Last Week We Made These Statements

in full-page advertisements in the
New York Times, News, Mirror and Herald-Tribune

1 More WOR programs are heard today by more people than hear the programs of any other New York station.

2 Year after year—for more than 4 years—WOR has shown the greatest and most consistent audience growth of any station in Greater-New York.

3 Year after year, WOR has added more new listeners to its sports, news and general entertainment audiences than have been added by any other New York station.

Further facts and material supporting the statements made above will be gladly presented to interested agencies or their clients by WOR, at 1440 Broadway, in New York. Phone PE 6-8600.
13,000 at the Indiana State Fair  
12,000 at the Wisconsin State Fair  
7,000 at the Illinois State Fair

MORE than 32,000 people paid up to $1 apiece to see the WLS National Barn Dance broadcast this fall from three Mid-Western state fairs: Illinois, Wisconsin and Indiana.

These impressive figures were rung up in spite of the fact that the WLS National Barn Dance has been playing these three fairs annually for an aggregate of 20 years—10 years at Indiana, six years at Illinois and four years at Wisconsin. This is the same show that has played to almost 1,000,000 people in Chicago's Eighth Street Theater in the past nine and one-half years. Yet within 200 miles of Chicago, 32,000 interested people again turned out to see their favorites in these three state fair performances of the WLS National Barn Dance.

Here, then, is again evidence of the good will the people of Mid-West America have for WLS—a good will that extends to all the programs on the station and to the advertisers who sponsor them.
ACCEPTANCE—is Clearly Defined!

Applying the definition of "receiving what is offered with approbation" to The Yankee Network presents a correct and significant description of the most important reason for using these 19 key-market, hometown stations.

Acceptance of The Yankee Network has been built by consistent service to the communities day-by-day . . . year-by-year. As a result, each station is as much a part of the buying area it dominates as a pioneer citizen.

Add to this loyal listenership the complete coverage that's given, and it becomes obvious why more and more foresighted advertisers rate The Yankee Network's 19 stations as a "must" in selling prosperous New England by radio.

A letter or wire will bring you prompt information about this market . . . the network which covers it . . . and time available.

The Yankee Network, Inc.
21 Brookline Avenue, Boston, Massachusetts
Edward Petry & Co., Inc., Exclusive National Sales Representatives
Here's exactly what a high-ranking executive in one of the nation's largest meat-packing organizations recently said about KOIL 7-Point Plus Merchandising:

"We particularly appreciate that your 7-Point Plus Merchandising service continues week after week, without any special reminders or prodding from this end."

THAT 7-POINT PLUS MERCHANDISING STATION IN OMAHA, NEBRASKA.....

KOIL
DON SEARLE, GENERAL MANAGER
EDWARD PETRY & CO., NATIONAL REPR

Page 4 • October 6, 1941
The story of defense needs is being thoroughly told to the Middle West over WDAF. There is no defense bottleneck on WDAF.

Fifty-seven regular news broadcasts each week ... plus news bulletins when they break. Quality rather than repetitious quantity in news dissemination has made WDAF the accepted station for news dependability and news integrity in the Kansas City area.

Whether it's news, defense, charity, schools, churches—the community looks to WDAF ... and does not look in vain.
THE BEST "TEXAS STEER" IS KGKO!

Fort Worth and Dallas are statistically the second and fourth cities in Texas. From the standpoint of radio, however, they are one city—the largest in Texas by a margin of nearly 90,000 people. Because Station KGKO, with its transmitter only a few miles from the center of both cities, covers them both completely!

More than that, actual field intensity tests prove that KGKO, 5000 watts at 570 KC, has a 185-mile radius of daytime primary coverage—a larger primary daytime coverage than any other station in the Southwest, excepting only one nearby 50,000 watt! The third station, another 50,000 watt, has a calculated average radius actually less than KGKO's!

And more than that, the rates of KGKO average approximately one-half the rates of other major stations in this territory. In other words, KGKO is the best buy in Texas. Ask your Agency to ask the Colonel!

KGKO
FORT WORTH—DALLAS
NBC...5000 Watts...570 KC

FREE & PETERS, INC.

Pioneer Radio Station Representatives
Since May, 1932
ASCAP Approval Asked by Nets, NAB

Combined Drive Started to Obtain Acceptance of Pact; Affiliate Opposition Noted; BMI Future an Issue

WITH THE future existence of ASCAP held to be at stake, NBC and CBS, unqualifiedly backed by the NAB executive committee, last week combined in an effort to restore peace on the music front through acceptance of the new contract proffered ASCAP, already agreed to by the networks.

While it was generally conceded that dollar-wise, the ASCAP proposition is a "cheap deal" in contrast to demands of former years, there nevertheless was a strong undercurrent among affiliates against acceptance of the network rebate principle plus the repeatedly expressed view that details to the contrary, Broadcast Music Inc. would go by the boards as part of the transaction.

Wont Drop BMI

Both NBC and CBS, as well as NAB President Neville Miller, disclaimed any intention whatever of abandoning BMI, and while Mr. Miller said the millenium in copyright has not been achieved, he regarded the present agreements with ASCAP as a "step forward".

A new deadline of Oct. 15 has been set by CBS for return of the music to its network. NBC, however, is trying to effect the ASCAP renewal as expeditiously as possible, but did not specify a date.

The networks made no bones about their desire to restore ASCAP to their networks. Advertisers want the advantage of a greater selection of music, they insisted. Mr. Miller also reflected this view, in his own detailed analysis of the contracts sent to all broadcasters last Thursday, following the network letters dispatched "in a previous weekend.

Affiliate Response

NBC and CBS each reported receipt of a handful of wires and letters from affiliates, in large measure the 2%-of their revenue from network commercial programs so that ASCAP music might be brought back to the networks, at least.

