY BOLCHER, formerly of KONG, Amarillo, Tex., has joined WKNY, Cincinnati.

CHARLES CILLO of Canton, Ga., has been added to the merchandising staff and Alvin Doherty appointed music librarian of WSB, Atlanta.

JAMES H. WICKS, former secretary to Hazen Thompson, Assistant General of New Brunswick, Canada, has joined the continuity and program departments of WHEB, Portsmouth, N. H. Mrs. Gladys Carter, formerly of the Danville (III.) Commercial Xerox, is now handling the WHEB Classified Page of the Air.

NORMAN PANAMA and Marvin Frank, Hollywood radio writers, who recently sold an original screen story, "My Favorite Blonde," to Paramount Pictures, have been signed by that studio to term writing contracts.
HENRY E. LITTLEHALES, sports editor of the Washington (Pa.) Reporter for the last five years, has joined the news staff of KDKA, Pittsburgh.

LOYD CHAPMAN, news editor of KDKA, Pittsburgh, and Carl Staske, of the office staff, have been drafted into the service.

BETTY CAMPBELL, graduate of Mills College, has joined KMOX, St. Louis, as assistant director of education.

JOSEPHINE HALPIN, women news- editor of KMOX, St. Louis, is to resign soon to join her husband, Lt. Col. Thomas C. Henning Jr., circuit attorney and former Missouri state's attorney, now stationed in Puerto Rico.

NOEL CORBETT, of NBC publicity staff, has been promoted to picture editor.

FRANCES FARMER WILDER, CBS Pacific Coast educational director and Clinton Jones, KNX, Hollywood, news editor, have started weekly classes in radio technique and writing at U of Southern California. Andrew Love, NBC western division literary rights director, has started a radio writing class for the extension division of the U of California, at Los Angeles.

EDWARD PAINE, of CBS Hollywood guest relation staff, has been promoted to the sound effects department.

GENE CHARBONNEAU, formerly of CFRM, Flin Flon, Man., has joined the announcing staff of CJRC, Winnipe.

ED FAREY, announcer of CJBC, Winnipeg, became the father of a 7-year-old daughter, Pam, on Sept. 9.

DON DUNCAN, formerly with the Winnipeg Free Press and lately with the continuing department of CJBC, Winnipeg, has been appointed one of two newscasters on CJRC, sharing the job with Everall Dutton, chief newscaster.

RAYMOND LAFORST, formerly with CKLW, Winnipeg Ont., is now in England with the Royal Canadian Signals Corps.

BUD DAVIES has taken his father's place at CKLW, Winnipeg, Ont., as announcer of the Quiet Sanctuary. His father, Rev. C. O. Davies, is now a Flight Lieut. Davies of the Royal Canadian Air Force.

WALTER KAINER, conductor of What's Your Hobby on WWRL, New York, has been elected to membership in the National Hobby Hall of Fame sponsored by the Hobby Guild of America.

DON KEARNEY, formerly on the announcing staff of KAGE, Syracuse, has been appointed to the public relations staff of UBO New York headquaters.

PHIL CAMERON, announcer of WENY, Elmira, N. Y., and his wife, the former Ruth Antidel of Innis Bay Hutton's recent Melodears, are the parents of a son.

MRS. JOHN CANNING Jr., the former Ray Beddows of WHO and WJAR- KRNT, Des Moines, and John Blair Jr., is the mother of Edward Sandan- torum, Naperville, Ill.

JOHN BOYER, announcer of KDJO, Pittsburgh, is the father of a baby girl, born Sept. 15.

BOB FORBES, announcer of KFRC, San Francisco on Sept. 29 was to move to KJH, Los Angeles.

HARLAN DUNNING, announcer of KFPO, San Francisco, recently resigned to join KFRC, that city.

VIC PAULSEN, announcer, recently resigned from KFRC, San Francisco, to join KSOA, San Francisco.

DALE CARTER, former Broadway actress, has joined WBTM, Danville, Va., as director of women's programs.

LLOYD GUNNERSYD, recently appointed as director of program planning for the station.

HERMAN J. DONNELLY, formerly of KITK, Visalia, Cal., has joined KVCO, Redding, Cal., as announcer-technician.

FRANK JOHNSTONE, announcer, formerly of KDB, Santa Barbara, Cal., has joined KVCO, Redding, Cal.

LOUISE KEELER, former actress, has joined the production staff of KQW, San Jose, Calif., and is presenting Romance Reporter, in which true stories on romance are related, three times weekly.

PETER GRANT, news commentator of WIL, Cincinnati, has been scheduled to broadcast an evening news roundup on WLW, Crosley shortwave station, to Latin America.

JACK O'BRIEN, of WIPN, Philadelphia, has been named chief sports announcer.

FRANK KENT, formerly of WHOM, Jersey City, has joined the announcing staff of WIPN, Philadelphia.

EILEEN DRAPER, formerly of WCOP and WHDH, Boston, has joined the program department of WTAG, Worcester, Mass., as script writer.

WWRL Royalty

WWRL, New York, has a bit of royalty on its staff—if names mean anything. Included in the regal group are King Niesen, Jewish announcer; King Anthony, Polish announcer; King Page, English announcer, Dr. King Tutt, Tuthill, sports announcer, and Lady Suzanne Wilkins, singer. To top it off, WWRL is located in Queens County, N. Y.

J. A. BLACK, of the WBMP production department, and Berenice Elizabeth Fentress have announced their engagement.

FELIX ADAMS, formerly of WLOG, Logan, W. Va., has joined the announcing staff of WCBF, Columbus, Miss., succeeding Joe Ivars, who has joined WCOV, Montgomery, Ala.

AL BRANIT, recent Missouri U journalism school graduate, has joined the news staff of KXO, St. Louis.

AD FRIED, formerly manager of the Santa Cruz studios of KDOM, Monterey, Cal., and KSAN, San Francisco, has joined KROW, Oakland, as sales promotion manager.

BILL OPEE, formerly program director of WKH, Poughkeepsie, N. Y., and WNN, Trenton, N. J., has joined the announcing staff of WLOL, Minneapolis.

BILL TRIEST, former radio and stage actor, has joined the announcing staff of KFOT, Sacramento, Cal.

CHARLES TAZWELL, Hollywood writer, for the third consecutive year has been signed to handle writing assignments on the weekly CBS Screen Guild Theatre, which resumed Sept. 28 under sponsorship of Gulf Oil Co.

DICK MACK, Hollywood producer of McGee & Albright on the NBC Rudy Vallée show, sponsored by National Dairy Products Corp. (Sealtest), has recovered from an infected foot.


VIN WOODWARD has been promoted to continuity director of WLW, Cincinnati.

Because of this kinship, WGN can most effectively and influentially deliver your message to the people of Chicago and the middle west.

A Clear WGN Channel Station
50,000 WATTS
720 Kilocycles

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 E. 42nd Street, New York, N. Y. • PAUL H. RAYMER CO., Los Angeles, Cal., San Francisco, Cal.
JOHN E. REILLY, program director of WMEX, Boston, a lieutenant in the Naval Reserves, has been called to active duty and assigned as radio officer in the public relations office of the First Naval District. Alfred J. Pote, WMEX managing director, will assume Mr. Reilly's duties during his absence, assisted by several staff members.

BILL SHARP, formerly of KEYS, Corpus Christi, and KROD, El Paso, has replaced Dave Naugle at KRGV, Weslaco, Tex. Naugle returns to North Texas Agricultural College where he is a senior. Mary Louise Gunther has joined the continutity staff.

JOHN THORPE and Bill Lang have resigned from the announcing staff of KTVI, Philadelphia, but both continue with the station on a free-lance basis.

EDDIE COONTZ, program director of KVOS, Tulsa, is to marry Evelyn Greenwell, staff vocalist of NIC Chicago, on Oct. 25 in Chicago. His father, the Rev. John W. Coontz, will perform the ceremony.

TOM SAWYER, formerly of WLOF, Orlando, Fla., has joined the announcing staff of WINX, Washington.

LARRY ELLIOTT, who recently resigned from the CBS announcing staff to free lance his own commentary of WBOC-Town Hour shows, one on NBC and the other on MBS.

JIM RILEY, formerly a featured player on the Friendly Countryman program on KXOK, St. Louis, has been appointed instructor in the radio technical school at Fort Knox, Ky.

MRS. NATHANIEL SINGER has been elected president of the Radio Council on Children's programs, succeeding Mrs. Harold V. Milligan, who becomes a member of the board.

Not the biggest... nor the "best"... - But a GOOD moderate size market where automotive, food and general merchandise sales are far above the national average!

You reap your share of the bountiful business when using this station!

Meet the LADIES

MARJORIE HILLIARD

THE BIG CITY held no great charms for Marjorie Hilliard, who until last January was living in New York and left there to become Continuity Director of WBOC, Rockford, Ill. She got interested in radio through her cousin, Harriet Hilliard, microphone and screen star who also happens to be Mrs. Ozie Nelson. In New York she was associated with Amos Farrish & Co., counselors to stores and manufacturers on management, merchandising, sales promotion, fashions, etc. For a time she also worked in the advertising department of the Van Raalte Co., textile manufacturers. Her hobby is writing and, after her first book is being prepared for publication.

Women Likers

A GROUP of soldiers were gathered about the special maneuvers staff of WLW, Cincinnati, during the Army games when one soldier asked, "What does WLW stand for?" "We Love Our Wome- men" quipped the radio men. To which the soldier promptly came back, "Who the hell doesn't?"

Digby to Priesthood

FRED DIGBY Jr., publicity director of WLW, New Orleans, has resigned to enter the priesthood. In 1939 Mr. Digby was graduated magna cum laude from Notre Dame U. and went to work in the sales office of a New Orleans paper, later joining the station. In announcing Mr. Digby's resigna- tion, the station said, "In four years Publicity Man Digby will be known as Father Digby."

WOWO Farm Director

TOM L. WHEELER, for 33 years editor of the Indiana Farmer's Guide and well-known farer in agriculture, has contracted to do exclusive farm commentaries on WOWO. Fort Wayne. His broadcasts will be a feature of the new noon farm program Farm House, beginning Sept. 28. He will commute from Huntington, Ind.

ROSS WILLIAMS, for three years "Shopbound" columnist for Vogue magazine, has resigned to conduct a Monday through Friday shopping guide program on WQXR, New York.

Goech Named Chairman Of KRLD, Dallas, Board

UNDER a reorganization of the executive staff of KRLD, Dallas, owned by the Dallas Times-Herald, announced last Wednesday, Tom C. Goech, president and publisher of the newspaper, has been elected president of KRLD, and John W. Runyon, vice-president and managing director, D. A. Greenwell is secretary-treasurer, and Clyde W. Taber, plant superintendent, was named a director of KRLD. The executive staff of the station remains unchanged, with C. W. Rembart as manager, Roy M. Flynn, chief engineer, Hyman Charninsky, musical director, and Douglas Haulley, publicity director.

Enoch Heads Okla. Net

ROBERT ENOCH, formerly with WKY, Oklahoma City, recently named general manager of KTOK, in that city, has been appointed managing director of the Oklahoma Network, the post left vacant by the death of Kenyon M. Douglass last Aug. 28. At the same time the Oklahoma Network board elected Joseph W. Lee, general manager of KGFF, Shawnee, secretary-treasurer.

HUGH BRUNDAGE, Hollywood an- nouncer, has been assigned to the weekly five-minute dramatic program featuring Ginny Simms, vocalist, sponsored by International Gellcoast Products Co. (Kleenex), on CBS stations, Friday, 9:55-10 p.m. (EST). Lou Bring has the orchestra. Until Thomas Conrad Sawyer returns to Hollywood, Ed Cashman is producing the series for Lord & Thomas, agency servicing the account.

SAUL C. WALDMAN, attorney and business manager of Broadcast Local No. of the Communications Assn., Philadelphia, has severed connections with the CIO union.

TWENTIETH City in the United States to be visited by Dr. I. O. sponsored by Mars Inc., Chicago, on NBC-Red, will be Birmingham, Ala., starting Oct. 13, Grant Ad., Chicago, hands the account.

FOR SALE

One high voltage transformer, three phase 220 volt primary, three phase 6000 volt secondary at one amperes.

One Esco nearly new motor generator set. Motor is 220-440 volt three phase, generator output 22 volts DC at 150 amperes.

WHP

Harrisionburg, Pa.
Premium Conference Told That Radio Is Effective Means to Boost Offerings

RELATIVE importance of radio as compared to other media in advertising premium offers was discussed by E. P. H. James, sales promotion manager of NBC-Blue Network, and others at a roundtable conference on the use of premiums held Sept. 11 in New York as a section of the seventh annual Atlantic Coast Premium Buyers Exposition.

DODGING the necessity of expressing his own opinion, when questioned by Frank H. Waggoner, editor of Premium Practice and conductor of the discussion, Mr. James cited a Cleveland survey in which 3,064 women were asked how they learned about the premiums that prompted them to buy the items with which the premiums were offered.

Radio Leads Surveys

The figures given in this survey—adding up to more than 100% because many women named more than one advertising medium—were: Radio, 52.7%; newspapers, 51.6%; magazines, 37.7%; seen on or in the package, 37.8%; store displays, 16.6%; children's suggestions, 9.6%; hear say, 6.5%; clerk's suggestion, 4%.

Answering the same question, Glen Towns of the Charles P. Holland Co., said: "My own experience with premium offers would indicate that radio is an exceptionally effective means of promoting the premium deal, provided the presentation is carefully planned, expertly written and properly executed. I believe it can be successfully used as a single medium. It goes without saying, however, that supporting media are desirable.

"In my opinion, the type of premium would have an important bearing on whether or not radio or space advertising should be used, provided one of the other was eliminated. Jewelry lends itself to the type of premium that can be dramatized over the air more effectively than many other types of premiums and, I believe, more effectively than could be done through the medium of space advertising."

To another question, "Which is the more effective as a sales builder, a contest or a widely advertised premium offer?" Mr. James replied: "I believe it all hinges on the word 'builder.' I think a contest, however, may sometimes be a greater sales-maker at a given time, but it is our general feeling that as a builder of sales over a period, an offer widely advertised has a greater and more permanent appeal, particularly as it avoids the disappointed loser, we always have to bear in mind in radio contests."

Louise K. Tiedman, in charge of premiums purchasing for Compton Adv., stated: "Sales results depend on the nature of the contest prize of the premium article, as well as upon the amount of advertising support given. Where prize and premium are both of known desirability, the contest has greater appeal. As the entry does not require any cash outlay beyond boxes, it contains an element of chance, and the value of contest prizes is, of course, far greater than the value represented by a premium article."

Going Places

THAT radio is still a young man's game, especially in view of the recruiting of so many of its personnel for the armed services, is proved by the case of Bruce Mayo, just named chief engineer of WGBR, Goldsboro, N. C. Graduated last June from the local high school, he received his operator's license about six weeks ago. Since then he has been working at WGTO, Greenville, N. C. He showed such proficiency that WGBR offered him its No. 1 technical job.

WALMAC Co., licensee of KMAC, San Antonio, has applied to the FCC for a second station in Alice, Tex., to operate with 250 watts on 1230 kc. W. W. McAllister, San Antonio insurance man, and Howard W. Davis, general manager of KMAC, are co-owners of Walmac Co.

WHO Plowing Contest Is Witnessed by 23,000

TWENTY-THREE thousand persons crowded along two miles of fencelines Sept. 20 to watch the third annual Corn Belt Plowing match sponsored by WHO, Des Moines, and directed by Herb Plenbeck, farm news editor of the station. Cash awards totaling $600 were given to top ranking plowmen in the four divisions of the contest. In addition trophies were awarded by the Iowa Horse and Mule Breeders, Iowa Implement Dealers, Albia Commercial Club and the station.

More than 400 Monroe County residents, representatives of Iowa State College, Farmers Union, Farm Bureau, Grange and other farm, civic and government organizations cooperated with WHO in putting over the giant farm sports event. Leo Drake, of Memphis, Mo., won top honors, taking the Champion of Champions division of the contest.

Our Family collects preferred stock dividends.

Here's the kind of preferred "stock" that OUR FAMILY specializes in. No engraved certificates or corporate seals ... but every steer instantly negotiable for more than $125.00 a head.

What's more, dividends from this "stock" represents extra, spendable income! OUR FAMILY already has a fat profit from this year's bumper crop—sold at the highest prices in years. No wonder they're buying, building, spending.

WIBW offers you an extra dividend, too—a 500% night time power increase—an extra 2 1/2 million listeners PLUS the same friendly, neighborly programs and personalities that have consistently been producing such outstanding results for our advertisers. Let us show you how economically you can reach and sell OUR FAMILY.
Fly's Address
(Continued from page 26)

I much appreciate your President's criticisms as well as recommendations. Let us have more of this frank and constructive policy.

I have no doubt that on many points you will be critical of Com- mission policy. Let me assure you that criticism honestly presented will be welcome. Good government rests in part upon the freedom of all concerned to criticize its administration. It might be urged that public criticism might well disclose the private interest which inspires it. But it is of transcendent importance that freedom of all concerned to express their opinions be unimpaired and that it be exercised by men unafraid. Upon that principle democracy itself must rest. Our only concern is with the public interest and we may not always agree with you. But whether we agree or disagree, you may be assured of our thorough consideration of your views.

One day last May I was fortunate enough to receive from a network official a queer little plastic figure called a "wackeroo." A "wackeroo" is a wall or other solid object specifically designed to be smashed. Thrown against a wall or other solid surface, it is guaranteed to fly into fragments to relieve the tension, lower the blood pressure and cool the brow of the person hurling it.

You may be interested to know that the "wackeroo" still sits on my desk—unsmashed. Mine is a tough job—you may not know how tough. Yet should I be so fortunate as to be invited to your annual convention in 1943, I hope to show you that little "wackeroo"—still intact.

Barn Dance Anniversary

THE NATIONAL BARN DANCE of WLS, Chicago, celebrated its eighth year on NBC Oct. 4. Starting as a local program on WLS in 1924, the Barn Dance is now in its 18th year of broadcasting.

WISE QUACKS are now being heaped upon the head of Harry Becker, conductor of the 1440 Club, of KHMO, Hannibal, Mo., who in the spirit of fun heckled and wise cracked to his audience about sending him a duck for a program mascot. Result was that one morning a live duck was left on the KHMO doorstep for Becker who now is frantically seeking someone to advise him on the proper care of the fowl.

NBC Names Conductors

ELEVEN of the best-known sym- phonic conductors of the Western Hemisphere will conduct the NBC Symphony Orchestra during its coming season which opens Oct. 7 [Broadcasting, Sept. 18]. The complete schedule includes: Dimitri Mitropoulos, Oct. 7, 14; Efrem Kurtz, Oct. 21, 28; Leopold Stokowski, Nov. 4, 11, 18, 25; Juan José Castro, Dec. 2, 9, 16; Sir Ernest MacMillan, Dec. 23, 30; George Szell, Jan. 6, 13; Dean Dixon, Jan. 20, 27; Dr. Frank Black, Feb. 3, 10; Alfred Wallenstein, Feb. 17, 24; Fritz Reiner, March 3, 10; Fred Cassin, March 17; Leopold Stokowski, March 24, 31, April 7, 14.

POND'S EXTRACT Co., New York, and Jergens-woodbury Sales Corp., Cincinnati, have been ordered by the Federal Trade Commission to stop certain advertising representations, in publications and commercial radio scripts, for several of their respective complexion and cleansing cream products, according to a Sept. 17 FTC announcement.

Full and Running Over

WTAG gives a plus or a full-and-running-over coverage of Central New England. In this compact, highly industrialized market, with the added stimuli of huge defense orders, retail sales are breaking one record after another. August fur sales, for instance, surpassed any of those in the past twelve years. For a full measure of plus coverage, the experienced national advertiser or Central New England retailer relies on WTAG. In fact, Hooper-Holmes found these retailers three to one in favor of WTAG as the one station they would use to advertise.
Little Rock Grand Jury Indicts Brinkley Group

DR. JOHN R. BRINKLEY, former Kansas media-broadcaster and until early this year operator of the now silent XRAW, Reynolds, Mexico, along with his wife and six employees of a hospital he formerly operated were indicted by a Federal grand jury in Little Rock, Ark., Sept. 23. The charges were mail fraud in connection with gland rejuvenation services offered by his hospital, the indictment citing 15 counts based on letters and pamphlets mailed to persons in many States.

Dr. Brinkley last winter filed proceedings in bankruptcy, and his Del Rio, Tex., establishment as well as his hospital near Little Rock were ordered into receivership. It was reported that his superpower border station, licensed to a Mexican corporation, was silenced by order of the Mexican Government largely as a result of the Havana Treaty.

XERB Judgment
BORDER ELECTRIC & TELEPHONE Co., Tiajuana, and M. F. Raw, executive of that firm, have been awarded $71,060 judgment against Lawrence and Willis Allen, Hollywood founders of the "Ham & Eggs" old-age pension movement, and M. F. Dexter, in a U. S. Federal Court suit involving ownership of XERB. Judge Harry Holzer ruled that evidence showed defendants had failed to fulfill agreements for the acquisition of XERB and its transfer from Tiajuana to Rosarito Beach, Mex. He further said that although defendants represented to have spent $30,000 for equipment, they were insolvent and that judgments totaling several thousand dollars were outstanding against the Allens.

WHEN DENVER'S GAS WENT OFF
KLZ Aided Public Utility and Enough Gas Was Available for Cooking Needs

DURING SHUTDOWN of gas service, KLZ, Denver, supplied bulletins by the thousands giving operating instructions for householders. Here Frank Fleming (left), KLZ news editor, hands a batch of bulletins to T. W. Henricke, Denver manager of Safeway stores.

KLZ, Denver, was credited with "rendering splendid public service" when Denver and the Rocky Mountain region had a complete shutdown of natural gas Sept. 23, by Frank Jamison, public relations officer of the public utilities. Mr. Jamison said the station's efforts reduced the consumption of gas to a point that made possible maintenance of cooking facilities through use of artificial gas manufactured by an auxiliary plant in Denver.

Two breaks in main pipe lines serving the city were caused by floods north of Clayton, New Mexico, cutting off the natural gas supply. When it became apparent the city's supply was threatened by the breaks, KLZ installed a special line into Mr. Jamison's office, where broadcasts appealing for cooperation from the public were made at frequent intervals. These were supplemented by announcements from the KLZ studios. The public was asked to turn off all appliances possible and was given verbal instructions on how to turn them on again when the normal supply of gas was restored.

The station's news department distributed 50,000 special service bulletins giving printed instructions for shutting off appliances.

The bulletins were distributed through the three largest chain store groups in Denver, the Safeway stores, Miller Super Markets, and Save-A-Nickel Stores.

A. & S. Lyons
A. & S. LYONS, Inc., celebrating 25 years as an artists management service, on Sept. 26 formally opened its new offices at 352 N. Camden Drive, Beverly Hills, Cal. At the reception, Arthur and Sam Lyons officially introduced the organization's two new vice-presidents, Noll Garney and Nat Wolff, to its client roster of players, directors, writers and other entertainment personalities. Wolff is vice-president in charge of radio. Also presented were other new associates, Wynn Rocamora, Bill Shiffrin, Louis Artigue, Charles Beham, Roy Silver, Jack Fredlater and Vivian Leslie. Firm occupies the entire two story new air-conditioned and fluorescent-lighted building. Besides large reception rooms on both floors, the structure contains executive offices, a board of directors room and an audition studio.

KSAN, San Francisco, recently signed a contract with IBEW for the technical operation of the station. The contract called for salary increases retroactive to July 15.

ON JANUARY 1, 1941 ST LOUIS KWK WENT EXCLUSIVELY MUTUAL. • ASK YOUR RAYMER REPRESENTATIVE TO SHOW YOU EVIDENCE THAT KWK IS A BETTER BUY THAN EVER.
**Lafount**

(Continued from page 28)

survive. This means less time for public service broadcasts, pickups and sustaining, so the real result is that the stations are exposed to criticism because of impairment of public service. Competition of this kind is especially damaging to small and medium stations, he said.

"I hope the FCC will take careful note of these facts when it considers applications for licensees to operate new stations in the regular broadcast and also FM," Mr. Lafount asserted. "We are not afraid of fair competition, but we do believe that the Government should not allow its own acts make it impossible for us in the public interest when the law requires us to do so. Both the public and the Government will benefit if we are allowed to maintain high broadcasting standards and earn a fair profit; for after all, the Government receives in the form of taxes a large portion of what we make. And that is the way I think it should be."

**Survey Problem**

Mr. Lafount also cited the problem of listener surveys as one facing independent broadcasters. Unless correctly interpreted, he said, these surveys tend to mislead advertisers into believing that the public listens almost exclusively to network programs. He insisted many programs produced locally have unusually large audiences and that NIB should work out a plan to acquaint advertisers with the facts regarding such audiences, so that a greater share of national business can be procured.

A warning that imposition of a license fee upon stations would work a hardship on independents which might easily impair the quality of public service was sounded by the NIB head. Among other problems cited were:

1. The question of priorities for the obstructing of repair and replacement parts as well as material for expansion construction;
2. The radio interference problem as it affects stations all over the country for which it is usually reported by FCC rules and regulations which permit to a serious degree the gradual shrinking of the effective service area by the granting of additional stations on the same frequency in too close proximity;
3. The effect on independently owned stations if the Commission grants a number of super-power stations in various localities throughout the country;
4. The coordination of requests by various Government agencies for free time so that operating schedules of stations will not be as burdened that adequate income from sponsored programs would be jeopardized and advertisers thus curtailed.

We should not forget our relations with the AFM require almost immediate cooperation because of only a few of the problems; however, they can be handled only by an efficient and formidable organization.

Morton Bassett, assistant to Jack Greene, NBC circulation manager, has been appointed time buyer of Morse International, New York, succeeding Lynn Barnard, who resigned recently to join BBD, that city broadcasting, Sept. 1. Bassett will assist the Morse radio director, Richard Nicholls, with supervision of the Vice Presidential Campaign. He has been studying the campaign, to get under way this week.

**Federal Survey Reveals**

School Disc Equipment

RESULTS of a questionnaire sent to 14,982 junior and senior high schools in the United States and its Territories by the Educational Radio Script and Transcription Exchange of the Federal Radio Education Committee, U. S. Office of Education, were released Sept. 15 by that agency.

The survey showed that of the 11,382 replies, 2,745 schools with an enrollment of 2,745,000 students, reported having either portable transcription machines, central sound systems, or both; 2,309 had the portable playback machines; 725 had central sound systems; and 239 schools had both. The questionnaire had been sent to all the schools and if the schools had any equipment for use of 16-inch transcriptions at 33 1/3 rpm, to which the answers were in the affirmative. The survey report also lists in state order the individual schools and their answers. A similar questionnaire is contemplated among elementary schools, parochial schools, and in colleges and universities, with results to be released later in the fall.

**'Big Town' for Lever**

LEVER BROS. Co., Cambridge, Mass. (Rinso), for the fifth consecutive season, after a summer hiatus on Oct. 8 brings back Big Town on 53 CBS stations, Wednesday, 8-8:30 p.m. (EST), with West Coast repeat, 6-6:30 p.m. (PST). Edward G. Robinson will continue to be featured as Steve Wilson, the renowned writing editor, with Oma Munson portraying Lorelei Kilbourne, girl reporter. Leith Stevens has been named as musical director and Ken Niles, announcer. Crane Wilbur resumes as Rathrauff & Ryan producer and Script adapter with Thomas Freibairne-Smith as production aid. Policy of buying scripts from well-known writers will be continued.

An extensive merchandising and promotion campaign is planned.

**Socony N. H. Games**

SOCONY VACUUM OIL Co., Inc., New York, has entered for sponsorship of eight games of the U of New Hampshire on WIEB, Portsmouth, N. H. Four will be shown on same day and the other four will be carried via line. Call is J. Sterling Getchell, New York.

**Doubly Handy**

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

**Hotel Roosevelt**

BERNAM O. HINNS, Managing Director

MADISON AVE., AT 45th ST., NEW YORK

Page 50 • September 29, 1941
Boom Town Study Issued by World
Spot’s Opportunity During Defense Rush Emphasized

WORLD BROADCASTING System has just published a study of 231 “boom towns”, new advertising opportunities which the defense program has created. Analysis, prepared by WBS with the cooperation of Ross Federal Service, shows the 1940 population, 1937 industrial wages, the defense appropriation and a brief description of its nature and effect on population and market of each “boom town”, together with World’s recommendations for radio coverage, giving the call letters, rates, power and affiliation of each station.

The Case for Spot
Volume, which World is sending to more than 2,000 advertising executives, includes a strong sales presentation for spot radio as the best way to deliver a sales message to the “boom town” people, which reads, in part, as follows:

“You want a fast medium. You want to get in there and pitch right away. You want to appeal to a great army of people—half of them old citizens but half are foreign to the city, too new to be interested in the local news, living in hastily converted garages, trailers, tents or doubled up with other families in over-crowded apartments and houses. . . . awaiting new homes under construction. Whatever they lack, they own radios. . . . that is their chief entertainment when they come off shifts at unusual hours, before they go to work, before they tumble into recently vacated beds. Radio gets to them wherever they are. Radio with constant repetition. Radio in one and two-minute announcements, five-minute tabloids, 15-minute programs.

“Your transcribed program, spotted in the Boom Towns, is the answer. When it comes to Boom Towns, Network defers to spot. Boom Towns follow no network pattern. Located in out-of-the-way places, near army camps, forts, and in many cases built from the ground up on vacant land, the Boom Towns need spot broadcasting, and obviously spot broadcasting needs high-grade transcribed programs built by professional radio producers in talent centers.”

Camel Grid Scores
R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Camels), on Sept. 27 will begin sponsorship of All American, a Saturday 8:15-8:30 p.m. program of up-to-the-minute football scores for United States armed forces serving in American Territories, on WRCA, NBC’s international shortwave station. Stations PCAN and PCAC, of the Panama Artillery Command of the U. S. Army, will pick up and rebroadcast the programs as will KFAR, Fairbanks, Alaska. Agency is William Esty & Co., New York.

E. B. did it again!

Twas a balmy day last April and E. B. Rideout, WEEI’s weather forecaster extraordinary, had said it was going to get colder—fast. It did—dropping from 81° to 60° in 2 minutes—then down to 50° in the next quarter hour.

With a three hundred year history of the wind, rain, snow and sun in their hair, New Englanders are mighty interested in the weather. They learned long ago that when “E. B.” forecasts the weather, it’s about a six-to-one bet that he’s right. Consequently, “E. B.” has a tremendous following even far beyond the reaches of WEEI’s primary listening areas.

And consequently, WEEI’s E. B. Rideout Weather Service has never lacked sponsorship in all its fifteen years.

That’s the way it is at WEEI. The listeners get what they want—entertainment and service to fit their tastes and needs. And advertisers get what they want—audience and attention and sales.

WEEI Columbia’s Friendly Voice in Boston
Operated by CBS. Represented by Radio Sales with offices in New York Chicago · Detroit · Charlotte · St. Louis · San Francisco · Los Angeles
CATCHY ANGLE for the Mike Manuevers, show, remoted weekly from Camp Wolters by KRIL, Dallas, is supplied by "Dear Soldier" letters from pretty young things all over Texas and much of the rest of the country. Girls are invited to write the letters to Camp Wolters boys, with the guarantee that they will reach the hands of lonely hearts in the camp.

Just before the program goes on at 8:15 Saturday nights, the 250 to 300 letters accumulated during the week are distributed to trainees in the studio audience. Letters are numbered, and a half-dozen of the boys get a chance to read theirs on the air. The broadcasts originate in the lobby of the Baker Hotel, Mineral Wells, Tex.

UP FROM THE RANKS

YOUNG MEN and women under 30 from the New York area, who have come up from the ranks to win success in some line of endeavor, are interviewed each week. High school students interested in the type of work followed by the day's guest. Students ask about this work and how he happened to get into it. Program, titled Under 30, is heard on WNITC, New York through the cooperation of Youth Builders, Inc., that city.

Household History

NEW HALF-HOUR sustaining program, Every Woman's World, has been started on WBMB, Chicago. Program is heard weekdays and is conducted by Lorraine Hall, who writes each script around a different household item or woman's product, dramatizing new uses, describing the historical background of materials and processes.

For the Boys

SERVICEMEN provide the tempo for an informal program on WMAN, Mansfield, 0., of songs, letters to boys and exchanges of humorous anecdotes for those in service. Entitled Our Boys Say, broadcasts have developed the Home Service Club, an organization for servicemen.

Schools Own

NEWS of high schools, students and their activities are reported by Julius Glass on High School Highlights each Friday evening on WGAR, Cleveland. The program, which has received the enthusiastic okay of the schools, is written entirely by the high school correspondents, each of whom was chosen in a competition. Sports and scholastic achievements rank first in the high school news reports, followed closely by gossipy items and news of social activities.

Grid Game

NEW FOOTBALL show on WTMJ, Milwaukee, Touchdown Parade, gives listeners a chance to play quarterback. Listeners are given the score, minutes to play, yardage, previous few plays, and are then invited to select the proper play from a choice of three possibilities. Ten seconds are allowed for this 'signal calling', then the play is described, exactly as executed in an actual game. No prizes or awards are given.

Pianos in Dallas

STARRING a different piano instructor or senior prize pupil on a weekly series, Sunday Recital, KGKO, Dallas, is already selling pianos for Brook Mays and Co., Dallas, according to Hilda LeBlanc, KGKO sales representative. The quarter-hour recitals give the teachers an opportunity to advertise their own talents as well as the product. Contract for 52 weekly programs was placed direct.

Negro Achievements

FIRST AIRING of Freedom's People, a new series of six educational programs, was heard on the NBC-Red Sept. 21. The series is presented under the auspices of the U. S. Office of Education and a special committee with which the office cooperates. It is a dramatized account of the achievements of Negroes in national defense, science, agriculture, social service, and the arts.

Speeches of the Week

FOR THE OCCASIONAL radio listener and the businessman who misses many of the addresses broadcast during the daytime, WIP, Philadelphia, has designed a once-a-week series called Speech Digest of the Week. The program presents in transcription the high-lighted portions of the most important speeches of the week, both here and abroad.

The Winners

FOOTBALL summary program, To the Victors, broadcast Saturday at 8:30 p.m. on WOR, New York, features Walter Hoyt, former star of the New York Yankees, and Stan Loomis, veteran sportswriter, announcing, reading scores and saluting winning teams. Program also reviews the day's outstanding plays and supplies college tunes via an orchestra and glee club.

BROADCASTING • Broadcast Advertising
After the Games
SATURDAY NIGHT quarterbacking will be the order of the day when six experts on college football get together on Second Guessers, a new program which made its debut Sunday, Sept. 14, at 12 noon on NBC-Red. Commenting on top-ranking gridiron battles on the previous day are Lou Little, Columbus U. coach; Henry McLemore, syndicated columnist; Lynn Wal-tdorf, coach of Northwestern U; Francis J. Powers, Chicago Daily News sports writer; Clark Shaughniness, coach of Stanford U; and William F. Leiser, sports editor of the San Francisco Chronicle. Pick-ups from New York, Chicago and San Francisco bring the experts together each week.

Always an Answer
JOE FRASETTO, musical director of WIP, Philadelphia, feeling there should be a musical answer for every song that asks a question in its title, has designed a new musical show so that the songs that are asking questions are answered by another popular song of the day. Started Sept. 18, the weekly half-hour show is called Questions & Answers. Listeners are solicited to send in their musical questions.

Prop Wash
AVIATION in three portions is served by Col. Roscoe Turner, famed pilot, in a weekly quarter-hour on WISH, Indianapolis. The first five minutes are devoted to current aviation news, the second five to a semi-dramatized version of Col. Turner’s career, and the balance of the program to answering listeners’ aviation questions.

Gaslight Days
MILWAUKEE through the years will be presented in story and song in a new series on W55M, FM station in Milwaukee. Material will be gathered from the norgue file of the Milwaukee Journal dating back to 1900, and will include everything from playbills and bustling advertisements to news stories.

Quiz of Two Theatres
TWO local theatres are utilized for an audience participation quiz for the Cash Quiz of WGBR, Goldsboro, N. C., with announcers in each theatre alternating in asking movie-goers the questions.

KGEI, General Electric shortwave station in San Francisco, the Examiner and KYA are presenting a weekly series of broadcasts for Uncle Sam’s servicemen overseas. Titled Musical Mail Bag, the program is presented Sunday nights for uniformed men in the Army, Navy, and Marine Corps in Alaska, Hawaii and Pacific waters. Letters from the servicemen in these points are acknowledged over the air, their requested musical numbers played and relatives and friends of the servicemen are brought before the micros to send greetings. The programs originate in the KGEI studios. KYA broadcasts the programs simultaneously for the benefit of Northern California listeners. The Examiner is running daily promotion stories on the series and prints a form coupon to be filled out by parents, relatives and friends of the uniformed men in distant posts who wish to appear on the international broadcasts.

Musical Milestones
A NEW SERIES of afternoon programs, embracing great works of symphonic, operatic and chamber music, to be heard Monday through Friday, 4-4:30 p.m., will start on CBS, Oct. 6. Historic but unfamiliar milestones in the developments of American music, orchestral and vocal excerpts from great operas, seldom-performed concerti of the great masters are to be included in the programs.

Beauty Tips
RICHARD WILLIS, beauty and makeup expert, who conducted the Here’s Looking at You series on WOR, New York, last year, will start a new series of beauty analysis programs on WOR in October. Scheduled as a weekly quarter-hour, the program will feature a general makeup lesson and Willis will analyze beauty problems sent in by listeners.

All Aboard
DESIGNED to find out where and why people travel, Paul Hodges, formerly of WLW, Cincinnati, originates the Travel Time show from the Pennsylvania Station in New York for WMCA. Hodges queries people in the terminal and on Wednesday night the program is piped to WLW.
GARDNER NURSERY
ON 140 STATIONS
GARDNER NURSERY Co., Osage, Iowa, large grower of plants, shrubs, and trees, has announced its fall radio campaign which calls for direct mail orders on 140 stations. About 50 additional stations will be added between Oct. 1 and 15, according to Edwin A. Kraft, market manager, Gardner Nursery Radio Co., Seattle, which handles the Gardner account.