At its Thursday board meeting, the ASCAP directorate voted to extend for another weekend its

on the radio contract situation, nor was the matter one for general discussion, according to informed sources, which report that most of the society's directors felt that since the contracts had been mailed out to network affiliates only the preceding weekend, the stations had not by Thursday sufficient time to study the lengthy documents. By next Thursday the situation will be different, however, and it was reported that if the networks cannot at that time show a satisfactory response, the ASCAP board may produce the fireworks which some had expected this last week.

Network executives agreed with ASCAP that no volume of answers, either favorable or unfavorable, could be expected in such a short time, but that this week should probably much tell the story. Such replies as that from Clarence Wheeler, vice-president of WHEC, Rochester, who last Tuesday wired CBS an enthusiastic acceptance, were bound to be the exception rather than the rule, they stated.

Both CBS and NBC, however, expressed the optimistic view that their affiliates would in the main sign up promptly and that ASCAP music would be back on these networks in the very near future, quite possibly by Oct. 15.

Wheeler's Support

Mr. Wheeler's wire, addressed to Edward Klauber, CBS executive vice-president, read: "Have read your letter of Sept. 27 thoroughly and am sending you signed copies of agreement between WHEC and CBS. I have followed the negotiations from the beginning and feel that all parties are to be congratulated.

President May Name Durr to FCC Post

Clifford J. Durr

Alabaman's Name Slated For Place Vacant Since June

BARRING unforeseen developments, President Roosevelt will name Clifford J. Durr, top-flight New Deal attorney, to the vacancy on the FCC that has existed since last June 30.

At a press conference last Friday, the President said he was about ready to send a nomination to the Senate, though he did not mention Mr. Durr by name. The Senate reconvenes Monday (Oct. 6) and the nomination may go up noon that day, or shortly thereafter.

The 42-year-old Alabaman, who has the support of practically the entire Alabama Congressional delegation, originally had been mentioned for the post in August [BROADCASTING, Aug. 25], but afterward it had been reported he was not particularly anxious for it. Since then, however, it was stated in one informed quarters that inquirers at the White House had been advised the President already had decided upon Mr. Durr, but that he desired to finish certain

the FCC vacancy. He is understood to have expressed Mr. Durr's appointment.

The FCC post has been vacant since the retirement last June 30 of Frederick I. Thompson, of Alabama, who was not nominated by the President. Mr. Durr's appointment would be for seven years from last June.

Durr Highly Regarded

Mr. Durr, if nominated, will have the support of Senators Bankhead and Hill of Alabama. He is a brother-in-law of Supreme Court Associate Justice Hugo Black and is highly regarded in Administration legal circles. He received his A.B. degree from Alabama U and his law degree from Oxford in 1922, as a Rhodes scholar. He has been in Washington since 1933 as a member of the RFC legal department, and was named assistant general counsel in 1937. With the creation of the Defense Plant Corp. last August, he was named its general counsel.

Mr. Durr, after his graduation from Oxford in 1922, returned to the United States and worked with the Montgomery law firm of Rush- ton, Crenshaw & Rushton for a year; with Fawsett, Smart & Shea.

(Continued on page 52)
Burke, Van Heusen Abandon ASCAP

'Playmates' Composers Turn Over Rights to Southern

UTILIZING a prerogative extended them by provisions of the consent decree, Johnny Burke and Jimmy Van Heusen, ASCAP Hollywood song writers, with double A classifications, made a break with that Society Sept. 30 by assigning their musical score of the RKO film "Playmates" to Southern Music Co.

Releasing through the BMI deal, closed by Ralph Peer, Southern president, is for five tunes featured in the picture. He advanced the team $10,000 against royalties accruing to sheet music sales in mechanical rights.

Film features the Kay Kyser troupe. Through a form letter signed by Burke and Van Heusen, performance rights to the music will be in the hands of American Tobacco Co. (Lucky Strike), originates from RKO Studios Oct. 8 with two tunes, "How Long I Dream" and "Thank Your Lucky Stars" and Stripes", from "Playmates" slated to be featured.

Two Featured Tunes

Giving the film its first exploitation, Kyser’s NBC College of Musical Knowledge, sponsored by American Tobacco Co. (Lucky Strike), originated from RKO Studios Oct. 8, with two tunes, "How Long I Dream" and "Thank Your Lucky Stars" and Stripes" from "Playmates" slated to be featured.

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KGR, Z-Bar Network Sign for BMI Music

KGR, BUTTE, Mont., and the Z-Bar Network, operated by Ed Craney, who was in the forefront of the copyright battle for a decade, have signed a BMI blanket license to run only until March 11, 1942. Craney said the agreement did not include the purchase of stock, and is on a blanket basis only. He explained that on March 11, when the networks must clear BMI music at the source unless the consent decree entered into with the Department of Justice, he proposed to shift to a use method of payment.

The contracts covered the Craney stations, KGR, BUTTE, KBRR, Bozeman, and KPPA, Helena. BMI announced that it roster of sub-broadcasters now totals 716, with other additions including KWWC, KRIC, KENO, WUJZ, WSOO, WSPA, WRNR, KUIN, KTNN, WSON, KWOS and WMOG.

LAST WORD in modern design and construction is this new transmitter building, located at Belmont, Cal., of KGEL, General Electric Interna-

The networks also cited this complexity as proof that they had not been stalling when they had previously explained their own delays in signing up terms while their own attorneys went over them to eliminate all errors. Even then, several penned in corrections appeared on the forms finally released.

The definition of a network program appearing in the network licenses "a program simultaneously broadcast over two or more radio stations in the United States interconnected by wire, radio or any other means whatsoever," makes no distinction between national and regional networks and appears to preclude any agreements favorable terms being given to regional network operators, such as have been negotiated by ASCAP and the president of Yankee and Colonial Networks. Queried on this point, an ASCAP spokesman stated this definition was taken from the Government consent decree and that no answer was given to the other stations.

It was further pointed out that in dealing with NBC and CBS, ASCAP has prepared only blanket licenses, which were the only ones requested by these networks. If the regional networks have been excluded, it is more competitive with individual stations and so should be given the stations license, network per-proposal, which worked out, a matter which will take a good deal of time and thought.