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Page 54 • September 29, 1941
BROADCASTING • Broadcast Advertising
HOTEL WARWICK, Philadelphia, has bought time on KYW, Philadelphia, for a series of regular programs to originate from the hotel. Each weekday, the Warwick presents a series called "Sausages at the Warwick" featuring cocktails at the hotel, at which time prominent guests resided at the hotel are introduced and interviewed. The account is handled by AL Paul & Sons, Inc., Philadelphia, and L. D. Taylor, of the KYW sales staff, is contact man for the station.

FOUR New York stores have joined in a cooperative campaign over WNEW, New York. Boswell Teller, Charles of the Ritz, W. & J. Sloane and Hammacher Schlemmer will participate jointly in a shopping guide series entitled "Let's Talk Shop" five days weekly for 13 weeks. Program is heard from 9:45 to 10 a.m. The program was arranged by Edgar Belmont, independent producer, Miss Ross Williams, formerly of Vogue, is featured.

W. E. LONG Co., Chicago, baking specialists and representatives, has sold transcribed feature services to Asheville Baking Co., Asheville, N.C., for 52 weeks on WVEC and WISE, Asheville; Eastern Baking Co., LaCrosse, Wis., for 52 weeks on WIBK, LaCrosse; to Scullite Bakeries, San Jose, Calif., for 52 weeks on KQW; San Jose; KDON, Monterey; and KUHM, Santa Cruz.

FORD DEALERS of Indianapolis have signed with WIBC for a special 3-hour show to introduce new 1942 models, the onetime program to consist of 11 remote pickups from local dealer salons as well as musical interludes. WIBC has also signed L. Streuss & Co., one of the city's largest department store, to sponsor seven Purdue and Indiana U football games, to be handled by WIBC.

SUNNYVALE PACKING Co., San Francisco (Kaucho Soups), recently renewed for 13 weeks its announcement campaign on 7 western stations. It is using one-minute transcription dramas five times weekly on all stations. Agency is Lord & Thomas, San Francisco.

WARD BAKING Co., Chicago (Tip Top Bread), thru W. E. Long Co., Chicago, has started a three-weekly quarter-hour program. "B. N. (Chicago), featuring Charles W. Hamp; also a quarter-hour program by the "B. N." on a weekday, a week on WAAF, Chicago. Transcriptions featuring Hamp will be placed on other radio stations in the Chicago area, as yet unscheduled.

NEWEST MEMBER of the staff of KOA, Denver, is C. L. (Pos) Parmars (right), noted western sports writer, here signing up as sports commentator as General Manager Lloyd E. Yoder, himself a Carnegie Tech All-American, looks on. Mr. Parsons, a former nine-letter man at Iowa U and a member of Grantland Rice's All-America football board, on Sept. 25 started a series of football dopecasts which will include pre-game selections and interviews. Formerly Denver Post sports editor, he also will assist on KOA's nine-game schedule of Big Seven play-by-play broadcasts.

RUSSELL-MILLER MILLING Co., Minneapolis (Occident flour), after a summer lay-off has resumed for nine months daily quarter-hour Finish news broadcasts on WECB, Detroit; WMGM, Hlbbing; and WHLB, Virginia, with Ouni Iafline as news- caster. Commercial and news are both in Finish. W. N. Ayer & Son, Chicago, handles the account.

BREAKFAST CLUB COFFEE, Los Angeles, has contracted on a 52-week basis for a 2-week quarter-hour news cast on KFWC, that city. Firm also sponsors Voice of Friendship on CBS Pacific Coast stations (KNX, KABC, KFMB), "Breakfast Club Coffee," Monday through Friday, for 13 weeks, three days on WINS, New York. Agency is Joseph Katz Co., New York.

CAMPBELL GRAF, formerly of Chicago, Illinois, has joined Jacques Mfg. Co., Chicago, as assistant advertising manager.

To Honor Spang

J. P. SPANG Jr., president of the Gillette Safety Razor Co., will be presented with a plaque by Sporting News in a pre-World Series broadcast Sept. 30. The plaque is in recognition of Gillette's sponsorship of the series for the third consecutive year. The company paid $100,000 for the right to the games, which will be aired over MBS.

CONSOLIDATED ROYAL CHEMICAL Corp., Chicago (proprietary), has taken over as the morning rural program on WGN, Chicago, at 6 a.m. Five days a week, program has been retitled Breakfast Time Friskies, and features transcribed hill-billy music. Agency is Benson & Dal, Chicago.

BYERS FLOUR MILLS, Camrose, Alta., (wheat), has started Adventures of Pinochio three times weekly on CJRC, Winnipeg; CKCK, Regina; CJOJ, Leithridge, Alta.; CKOV, Kelowna, B.C. Account was placed by Stewart-McIntosh, Calgary, and transcription from Exclusive Radio Features, Toronto.

REMOMODITIES Ltd., Toronto, (vitamin tablets) on Oct. 10 starts a three-weekly studio show Jan. 30 to Nov. 10 on CB, Toronto, as a test, with expansion planned for other Canadian stations. Program is produced and account handled by Dickson & Ford, Toronto.

EX-LAN Inc., Brooklyn (proprietary), has purchased 135 one-minute transcription announcements, Monday through Friday, for 13 weeks, three days on WINS, New York. Agency is Joseph Katz Co., New York.

THE FONT OF DEMOCRACY

America will never betray the principles of its founding Declaration of Independence; "all men are created free and equal."

It is this unceasing voice upholding the ideals of freedom, couched in many different languages that sets this radio station apart as the font of true democracy.

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

WHOM

1480 KILOCYCLES
FULL TIME OPERATION
29 WEST 57TH ST., NEW YORK
Telephone Plaza 3-4204
JOSEPH LANG, Manager

AMERICA'S LEADING FOREIGN LANGUAGE STATION

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Telephone Plaza 3-4204
JOSEPH LANG, Manager

AMERICA'S LEADING FOREIGN LANGUAGE STATION
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!

PREMIER FOOD PRODUCTS for the Jewish field has bought Dear Editor, 8:368-47 a.m. and Thursday beginning Sept. 30 on WBBD. Y. I. Advertising will be continued in Jewish daily, all. Read through Joseph Jacobs Jewish Market Organization.

BROWNS' BREAD Ltd., Toronto (ibid.), on Sept. 22 started transcribed and live spot announcement campaigns several times daily, six days a week, on CFRB, Toronto; CBL, Guelph; CHML, Hamilton, Ont.; Placed through McCann-Erickson & Co., Toronto.

WEINBERGER DRUG Co., chain drug store operator, has signed with WTK, Cleveland, to sponsor an average of three spot announcements daily, seven days a week, for one year, starting Oct. 1. Agency is Littig Adv. Agency, Cleveland.

A NEW SURPASS SHOE STORES, Toronto (chain), on Sept. 20 started C.O.D. (Cash on the Dart) half-hour audience participating quiz and dart game, weekly on CFRF, Toronto. Account was placed by Dickson & Ford, Toronto.

HIRSCH CLOTHING Co., Chicago, on Sept. 30 started a three-weekly quarter-hour recorded program, "Koral Rubblers," on WGN, Chicago. Account was placed by Schimmern & Scott, Chicago.

PISO Co., Warren, Pa. (cough remedy), on Oct. 1 started a five-minute program on WEXR, Chicago, 5 weekdays for 23 weeks. Agency is Lake-Spito-Shorman, Memphis.

CHEVROLET MOTOR Co. has bought 35-30 word station breaks for 11 days Monday through Sunday beginning Sept. 16 on WINS, New York. Agency is Campbell-Ewald Co. of New York.

George Bayard to Join Russell M. Seeds as V-P

GEORGE BAYARD, CBS contact man for six years, will join Russell M. Seeds Co. Oct. 15 as vice-president in charge of the recently opened New York office and service center for the Michigan Co. account. A graduate of the U of Indiana, Mr. Bayard was with Hearst Publications and produced the "Survivor" magazine before joining CBS.

Tom Wallace, executive vice-president of Russell M. Seeds Co., Chicago, will relinquish his executive duties Oct. 15 to devote his entire time to the promotion and exploitation of Uncle Walker's Dog House, sponsored by Brown & Williamson Tobacco Corp., Louisia-

ge D. Ray (sir Walker's pipe tobacco), heard Fridays at 9:30-10 p.m. on NBC-Red. Mr. Wallace and the cast will make a movie and have tentatively planned a six-month series of personal appearances.

Jack Richardson Jr., assistant to President Freeman Keyes, becomes vice-president on Oct. 15, with headquarters in Chicago.

Ad Club Course

THE 18th year of the New York Advertising Club's advertising and selling course opens Oct. 2. The course consists of 26 lectures by leaders in the advertising and sales fields and 6 clinic giving opportunities to do practical work in any one of the following subjects: Sales promotion, advertising copy, radio production, advertising art, production, and salesmen's problems. The radio production course is directed by Eugene S. Thomas, sales manager of WOR, New York. Lectures will be given by Julius F. Seibach Jr., vice-president in charge of programs at WOR; Robert A. Simon, director of continuities, WOR, New York; Roger Bower, producer, WOR; William Spier, CBS director of scripts; Robert T. Colwell, J. Walter Thompson; Mrs. Harold Milligan, of the Market Foundation, G. E. B. jointed the Advertising Federation of America, the Sales Executive Club and the American Marketing Assn. at the Hotel Biltmore, New York, Tuesday, Oct. 7, at 6:30 p.m.

Arnold, Rubicam to Talk

THURMAN ARNOLD, assistant attorney general, and Raymond Rubicam, chairman of Arnold & Rubicam, New York, will discuss, not debate, the general subject of "Advertising" at a dinner sponsored by the Advertising Women of N. Y. and Advertising Club of New York in cooperation with the Advertising Federation of America, the Sales Executive Club and the American Marketing Assn. at the Hotel Biltmore, New York, Tuesday, Oct. 7, at 6:30 p.m.

Pacific AAAA Plans


HEINTZ & KAUFMAN Ltd., San Francisco, have assigned its comprehensive gas advertising business to LAP Insulator Co., Co., Leloyn, N. Y.
"If you were passing through the Bell Telephone Laboratories in New York City, you might hear these strange sentences being repeated by an electrical mouth into the transmitter of a telephone - 'Joe... took... father's... shoe... bench... out. She... was... waiting... at... my... lawn.'

"These sentences contain all the fundamental sounds in the English language that have anything to do with the intensity of sound in speech. By listening to them, by measuring the accuracy with which each sound is carried over the wire, our engineers test the quality of the transmitter.

"Of course, this is only a small example of the work at the Bell Laboratories. There research is carried on constantly in the interest of the telephone user. Experimenting, testing, figuring out ways to create new equipment or to improve present methods is the daily job.

"In times like these, the work of the Bell Telephone Laboratories takes on added importance. Swift, dependable communication is a big factor in preparedness."

This is a quotation from THE TELEPHONE HOUR—a regular program heard each Monday night over the N. B. C. Red Network. Laboratories of the Bell Telephone System are constantly at work to improve telephone facilities for network broadcasts.
FM/AM

In one General Coverage UHF RECEIVER

A 12,000-MILE radio detour aided communications engineers in combating effects of recent magnetic storms attending the Aurora Borealis display in the skies. RCAC engineers report that it has been determined that when a magnetic storm rages more havoc is wrought on radio waves traveling in an east-west direction than those traveling north-south.

To keep messages and transatlantic broadcasts moving, traffic was routed from New York to Buenos Aires and thence to London, thereby dodging the main effect of the magnetic storms.

1918 Alternators Used

Engineers also reported they were successful in bringing into use 1918 model long-wave alternators. While the latest model vacuum tubes were overpowered by the storms, the old alternators—the only ones in service in the United States—were successful in cutting through the storm to reach European points.

While radio veterans agreed that the latest display was one of the most dazzling and bewildering from a visual standpoint, they pointed out that brightness and scope of the "astral pyrotechnics" did not necessarily signify the intensity of the disturbance on the radio. The storms, incidentally, had no influence on television. Engineers said the ultra-short waves used to transmit pictures are immune to static and fading.

AT&T reported over last weekend that while overland broadcasting circuits were unaffected, transatlantic telephone circuits were hard hit. The trans-Pacific circuit to Honolulu, however, was one of the few operating without static. Telephone engineers termed the storms severe but not approaching those of last Easter.

The storms evidently had their own sense of humor. Two intimate telephone conversations were interrupted on the broadcast signal of WAAT, Jersey City, for a time. One involved a discussion of blind dates between two young ladies, which was described by listeners as "spicy". Another between two gentlemen was about a notother young lady and was said to have been "strong but not objectionable". Studio attachments were kept busy assuring listeners that it was all a mistake and not a change of program policy on the part of WAAT.

SITE IN MILWAUKEE

Journal Co. Lays Cornerstone

FOR RADIO CITY

CORNERSTONE laying of the new Radio City in Milwaukee, being constructed by the Journal Co., was broadcast Sept. 27 on WTMJ and its FM affiliate, W55M. The building is scheduled for completion early next spring. Walter J. Dann, the Journal Co. general manager of radio, wielded the trowel, with an address being given by Harry J. Grant, chairman of the board. Among other speakers were Chairman James Lawrence Fly, of the FCC and Gov. Julius P. Heil of Wisconsin.

Drawings of the speeches and individual voices of WTMJ-W55M personnel were placed in the cornerstone. The Radio City also will house the Journal Co.'s projected television station.

Addressing himself to an audience in the year 2041, FCC Chairman Lawrence Fly in his recorded cornerstone speech "commented: "You may be interested in learning what we had in 1941 and how the immediate future appeared. We had only as an integral part of our daily lives what we know as amplitude modulation or standard broadcasting. Television and facsimile broadcasting and FM aural broadcasting are all in their very infancy and are available only to a limited number of people in larger cities. But on the technical side the progress of radio into these and every newer fields seems assured. It seems safe to predict that within the next 10 years television, colored television, and eventually stereoscopic or three-dimensional television will become as commonplace as broadcasting today in 1941. Likewise, facsimile broadcasting and what is to us a new technique in the radio art—frequency modulation—will be available everywhere. You will have forgotten the distinction."

FM for Kansas City

KANSAS CITY was awarded its first commercial FM station when the FCC last Tuesday granted a construction permit for a new station to Everett L. Dillard, trading as the Commercial Radio Equipment Co. The 44.9 mc. channel was assigned under the grant to cover service of 4,400 square miles. Commercial Radio Equipment Co. is engaged in the radio equipment business as well as consulting engineering, frequency checking, and other services for broadcasters.

FM Weathers Storm

FM's CHANCE to really prove its claims of static free reception came during the recent Aurora Borealis display when standard broadcast facilities as well as all line communications were virtually blacked out. Except for an occasional tendency toward freak long-range transmissions over hundreds and even thousands of miles, the FM band was not susceptible to the blanket of noise that usually disrupts atmospheric conditions, it was reported.

Philo Names Vreeland

FRANK THORPE VREELAND, a veteran of 11 years in the motion picture industry, has been appointed dramatic director of WPTZ, Philo's Philadelphia television station, according to station manager. Simultaneously the addition of Ernest Walling, formerly production manager of the Barter Theatre of Abingdon, Va., famous for its policy of accepting livestock and crops in lieu of paid admission, and Gilbert Gould, former a sound engineer for RKO pictures for nine years, to the production staff of the station, was announced last week.

Video Newsreel

THE first specially edited television newsreel released in the West has been completed by Photo and Sound, San Francisco transcription firm. It features scenes of the defense of Japanese interests in the Philippines and commentary on the news by Walter Duranty. The initial release uses public domain music and will be sent to all television stations.

FM'S PIONEER MANUFACTURER

NEWS! NEWS! NEWS!

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

RADIO ENGINEERING LABS., INC.

Long Island City, N.Y.
Federal Jobs Open

EXAMINATIONS for information specialists have been announced by the Civil Service Commission for positions paying from $2,000 to $4,600 per annum. Information specialists are used by the Government to prepare interpretative radio broadcasts for the air and in connection with national defense matters for publications. For the radio option, experience is required in educational and informational radio work, including preparation of radio manuscripts and actual broadcasting. Applications close Oct. 25 and further information can be obtained from any first or second class postoffice or the Civil Service Commission, Washington.

WATN, Watertown, N. Y., has appointed Barn-Smith Inc., as national sales representatives.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of Qualified Radio Engineers Dedicated to the Service of Broadcasting

McNARY & CHAMBERS
Radio Engineers
National Press Bldg. DL 1205
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

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

A. EARL CULLUM, JR.
Consulting Radio Engineer
Highland Park Village
Dallas, Texas

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

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. Republic 2347

Several radio stations were looking for announcers, programmers, and sales clerks.

HELP WANTED

WANTED
Five kilowatt gasoline engine generator with output of 110 volts AC single phase. Must be in good condition.

WHP
Harrisburg, Pa.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Situation Wanted

Chief Engineer—Desires station west of Mississippi River. Expert maintenance man. Box 957, BROADCASTING.

WANTED

Salesman—Producer with eight years radio experience, married, draft exempt, good record. Available immediately. Box 958, BROADCASTING.

Engineer—With Telegraph First and Telegraph Second license. Desires position. Broadcast experience. Available immediately. Box 959, BROADCASTING.

Can Save—My salary in supervising construction, equipping and staffing your new station, with minimum delay. Box 960, BROADCASTING.

Children's Programs—Promote your station by an up and coming public service program. Attractive Young Women College graduate, experienced with civic and children's programs on metropolitan radio and television stations. Little theatre and stock company acting experience, able to write scripts, direct, and broadcast. Can fit into any station activities. Box 965, BROADCASTING.

Situation Wanted

Opportunity for Kilowatt. Must be an A. Degree, Journalism major. Special in script writing, Microphone experience. Good tone quality, 15 years actual working experience. Write Miss Lydia Amen, 5411 Bryant Street, Dallas, Texas.

Producer, Writer, Actor—Young, with more than 15 years background in radio and theatre, desires association with leading radio station or agency in or about New York City. Originals and adaptations have been produced. Productions have listener and client response. References. Box 961, BROADCASTING.

Commercial Script Writer—B. A. Degree, Journalism major. Special in script writing, Microphone experience. Good tone quality. 15 years actual working experience. Write Miss Lydia Amen, 5411 Bryant Street, Dallas, Texas.

Radio Engineer Available—Dependable, experienced, married man. Top on sports, news, programs, sales. Now Manager, Network Station but wants change. South preferred. Box 961, BROADCASTING.

Studio Engineer—Have first class license. Five years studio experience with RCA and WE, equipment, old and new. Classified 2A. Box 966, BROADCASTING.

WANTED

Engineer—Control transmitter maintenance now five years. Single, draft 4F. Three years college. Box 960, BROADCASTING.

Copier—Also announcing and production. Available immediately. State salary and references. Box 964, BROADCASTING.

Announcer—Capable, experienced, reliable, and loyal. Can start work this week. Box 965, BROADCASTING.

Station Manager—Goodwill builder. No high pressure specialist. Fine references and record. Box 967, BROADCASTING.

Engineer—Control transmitter maintenance now five years. Single, draft 4F. Three years college. Box 960, BROADCASTING.

Announcer—Capable, experienced, reliable, and loyal. Can start work this week. Box 965, BROADCASTING.

WANTED


Chief Engineer—Southern local station, applying for Kilowatt. Must be experienced in Directional Antenna. Write fully first letter. Box 955, BROADCASTING.