It was apparent that unless ASCAP soon effected peace with the broadcasting industry, it would lose writer and publisher members and left right. Also, it was reported that ASCAP's only recourse would be to go to court, that it would become a long-threatened triple-damage suit against the industry, although there was some question about the validity of such actions.

Last week a publisher member of ASCAP displayed their anxiety to get back on the air when two of them licensed radio directly to perform music in new picture productions without a clearance through ASCAP. These covered the RKO film "Playmates" and the Disney cartoon extravaganza "Dumbo." The RKO music, written by Jimmy Van Heusen and Johnny Burke, has been licensed through Southern Music Co, a BMI music publishing house, while that covering "Dumbo" is through Irving Berlin, Inc., with the numbers written by Ned Washington, Oliver Wallace and Frank Churchill, all ASCAP writers.

There were no complete reports last weekend as to how many affiliates had signed the NBC-CBS commitments, during which they agreed to pay the networks 2% of compensation due from them for broadcasting of network programs, with only one negative vote—that of Johnny J. Gillin, Jr. [BROADCASTING, Sept. 15].

After summarizing the proposals, Mr. Miller reconcepted objections which had been raised and essayed to answer them. He pointed out that the NAB has no authority to act for any station or to commit them to the proposals, and made it clear crystal that no commitments had been given ASCAP.

It important to remember, Mr. Miller said, that individual station problems may still be made the subject of negotiation. For example, he brought out that the contracts do not cover the operations of regional networks, but that negotiations now are in progress. Recounting the history of the ASCAP negotiations, Mr. Miller stated that three years ago the ASCAP considered the industry's No. 1 problem. When ASCAP refused to negotiate in the spring of 1948, he recalled, the broadcasters decided to take de-

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Congress Checks Fly’s ‘Reform’ Drive

Speaker Rayburn Takes Steps to Slow Down Violent Trend

CONGRESSIONAL intervention to quell the FCC’s stampede against commercial radio already has occurred and Fly’s chief opponent, Speaker Rayburn, has been admonished by no less a figure than Speaker Sam Rayburn to avoid any move toward a “social” reform in broadcasting during the national emergency.

On impeccable authority it was learned by BROADCASTING last week that Speaker Rayburn, in a recent conference with Chairman Fly, advised him that the Commission should slow down on such projects as its chain-monopoly onslaught, the newspaper-pressship proceedings, and several other adventures that would tend to dislocate the industry.

Toward Sanity

The effect of this conference already has been evident in the demeanor of the FCC majority during the last few weeks. A marked tendency toward a more rational course has been detected, with the newspaper inquiry slowed down to a walk and the chain-monopoly regulations, which were to have become effective Sept. 18, still being worked over.

Chairman Fly himself, it is understood, sought the conference with Speaker Rayburn and has introduced in the House last August of a ripper bill (HR-5497) to re-organize the FCC by Rep. Jared Y. Sanders Jr. (D-La.). This bill followed, by a few days earlier of a somewhat similar measure (S-1806) by Senator White (R-Mo.).

Speaker Rayburn, himself for- mer chairman of the House Interstate & Foreign Commerce Commit- tee, which enacted the existing communications law, repeatedly has stated that he regarded the statute as an ideal one. But he has insisted that the difficulty has resulted from FCC administration rather than the intrinsic provisions of the statute.

Speaker Rayburn consistently has maintained that “non-essential” legislation should not take up the time of either house of Congress when national defense requirements are so urgent. In effect, he advised Chairman Fly it was his view that broadcast operations, so important for the maintenance of public morale, and so much needed to be thrown out of kilter by a series of administrative maneuvers or blasts of questionable legal status.

It is an open secret that many complaints have been made to the House leadership about the FCC under the Fly chairmanship. The pressure for legislation on the House side, moreover, has been greater in the Senate, because of the attitude displayed by Chairman Wheeler (Mont.), of the Senate Interstate Commerce Committee, and because of his anti-Administration status on the war issues.

Moreover, there have been complaints that the broadcasting industry, influenced by persistent pressure from the isolationists, has tended to lean over backwards in driving time to those groups, throwing off balance the time used by the Administration or by inter- ventionists.

Interest in Sanders Bill

It is presumed that while Speaker Rayburn is not disposed to push legislation for amendment of the Communications Act, to spell out the limitations of the FCC’s jurisdic- tion, he nevertheless is keeping a watchful eye on the FCC. If the campaign to provide constant industry unrest persists, it is not beyond comprehension that he per- sonally will step in.

Meanwhile, Rep. Sanders has re- portedly expressed interest in his bill to remake the FCC, setting up autonomous divisions, one of which would handle broadcasting and related matters and the other, private carriers falling within the public utility field. This committee has be- fore it proposed amendments to the Securities & Exchange Act as the only immediately urgent business. Several committee members are pressing Chairman Lea (D-Cal.) for appointment of a subcommittee to hold hearings on the Sanders Bill.

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Bristol-Myers Acquires Sunday Period on Blue

BRISTOL-MYERS Co., New York, has purchased the Sunday 9:45-10:00 hour of NBC network sta- tions for a new show to feature a name band and a singer. Though neither has yet been chosen, Dinah Shore, now singing Saturdays at the Eddie Cantor Time to Smile show, has been mentioned as a possibility. The negotiations, which started with an opening of the bargaining season of the new program, is understood that the role will be given to Miss Shore only if Cantor, who has her present contract, and the promoter, will agree to the second show.

It is said the company may cancel its fall spot campaign for Sal Hepatica which was launched Sept. 29 (BROADCASTING, Sept. 29), pre- sumably because of the net show, though Young & Rubicam, New York, agency handling the account, would not confirm.

Air Attack in East Will Utilize Radio

Stations Will Cooperate in Army Plane Maneuvers

RADIO will play an important part in the East Coast Civilian Army Air Maneuvers starting Oct. 9 and running until the 16th. Stations from Boston to Norfolk will be utilized by the service to keep air raid spotters informed and for general orders. The maneu- vers will be the first to cover such a large area in the East Coast cities.