Announcer—First Class Telephone License—By Southern local station increasing Kilowatt. Give full experience, draft status, salary, experience, and transcription if available. Box 954, BROADCASTING.

Wanted—Experienced man with drive, ability, and ambition, able to build and hold sales. Permanent position in expanding market for the right man. Box 952, BROADCASTING.

Wanted Immediately—Experienced, first-class technique, for mid-west network 250 watt station. State qualification, salary and references. Interview if possible. Address H. M. Steed, WLAV, Grand Rapids, Michigan.

Situation Wanted

Help Wanted


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JANSKY & BAILEY
An Organization of Qualified Radio Engineers Dedicated to the Service of Broadcasting

There is no substitute for experience

GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.

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

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service Particularly Adapted to Radio

McNARY & CHAMBERS
Radio Engineers
National Press Bldg. DL 1205
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

PAGE & DAVIS
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RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. 2347

Advertise in BROADCASTING for Results!
KINY
The Friendly Voice of the Capital

JOSEPH HERSHEY McGILLVRA
NATIONAL REPRESENTATIVES

1000 WATTS - 5000 WATTS UNDER CON.  
Juneau-Alaska

EXPERIENCE has shown that a station can get a better share of the advertising budgets of stores when supplementary merchandising and promotion is emphasized, with sales, promotion and production departments all cooperating, according to Promotion Director Perry Driggan and Production Manager Glenn Shaw, of KSL, Salt Lake City. When the local Paris Co. last season set up a trial balloon for radio with three early morning newscasts weekly on KSL, station officials set the stage for an all-out promotion to make the Paris Co. radio-minded once and for all.

A complete promotional campaign was launched at the start of the newscast series. News for store personnel, with teletypes and war maps on display, was a principal feature. Please with the results, the store recently signed Arthur Gaeth, KSL, news commentator. To celebrate the event, a party, held at the KSL studios, was attended by more than 100 store employees and the Paris Co. management. Highlighting the party were a special "parade of KSL talent" and a dramatization, Paris March of Progress, along with a lecture on war news by Commentator Gaeth.

Where's Snooks?

To PROMOTE INTEREST in the return of Panny Brice as "Baby Snook," who has supposedly mysteriously disappeared and around whose disappearance the whole format of its show is woven, General Foods, sponsor of Maxwell House Coffee Time, has sent out a two-second recording of Baby Snook's voice saying, "Nobody knows where I am," to the 91 NBC-Red stations carrying the program. In addition, many of these stations are conducting contests among listeners to get their views on the whereabouts of Snooks. Miss Brice is on an extended vacation which she opened the old way, by sending in the show Sept. 30, when she is due to return. Agency is Benton & Bowles, New York.

KPRO's Bow

INITIAL sales promotion brochure directed to advertising agencies and prospective advertisers, has been released by KPRO, new Riverside, Cal., 1,000-watt fulltime station on 1460, slated to start operation about Oct. 12. The ten page mailing piece includes market information and coverage area map, supplemented by tables and photographs. Also contained are brief accounts of services and programs available for sponsors. But-covered cover carries an architect's sketch of the station and transmitter. W. L. Cline is president and general manager.

P & G Contest

PROCTOR & GAMBLE Co., Cincinnati, is offering 225 second prizes ranging from $25 to $5,000 in a sentence-ending contest for Crisco.

How to Get Publicity

RADIO EDITORS last week received a small box containing a metal scraper attached to a card reading: "We've scratched our heads . . . no luck! Now, maybe if you and your readers scratch yours . . .?" Attached was a copy of the opening script of the new program which Vick Chemical Co. will sponsor, "McGillvra's World," due in the afternoon, beginning Oct. 5, and a letter from Jerome Patterson, Vick's advertising manager stating that the show lacks a title and offering $5,000 to the person sending in the winning name. Then, says Mr. Patterson, "we're going to ask the winner what newspaper he—or she—reads, and send the radio editor of that paper a peack of a wallet with a crisp new hundred dollar bill tucked in. This will be his cooperation in helping us find a title."

Meanwhile, the letter states, the program, based on the recent best-seller, "And The Sneezes," will be called How to Win $5,000.

For Selectee's Mothers

MOTHERS of selectees at Army camps are participants in a new series of weekly programs originated by WACM, Camden, N. J., called Selectee Mothers, and sponsored by the Hurley Department Store in Camden. The program, held in the chambers of the Camden County Commission, features a drawing which provides an all-expense trip for a selectee's mother to visit her son at the Army camp. In addition to news about the boys at camp, morale officers at the various camps in the territory serve as guest speakers. The program is directed by Walter Maguire and handled by E. Tucker.

Hand on Bell

SILHOUETTE of a hand ringing a bell with the caption "Hear ye, Hear ye . . . Town Meeting to night," is the design for a leaflet circulated by the NBC-Blue to announce the schedule of America's Town Meeting of the Air which returns to the air Oct. 16, for another season on the Blue, Thurs., Sept. 11:5-10:15 p.m. EST.

"Quiz Kids" Trailer

MOVIE TRAILERS plugging the "Quiz Kids" first short story subject released by Paramount Pictures will be furnished thru WLS, Chicago, to 400 theatres in the Paramount Chicago area, which forms the greater part of Indiana and Illinois. Included in the animated section of each trailer will be a WLS program promotion tie-in.

Grid Calendar

PROMOTING its football broadcast, K1Z, Denver, is offering listeners free copies of the 1941 K1Z Football Calendar through Sportscaster Jack Fitzpatrick. The calendar includes last year's scores, current schedules, new rules and other grid information.

International News Service

125 YEARS of progress for Tuscaloosa was celebrated Sept. 14, with WJRD playing a major role in the formalities and festivities of the occasion. Standing behind a huge birthday cake to exchange felicitations, and surrounded by a studded of flowers, are (l. to r) James R. Doss Jr., owner of WJRD; J. E. Reynolds, commercial manager, and Hon. Luther Davis, chairman of the Tuscaloosa City Commission.

Weeks of Brand

LETTERS pledging time and talent to promote Nationally Advertised Brands Week, Oct. 3-8, are being sent by WTAM, Worcester, Mass., to more than 200 Central New England druggists. Dealers are also invited to attend a special broadcast to launch the drive and the letters call attention to the various promotion ideas that WTAM is applying to the week.

Brochures

NHC Blue—Four-fold mailing piece in blue and green entitled "Radio Bargain," citing the value of the Southern Group for sponsors.

KSL, Salt Lake City—Red-and-brown folder, "KSL Coverage," with maps and figures on KSL coverage as defined by the 1941 fifth area study of CBS.

KBD, St. Louis—Brochure with red-and-black cover with 18 pages of KBD personnel, coverage maps, features, etc.

KROW, Oakland, Cal.—Booklet entitled, "On the right track to the Northern California market," telling facts about Oakland and the coverage of KROW.

WIZ, Tuscola, Ill.—Folder titled "People Are Your Market at WIZ," in three colors. Describing the station's intensive coverage of its downtown market.

NBC—Listening in on the World, the story of NBC's listening post at Bellmore, Long Island.

Accuracy is the first law of IN S. Speed comes next. Sparkle, human interest, a good show is a close third.

INTERNATIONAL NEWS SERVICE
Unlike most businesses, successful radio station operation calls for being on the spot . . . and staying on it.

This fall and winter there will be lots of national and regional spot. The outlook is way ahead of last year, miles past the year before. It's the biggest spot season in radio history.

Your job is to put your station on the spot. That's an effort that calls for plenty of coordination, including a combination of your station representative, personal solicitation, effective correspondence . . . and Broadcasting.

Broadcasting, of course! Its 9800 circulation blankets radio advertisers and their advertising agencies. Its advertising renewal percentage (85%) is so abnormally high that the answer can't be anything but results. Its rates are amazingly low as shown by the fact that while circulation has grown 400% in 10 years rates have gone up only 20%. Its popularity among time buyers is proved by a whole string of surveys.*

You're heading right when you open the new spot season with a schedule in Broadcasting.

* Write for 5 surveys of advertising agency and national radio advertiser trade paper preferences.
WHEB, Portsmouth, N. H., in mid-September when a forest fire started near South Berwick, Me., carried official food and coffee for persons fighting the week-long fire. When food supplies piled up at the station, they were hauled three miles from the blaze. WHEB organized transportation and moved the supplies into the area to feel about 1,000 fire-fighters. The station also carried on-the-spot accounts of the conflagration and the relief work done by the Red Cross.

DURING August, WLS, Chicago, presented over 60 special programs prepared by the station for training of the Government, contributing almost 14 hours of time. Over 50 of these programs originated in the WLS studio.

WINO, Gary, Ind., will broadcast the four-hour Night Watch direct from Isbell's Restaurant, Chicago, starting Oct. 1, when the night club starts sponsorship of the program. Contract calls for 25 hours weekly, 12-4 a.m. The facility is equipped with recording turntables and a teletype machine for late news, a fact is being built in the restaurant to handle the show.

WHEN the State Dept. of Health handles publicity under way in appearing at public gatherings because of the threat of an infantile paralysis epidemic in WHIR, Harrisburg, Pa., recently started a special Sunday morning half-hour program of Sunday school lessons. Every Sunday morning from 9:30 to 10, the Dauphin County Federation of McKinley Readership furnishes a speaker who presents a lesson from the Scriptures.

MICHAEL M. SILLERMAN, president of the Keystone Broadcasting System Inc., has announced the organization's Hollywood office has been closed and transferred to New York. Keystone's New York offices are at 500 Fifth Ave.

WQXR, New York, will inaugurate three new morning programs in October in an effort to develop a wider variety of musical, dramatic and commentary offerings during the forenoon. The programs are a fashion summary five minutes; 7:30, the history of the Constitution on Saturday and a series recapitulating the history of well-known shaker songs.

The studio place of WCKY, Cincinnati, visited U of Cincinnati, Xavier U and the Military Institute in a week for interviews with students. Transcriptions were heard Sept. 27. Interviews gave listeners the student viewpoint on world affairs.

ST. LOUIS sports announcers will meet the city's sports writers in a baseball game soon to be played in Sportsman's Park. France Laugh. KXOK play-by-play man will manage the sports announcers team. Ooby Street, former big league catching star, and now a sports commentator for KXOK, and Dizzy Dean, KWK sports commentator and former big league pitching star, will form the battery for the announcers.

WABC, New York, devotes about one-fourth of its daily time on the air, 8 a.m.-11 p.m., to popular music. This is in keeping with its policy, set up by the Radio Department, Office of Research. Saturdays lead other days of the week for the volume of popular music played on the station. The Saturday day period, about 2 1/2 hours, are devoted to popular music, while in the Saturday night period about 1 1/2 hours are devoted to this type of music.

Found His Photo

WHEN Sidney Adler, an American in the RAF, was shot down several weeks ago over the Channel, his family in New York sought in vain for a picture of the dead pilot. In going over his personal belongings, a carbon of a letter of two years ago in which Adler applied to WLW, Cincinnati, for a position was discovered. With the letter he had enclosed his photograph which WLW immediately returned on request.

WBNL and WMAZ, Macon, Ga., recently carried on-hour show from Camp Wheeler, celebrating the past's news weekly, 12-4 p.m. and the night half-hour originating at WKN and including a special recording by Wnn-ppn-born Donna Durbin, and the second a half-hour originating at WKRC and recorded for later broad. WAGC, the station's action was called by ministers an attempt "to control the pulpits." On the other hand, the station announced, that it had received many congratulatory messages for its stand. A Grand Jury investigation of the whole question has now been ordered.

CBS School to Open

THE CBS School of the Air of the Americas will open its 13th season Oct. 6, 8:15-9 p.m. Pan Americanism will be emphasized in all five series making up the 1942-43 schedule. Not only will such subjects as inter-American cultural ties be discussed on the current events program, and the music of the Argentino Gauchos included in the music series, but program material furnished by Canada and Latin American nations will be shown. The series will be shown from several positions at the station.

KOY, Phoenix, has completed construction of an addition to its program offices and is planning a newmorning work of Studio C and will add an additional audience room.

WAGC IS INVOLVED IN CIVIC DISPUTE

WAGC, Augusta, Ga., was thrown into the middle of a local controversy over control of Augusta civic conditions last week, when the station cancelled a scheduled radio sermon of Rev. Paul Caudill, pastor of the First Baptist Church, the largest in the city. Augusta ministers had begun a crusade against vice shortly after construction began on the 45,000-seat Army camp near the city, advocating closing of all houses of prostitution. City officials favored a registration plan to control the vice and a campaign against the three stations was begun. WAGC adopted a policy of barring discussion of the subject on the air and eliminated mention of the controversy from its newscasts.

On Saturday, Sept. 20, General Manager J. B. Fuqua advised Rev. Caudill the station would be unable to carry his sermon on Sunday, which was to include attacks on officials and details of prostitution conditions. Mr. Fuqua issued a statement saying that it was not in keeping with the ethics of the broadcasting industry to allow discussion of subjects such as prostitution on the air. The station's action was called by ministers an attempt to "control the pulpits." On the other hand, the station announced, that it had received many congratulatory messages for its stand. A Grand Jury investigation of the whole question has now been ordered.

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Few Briefs In Multiple Probe
(Continued from page 16)

of any rule on multiple ownership or, if a rule is adopted, it should contain a provision which will make it compatible with the tenor of the public interest, convenience and necessity provisions of the Communications Act.

West Virginia Problem
Another unique aspect of the effect of the rule was raised by the Fort Imperial Co., which, through subsidiaries, operates WWVA, Wheeling, and WMMN, Fairmont. Through Attorneys Horace L. Lohnes and Fred W. Albertson, the company contended that the rule should be more definite and should provide for a situation where it may be in the public interest for the same party to own, operate or control two stations having substantially overlapping coverage, but in different communities. WWVA, with a transmitter output of 50,000 watts, holds a construction permit for 50,000 watts, which would accentuate its overlap with WMMN.

Under the rule itself it was said, it is impossible to determine what it means by "substantial portion" or by "service." If the Commission has intermittent and secondary service in mind, then the rule might in effect preclude the same party from owning, operating or controlling two stations located anywhere in the United States, it was pointed out.

In declaring it impossible to determine whether the proposed rule is applicable to the WWVA-WMMN situation, the attorneys contended that the transmitters of the two stations, as proposed, are over 50 miles apart. WWVA is a Class I-B station with 50,000 watts (authorized) and WMMN is a Class III-A station with 5,000 watts.

Technical readings show that of a total of 2,213,400 persons receiving primary nighttime service from both stations, only 415,109 would receive duplicate primary service from both stations. At night, 1,783,000 persons would receive primary service from both stations, and only about 84,500 of these would receive duplicate service from the stations.

Out of the 20,110 square miles receiving daytime primary service from both stations, only 4,560 square miles are duplicated by primary service; and out of the 14,343 square miles receiving primary nighttime service from both stations, only 1,000 square miles are duplicated. It was contended that this is not substantial duplication of service, but if it is considered such by the Commission then the parties can show that the facts justify its continuation in the public interest, convenience and necessity. The situation was created by the Commission itself in 1934-35 and by subsequent authorizations to increase facilities, it was argued.

Westinghouse Objects
For Westinghouse, as operators of WOWO and WGL, Fort Wayne, Donald G. Swatland, of the Westinghouse law firm of Cravath, de Gersdorff, Swaine & Wood, reserved the right to question the Commission's power to adopt the rule opposing it as now written. The principal objection to the rule as proposed, Westinghouse contended, is that it is "absolute and mandatory" and that it fails to take cognizance of the fact that the ultimate test imposed by law upon the Commission is public interest, convenience and necessity.

If the Commission adopts a rule such as this, the brief recited, provision should be made for exceptions and for opportunity for hearing before a determination is reached by the Commission on any particular instance or instances.

Declarating that the Fort Wayne situation does serve public interest, Westinghouse pointed out that the Commission found the service in the public interest by authorizing operation of the two stations jointly on July 2, 1936.

Urging that no general rule be made requiring multiple owned stations to be separated, and that any rule affecting multiple owned stations "shall be broad enough to give each station its opportunity to be heard as to whether or not it is serving public interest in the manner contemplated by statute," Henry B. Walker, attorney of Evansville, Ind., and principal owner of WGBF-WEOA, Evansville, opposed the ban. In addition to his two standard broadcast stations, Evansville On the Air Inc., also operates FM station W4SV, with all three stations housed in the same studios.

Actual cash invested in the broadcast operations is in excess of $150,000, and while over the last decade there have been earnings of more than $100,000, less than $20,000 has been distributed to stockholders, who at no time have received in excess of 4% in any year, Mr. Walker recited.

He contended that the proposed rule, infrason as the Evansville situation is concerned, is based upon false assumptions and improper reasoning and is "unjust, unfair, uneconomic and improper." He argued the rule should not be made general, but should be limited in order that each station operation may be permitted to have a fair hearing as to the actual effect of such multiple ownership in its particular case.

Mr. Walker also contended that the Commission has no jurisdiction to issue such an order; that it is not constitutional and deprives the licensee of property without due course of law, and that it is an unreasonable exercise of the authority of the Commission.

Chicago Problem
Participation of Gene Dyer, Chicago broadcaster, in the ownership of WSBC, WAIT and WGES, Chicago, was the basis for the opposition to the multiple ownership rule filed by his attorney, Andrew G. Haley. He contended the proposed regulation, without the sanction of Congress, diverts the Commission of its duty to determine in a given case whether or not any monopoly in fact exists, contrary to the public interest.

The regulation, Mr. Haley is contended, is a derogation of the powers specifically and clearly granted by Congress to the Commission.

One clear-channel station located in a metropolitan district in itself tends far more toward a monopoly of public opinion and advertising circulation than several regional or local stations located in the same community, it was contended.

The three stations with which Mr. Dyer is connected, when added together, have an actual only 2.9% of the power in watts assigned to Chicago stations, and they do only 4.4% of the total business of the station operating in the Chicago metropolitan district, he pointed out. "Obviously these stations do not and cannot constitute a monopoly," he held.

If the Commission sees fit to further implement its present regulations, Mr. Haley suggested, it should be limited to a requirement that no person shall directly or indirectly own or control "an unlimited time standard broadcast stations that will serve a substantial portion of the area served by another unlimited time standard station owned or controlled by such person."

Favors Dual Control
Mabel Walker Willebrandt, former Assistant Attorney General, counsel for WJJD and WIND, Chicago, argued that the rule, in the form proposed by the order, should not be adopted. She made no argument respecting the wisdom, advisability or public policy to be served by the adoption of the proposed rule, but contended that the public interest would not be served by its adoption in the form proposed by Order 84.

Instances may exist in which dual ownership or operation is contrary to the public interest, she (Continued on page 88)
NIB Opposes ASCAP Rebate
(Continued from page 9)

to exceed that which would have been paid under a blanket license.

Log Requirements
Mr. Paine went to extremes in justifying the complicated log requirements on the per-program basis. Declaring they constituted the minimum requirements, he said they nevertheless were experimental and that within six months provision will be made to revise them upward or downward as circumstances warrant. Under the consent decree Mr. Paine said ASCAP must see that the per-program license is not made unnecessarily burdensome so as to force a blanket license.

Mr. Paine concluded his formal presentation by urging broadcasters to support their leadership and maintain their trade associations for the industry's common good.

SESAC and AMP

Mr. Callahan on SESAC's behalf used as his theme, "It pays to play ball with your best customers". Without rancor or feeling, Mr. Callahan said SESAC has aligned some 800 commercial stations for its catalogs and hopes to have the industry 100% enrolled by Christmas.

Alluding to the friendly relationship of SESAC with its broadcasters, he said it grows out of the availability of 65,000 compositions of 127 publishing houses; the reasonable rates charged on a flat fee basis; the established policy of cooperation; absence of a restrictive list and SESAC's "grand staff" of field representatives.

On behalf of AMP, Mr. Keller pointed out that the organization began licensing radio in 1927, originally handling symphonic and concert music. When it still is essentially a serious music operation, he said it nevertheless provides a popular catalog. AMP has never made any effort to high pressure the industry, he declared, and has led a peaceful and conservative existence, having kept both its rates and its blood pressure down.

AMP fees are based upon station rates, with no restrictions. It has operated on the basis of good-will and friendly cooperation as its idea of good business.

The Story of BMI

Boasting 704 members in less than two years, BMI has fulfilled its commitments to the industry in providing competition in copyright, Mr. Haverlin told the convention. One year ago BMI had 10,000 titles as against a half-million today. There are 212 independent stations in BMI, and 90% of the attendance at the NIB convention is enrolled, he declared:

The phenomenal success of BMI also is reflected in the fact that during the last six months 30,000, 000 of the 100,000,000 phonograph records sold were of BMI tunes, and these constituted two-thirds of all popular music recorded.

Mr. Haverlin concluded that BMI is here to stay was made by Mr. Kaye, who emphasized the objective of the company was to bring competition into music, and he stated that job cannot be finished without a competitive organization. For BMI to terminate its operation would be a disaster to the entire industry, Mr. Kaye said. He told of the pledge from NBC and CBS to support BMI if the rest of the industry did.

Waters Explains

In his formal remarks, Mr. Waters said that as he listened to the previous speakers, he believed that at last competition has been introduced in the music field. He added he had heard no arguments of recent origin, except those arising from changing economic conditions, that have not been a re-capitulation of the past.

The Department, he said, has always recognized the rights afforded copyright owners and also the necessity for some type of organization or organizations to act as a clearing agency for copyright-related music. But it feels that the organization of both ASCAP and BMI went further than the rights afforded by the Copyright Act, and in other respects, and thereby violated the antitrust laws.

In detail Mr. Waters recited the history of the Department's efforts amicably to settle the controversy, which ultimately resulted in the consent decrees last March. He explained the purposes of the decrees, offering alternative blanket and per-program licenses and clearance at the source by networks and eliminating discriminatory practices.

Some have expressed the belief that the decrees are too loosely written, and that the exact terms of the license should have been included in their scope, he said. They were written loosely purposely, he revealed, so that they might be adaptable to changing economic conditions. The success or failure of any agreement, he said, depends to a large measure upon the good faith with which it was added he believed both ASCAP and BMI entered into them in good faith and with the intent of compliance.

Asserting that some stations have expressed the view that the proposed licensing system, supervised by both BMI and ASCAP contain provisions intended to force stations to accept blanket licenses rather than to avail themselves of the per-program offer, Mr. Waters said that on the ground that such information is necessary to protect the rights of the parties to the contract, it can be justified "from the academic point of view". But he adds that if from practical operation it develops that these requirements are unreasonable, it will be the responsibility of both ASCAP and BMI "to mitigate the requirements accordingly". Therefore, he said he couldn't agree or disagree with the complainants.

Can Make or Break

If anything has been established in the music field, Mr. Waters observed, it is the fact that the radio industry is possessed "of the power to make or break the popularity of a tune through performance or nonperformance." "It is hoped," he continued, "that this power will not be exercised in a discriminatory manner, thereby preventing the American public from hearing and enjoying the meritorious music of any independent authors and composers of our land."

Mr. Waters expressed surprise over the fact that "so many in the industry, who have clamored so long and vociferously for a per-use or per-program license and who possess every resource to place it in operation are now either contemplative or have entered into the blanket license after the pur-
portedly desired per-program license has been made available to them by the consent decree. He said this presupposed that a reasonable and working per-program license is offered "which contains no provision erecting economic barriers to the acceptance of the per-program license."

In the question-answer session that followed the formal addresses, some twoscore broadcasters participated, hurrying inquiries at Messrs. Paine, Waters and Kaye. Responding to Cal Smith, KFAC, Los Angeles, Mr. Paine sought to justify the per-program logging requirements, asserting that any such formula would, in his judgment, prove "onerous."

When talent charges are or are not to be computed as subject to the percentage payment, provoked protracted discussion. Mr. Paine said that anything charged the client for "revert" deductions, whether live or transcribed, but that when a rate is established only for the purpose of avoiding payment on revenues from facilities sold, then the percentage applied.

Card Index

When H. W. Batchelder, WFBR, Baltimore, asked whether ASCAP would sell on a "per-piece" against a per-program basis, Mr. Paine said he thought the answer would be "no. Any broadcaster can clear any program, even if he has no ASCAP license, he said, but he had no idea of the cost in such instances.

Responding to Ben S. McClashan, KGFJ, Los Angeles, Mr. Waters said that if ASCAP made any attempt to place a "floor and a ceiling" over royalties, "it would violate the space of a good-sized auditorium. Mr. Craney pointed out that there are only 550,000 copyrighted compositions registered at the Copyright Office, but Mr. Paine said he had in mind a thousand arrangements of the same numbers—all subject to copyright.

Mr. Craney said that for the last year he has experimented with per-program payments to ASCAP, and that only "a small amount of work" is entailed to keep track of music performed. He offered to show interested broadcasters his logs and files, which he had brought to the convention.

Mr. Haverlin found himself confronted with a puzzler when he was asked by Joe B. Carrigan, KWFT, Wichita Falls, "Do we need ASCAP music or not?". The BMI official said he might be cited for "restraint of trade" if he attempted to answer in the presence of a Department of Justice official; that he thought the question unfair, and that he felt the record of BMI would produce the best answer.

Joe DuMond, KBUR, Burlington, Ia., brought applause when he told of his own ASCAP plight. Composer himself of 70 selections published by ASCAP publishers, he said he only recently was made a member on a "probation" of ASCAP, and that his works are performed regularly over stations licensed by ASCAP. He asked Mr. Paine, "What kind of a license shall I have to issue to myself in order to play my own compositions over my own station?" Mr. Paine said he did not know the answer, but that he assumed under the consent decree he could take a license for himself.

H. W. Slavick, WMC, Memphis, raised the question of clearance at the source as a possible violation of the decree if affiliates rebated to the networks as proposed, but Mr. Bennett, responding in Mr. Waters' absence, said the decree does not prohibit such rebates.

Mr. Slavick said he thought there was a need for an organization such as NIB, but that he wanted to know more about its scope and functions. He said he thought IRNA "is dead." Afterward, he offered his resolution that NIB oppose the network-ASCAP negotiations, which carried unanimously.

Feed Firm's Spots

ARCADY FARMS MILLING Co., Chicago (livestock feed), has started a series of weekly quarter-hour Market Reviews & Previews on WLS, Chicago, and WLB, Cincinnati. Agency is Fresta, Fellers & Fresta, Chicago.

CO-SPONSORSHIP

OF WASHINGTON REDSKINS

AVAILABLE!

Sammy Bough

Highest Listener Rating of Any Sports Event in Washington

(Crossley Rating)

All Washington thrills to the colorful play of the Redskins, Pro Champions of the East. And all Washington will welcome your co-sponsorship of the Redskin games over WOL, Mutual Station for the Nation's Capital. Russ Hodges handles the play-by-play, famous sport personages will be introduced between halves, the Washington Post will tie-in to assure maximum merchandising and publicity effectiveness.

Wire or phone

WOL

WASHINGTON, D. C.

Wm. B. Dolph, Mgr.

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Today, as since the earliest days of radio, the name CLARK on processed recordings is a symbol of steering workmanship and quality materials. And today practically every important transcription producer is a CLARK client. So, today, we suggest that if you are interested in quality transcription processing you investigate CLARK.

**FM ANTENNA of WFIL, Philadelphia**, was dedicated Sept. 19, with Carolyn Lee, seven-year-old screen star, hoisting the V for victory emblem which will be fastened to the top of the tower. The V, pointing its way skyward to a height of 550 feet, the highest point in the Philadelphia landmark. The structure, containing 75,000 pounds of steel, is located atop the center of Widener Hill, which houses the station. Roger W. Clip, (right), vice-president and general manager of WFIL, said the FM station, WPSI, will go on the air Nov. 1. L. M. Robinson, British consul in Philadelphia, participated in the ceremonies.

**Multiple Probe**

(Continued from page 68) pointed out, but ample opportunity now exists or is available to the Commission to determine each individual case on its merits. She contended that dual control can, and does in the cases of WIND and WWJD, result in a better public service to the listeners than otherwise would be possible.

Contending that the two stations enjoy no monopoly of programs or facilities in Chicago, the brief cited the fact that the total amount of business done by them is approximately 10% of the gross net sales for the Chicag region. If after a survey the Commission is prepared to make the conclusion that a dual ownership rule should be adopted. Mrs. Willebrandt contended that it should be so worded as not to preclude the continued dual ownership or control of stations "where there is a public interest in the local monopoly result and where the public is being benefited in a manner not otherwise feasible.

Such a rule, she said, would give the Commission greater administrative flexibility in policing monopolistic practices. Each station or group of stations could be made the subject of study. In cases where question arises as to public interest, such stations could be set for hearing on applications for renewal of license and each case determined on its merits after hearing, she concluded.

The Five Star Final, first produced by WMCA, New York, in 1933, and one of the earliest news dramatizations on the air, Sept. 28 returns to that station after a summer hiatus for a new Sunday series, 8-30 p.m.

**Nee Furniture Sponsors Redskins Grid Contests**

IN A TIEUP with the Washington Post, P. J. Nee Furniture Co., long a user of radio time on local stations, has purchased the co-sponsorship on WOL of the 11 games of the Washington Redskins professional football team for the 1941 schedule, which started Sept. 28. Russ Hodges, announcer of the newspaper's sports staff will furnish sports figures for commentaries at the halts. Another Nee announcer is expected to be signed shortly. Harwood Martin, Agency, Washington, handles the Nee account.

Sponsors of other teams of the National Professional Football League and the stations signed are: Gillette Safety Razor Co., Brooklyn Dodgers, WOR; Texaco Dealers of Northern Ohio, Cleveland, WGN; Washhams Oil Co., Green Bay Packers, WMJ, Milwaukee; Faber Brewing Co., New York, WMN; Pfeiffer Brewing Co., Detroit Lions, WXYZ and Michigan Network; Atlantic Refining Co., Philadelphia Eagles, WFIL; Atlantic Refining Co., Pittsburgh Steelers, WWSW.

**Georgia Grid hookup**

A HOOKUP of 14 Georgia stations has been arranged by J. W. Woodruff Jr., WBL, Columbus, to carry all U of Georgia football games during the present season under sponsorship of National Dairy龋makers of Royal Crown Cola. Bollters in each city will receive local plugs at station breaks in addition to the regular commercials from the playing field, where play-by-play will be handled by Jack Gibney, of WBL. The special network will consist of WBL, Columbus; WATL, Atlanta; WGN, Atlanta; WABC, Atlanta; WRA, Rome; WBL, Dalton; WKEU, Griffin; WLAX, LaGrange; WCO, Moultrie; WAXY, Waycross; WMOS, Brunswick; WTOC, Savannah.

A NEW SERIES of half-hour Spanish programs titled Stanford University Sponsors the Americas will be inaugurated Oct. 6 at 5-6 p.m. (PST) at the English short-wave station in San Francisco.
Regional Meetings Projected by NAB

Defense and Other Problems Of Radio to Be Discussed

WITHOUT dates set, arrangements for a series of meetings to be held early in October in all 17 NAB districts are being completed by the NAB. Outlining suggested plans for the meetings, NAB President Neville Miller indicated Friday the meetings would have a two-fold purpose—discussions of industry problems, and public relations projects designed to publicize radio's public service and problems.

Charts to Show Groups

Among the problems slated for consideration at the meetings, according to President Miller, are national defense, ASCAP, labor, the NAB program code, the network-monopoly report and legislative matters affecting radio. Committees on the code, national defense, labor, engineering and membership, as well as the sales managers committee, are also to participate in each meeting.

Talks and discussion panels on such subjects as radio's place in national defense, radio and education and other topics are to be broadcast on local stations, Mr. Miller indicated. Charts are being prepared for use at the meetings, graphically showing radio's growth as an industry, the value of radio as an advertising medium, functions and services of various NAB departments, and a summary of legislative problems.

ASCAP Contract

(Continued from page 11)

partment of Justice provides for clearance at the source so far as radio is concerned, the same should hold true for motion pictures.

The consent decree states that the originating radio station must pay ASCAP for a further charge is to be made to receiving stations. Since producers pay ASCAP for the rights to include music in motion pictures, the exhibitors hold they should not likewise be charged for projecting the same music.

Weisman, Celler, Quinn, Allen & Spett, counsel for the association, are now collecting information from exhibitors concerning their payments to ASCAP, with the total amount estimated in the hundreds of thousands of dollars. As soon as these data are complete, probably within the week, suit will be filed, it was stated.

Hager Urges Librarians To Adopt Showmanship

THE AFFINITY between radio and the library was discussed by Kolin Hager, manager of WGY, Schenectady, speaking Sept. 25 before the New York Library Assn. Conference at Lake Mohonk, N. Y.

He called upon librarians to help radio bring "the drama of life" to the American home, assuring that to complement the bare news bulletins radio is trying to present programs that will help the public understand the facts of the news.

Many attempts at radio education, said Mr. Hager, have failed because of lack of showmanship. "Only by the union of showmanship and education can one effectively teach and hold the attention of the audience," he told the librarians.

Composer Revolt Seen Inside ASCAP’s Ranks

DECLARING they are "tired of being jostled around," ASCAP writer-composers are reported to have served notice on ASCAP last week that if the Society's music is not back on the networks by Sept. 28 they will negotiate individual deals for use of songs with NBC, CBS and independent stations. Although no "official" statements were forthcoming and no names have been revealed, information is that ASCAP members at several "under-cover" meetings threatened to withdraw from the organization and work independently.

They expressed belief that the present ASCAP-radio deadlock will continue until early next year. Associated with film studios, these ASCAP members for some time have been trying to work out an arrangement whereby tunes they write for musical pictures can be put on the networks. Those urging the break point out that when a song writer is placed under a film studio employment contract, his output becomes the property of the company, to be released for publication and broadcast as the producer sees fit.

SEEING a local in Chambersburg, Pa., the Chambersburg Broadcasting Co. has applied to the FCC for a new 250 watt station on 1340 kc. Principals are Rollo Oiler, of Waynesboro, Pa., with 150 shares of the stock issued so far; Marion O. Warrenfeltz, Moundsville, Md., accountant, 50 shares; Charles Moore Cassell, director of the Cumberland Valley Choristers of Hagerstown, Md., 1 share.

Baton Rouge is the Chemical Manufacturing Center of the South

Nbc Wjbo 5,000 Watts

Represented Nationally by George P. Hollingbery Co.

Broadcasting • Broadcast Advertising

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WITH reopening of the newspaper inquiry last Wednesday, the FCC's examination was turned over to the third in a series of FCC counsel, Donald M. Harris. On the stand during the entire Wednesday session, Luther L. Hill, vice-president and general manager of Iowa Broadcasting Co., was questioned by Mr. Harris on the operation of the four Cowles Group stations—KSO-KRNT, Des Moines, WMT, Cedar Rapids, and WNAX, Yankton, S. D.—and their cooperative tie-ins with the Des Moines Register & Tribune.

Before examination of Mr. Hill started, WMBO, Auburn, N. Y., through Carl H. Butman, filed a sworn statement for the record, covering operation aspects of the station involving the Auburn Citizen-Advertiser.

Declaring that “a radio station is probably a purer type of public utility than any other form now regulated by government in the public interest,” the WMBO Inc. statement emphasized the view that although newspapers should be encouraged to operate radio stations in conjunction with their publishing activities, the station management should operate “absolutely free” from the newspaper interest in order to maintain complete separate financial and statistical information that may be requested by the Government.

Describing the Cowles radio-publishing interests, Mr. Hill explained that Register & Tribune stock was owned by about 65 individuals, with members of the Cowles family controlling the majority of the stock, although no individual held more than a 10% interest. Iowa Broadcasting Co. is a wholly owned subsidiary of the Register & Tribune Co., he said. The Cowles interests also extend to other enterprises, he added, among them Look magazine and the Minneapolis Star-Journal.

Register & Tribune Covers All Iowa

Against a metropolitan Des Moines population of about 160,000 and a state population of 2,500,000, aggregating about 625,000 families, the morning Register has a circulation of 176,000, the evening Tribune 145,000 and the Sunday Register & Tribune 376,000, Mr. Hill indicated. Of this circulation, only about 34,000 represented subscribers in Des Moines proper.

Asked by Mr. Harris if another paper could operate successfully in Des Moines, where the Register & Tribune has played a lone hand since 1927, Mr. Hill commented that there was “nothing to prevent anyone from buying two papers”. He explained that although the Register & Tribune was by far the largest paper in the state, there were 43 other dailies in Iowa cities, with circulations aggregating 435,000.

Questioned about his background in the Cowles picture, Mr. Hill explained that he had joined the Register & Tribune newspaper organization in January, 1935, later heading the Cowles’ radio operation and since Jan. 1, 1938, the Register & Tribune originally went into radio as early as 1922, he said, but after a year the paper lost interest in the project and surrendered its Federal license. At the time the paper thought of the radio station as a good promotion medium, he commented. Indicative of the resurgent interest in the broadcasting field was an exhibit advanced by Mr. Harris, a 1929 letter from Gardner Cowles Jr., then managing editor of the Register & Tribune and now president of Iowa Broadcasting Co., to Harry Grant, of the Milwaukee Journal, inquiring into that paper’s operation of WTMJ. Pointed out for special attention by Mr. Harris were passages in the letter asking about the value of a newspaper-radio tieup from a promotional and advertising viewpoint.

Mr. Hill explained that Mr. Cowles at the time was actively trying to sell the radio idea to other members of the Cowles organization. Although promotion benefits for the paper were foreseen in the radio project, Mr. Cowles felt the company should go into radio as a separate undertaking to be run on a strictly business basis, Mr. Hill commented. He pointed out that if he had been interested only in circulation promotion, Mr. Cowles could have achieved the result with less expense and bother by negotiating a tieup with WHO in Des Moines.

WHO Provides Tough Competition for Others

Amplifying on another exhibit introduced by Mr. Harris, Mr. Hill recounted the chronological history of the Register & Tribune radio operation, dating from the short-lived WGF in 1922, skipping to June 3, 1931, with acquisition of KSG, then located at Clarinda, from the Berry Seed Co., and continuing through subsequent acquisitions to the present four-station group.

When Mr. Harris pointed to charges that the Cowles organization had pursued the policy of buying up a number of time-sharing stations, then consolidating them into single fulltime facilities, Mr. Hill remarked that under the State quota system of allocations it was difficult to build up the type of radio service envisioned by the Register & Tribune.