There are 35 stations in key cities along the Atlantic seaboard that will cooperate with the First Interceptor Command at Mitchell Field, L.I., which will coordinate efforts to repel simulated enemy bombing attacks on major East Coast cities.

To Notify Spotters

The stations will use 10 to 15-second announcements on three daily newscasts to inform civilian spotters, numbering 40,000 in the area, of times when air services will be needed. Stations will be kept informed by Mitchell Field as to the announcements to be made.

Major Gen. Bernard M. Reynolds of Mitchell Field is acting as liaison officer between the stations and the Air Forces and cooperating also is the Radio Branch of the Bureau of Public Relations of the War De- partment.

In addition to civilian spotters, radio-locators will be used to keep the defending forces along the coast informed of “enemy attacks” which may come at any time or place in the Boston-Norfolk area.

Stations promising to cooperate to date are:

WHZ-WBZA, Boston; Springfield; WYVU, Hartford; WJAR, Providence; WRQW, Newport, WNBK, New York; WCAM, Camden; WSNJ, Bridgeton, N.J.; WABQ, New York, Pa.; KYW, WCAU, WFIL, WIP, WYEL, Philadelphia; WSAN, Allent- own; WNYC, New York, Pa. - Baltimore; WBTO, Cumberland, Md.; WDEL, Wilmington, Del.; WRC, WMAL, WJZ, WCAU, Washington; WYRA, Richmond; WTM, Norfolk; WGH, Newport News, Va.

Kopf Named V-P

HARRY KOPF, since last October manager of the Radio Division of the National Color Television Sales Corporation, was appointed vice-president in charge of that division by NBC broadcasting. He started in the radio field in 1925. Mr. Kopf joined NBC’s Chicago sales staff in 1931, following six years of selling advertising for Hearst’s Daily Tribune and T-Party Digest. On Jan. 1, 1939, he was made sales manager of the network’s Chicago office. Later, Oct. 9, 1940 became division manager.

L. RAMBERGER & Co., New York department store, will sponsor a quar- ter-hour television fashion show on WGN, New York, Oct. 10, 9:30-10 p.m., as a one-time shot to present its new Molyneux models.
AFM Defers Action on Discs Until Meeting Next January

Petrello Says Board Must Form Policies First; WSBM and Local Union Reach an Agreement

SETTLEMENT of the last outstanding conflict between the AFM and the broadcasting industry was reached last Wednesday when WSBM, NAB's largest radio station, settled with the AFM local in that city, following which the national union lifted its ban on remote dance band pickups on NBC-Red networks, with which WSBM is affiliated.

Network, however, plans to make only sparing use of such pickups as it is devoting its late evening hours to testing studio programs from its various affiliate stations in accordance with a theory propounded by Sidney N. Strotz, NAB vice-president. It is a charge of programs, that there should be an audience for other than dance music on the networks after 11 p.m., which is earlier in the country's other time zones [BROADCASTING, Sept. 22].

At AFM headquarters in New York it was reported the WSBM settlement created a precedent for the station to continue to employ six musicians as previously and at the same scale with the new contract going into effect on Monday, Oct. 6.

Action on "canvass music" by the American Federation of Musicians has been temporarily postponed until the union's midwinter conference, opening Monday, according to AFM President James C. Petrollo.

The AFM international executive board convened in Chicago for a two-day session at the Palmer House, last Tuesday and Wednesday, to mull over union problems, and high on the list was the possible regulation or curtailment of recorded music.

At the outset Mr. Petrollo said, "We have to consider what we will get and what we will lose by placing restrictions on recording by union musicians. If anything at all, we have to formulate general policies first. After all, there are some things we can, and some things we can't do."

No Action Taken

However, after the two-day session he declared no action had been taken and the matter was temporarily postponed. He did not reveal whether there had been any discussion on recording broadcasts prepared by attorneys for Local 802 for presentation at the meeting [BROADCASTING, Sept. 22].

The recorded music situation, with emphasis on its use by radio stations, was aired at the AFM Seattle convention last June by Ben Selvin, executive of Associated Music Publishers, who was engaged by the AFM to make a survey on the effects of mechanized music on musicians' jobs. Mr. Selvin reported to the convention that, of an average of seven hours of music broadcast daily by stations, only 58 minutes represented live music played in the studio.

A rule to prohibit union musicians from making phonograph records was proposed at the Seattle convention following Mr. Selvin's report, but no action was taken on the proposal. Since that time, it has been presupposed that some action on recorded music would be initiated by Mr. Petrollo.

In response to a query as to whether the board meeting had considered action on mandatory increases of personnel of studio operations, Petrollo replied that any such action is up to the locals. "However," he said, "I feel that the locals have been very reasonable as to the number of men employed. For the same time, I believe that the radio industry is doing a whole lot to solve our problem. They haven't turned down our demands and we have been able to compromise in every case, settling all our disagreements satisfactorily. Since I have been president of the AFM, there have been 30 strikes involving radio stations, and during that time I have never pulled a studio band. But where a local is in a dispute, we are, of course, right behind them if they need help."

Concerning his double-barreled criticism of Assistant Attorney General Arnold and the Dept. of Justice delivered at the AFM Seattle convention last June [BROADCASTING, June 16], Mr. Petrollo declared that "newspapers at the time carried the story that the remarks made against me and against the union by Mr. Arnold. I replied to those remarks, and I haven't heard anything since then."

Mr. Petrollo left after the board meeting for Seattle to attend the American Federation of Labor convention.

Major Market Group Planned, Will Meet Oct. 7 in Chicago

CREATION of a small group of major market broadcast stations having common interests, to function as a sort of trade association, was the reported objective of a meeting to be held at the Drake Hotel, Chicago, Oct. 7, to canvass the prospects for such an organization.

Upwards of a score of broadcasters, it is understood, have been invited to the session, the call for which was issued by Eugene C. Pulliam, WIRE, Indianapolis; W. J. Hearn, WKY, Oklahoma City; Wallace L. Damm, WTMJ, Milwaukee, and Stanley Hubbard, KSTP, St. Paul.

Were at NIB Session

All of the committee members attended the special session of National Independent Broadcasters in Chicago Sept. 22-23 and, it is presumed, discussed the plan in a general way with FCC Chairman James Lawrence Fly, who was the principal speaker at the NIB meeting.

While details were lacking, it was understood the committee had in mind a small, compact and active group to handle current industry matters of common interest. Among these, it was indicated, were such questions as ASCAP, the musicians problem, superpower, network-affiliate relationships, and newspaper ownership.

Meanwhile, officials of NIB, pursuant to the reorganization resolution adopted at the Chicago convention, were preparing plans for state and territorial meetings to elect accredited representatives [BROADCASTING, Sept. 29]. Under the reorganization resolution, the representatives are to meet later than Nov. 15 to perfect reorganization plans for a separate trade association. Letters shortly will go to broadcasters in each state urging attendance, and meetings after which a date will be fixed for the meeting of the some 50 representatives and for completion of the plan.

Reversal by FCC Is Taken to Court

New York FM Group Appeals Reversal, Grant to WQXR

FIRST APPEALS to be taken from FCC actions involving FM were filed with the U. S. Court of Appeals for the District of Columbia last week by Frequency Broadcasting Corp., of New York, which had been granted an FM station only to have it revoked later.

In two separate appeals filed Sept. 29, the corporation petitioned for an order staying a Commission action on Sept. 13 reversing its construction permit and staying the FCC action granting Interstate Broadcasting Co. Inc., which operates WQXR, the same facility previously awarded it. The pleadings were filed by Horace L. Lohnes, counsel for Frequency Broadcasting Corp. Thomas E. Murray Jr., of New York, is the principal of the appellant.

Money Spent

The appeals, almost identical, recited that the Commission on June 17, effective Sept. 9, "without notice, notice of hearing or cause", revoked the construction permit previously granted to it to use 45.9 megacycles to serve the basic trade area of New York City. On the same day, Interstate was granted a construction permit to use this frequency and serve the same area "although it had no application on file requesting this frequency."

The appeal states that following the initial grant to Frequency Broadcasting Corp. the company proceeded with all necessary plans to complete the construction authorized and expended money pursuant to it. Following the revocation and grant to Interstate, the appeal asserts that Frequency Broadcasting Corp. filed protests with the FCC, but these were dismissed on Sept. 9 and the grant to Interstate became finally effective. It is pointed out that when the FCC set aside its previous grant to Frequency and granted the facility to Interstate, it also granted Frequency a construction permit "per a station to operate on an entirely different frequency with a 'greatly restricted service area and subject to certain other undesirable conditions'."

WJBK Quits NAB

WJBK, Detroit local headed by James F. Hopkins, last Tuesday afternoon, severed its only remaining membership in NAB, as of Oct. 1. Mr. Hopkins attended the NIB convention in Chicago most mornings and was instrumental in procuring convention action on the anti-superpower resolution.

NBC has announced it will supply football scores to the armed forces of the U. S. via a relay of American Radar program to be carried over WRC, its shortwave channel, from 8:15 to 8:30 p.m. (EST) every Saturday.
We're not supposed to know, but it came to us straight that few stations in the U. S. dominate their markets to the degree that WKY dominates Oklahoma City. We've been saying for a long time, and we had stacks of proof for it, that in Oklahoma City “It's WKY 3 to 1.”

The little bird told us that among NBC-Red stations in 33 leading markets of the country WKY stands right near the top in station rating. From 3 to 5 p.m., for instance, it stands at the very top! At other periods of the day it ranks 2nd, 3rd, 4th, 5th . . . never lower than 7th all day long.

It just happens that no other Oklahoma City station even comes close to WKY in station rating. It's easy to understand, therefore, that a station which ranks near the top nationally could be and IS the 3 to 1 choice of Oklahoma City listeners and a “must” for advertisers who want to do the best possible selling job in Oklahoma.
Gene Shumate, KSO-KRNT rapid fire sports announcer for 5 years, has THE sports following in Central Iowa.

Don O'Brien is new this season to WNAX. He has years of sports experience and WNAX area fans like his style.

Mac McElroy is the popular sports announcer who handles baseball and other local sports events on WMT.

Sports fans listen to the Cowles Stations because they get sports broadcasts aimed at their special interests. Localized programming has built regular Cowles Stations listeners in this great $2,000,000,000 market.

In the Cowles Stations, you buy a group of stations individually tuned to the likes of a million and a half radio families. You buy active local loyalties. You buy regular audience built by individualized station planning.

The Cowles Stations give you broad, productive coverage—created through the intensive impact of localized station performance.
Crosley Asks FCC to Explain Just What Hearing Is All About
Multiple Ownership Proceeding Aroused Mystery
As Stations Can’t Figure What Is Wanted

WITH CONFUSION still running riot because of the ambiguity of its proposed regulations to ban multiple ownership of stations where overlapping service is involved, the FCC, on the eve of the opening of its oral arguments on the issue Oct. 6, was confronted with a request that it specify the “mischief sought to be avoided” by the proposed regulation.

Filed on the eve of the hearing last Thursday was a statement by the Crosley Corp., operating WLW and WSAI, requesting the Commission to issue a statement “as to the premises upon which the proposed regulation is based”. It did not file an appearance as such. Similarly, at least a score of other stations which presumably would be affected by the regulation, if invoked as written, did not file briefs or appearances but merely filed papers to remain on the sidelines to watch the course of the proceedings.

Just a Day or Two
With only 16 of an estimated 40 separate “overlap situations” thus far parties to the arguments, and with no unanimity even among those as to the question of the FCC’s jurisdiction, there was little indication that any concerted move toward uniform opposition to the regulation. The FCC on Oct. 1 announced that written notices of intention to appear at the hearing could be filed by Oct. 4, thus relaxing its prior edict that all briefs and appearances should be filed by Sept. 22.