Describing that WHO’s 50 kw. operation yields the best and most dependable signal of Iowa’s 21 stations, Mr. Hill estimated that the Cowles stations have an effective daytime coverage of 90 to 95% of the state, and 50 to 60% at night. The competition was tough for the Cowles stations, he indicated.

Other exhibits reviewed the stations’ network affiliations and indicated efforts to coordinate the advertising policies of the Cowles station and the Register & Tribune in such matters as beer advertising, which was banned in both the paper and on the stations. A memorandum, dated Jan. 7, 1938, from Mr. Cowles to Mr. Hill indicated the desire of the management to make the stations “scrupulously impartial” in alloting time for controversial issues. Mr. Hill explained that the idea of the NAB Code had been introduced at the stations in this regard for years.
City Star, St. Louis Post-Dispatch, Dallas News, Des Moines Register & Tribune, etc., to act jointly in radio matters where our combined influence would be much more effective than that of any one of our individual stations acting alone."

Explaining that Mr. Cowles had written the letter to Mr. McCollum as one newspaper-radio man to another, discussing common problems, Mr. Hill pointed out that in the same letter Mr. Cowles also had commented: "We unfortunately are not important enough in the broadcasting picture to bargain very hard with NBC". Commenting that "we were small fish", he explained that Mr. Cowles was simply looking for some way to improve this position.

Aids in National Field, But Not in Local

Pursuing the same point, Mr. Hill declared that although a newspaper owning a station has certain advantages another licensee might not have, when it does get a license it becomes the duty of the stockholders of the license company to see that the station is operated wisely and well. In the Register & Tribune case, because of the paper's good name, the Cowles stations enjoy some advantages in their relations with national advertisers, he stated. However, he added, local advertisers do not care to spend their money on space in the paper and for time on the air feeling that it all goes into one pot. This puts the stations at a disadvantage so far as many advertisers are concerned, he commented.

No specific offer of so much newspaper publicity for so much time is made to the Cowles stations' advertisers, Mr. Hill declared, although the advertiser can be certain that his program will be covered in some way in the Register & Tribune radio column.

While WHO provides an excellent state-wide advertising medium for big Des Moines merchants, as does the Register & Tribune, KSO and KRNT do not have sufficient primary coverage in this all-state trading area to attract all these merchants, he commented. And although newspaper promotion has been "definitely of some value" in improving the KSO-KRNT position, this has become a smaller value since improvement of the stations' facilities.

The Iowa Broadcasting Co. stations have had "a pretty hard struggle", Mr. Hill declared, pointing out that they aggregated out-of-pocket losses of $180,000 from 1951 to 1956.

Papers Provide Radio Space Worth $100,000

So far as WHO is concerned, Mr. Hill declared, the Register & Tribune would be glad to enter into some time-space swap on the same terms as the IBC stations. Offers have been made by the paper, he said, although WHO has preferred to make its arrangements with outstanding papers.

Referring to a photostatic copy of an October, 1938, Register & Tribune radio page, Mr. Hill explained that the paper carried, in addition to the program logs of the local stations, a regular column by Mary Little and lots of pictures, as many as 100 a week. Complete logs have been carried in the paper since 1935, he said, when increased interest pointed to the need for more than selective listings. Under the stations' arrangement with the paper, Miss Little's salary is paid by IBC, along with the cost of the pictures, while ads are billed to the stations. On the other hand, the paper uses about the equivalent in radio time, he indicated. Space devoted to radio in the Register & Tribune would be worth about $100,000 a year, he estimated.

Referring the stand for the afternoon session, Mr. Hill was questioned more closely on policy matters. He declared that the IBC stations do have the right to move the paper's radio programs around in the schedule to accommodate either commercial or sustaining shows, although they try to be reasonable about it. In addition to newscasts, the Register & Tribune programs on the stations included recorded music, farm talks and occasional special events. He declared that all these programs bring talent to the station which reflect credit on their programs. When station talent performs on the paper's programs, as announcers or actors, they are paid a "talent fee" by the paper, just as for any commercial program. Although the stations buy space in other papers, they pay for it and have no reciprocal deals such as that with the Register & Tribune, he explained.

Circulation Zooms With Good Iowa Roads

Commenting on a Commission exhibit showing Register & Tribune circulation figures from 1906 to March, 1941, Mr. Hill declared that it was "very difficult" to assign any relationship between the paper's circulation increases and its use of radio time. Mr. Harris noted that it "might be interesting" to note that the list showed that in a five-year period from 1932 to 1937 the paper's circulation showed a continuous upswing. Referring to the list, Mr. Hill pointed out that this was not the case, that circulation declined steadily from March, 1938, to March, 1939, before beginning a gradual upswing.

He observed that one reason for the circulation rise was the state-wide road improvement plan, with the Register & Tribune developing a remarkable delivery service which has attracted many new subscribers. It was pointed out in this respect that circulation doubled from March, 1921, to March, 1931, and that at present more than half the families of the state receive the Sunday Register & Tribune.

Under questioning by Mr. Harris, Mr. Hill said that during the July 5 week KSO carried 28 sustaining news periods and 62 sponsored news broadcasts, a total of 85 for the week, or about 12 per day, including network news features. The Register & Tribune sponsored only six out of the 85, he said.

At one point during the discussion of news programs on the IBC stations, Chairman Fly and Mr. Hill exchanged observations for 15 minutes as they scrutinized photostatic copies of a typical log in the paper.

Company Holds Exclusive Contract With UP

Going into the Register & Tribune relationships with press associations, Mr. Hill explained that the IBC stations had dropped Transradio in favor of United Press several years ago. Subsequently the stations have added...
Press Association service, along with Associated Press regional and state service, he said, adding that there are many more newspapers today than a few years ago because of the improved news service now available.

Dating from the time of the press-radio agreement in 1934, a series of exhibits was offered by Mr. Harris to develop negotiations between the paper and UP in regard to obtaining service for the IBC stations and WHO. Principal attention was directed to a contract between the Register & Tribune Co. and United Press, dating from April 17, 1936, under which the paper received exclusive use of the service in Des Moines, along with subsequent correspondence between Mr. Cowles and United Press regarding the sale of UP radio service to WHO.

Questioned on the course of his inquiry by Chairman Fly, Counsel Harris held that the exhibits indicated that the Register & Tribune Co. had agreed to surrender its exclusivity rights to the extent of allowing UP service to be furnished WHO only after it had dictated the amount of UP news WHO could use and after a $175 weekly rate had been granted to the paper, presumably to be paid by WHO in the form of a higher subscription cost. This phase of the discussion was interrupted frequently by wrangling between Chairman Fly and Counsel Segal, Harris and Thacher over how far Mr. Hill should be allowed to go in interpreting the UP contract.

Conditions for UP Service to WHO

It was developed that under the contract an "asset value" of $56, $45.65 had been established for the Register & Tribune franchise, this amount to be payable to the paper if the exclusivity provision were violated. Another exhibit, a letter of contract from Mr. Cowles to Hugo Baillie, UP president, dated May 29, 1935, indicated that the paper would waive any right of protest against sale of UP service to WHO on condition that WHO's UP service he restricted to no more than a total of six periods within 24 hours, that the Register & Tribune Co.'s rate be reduced by $175 per week, and that the "asset value" franchise remain in full force.

Mr. Hill indicated that the "asset value" provision did not come in for discussion until some time later when WHO wanted to use UP reports for its facsimile broadcasts. One exhibit indicated that Mr. Cowles would regard WHO's UP facsimile broadcasts as a public competition with the Register & Tribune and would make the asset value fund become due and payable on all of the Register & Tribune UP contracts.

Describes Position

On Program Logs

Under continuing questioning by Commissioner Craven, he explained that although advertising volume per se is not down, the radio competition is "at least of a worrisome and more of a problem", at least enough so to force the paper to hire two new advertising solicitors and otherwise jack up overhead.

As far as WPAR is concerned, he commented, that station was doing a fine service in supplying CBS programs to the community, although a listenership service job still remains to be done.

Admitting that combination newspaper-radio rates have been planned for the new station, along with making available to advertisers the benefits of the entire newspaper-radio organization, Mr. Ingersoll declared his belief that "we are much better supplied with experience and training to do a good job than others might be". He commented also that while a newspaper which does not "keep abreast of progress" may not go out of business, a paper with a radio adjunct can become a better newspaper.

Although all the papers at one time printed selective listening
logs, he said, the practice was dis-
continued except in morning and
Sunday editions, after the adver-
sing department began "mis-
ing the electrons". Later he ex-
plained to Chairman Fly that he thought
listeners have come to know when
their favorite programs go on the
air, so the demand for listings is
not so great as in the past. How-
ever, if a license were granted to
the papers, he continued, they
would start running logs, since then they would be in the
radio business, which is not the
case now.

As direct examination by Coun-
sel McClue concluded, Judge
Thacher asked on cross-examina-
tion: "Isn't it a fact that you came
here today to get a hearing on
your own request?" Mr. Inger-
soll answered that the appearance
might be construed that way, al-
though his only interest was to
bring to the FCC's attention some
of the considerations in the mind
of a newspaper with radio ideas.

Responding again to Judge
Thacher, he agreed that what a
paper fears most from radio com-
petition is the possibility of en-
dangering morale and esprit de
corps on the part of the news-
men staff which might result if the
newsmen find they are not getting the
news out first. This is a program logs
consideration, although it has no tan-
gible measurement, he emphasized.

Wheeling Problem
Reviewed by Long

Mr. Long stated that in addi-
tion to being vice-president of
the News Publishing Co., he was a di-
rector and vice-president of For-
ward Wheeling Radio Corp., which
has had pending since January an
application for a new station in
Wheeling, H. C. Ogden, president of the
News Publishing Co., also is
president of the radio company
and holds interests in a dozen West
Virginia paper, including those in
Parkersburg, he said.

The company's original purpose
in forming a radio corporation was
to keep the radio management
separate from that of the papers,
he explained, adding that the op-
eration plan encompassed only use
of the newspapers' news facilities
for the station. He declared that
although the papers would con-
tinue operating even if the station
license did not come through, ad-
vertising volume had fallen off and
several accounts had been lost to
their dealing stations, WWVA and
WWK.

He commented that the papers had
regularly carried program logs
"until we heard that radio
salesmen were going through clippings
and saying: 'Buy our time, and here's what you get!'."

Haywood Narrates
Troubles of CIO

The final witness of the day was Allan S. Haywood, director of
organization of CIO, who read
into the record a 10-page state-
ment covering CIO's troubles in
securing radio time at various sta-
tions. He recommended that the
FCC delve into the situation and
solve rules to insure adequate
broadcast facilities for labor.

Citing official CIO action in
decrying the refusal of stations to
provide time for labor interests,
Mr. Haywood related several in-
dividual cases involving KYA, San
Francisco, WISN, Milwaukee,
WWJ, Detroit, WINS, New York,
WNEW, New York. Newspaper-
owned or affiliated stations were
not the sole offenders, he said,
although the problem was com-
plicated from labor's standpoint
when stations were operated by
newspapers hostile to labor be-
cause of pressure from adver-
sers.

According to Mr. Haywood, re-
ports from affiliated unions indi-
cate: That radio stations frequent-
ly refuse time to labor organiza-
tions; that these refusal in some
cases reflect the bias of station
owners or their fear of offending
certain interests; that the reason
most frequently given for refusal
to sell time to labor is that the
subject matter is "controversial"; and
that the NAB code rules against
selling time for controvers-
ial programs; that when free
time is granted, it is not as a rule
an adequate substitute for the paid
value of programs desired; that
glaring instances of discrimina-
tion have been committed by
newspaper-owned stations; that
there is a general feeling in labor
ranks that most of the daily press is
biased against labor because of big
business ownership, because of its
dependence upon advertising and
because of the editorial policy of
the particular publishers; that la-
bor unions frequently request
time to offset propaganda and misrep-
resentation in the daily press.

"It is our contention that a less
restricted interpretation of the
spirit and intent of the Federal
Communications Act would reveal
that your Commission has the
power to act to protect freedom of
speech on the air, as it effects
labor: and that if your powers still
prove insufficient to cope with the
evils and abuses complained of,
your Commission itself should seek
amendments to the Act which
would definitely prohibit discrim-
ination and provide for summary
proceedure to deal with such cases
of discrimination as arise!" Mr. Haywood stated.

"I hope that your investigation
will probe deeply into the question
of restrictions of labor's rights by
newpaper-controlled stations, and
that such recommendations as may
result from it will aim at remedy-
ing such abuses. On behalf of the
CIO, I also wish to express the
hope that when the present inves-
tigation is completed, you will con-
duct a further investigation into
the whole question of anti-labor
discrimination in radio sta-
tions, regardless of ownership or
control, and will adopt policies or
make recommendations designed to
accord full protection to labor in
the enjoyment of its rights to free-
dom of speech on the air."

KTUC WILL BUILD
ENTIRE NEW PLANT
INSTALLATION of an entirely
new plant for KTUC, Tucson, from
microphone to transmitter, was an-
nounced last Friday by Glenn MeQ.
Snyder, vice-president and general
manager of WLS, Chicago, and a
director of the Arizona station. The
FCC Administrative Board had
authorized a construction permit
for the improvements.

Mr. Snyder said a new Western
Electric 250-watt transmitter and an
Allison 179-foot vertical radi-
ator will be installed. Real est-
ate has been purchased on East Broad-
dway, to house both the new studies
and transmitter. The overall cost
will be in the neighborhood of
$20,000, he said. Burridge D. But-
er, president of WLS, Chicago, and
KOV, Phoenix, is chairman of the
board of KTUC, Ralph W. Bilby,
Tucson attorney, is president, and
John Merino, of Tucson, vice-presi-
dent and general manager.

THREE SPOTS DAILY-
ONE NIGHT TIME
FOR A YEAR.

WMBG has run four spots daily for one
client for a year this month. The contract is be-
ing renewed for another year; and additional
time is also being negotiated for.

Why? Because WMBG got results.

WMBG offers you the Red Network audi-
ence—5000 watts daytime—1000 watts night
and equal density of coverage at lower rates.
Before you buy—get the WMBG story.

Good News!

JOHN B. HUGHES
FULTON LEWIS
RAYMOND GRAM SWING
BERCOVICI
B. B. C.
WNOE
New Orleans' Greatest Radio Value
A Mutual Affiliate

BROADCASTING • Broadcast Advertising
September 29, 1941 • Page 71
But It Takes RADIO ATTENTION To Sell RADIO TIME!

SELLING your station and your market takes a special brand of attention. And it takes a specialized magazine to provide it. That's where BROADCASTING comes in. Here's the magazine that thinks Radio and talks Radio 100% of the time. Consequently, its readers are Radiominded...every last one of them. Small wonder 85% of BROADCASTING's advertisers renew. Small wonder it pays to advertise in BROADCASTING.

They're Radio-Minded when they read BROADCASTING
LOOK OUT, GENE! This is the kayo punch L. B. Wilson floored them with at Oxford, or Harvard, or wherever he got his schooling. Obviously awed at the awful stance is Lieut. Comdr. Gene Tunney, ex-heavyweight champ, now in the Navy. Comdr. Tunney was in Cincinnati hunting physical instructors, and L. B., head of WCKY, swapped tales with Gene about their boxing careers.

BUCK FROM DON LEE
Real Folding Money Stuck
-On Net Brochure-

FEATURE of a promotion campaign by Don Lee Broadcasting System among advertisers and agencies is a brochure with a one-dollar bill (the real thing, too) affixed to the cover, which Don Lee couples with his pitch to the trade. An invitation, "Feel this ... feels good, doesn't it?" supplemented by a further urging, "Go ahead, take it. Don't be bashful," is inscribed on the cover. Inside the folder elaborates on the dollar bill by stating there are lots more of the dollars available—1,558,484,000 of them, as a matter of fact.

Attached to the piece is a 36 x 18 inch panoramic map of the Pacific Coast, listing the entire Don Lee Broadcasting System, the key to the 1,558,484,000 dollar bills. Several figures citing Don Lee coverage as shown in recent Hooper surveys are incorporated throughout the brochure.

WATKINS SYNDICATE is offering newspapers a six-week column written by Kate Smith. Columns, about 600 words each, will be patterned on Miss Smith's moonday broadcasts, Kate Smith Speaks, CTB, for General Foods. One-year contract between Miss Smith and Watkins was set by Bill Masonry of Ted Collins Corp.

FM with Simplified CIRCUIT DESIGN
GENERAL ELECTRIC 1941

ONDONANSBUY CHA-GOBE IN HARTFORD

Test of Street Program Draws a Good Response
-And Soon the Sales Start Rolling-

By E. S. CHURCHILL
Sales Manager
Cha-GoBe Co., Hartford

IT WAS a balmy August afternoon, and Jules Pinsky of the Cha-GoBe Co., Weeks Co., our advertising agency, and I were going over the sales records. Sales were satisfactory—whipped the hat gotten distribution and released some newspaper advertising, we had sold Cha-GoBe Nasal Filters, and the public, we knew, was very encouraging. Reports from hay fever sufferers using our little filter were very encouraging.

But we hadn't tried radio and we fell to discussing the idea of playing around with it. We decided we'd try the Hartford area, because we were pretty solidly established there, and we had good distribution in drug and department stores.

Street Interviews

Mr. Pinsky suggested that we buy Hartford Speaks on WTHT on a one-shot basis. It seemed like the right time, when there was one time radio advertising might click. It has two well-known local radio personalities, and the program's sponsor, Fred Bieber, stopping passerbys and asking them their opinions on topics such as the air in five years, now it has built a good sized listening audience, and has sold everything from soap to shaving cream.

WTHT is a local, so we thought we could concentrate on listeners in Hartford proper, and refer them to stores in the Hartford Metropolitan district. Here's what happened:

Our first broadcast was Aug. 18, 12:30-12:45 p.m. We tried to make the program sound as non-commercial as possible, even though it was loaded with commercials. We felt that anyone who was at all interested in hay fever would listen to the program, no matter how many times Cha-GoBe plugs were introduced.

The first program started with a commercial, telling of Cha-GoBe as a blessing in no disguise to all those who suffer from hay fever. In the middle of the program I made my radio debut in which I was introduced, much as though I was just another passersby except that I was introduced as representing the sponsor.

I told that I was interested in Cha-GoBe from an humanitarian angle. I then went on to relate how I had first become interested in the Cha-GoBe filter by the simple process of having it recommended to me, buying one, and having my personal hay fever symptoms disappear almost overnight; how I had sought out the individual so thinking him a prospect for life insurance, and found him in need of help in getting Cha-GoBe, where the public health financial backer had also been "sold" by his own hay fever stopped by Cha-GoBe. This program, among other commercials introduced our pet little trick phrase "From now on, whenever you hear a sneeze, don't say Ge-
sunheit, say Cha-GoBe," and then went on to point out how simple, effective, and you-don't-even-know-you're-wearing-it the Cha-GoBe is.

And the Response

That first broadcast was on a Monday when the department stores were closed, so we waited, and held: "Many drug stores reported people stopping by and asking to look at the Cha-GoBe; G. Fox & Co. reported 70% of their sales within four weeks were to people who spoke of the broadcast. (And they had just featured our product in an ad costing almost as much as we paid for our radio spot.) Several stores which had never stocked Cha-GoBe phoned in orders. Sissons Drug, principal Hartford wholesaler, was rushed with orders from small drugstores throughout the area.

We had definite proof that our radio advertising had paid for itself several times over, so we came back for more. Our sales were definitely up, indefinitely attributable to the program. Results from the radio advertising were definitely more instantaneous than from the newspaper ads. Dealers in outlying towns became interested. With our seasonal product, we had to have an advertising medium that would produce results on an immediate basis—and radio proved to be it. We bought Hartford Speaks on a one-time trial basis, and it proved a good investment for four programs. It proved that the program already had an established listening audience, that they could be sold by one day's commercials, and that the audience would buy if they were sold on a product.

General Foods Serial

GENERAL FOODS Corp., New York, is bringing back to the air the serial featuring "Girl Marriage," previously heard on CBS sponsored by Prudential Insurance Co. of America. Program will be heard on NBC-Red at 5-5:15 p.m., Monday through Friday, beginning Sept. 29, replacing Home of the Brave. For the first month the program will advertise Swanson's Flour and Calumet Baking Powder, advertising for which is handled by Young & Rubicam, New York. On Nov. 1, Bakers Chocolate will also be advertised on the program, which will then plug the chocolate on Mondays, Wednesdays and Fridays and the other products on Tuesdays and Thursdays. Benton & Bowles, New York, agency for Bakers Chocolate, will handle production of the program, as it did when it was on for Prudential, whose advertising is also handled by Benton & Bowles.

In Radio, too, it's better to be Lower

which is starting Sept. 29, 9:30-10 p.m., on behalf of the Treasury's Defense Savings Drive, will feature a policy of encouraging young composers to submit new songs for recognition on the broadcasts. Each week, Dr. Frank Black, musical director, and Frank Hummert, producer, select a new composition of some new composer. The Sept. 29 program featured "My Love," written by Dick Uhl, a 22-year-old soldier at Fort Jackson, S. C.

Which reminds us that a low frequency station has plenty to be thankful for, too. The lower the frequency the longer the wavelength; the longer the wavelength the stronger the signal. WMCA has New York's lowest frequency (370 kc.) with enough power (5000 watts) to reach 12,500,000 people economically. Why be giraffe when you can be a lion?

WMCA
FIRST ON NEW YORK'S DIAL

September 29, 1941 • Page 73
membership of network owned or operated stations.

When this discussion began, Mr. Fly left the rostrum. Mr. Craney, who had fostered an independent trade association, charging NAB was no longer capable of prioritizing, opened the discussion. He said he thought NIB was sufficiently flexible to serve as the basis for the new trade group, devoid of network influence.

He paid tribute to Mr. Lafount, Edwin M. Spence, NIB managing director and former NAB secretary-treasurer, Andrew W. Bennett, NIB general counsel; Edward A. Allen, vice-president, and Lloyd C. Thomas, secretary-treasurer, for keeping NIB together during the last seven years. (All these officers, under the reorganization, retain their offices until the new slate and organization is completed.)

Mr. Craney suggested there be a managing director in lieu of a paid president, as well as delegate groups from 48 States, with first and second alternates. Broadcasters and members would have to do the "chores," he said, and not retain an elaborate expensive staff in Washington.

Should Be Flexible

He said he felt there should be no salesmen, announcers or program directors in NIB, but only representatives of ownership, who can "get things done." It should be a flexible organization, with no frills and no politics, he urged.

A motion by Art Westlund, KRE, Berkeley, Cal., that a committee be appointed to write a reorganization resolution, finally carried, but only after considerable debate. Gregory Gentling, KROC, Rochester, Minn., wanted to know about all the "war claims," and injected copy into the discussion, declaring the music fight had been won, but now the effort was to get the money out of it. He argued the music fight was won because the "networks went into it," recalling that past battles had been lost, evidently because the networks were not leading the procession.

Mr. Gentling said it was his view that "we want NAB, but we want it with a club, with representation and with changes." He suggested that the move should be to change the NAB organization where "we think it isn't right, instead of tearing it down." Calling it a good organization, he urged that the correct thing be to make it take "knock out the networks from membership if that's the reason for present attitude."

Vice-President Allen disagreed that the music battle had been won, and disclaimed that any NIB officer had recommended "tearing down NAB." He said, "They don't have to because it's going to fall of its own weight." He charged NAB did not represent independent stations, citing a purported revision of the NAB's ABC of Radio, which he said he deplored as "prioritizing to network broadcasting and none to independent stations."

"I'm going to leave NAB regardless of what happens here," he said. He declared the industry needs a representation "rather than any time in its history," and that he would not continue paying dues to an organization that is "cutting my own throat."

Cisler's AFM Dealings

Offering what he described as a "Prop 9 in the wool contest," S. A. Cisler, WGRG, Louisville, told of his dealing a fortnight ago [BROADCASTING, Sept. 22] with James C. Petrillo, AFM president, which avoided the likelihood of union musicians at all MBS stations. Predicting that the networks "will not stand behind you," Mr. Cisler said the Petrillo had stated that every dollar radio spends for musicians three or four dollars are lost on transcriptions and phonograph records. The AFM meeting in Chicago Sept. 30 will go into the "canned music" question again, he said, and predicted that unless steps are taken, "we're going to pay higher rates for music instead of for ASCAP."

MBS, Mr. Cisler said, had planned to drop his station from the network, in spite of possible contract infraction, if an accord had not been reached with AFM. Petrillo, he said, is "going to make the rounds, and the showdown may be with you." He said that he felt NIB is a "legitimate instrument" to operate in this proposition.

Again posing the question of reorganization, Mr. Lafount told of NAB's past attainments, and recited the problems ahead in national negotiations, contract priorities, and free Government time. The latter, he said that if the Government paid for programs, he wouldn't mind the proposed franchise tax, but the two combined are confiscatory.

Declaring he asked no station to "leave NAB," he said that the problems of independent stations would be such as to require action, free from network considerations.

"My problems are not the same as NBC or CBS," he declared. "In NIB we can accomplish a great deal for a small amount. We do not need an organization as elaborate as NAB. We can cooperate with all Government agencies, such as the FCC, Congressional committees, the Department of Justice and the FTC and receive consideration."

With the discussion concluded, the motion to name a reorganization committee was made unanimously. Named were Art Westlund, KRE, Berkeley, Cal., chairman; Erby Craney, KX1G, Butte; Rayburn Rose, WLJ, Bowling Green; A. A. F. Fletcher, WRAL, Raleigh; C. J. Lannier, WEMP, Milwaukee; H. J. Brennan, WJAS-KV, Pittsburgh; Hope Barroll, WPLJ, Chicago; Messers. Cisler and Stanley Hubbard, KSTP, also appointed, withdrew their names.

The resolutions committee comprised Vice-President Allen, chairman; T. S. Sykes, KFFY, Spokane; Ralph Atlass, WJJD-WIND, Chicago; S. A. Cisler, WGRG, Louisville; Ralph R. Brunton, KJBS, San Francisco. Arthur B. Chubb, who had his nomination withdrawn.

A nominating committee for new officers was also named by President Lafount, but because of the nature of the reorganization resolution, setting the date for the planning session for not later than Nov. 18, the committee did not meet.

Not "Engineered"

Joe V. Carrigan, KWFT, Wichita Falls, Tex., informed whether the convention was being "engineered" by any group, to which President Lafount replied that it represented the broadcasters only and that no transcription company, music publisher or any other offshoot of broadcasting can become a voting member.

Mr. Hubbard, in winding up the session on reorganization, criticized the NAB for not taking part in the industry fights. He said he had opposed naming Mr. Miller "at least a year." He said he "worked hard for his money." He urged the association promptly to retain Mr. Loucks to draw up new bylaws for NIB, asserting he reorganized the NAB twice and could do the same job for NIB.

Carnation's 500th

THE 500th BROADCAST of the Carnation Contested program on NBC Red, Monday, 10-10.30 p.m., will be celebrated Sept. 29 in honor of the occasion Maestro Percy Faith and his orchestra, listeners with Carnation's Saturday-night, 11-thesthesia, will present some of the music which has been so popular during the history of the program, sponsored by the Carnation Co., Milwaukee, since its inception, Jan. 5, 1922.

HOMER OWEN GRIFFITH, Hollywood station representative, has been appointed West Coast director of the representative of WFEN, Philadelphia; WINN. Louisville; KWJJ, Portland, Ore.; KQX, Wenatchee, Wash.

Story of the convention (Continued from page 8)
Radio - Film Probe May Lack Funds

Senator Lucas May Withhold Approval of Vouchers

FURTHER complicating the much-maligned inquiry of a subcommittee of the Senate Interstate Commerce Committee into the alleged use of movies and radio as pro-war propaganda vehicles, Senator Scott Lucas (D-Ill.), chairman of the Senate Audit & Control Committee, indicated to Broadcasting last Friday that he would approve no expense vouchers for the subcommittee until the hearings had concluded and he had some idea of just what figure the total cost might reach.

The situation came to light Sept. 21 when Chairman Lucas indicated that expense vouchers entered by Subcommittee Chairman D. Worth Clark (D-Iowa), covering the appearances of Jimmie Fidler and George Fisher, movie gossip columnists and commentators [Broadcasting, Sept. 22], would not be immediately approved. Mr. Fisher turned in a bill for $287.54 and Mr. Fisher one for $264.50, which were understood to cover airplane travel expenses between Hollywood and Washington.

Viewed as Illegal

Asserting the subcommittee inquiry was "violating the spirit, if not the letter, of Senate procedure", Chairman Lucas pointed out to Broadcasting he was on notice that the hearings are illegal, since they have not been directly authorized or approved by the Senate or even the full Senate Interstate Commerce Committee. He observed that under Senate rules, a subcommittee must present a resolution to the Audit & Control Committee for a specific amount, which was not done by Chairman Clark.

The movie phase of the inquiry is scheduled to continue until well into October, after which radio executives and commentators probably will be called.

Schwartz Heads WOSH

RAY SCHWARTZ, formerly manager of KYSM, Mankato, Minn., has been appointed manager of the new WOSH, Oshkosh, Wis., effective Oct. 15, as announced by Howard H. Wilson, station owner. Station is expected to be on the air the latter part of the year. Mr. Schwartz will be succeeded at KYSM by John Meagher, commercial manager for the past two years.

CHIEF OF STAFF of the Canadian Army, Major Gen. Crearar, is interviewed by Bakshage, NBC Washington commentator, who went to Ottawa to get a first hand account of the Canadian war effort. While in the Dominion, Bakshage made a guest appearance over the CBC giving a background of happenings in our Nation’s Capital for Canadians.

ABTU-CBS Arbitration Seen

(Continued from page 18)

for the discussion of wages, hours and traveling expenses at this time or at any time prior to the expiration of the contract in 1942. They added that in the conversations, CBS executives made no mention of the national emergency but asked that the contract be extended another year to conform to that of NBC with its technical employees.

Outsmarter, Says Union

The ABTU stand is that every offer made by the CBS officials during the negotiations was made in a way that made it unacceptable to the union. The first CBS offer, according to ABTU, was for a 4½% increase for the three metropolitan stations and a 8/10 of 1% increase for the others, acceptance of which would have resulted in a split in the union ranks.

Union members also charge CBS with having no intention of negotiating honestly from the start, pointing out that in the first few minutes of conversation Mr. Atlass suggested that ABTU ask for arbitration to start with instead of wasting time in negotiations.

Reviewing the past history of the contract, union spokesmen explained that in 1938 neither side asked for any revision. In 1939, they said, the union withdrew its demands after CBS had explained they were then negotiating with the American Federation of Musicians who were asking for a large increase and that if ABTU would stay put then their proposals would get favorable consideration the following year. In 1940, CBS said that expansion in television, shortwave broadcasting and building of new transmitters has cost so much it could afford no increases for engineers, and again the union withdrew, it reports.

Expressing the feeling that they have in the past been out-smarted, the ABTU men stated they now are willing to stand by their demands for wage increases and other considerations. Technicians are the lowest paid of the networks’ skilled employees, they stated, with an average wage of approximately $70 weekly, compared to average wages of more than $100 per week for announcers and similar or higher averages for sound effects men and producers. The 16% increase cited by Mr. Runyon is due to continuous service, they explained, and not to the increased cost of living.

Indicative of its willingness to cooperate in national defense, ABTU cites its ruling that continues the dues of members inducted into the armed services by spreading them over the remaining membership.

ABTU reports it has signed a contract with WINS, New York, retroactive to July 28, calling for increases for the station’s technical staff and the other standard ABTU provisions. Negotiations are in progress for similar contracts with WBXN, Brooklyn, and WPAF, Paterson, N. J., according to ABTU.

Gets WEAF-WJZ Post

ROBERT L. HUTTON Jr., in charge of publicity and sales promotion of WCCO, Minneapolis, and formerly on the copy staff of BBDO, New York, has been appointed sales promotion director of WEAF and WJZ, NBC’s key stations in New York. In his new position Mr. Hutton will work under the general supervision of William C. Roux, director of sales promotion of NBC’s spot and local sales department.
DECISIONS

SEPTEMBER 20 TO SEPTEMBER 26 INCLUSIVE

MISCELLANEOUS—NEW, Midwest Radio Corp., Utica, N. Y., granted petition amended to charge and to take deposits for New York station KEVR, 11-6-41; NEW, Greater Boston Broadcasting Co., Inc., Newton, Mass., granted ARRC’s application for a modification of order to take deposits for city of Boston station WBZ, 11-6-41; NEW, Greater Boston Broadcasting Co., Inc., Newton, Mass., granted ARRC’s application for a modification of order to take deposits for city of Boston station WGBH, 11-6-41; NEW, Texas Star Broadcasting Co. and Greater Boston Broadcasting Co., Inc., granted ARRC’s application for a modification of order to take deposits for station in Harrisburg, Pa., KMEP. Beverly Hills, Cal., granted petition intervention application for Greater Boston Broadcasting Co., Inc., Newton, Mass., granted ARRC’s application for a modification of order to take deposits for city of Boston station WGBH, 11-6-41; NEW, Burlington Craighead, Batte, Mont., granted ARRC’s application for a modification of order to take deposits for city of Chicago station WBBM, 11-6-41; NEW, Texaco Broadcasting Co., New York, N. Y., transferred Charlotte, N. C., station WAXU to Richmond, Va., to WDRY, Richmond, Va., for additional time. NEW, KMEP Broadcasting Co., Beverly Hills, Cal.,—Authority transfer control from executives estate of Don Lee to Don Lee Broadcasting System.

SEPTEMBER 25

NEW, John & Marcia Arrington, Roanoke, Va.—CP new station 1240 kc 250 w uninstalled.

WWW, Pittsburgh—Amend application to CP to increase 5 kw with directional changes.

WFCN, Forrestville, N. C.—Modification license change 1450 kc 110 kw uninstalled.

Tentative Calendar . . .

NEW, High Point Broadcasting Co., High Point, N. C.; CP of station 1240 kc for 30 days. NEW, Ralph L. Lewis Greensboro, N. C., and Regional antennas, Transcript, 11-1; NEW, Shrewsbury, J., license renewal (Oct. 7).

Decisions

APPLICATIONS

SEPTEMBER 20

NEW, Commercial Radio & Equipment Co., Kansas City, Mo.— Granted CP new FM station 107.9 mc Class A.


SEPTEMBER 23

NEW, WJLS, Beckley, W. Va.—CP new station 1240 kc 250 w new.

NEW, Little Rock Broadcasting Co.—Modification license change 1450 kc 110 kw change proposed transmitter.

NEW, Kansas City Broadcasting Co.—Modification license change 1450 kc 110 kw change proposed transmitter.

NEW, St. Joseph, Mo., granted motion continue KWX appeal to 11-15; 42.

MISCELLANEOUS—W.O.W., Fort Wayne, Ind., and WUXI, Des Moines, low power license to 11-8-41; NEW, Ralph L. Lewis Greensboro, N. C., granted license to station WAXU on its new transmitter, consolidated hearing with appeal, Hennessy Broadcasting Co., Buffalo, N. Y., for 30 days. Weather Radio Int., Texas Star Broadcasting Co., and Greater Boston Broadcasting Co., Inc., granted ARRC’s application for a modification of order to take deposits for station in Harrisburg, Pa., KMEP. Beverly Hills, Cal., granted petition intervention application for Greater Boston Broadcasting Co., Inc., Newton, Mass., granted ARRC’s application for a modification of order to take deposits for city of Boston station WGBH, 11-6-41; NEW, Burlington Craighead, Batte, Mont., granted ARRC’s application for a modification of order to take deposits for city of Chicago station WBBM, 11-6-41; NEW, Texaco Broadcasting Co., New York, N. Y., transferred Charlotte, N. C., station WAXU to Richmond, Va., to WDRY, Richmond, Va., for additional time. NEW, KMEP Broadcasting Co., Beverly Hills, Cal.,—Authority transfer control from executives estate of Don Lee to Don Lee Broadcasting System.

SEPTEMBER 24

NEW, WJLS, Beckley, W. Va.—CP new station 1240 kc 250 w new.

NEW, Little Rock Broadcasting Co.—Modification license change 1450 kc 110 kw change proposed transmitter.

NEW, Kansas City Broadcasting Co.—Modification license change 1450 kc 110 kw change proposed transmitter.

NEW, St. Joseph, Mo., granted motion continue KWX appeal to 11-15; 42.

Applications

SEPTEMBER 28

NEW, WKAL Inc., Kalamazoo, Mich.—Amendment application CP new station 1250 kc 250 w new.

NEW, Suneehanna Broadcasting Co., Ya-Pa, Penn., granted amendment to CP new station 900 kc 1 kw D.

NEW, Tar Heel Broadcasting Co., Inc., Washington, N. C.—CP new station 900 kc 1 kw D.

NEW, Albert R. and Robert A. Drabell, Jacksonville, Mo.—CP new station 900 kc 1 kw D.

NEW, WBCU, lhama, N. Y.—CP new station 1240 kc 250 w.

NEW, WJLS, Beckley, W. Va.—CP new station 1240 kc 250 w.

NEW, Little Rock Broadcasting Co.—Modification license change 1450 kc 110 kw change proposed transmitter.

NEW, Kansas City Broadcasting Co.—Modification license change 1450 kc 110 kw change proposed transmitter.

NEW, St. Joseph, Mo., granted motion continue KWX appeal to 11-15; 42.

Atlantic Televises Football

Night Game Included in Commercial Schedule—Running Through Entire Season

N. W. AYER & SON, Philadelphia, and Atlantic Refining Co. are handling the first commercial television football schedule, starting with a night version of the Temple-Kansas game Sept. 26. The opener also marked the first televised night grid game, either sustaining or commercial, according to Ayer. The program will be broadcast from Philadelphia along with the Penn and the Eagles-Bears pro game Nov. 30 will be televised by Atlantic Commercial television in Philadelphia video station. Last year Atlantic televised football experimentally, and in the fall of 1940, commercials were inserted in and the fifth at the studios for pre-game lineups and commercials. A special antenna was used to carry signals from the relay station W3XP, to a receiver at the Philadelphia plant some distance away.

Atlantic accompanied the television picture-story with the running story by the regular announcer handling the football network, and the picture of field or crowd could be seen in which Atlantic promotion might be picked up.