FCC Chairman James Lawrence Fly indicated he did not expect the arguments to run for more than one or two days. A meeting of the ABTU (Sept. 29) a group of attorneys representing stations which had filed appearances at the office of Horace Luce in Washington, but the two-hour session yielded no unity of view.

The result, it was indicated, was that each attorney would act separately on behalf of his particular clients. Briefs filed on Sept. 22 (BROADCASTING, Sept. 29) indicated that in most instances the stations affected were disposed to argue extension of circumstances, rather than oppose any ban on duplicating ownership as such. There was still considerable talk of station trades and sales, though no proposal was announced as consummated, pending the outcome of the hearings.

The Crosley statement, filed by William J. Dempsey and William C. Koplovits, former general counsel of the FCC, repeatedly recited that the corporation had operated WLW since 1922 and WSAI since 1928, the latter station having been transferred to it with the consent of the Federal Radio Commission under the Federal Radio Act of 1927.

Explaining that the Crosley Corp. knows of no facts or reasons which have come into existence since it acquired WSAI which would in any way be a basis for the Commission reaching a conclusion that the two stations are operating in the public interest, the statement said that the Crosley Corp. takes the position that its operation of the stations is serving public interest. It also holds that the deletion of either station would not only not serve public interest, but would be contrary to it.

Mere Hypothetical
“The Crosley Corp. is not in a position to argue, and does not believe any useful purpose would be served by arguing the hypothetical question of whether the operation of either station WLW or station WSAI by some hypothetical licensee other than the Crosley Corp. would or would not be in the public interest, because that question obviously cannot be argued in the abstract,” said the petition. Crosley added that a careful study and a broad basis had been made of the proposed regulation, but that it had been unable to determine why the Commission feels that public interest would be served by the deletion. In the absence of a statement by the Commission of facts, principles or theory which would justify its proposed regulation, it was added, Crosley does not feel that any useful purpose could be served by an attempt on its part to “speculate as to such reasons and argue as to their validity as a general proposition to the existing situation in Cincinnati.”

In the absence of any indication by the Commission as to the “mischief sought to be avoided” by the proposed regulation, the pleading recited that Crosley does not feel that it can be of any aid to the Commission in making suggestions as to the “remedy intended to be afforded”. Finally, Crosley requested that the Commission “issue a statement as to the premises upon which the proposed regulation is based”.

CBS Executives and ABTU to Meet
On Oct. 6 for Selection of Arbitrator

CBS EXECUTIVES will meet with officials of Associated Broadcast Technicians Unit of International Brotherhood of Electrical Workers this Monday, Oct. 6, to attempt to select an arbitrator to rule on ABTU’s original proposal for wage increases for CBS engineers, which would average roughly 20% over the scale.

Negotiations were started early in September, broken off, resumed and again broken off after the networks counter offer of a flat 6% increase had been rejected by the union. The most recent offer was, in addition to a 6% increase, to provide that any unsettled points which arise during negotiations for a new contract at the expiration of the present five-year agreement a year from now be submitted to arbitration [BROADCASTING, Sept. 29].

Present contract provides for annual consideration of wages, hours and traveling expenses if either side wishes to discuss changes and further provides that if no agreement is reached, either side may unilaterally break the contract, with the arbitrator to be chosen by mutual agreement. If they cannot agree on a man, then a name will be chosen by lot from the arbitration panel set up by the American Newspaper Publishers Assn. and the International Printing Pressman & Assistants Union.

Russ Rennaker, national business manager for the union, delivered ABTU’s request for arbitration to CBS last Tuesday and on Thursday the network suggested the Monday meeting. Meanwhile Mr. Rennaker is carrying on negotiations with WBYN, Brooklyn, and WPAI, Paterson, N. J., for contracts covering the staff technicians at those stations.

Last week ABTU announced it had extended its activities into the recording field by negotiating a contract for the technical employees of Columbia Recording Corp. in New York, Chicago and Hollywood. These men, it was explained, have duties closely approximating those of radio engineers, and so the provision covers the two divisions of ABTU. All men covered by the CRC contract, which follows the standard broad cast form with practically all the prices, have been proponents of ABTU for some time, the union reported, and the negotiations had been under way since last summer. It is understood ABTU may seek similar contracts with other recording firms in the near future.

Cigar Spots

CONSOLIDATED CIGAR Corp., New York’s (Harvest cigarette cigars), on Oct. 6 will start sponsorship of three five-minute news periods each morning from WCBS and WCBS and will place a series of five-minute transmissions titled "Consolidated News" on 11 other stations. Transcriptions, also three times weekly, dramatize use of products 50-100 years ago and compare them with the product in use today. Station list includes: KBUR WHO WO RD AL WEAU WTIC WNYC WJMJ WMBD WBTI WRTB WCMZ WMYT. Contracts are for 13 weeks.

Tea Garden Spots

TEA GARDEN PRODUCTS, San Francisco (jellies), has started a campaign on 21 stations, using 35-word chain breaks. Campaign will run from 10 to 30 weeks. Agency is Erwin, Wasey & Co. San Francisco. The station list: KFRC KSFO KPO KOM KARM KDYL KGHK KGYV KGIR KPFA KBMM KIDO KOMO KIRO KHQ KOY KTUC KSUN KOH KFBK KGW. In addition Tea Garden Products, on behalf of its syrups, is using 100-word spots in participating programs, five times weekly. Station list: KFRC KFBK KQMW KOIN. The syrups likewise are being advertised during a 15-minute portion of Jack Kennedy’s Breakfast Club on 15 Don-Lee Mutual stations in California [BROADCASTING, Sept. 1].

Mouse Seed Test

W. G. REARDON LABS, Port Chester, N. Y., in mid-September started a test campaign for its Mouse Seed using 100-word spot announcements four to six times weekly in six cities. Spots, to run through the cold season when mice are apt to be pets in the home, feature the name and address of one local dealer carrying the Mouse Seed. If this first use of radio succeeded, the company may expand the campaign next year, according to H. B. LeQuette Inc., New York, the agency.

Hasty Maid Spots

HEYMAN PROCESS Corp., New York (Hasty Maid coffee), through its newly-appointed agency, Weiss & Geiler, that city, is planning a test campaign of announcements in Buffalo, Rochester and Syracuse, to start in late October.

OFFICIAL LEGION announcer for the sixth consecutive year is Ellis VanderPyl, promotion director of WGAR, Cleveland, who was chosen at the recent American Legion convention in Milwaukee. VanderPyl was at the public address microphone for more than 12 hours during the Legion’s parade.

BROADCASTING Broadcast Advertising October 6, 1941 • Page 13
THOMAS W. SYMONS JR., one of radio’s best known personalities and prominently identified with western broadcasting since 1922, died suddenly last Thursday on his farm near Newberg, Ore., a few miles from Portland. He had suffered a stroke the day evening and the end came early Thursday morning.

Mr. Symons had a seemingly robust health, Mr. Symons, who was 52, had been in the East the preceding week. After attending the NBRC convention in Chicago he returned to Washington and then visited his aged mother at Northampton, Mass. Those who saw him in Chicago and Washington said he appeared in excellent health and spirits. He had flown back to Portland Sept. 26.

Funeral services were held last Friday afternoon at the Newberg Chapel. He leaves his wife, Frances Rutter Symons; his daughter, Virginia Paine Symons, and his son, Thomas W. Symons 3d, now with the Royal G. Cole Company in Macol, Alberta. He also is survived by his mother, Mrs. T. W. Symons of Northampton, a brother, Noel, attorney of Buffalo, and a sister, Mrs. Cortlandt Van Winkle, of Northampton.

Widely Respected

Modest almost to the point of shyness, Tom Symons was universally respected and admired in the industry. He seldom talked of his own success and often insisted from public publicity.

A pioneer in both aviation and radio, Tom Symons placed KFPY, Spokane, on the air in 1922. He established KGIT, Butte, in 1929, a sister to KGIT, and along with Mr. Craney purchased KXL, Portland, in 1937. His associate at KFPY is Arthur L. Bright, vice-president and general manager.

Widely known as an aviator prior to his entry in radio, Tom Symons was an executive during the first World War, serving from 1917 to 1919 in the air service. He was a captain in the 41st Aero Squadrons, a unit of the WASHINGTON National Guard at Spokane for several years, and headed the Symons-Russell Aviation Co., operating from Spokane in the early days of aviation. Afterward, he pioneered commercial airline operations between Spokane and Walla Walla, Wash.

Active in Industry

Tom Symons was born April 22, 1889 in Washington, D. C., the son of the late Col. T. W. Symons, of the Army Engineers, and Mrs. Symons. His father was instrumental in laying out the famous Potomac Park and Speedway, as Chief of Army Engineers. Col. Symons first went to Spokane in 1895 when his father sold the property which still bears his name. The Symons Bldg., in which KFPY is located, is on part of this original purchase and is in the center of Spokane’s business district.

Tom Symons was graduated from WACR WOR XFWX WDRK in Portland, the late year law at George Washington University in Washington, and while he passed the bar, he never practiced law.

Active in industry affairs, Mr. Symons served several terms on the Board of Directors. After acquiring KXL with Mr. Craney, Mr. Symons purchased a large farm near Portland, taking up his permanent residence there. Following a generation in his native Spokane, KXL recently began operation with 10,000 watts on 780 kc., and Mr. Symons had been working at a heavy pace in getting the station on the air.

Network Courtesy

NEW YORK traffic not permitting even a dash of a few short blocks in five minutes, WABC, New York, is allowing WOR, New York, the use of one of its studios so that an announcer Charles Stark can keep a job at each of the rival stations. Stark announces the Kate Smith program on CBS Fridays from 8 to 8:55 p.m. and is due at WOR at 9 p.m. for an announce for Gabriel Heather. The trip is impossible in that time—hence the courtesy arrangement with a WABC engineer at the control for the WOR news program.

Big Hookup for Fibber

S. C. JOHNSON & SON, Racine, Wis. (wax), on Sept. 30 added 30 stations to the network carrying Fibber McGee & Molly, which returned to the air that day after a summer replacement for Fibber McGee & Molly, in its own spot on Wednesday, had been temporarily shelved. Account is handled by Needham, Louis & Brobury, Chicago.

Two Programs on Blue are Planned by Sterling

STERLING PRODUCTS, Wheeling, for its subsidiaries, R. L. Watkins & Co. (Dr. Lyon’s Tooth Powder), and Bayer Co., that city (Bayer’s aspirin), has purchased an hour and a half-hour ofair for new shows on 63 NBC-Blue stations, Monday, 10-10:30 for Dr. Lyon’s and Wednesday 10-10:30 for Bayer. New shows are to get under way Oct. 20 and 22 respectively, but as yet the format for programs has been undecided.

R. L. Watkins is also sponsoring Manhattan Merry-Go-Round and Barbara Stanwyck’s Orphans of Divorce on the Blue, while the Bayer Co. has American Album of Familiar Music and Young Widdler Brown on Blue and Second Husband on CBS. Blackett - Sample - Hummert, New York, handles both accounts.

Kress Feeler

K. H. KRESS & Co., New York (retail chain), starting Oct. 5, for the first time in its 50-year history is using radio, with a two-week trial campaign, with five-minute programs and one participation daily, six days a week, on WOV, New York. The five-minute programs are a show featuring Mrs. Helen Hall, starting at 9:15, 9:30, 9:45 and 10:30 a.m., Monday through Saturday. Participations are in Dick Gilbert’s Fifth Avenue Troubadour, 9:06-9:15 p.m. Sunday with Harvey Atkin, a known cosmetics featured in the Fifth Ave. store are plugged. Account was placed direct.

Cracks for Wax

TWIN CITY SHELLAC Co., Brooklyn, is starting a floor polish and wax), recently placed a series of one-minute transcriptions on WHN, New York, as the start of a general campaign on an unnamed number of stations in the East to get under way within the next month. Featuring is a character, Dapper Dan, who presents humorous daily philosophies in rhyme. Piedmont Agency, New York, handles the account.