Clear Channel Service is Explained in Booklet

A PROMOTION piece “Meet Mr. Big” has been published by Clear Channel Broadcasting Service, Washington, D. C., for the promotion of Robert Shollis is director. It is believed to be the first such project devoted solely to an explanation of clear channel broadcasting.

Cover illustration shows a lad with ear cocked to loudspeaker. Actually it was taken within an hour after the lad had heard radio for the first time. In seven pages the booklet tells the story of how 25 radio stations in the country do the big job of serving Rural America.

Treasury Discs

DESIGNED to promote the sale of Defense Bonds and Stamps, the Treasury Department last week announced that 30 new Treasury transcribed announcements dramatizing great moments of history for use during October. Copy ties in with activities of the Army, Navy and Marine Corps. Treasury also has released dramatized versions of Irving Berlin’s “Arms for the Love of America” and “The Ballad of the Leatherneck Corps.” The station files are delivered free to broadcasters by Bill Freeman and Curt Peterson, of Marschall & Pratt, with Charles J. Gilchrist supervising production for the Treasury.

AMERICAN TELEVISION SOCIETY will hold its first fall meeting on Thursday, Oct. 13, with Norman D. Watts, advertising agency president and producer of the Bloomberg-Huntington Hazardous Discovery series on WBN'T, and Myron Zobel, president of Telecast Productions, as speakers. Meetings will be held in the General Motors Bldg., New York.

CBS Sets Record in Station Move

A. B. CHAMBERLAIN, CBS chief engineer, and a crew of 40 last week set a new record in station moving, it is believed, when they relocated WCBX, CBS international station, from Wayne County, N. J., to Brentwood, Long Island, a distance of 90 miles, in less than 24 hours.

Beginning at 10:45 p.m. on Monday, when WCBX signed off, the moves started. The station’s equipment and packed it aboard trucks, while the five-ton transmitter itself was lowered one story to its truck.

At 5 a.m. the trucks were rolling through a dense fog, which didn’t help things any, but by 3:30 Tuesday afternoon they had brought the equipment through the fog and by the equally hazardous New York City traffic to Brentwood and had every piece of apparatus in place. At 8 that evening the transmitter was hooked up for testing and by 10 p.m. it was pronounced ready for operation. The regular CBS “Sixty Minutes” was resumed at 8 a.m. Wednesday.

At Brentwood, the 10,000-watt transmitter utilizes four directional antennas, three directed to Latin America and one toward Europe, with two more antennas expected to be ready for service within a few weeks. Meanwhile the new WABC transmitter on Little Pea Island in Long Island Sound is scheduled to make its debut Oct. 18.

Seek Roanoke Local

THE husband-and-wife team of John and Mrs. Allen Carrington, who obtained a construction permit from the FCC last spring for a new station in Roanoke, Va., have applied for a 250-watt fulltime station on 1240 kc. in Roanoke, which now has a regional WDBJ (5,000 watts on 960 kc.) and a local WSXW (250 watts on 1440 kc.), the latter part owned by the operators themselves. The Arringtons formerly operated WCHV, Charlotteville, Va.
Network Accounts
All time EST unless otherwise indicated.

New Business
JUSTIN BOOT & SHOE Co., Fort Worth, on Sept. 28 started on 6:00 to 7:00 Texas & the Southwest on 4 Lone Star stations (KXGC, KXIL, KTXA, KTVN) in Sun Prairie, Wis. Agency: Evans & LeMay, Fort Worth.

WILLIAM R. WARNER Co., New York (Stout's Linament), on Oct. 10 resumes Gang Busters on 19 NBC Blue stations. Fri. 9:45 to 10:00 p.m.; Sun. 9:45 to 10:00 p.m. Agency: Toots Toots, Inc., Chicago.

MARROW'S Inc., Los Angeles (Mar- O-Oil shampoo), on Sept. 25 renewed for 12 weeks Hollywood Whispers, on 70 MBS stations, Sun., 5:15-6:00 p.m.; and 2:15-3:00 p.m. (EST), with West Coast repeat 1:45-2:30 p.m. (PST). Agency: Hays MacFarland & Co., Chicago.

Renewal Accounts
AMERICAN CHICLO Co., Lour Island, N. Y., on Sept. 30 renews for 10 weeks By the Way, with Bill Riley, on 6 CBS Pacific Coast stations, Thu., 7:00-7:30 p.m. (PST). Agency: Badger, Brownlow & Hersey, N. Y.

GENERAL FOODS CORP., New York (Peet's Baking Powder, Swansdown Cake Flour, Diamond Crystal Salt) reviews at Smith Speaks on 75 CBS stations Monday through Friday 12-12:30 a.m. Agencies: Peet & Bowles, Young & Rubicam, N. Y. (Swansdown).

PET MILK SALES Corp., St. Louis (Pet and Irritated milk), on Sept. 23 renews for 62 weeks Saturday Night Serenade on 15 CBS stations, Sat. 9:45-10:15 p.m., and Mary Lee Taylor on 6 CBS stations, Tues. and Thurs. 11:15-11:45 a.m., broadcast 1:45-2:15 p.m. Agency: Gardner Adv. Co., St. Louis.

WASHINGTON, D.C.

Duos from Harlem
FOR THE FIRST TIME in over 18 years of depicting the characters Amos 'n' Andy and their friends in a mythical Harlem, F r e e m a n (Amos) Godsen and Charles (Andy) Correll will actually originate a program from there. Since it might be impossible for them to rush back to CBS studios in New York for their 11 p.m. broadcast to the Coast after attending the Joe-Louis-Lou-Nova fight at the Polo Grounds, the N. Y. Giants Ball Club came to the rescue by offering a ticket-storeroom for broadcast use. CBS engineers have installed sound proofing with the necessary engineering equipment and on Sept. 29 the broadcast for Campbell Soup will come from heart of Harlem, site of the Polo Grounds.

TEXAS Co., New York (Texasco) on Oct. 3 for the 1941-42 season Texasco Star Theatre with Fred Allen on 54 CBS stations Wed., 9:30 p.m. with West Coast repeat at midnight. Agency: Buchanan Co., N. Y.

GENERAL FOODS Corp., New York (Maxwell House Coffee), on Sept. 25 renewed for 52 weeks Kate Hopkins on 56 CBS stations, Mon., thru Fri., 3:05-3:30 p.m. (PST). Agency: Bowles & Bowles, N. Y.


Network Changes
GENERAL FOODS Corp., New York (Swansdown, Calumet, Bakers Chocolate), on Sept. 29 replace Home of the Brave with When a Girl Marries on 4 NBC-Red stations, Mon. thru Fri., 5:50-6:15 p.m. Agencies: Young & Rubicam, N. Y., for Swansdown and Calumet; Bowles & Bowles, N. Y., for Bakers Chocolate.

Imagery
Mr. Knowlson is appointed Deputy Priorities Chief
J. S. KNOWLSON, president and chairman of the board of Stewart-Warner Corp. and since Jan. 1940, president of RMA, last Tuesday was named OPM deputy director of the New York office and chief aide to Donald M. Nelson, director of the OPM's radio priorities activities. Resigning as RMA president several days before his appointment was announced, he has been succeeded by Paul V. Galvin, president of Galvin Mfg. Co., Chicago, who on Sept. 18 was named acting president by the RMA executive committee.

Mr. Knowlson, one of the best known figures in the radio manufacturing field, succeeded Thomas E. McCabe with OPM. Mr. McCabe has been transferred to the staff of the Land-Lease Administrator Edward R. Stettinius Jr. A successor to Mr. Knowlson's RMA post has not been named but will be chosen formally by the RMA board of directors next month.

Knowlson was appointed deputy priorities chief on Saturday, Sept. 19, 1942. He had been RMA president since 1939 and previous to that had been vice president and chief executive officer of the company.

ROPY THEATRE, New York, from Sept. 29 to Oct. 5, is carrying a campaign of 5 to 6 40-word announcements to promote the picture, "A Yank in the R.A.F." on the following New York stations: WOR WMAA WHEN WABC WHEN WINF WOR WELLS. Agency is Kayton-Spiro, New York.

ROX Run, 10:00 p.m., CBS. Agency: Ruitz Rhodines & Co., San Francisco.

E. R. SQUIBB & SONS, New York, on Sept. 29 adds KNX. Monday thru Friday, 8:15-9:00 p.m. (EST), contestants in NFL San Francisco games. Agency: Geier, Cornell & Newell, N. Y.

WELCH GRAPE JUICE Co., Westfield, N. J., on Oct. 8 shifts World's Fair featured Irene Rich, from a split on 3 NBC-Red stations to 2 Blue stations, Sun. 9:30-10:45 p.m. (EST), with West Coast repeat transmitted 9:30-11:00 p.m. (PST). Agency: H. W. Kastor & Sons, Chicago.

MENNEN Co., Newark (shaving products), on Sept. 26 adds 8 stations to Capt. Flint & Sag. Quiet, making a total of 54 NBC-Blue stations, Sun., Thurs., 7:30-8:00 p.m. Agency: Rusk M. Seeds Co., N. Y.

AMERICAN TELEPHONE & TELEGRAPH Co., New York (Business), starting Sept. 29 will rebroadcast The Telephone Hour on 25 NBC-Red stations, Mon. 5:30-6:00 p.m. Agency: W. A. Ayer & Son, N. Y.


MILES LABS, Elkhart (Alka-Seltzer and One-A-Day vitamin), on Sept. 29 adds a rebroadcast of News of the World via transcription to 7 NBC-Pacifie Blue stations, mon. thru Thurs., 7:00-7:45 p.m. (EST) to 12 NBC-Red stations, 11:00-11:45 p.m. (PST). Agency: Evans & LeMay, Fort Worth.

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

Hotel Jefferson

KWHK
SHREVEPORT LOUISIANA

Dominant Coverage in the Central Southwest

Branham Co. - Representatives

50,000 WATTS - CBS
425,683 Listening Families*

U.R. gives you...
"THE WORLD'S BEST COVERAGE OF THE WORLD'S BIGGEST NEWS"

Columbia's Station for the SOUTHWEST

KFH
WICHITA KANSAS

Call Any Edward Petry Office.

September 29, 1941 - Page 77

Broadcast Advertising
BRISTOL-MYERS Co., New York (Sal Hepatica, Mum, Vitalia, Ipana, Ingram shaving cream), one of the most extensive users of Latin American radio among American advertisers, recently added four-quarter-hour AP newscasts in Spanish seven days a week, on XEW, Mexico City, making a total of 46 such programs sponsored by the company in 17 of 20 Latin American countries. In addition B-M is sponsoring musical and other programs on 36 stations in four of the countries. Programs are transmitted on long, medium and short waves.

After testing a newscast in Spanish three years ago on WKQA, San Juan, Puerto Rico, B-Mid saw the possibilities of this type of program to sell its products. "After that one test," says J. J. Clarey, foreign advertising manager of the company, "we were convinced that radio could sell products in the Latin American market. We chose newscasts because we found them to be universally acceptable and most appealing to a maximum audience in each country." B-Mid is convinced that its newscast will have been added now a total of nine stations all along the line until the present total have been reached [see article by Mr. Clarey on page 30].

All But Five
All Latin American countries except Nicaragua, Uruguay, Paraguay, Argentina and Colombia carry B-M news programs. Of the 83 stations airing all types of B-M programs on the long, medium and short waves, 15 have them in Portuguese, one in English, with the remainder using Spanish.

B-M relies only on American news services for its source of news. The company used to supply stations with AP, UP, INS or Transradio Press news:

1. Specially prepared by local offices in South America of the American news services. UP, through its local offices prepares specially packaged 15-minute news programs for PRES, Rio de Janeiro; PRB9, San Paulo, Brazil; H-CAJ, Guayaquil, Ecuador, and OAXA4, Lima, Peru. AP does the same for XEW and XEWW, Mexico City.

2. Rebroadcast of shortwave news reported by the news department of WLWO, Crosley shortwave station in Cincinnati. These shortwave broadcasts are picked up by XWQC, San Juan; H-RRN, Tegucigalpa, Honduras, and TGW, TGWB, TGWC, Guatemala City and rebroadcast on the three wavelengths.

Purchases of news through local radio stations which have access to American news services. This method is used in the greatest number of cities.

Satellite programs are quarter-hour summaries, except in Cuba where there are daily five-minute spots.

Using a program of Spanish music as far back as 1927, when it sponsored the Ipana Troubadors on a station in Cuba, B-M is now sponsoring such programs on 36 stations in Argentina, Colombia, Cuba and Mexico. In Argentina, Musical Quiz, a Spanish programs following the quiz pattern, broadcast on a seven-station hookup of the El Mundo network, has drawn responses from as many as 20,000 contestees for a single program, Mr. Clarey stated.

Other Campaigns
In Colombia 14 stations are airing live and transcribed musical programs for B-M as are 16 stations in Cuba. In Mexico City, the company has two 15-minute musical programs daily, featuring classical and semi-classical music on XELA and an amateur hour which has been on XEW for the last six years and is one of Mexico's most popular programs, according to Mr. Clarey, and broadcasts of prize fights every Saturday night and a dramatic hour every Wednesday night on XEW.

WKQA, San Juan, which was the testing ground for Latin American programs by B-M, now airs three Spanish news programs weekly and a six-time weekly sports program, as well as a Monday-through-Saturday newscast in English, intended for American soldiers and English-speaking residents stationed in Puerto Rico.

Transcriptions Too
At one time Bristol-Myers used live and transcribed spots extensively in Latin America, but has replaced announcements with these other types of programs in the last few years though the company still places them on a few small stations in Brazil.


**Shell Football in N. Y.**

SHELL OIL Co., New York, starting Oct. 4 will sponsor all the home and away games of New York Giants, Philadelphia Eagles, sports editor of the New York Daily News furnishing the color. Of this type, in addition, there are two: on Mondays, from 9:30-9:45 p.m. (PST). This is the firm's first purchase of network time. Contract is for 52 weeks, with an option. The firm's first purchase of network time. Contract is for 52 weeks, with an option.

**Acts of Kindness**

In making its argument, Esty cited to NBC its own rule against simultaneous broadcasts for competitive products. Lord & Thomas, however, leaped into the fray for its client, American Tobacco Co., sponsor of the Kyser Shows, by insisting that as users of this full-hour period for several years, they are entitled to first consideration and that if any program is moved from the seven stations which carry the Shell Football Party. In six of the seven cities there are no Red networks and in the seventh, the same station is available with either network.

Meanwhile, announcement that Dr. Miles Labs. had purchased the 5:30-6:45 p.m. spot, Monday, Tuesday, Thursday, Friday, for broadcast La & Abner for Alka-Seltzer brought a prompt protest from Blackett-Sample-Hummert on behalf of American Home Products, sponsor of Easy Aces on the Blue. Dr. Miles Labs. purchased the spot, Monday, Thursday, for Anacin. NBC's stand that the intervening program, Lowell Thomas for Sun Oil, provided a sufficient break between the two proprietary programs, failed to mollify B-S-H and its client, who notified NBC that unless the Alka-Seltzer show is moved they will withdraw from the Blue two daytime serials, John's Other Wife and Just Plain Bill, at the expiration of their contracts the end of December. Furthermore, the agency intimated it might also drop Orphans of Divorce and Honey Moon Hill, which with the other two serials fill the 3-4 p.m. hour on the Blue Monday through Friday.

**Fendrich's Test**

H. FENDRICH Inc., Evansville, Ind. (Charles Denby cigar), is testing radio with one-minute spot announcements three times weekly on an unspecified number of Western stations. Russel M. Seeds Co., Indianapolis, handles the account.
He is right in your own home, talking over the things that we're interested in.

And Mom—is always giving WLW a pat on the back. She gets a great kick out of Hal O'Halloran and Grandpappy Doolittle. Everybody on WLW seems so friendly she says. She listens to all the Women's programs.

There's another reason why we listen, too, but I can't explain it very well. Dad says it's because WLW is a Clear Channel Station. All I know about it is that you don't have to put up with a lot of static. WLW comes in good and clear even though we are 263 miles from Cincinnati.

And that...is the way we Martins feel about turning to '700' on the dial. WLW has for years done their level best to help a lot of us farm folks in Indiana, giving us the kind of programs we like, market and weather reports, news and a lot of swell evening entertainment, and believe you me, we appreciate it.”
Designed to Keep You Technically Up-to-the-Minute!

RCA TUBE PUBLICATIONS and ENGINEERING DATA

These RCA publications bring you the tube data and engineering help you need—when you need it—and in its most authentic and up-to-the-minute form. For years, RCA engineering has led the way, and these publications keep you fully abreast of modern tube design and application. They are available through your RCA Tube and Equipment Distributor, or may be ordered direct from RCA, Commercial Engineering Section, Harrison, N. J.

- **RCA GUIDE for TRANSMITTING TUBES**
  - Includes full details on RCA air-cooled transmitting tubes plus circuits and construction. Data on equipment of interest to experimenters, amateurs, and engineers. 50% larger. Fully illustrated. 72 pages. Net price, 25¢ each.

- **TT-100 TRANSMITTING TUBE BOOKLET**
  - This attractively illustrated publication shows at a glance the maximum ratings and typical operation conditions of the entire line of RCA Transmitting and Special-Purpose Tubes. Contains 16 pages. Single copies at no charge.

- **RCA HAM TIPS**
  - RCA’s newsy little publication devoted exclusively to the radio amateur. Jam-full of how-to-make-it articles, technical data, diagrams, transmitting tube advice, helpful hints. Fully illustrated. Issued seven or eight times a year. Your RCA Tube and Equipment distributor will be glad to supply you with it. Available at no charge.

- **RCA PHOTOTUBE BOOKLET**
  - Written by RCA engineers to give a clear understanding of phototube theory, construction, and operation. Complete with descriptive text, circuits, curves, and charted information. Booklet contains 16 pages. Single copies at no charge.

- **RCA INSTRUCTION BOOKLETS**
  - These booklets contain complete, authorized information on Radio’s finest line of Transmitting and Special-Purpose Tubes. They are included in the cartons with RCA Tubes, but bulletins on any tube type are available upon request. Single copies at no charge.

- **1275-B RECEIVING TUBE BOOKLET**
  - A handy guide for quick, easy reference. Includes the salient characteristics, socket connections, and a special classification index of the complete line of RCA Receiving Tube types. 16 pages. Single copies at no charge.

- **RC-14 RECEIVING TUBE MANUAL**
  - Now available with a 38-page supplement covering 99 additional receiving tube types and making the book a virtual encyclopedia, containing a total of 256 pages and covering 333 different receiving tube types. . . .
  - Net price, complete, 25¢

- **INSTRUCTION BOOKLETS**
  - These booklets contain complete, authorized information on Radio’s finest line of Transmitting and Special-Purpose Tubes. They are included in the cartons with RCA Tubes, but bulletins on any tube type are available upon request. Single copies at no charge.

- **HB-3 ALL TYPES TUBE HANDBOOK**
  - Convenient, loose-leaf data, curves, etc., on all RCA transmitting, receiving, cathode ray, television and special-purpose tubes, complete with attractive, durable binders. Available on subscription basis. Write RCA Commercial Engineering Section, Harrison, N. J., for descriptive folder and order form.

- **1275-B RECEIVING TUBE BOOKLET**
  - A handy guide for quick, easy reference. Includes the salient characteristics, socket connections, and a special classification index of the complete line of RCA Receiving Tube types. 16 pages. Single copies at no charge.