Magazine in 40 Areas

MACPADDEN PUBLICATIONS Inc., New York (True Story magazine), on Oct. 6 launches its monthly campaign of spot announcements on an undisclosed number of stations in 40 markets. Company conducts two-weeks campaigns approximately two weeks each month to publicize the current issue of True Story. Arthur Kuder Inc, New York, handles the account.

Jelke on 23

J. JOHN F. JELKE Co., Chicago (Good Luck man), has placed quarter-hour transcribed musical series Happy Meeting Time, featuring Morgan Bay, Jeff Layman, thrice-weekly on the following 23 stations: KZK KMCB KZBER KZTS KZTP KZTV KZL KZRF KZRF KZRF KZRF KZRF KZRF KZRF KZRF KZRF KZRF KZRF KZRF KZRF KZRF KZRF KZRF KZRF KZRF KZRF.
"We have abundant proof that SPOT BROADCASTING has done a real job of delivering prospects"

says K. B. ELLIOTT
Vice-President in Charge of Sales
The Studebaker Corporation

Spot Broadcasting has proved its selling power to Studebaker sales management . . . proved it in results! Factory, distributors and dealers alike have seen the way Spot Broadcasting delivers prospects to Studebaker showrooms. They know this powerful flexible advertising hits hard...where and when they want it. They know Spot Radio works more effectively, more efficiently because Studebaker itself can select...without restriction...the big, known audiences on the best stations in the most profitable markets.

Furthermore, John Blair stations have added to Studebaker success through local tie-in merchandising...parades, displays, special broadcasts and publicity. It’s a Spot Radio bonus that you should know about. Ask a John Blair man.
Seminar on Freedom of Press Features Newspaper Hearing

Philosophic Slants on Newspaper Ownership Are Given by Harvard Professors at Hearing

FEATURING a two-day academic seminar on freedom of the press, the Constitution, censorship and public opinion, the FCC last Thursday and Friday opened up on various phases of its philosophy underlying the newspaper-ownership inquiry.

Supplying reams of philosophical testimony, three witnesses appearing at invitation of the FCC revealed that a major premise in the Commission's argument against ownership of radio stations by newspapers lay in the idea that freedom of the press, as provided in the Bill of Rights, must be reinterpreted in a modern light.

Guffey Blast

Credence to this view, as representative of New Deal thought, was given last Thursday when Senator Guffey (D-Wyo.), in a speech on the Senate floor, blasted the operation and management of the Scripps-Howard newspaper chain.

Three witnesses appeared at the Thursday and Friday sessions—Morris L. Ernst, counsel for the American Civil Liberties Union, Prof. C. J. Friedich, Harvard government professor, and Prof. Zechariah Chafee Jr., of the Harvard Law School. Mr. Ernst, who was on the stand all day Thursday, is scheduled to return and conclude his testimony Friday, Oct. 10, under cross-examination by Louis G. Caldwell, counsel for WGN, Chicago.

The FCC hearings are scheduled to resume Thursday, Oct. 9, with appearances by representatives of United Press, Associated Press and International News Service. These appearances will reopen this phase of the proceedings.

FCC Chairman James Lawrence Fly, at his press conference last Monday, indicated the hearings would continue for "some weeks," although he refused to hazard a guess on a date for finishing the inquiry. However, he is believed that they may run on indefinitely, particularly since it is becoming apparent that the plans for three-day sessions each week are not working out.

Bulky Exhibits

Apart from the long philosophical dissertations on the Constitution and free press rights, which were the main course through both days, the hearing record grew considerably through addition of such items as several full-sized exhibits, volumes from which excerpts were read during testimony and cross-examination. Counsel tables were piled high with exhibits in the form of charts and mounds of pamphlets, only part of which were offered for the record.

Several times during testimony, counsel interrupted to question the credibility of testimony and to caution against the apparently endless range of the inquiry, both chronologically and subjectively. Joking references were made by Judge Thomas D. Thacher, chief counsel for the Newspaper-Radio Committee, to the extension of testimony from dates before Christ, through the Constitutional convention in 1787, to the present, and even into domestic relations.

Ernst Philosophy

The entire Thursday session was given over to the testimony of Mr. Ernst, who, after developing his thesis that no single person or entity should control "the pipelines leading to the marketplace of thought," engaged in a long philosophical discussion of his stand with Chairman Fly, Judge Thacher and Mr. Caldwell. Mr. Ernst came out flatly against the ownership of any radio station by newspaper interests.

Before Mr. Ernst took the stand, William A. Porter, Hearst Radio counsel, made a brief appearance on behalf of King Features Syndicate to request extension of the return date on an FCC subpoena issued against Joseph V. Connolly, King Features president. Chairman Fly granted an extension from Oct. 2 to Oct. 9.

With direct examination handled by Telford Taylor, FCC general counsel, Mr. Ernst briefly reviewed his activities with the American Civil Liberties Union and some of his extensive writings on free speech and censorship.

The constitutional guarantees of freedom of press and speech constitute one of the main considerations in the newspaper-ownership situation, Mr. Ernst declared, observing that the Bill of Rights in the Constitution is this country's great contribution to the history of the world.

He pointed out also that the right of a free press in 1787, at the time of the Constitutional Convention, was a very different thing than in 1941, since it must be considered in relation to the situation of the times. "This business of freedom of thought is a proposition expanding and contracting like an accordin," he stated.

Much More Literate

With the world always worried at any new means of educating humans, it must be kept in mind during times like the present that the society of today is much more literate than that of years ago, and that it is easily reached through such means as the press, radio and motion pictures, he said. Although the actual number of newspapers has been shrinking for years as the result of consolidations, they are reaching more and more people in the country, he observed, adding that the traditional freedoms not only are threatened but cannot continue to exist if this trend continues, i.e., fewer and fewer people controlling the pipelines to the market place of thought.

Declaring that there are evils implicit in the mere power to bottle up these pipelines, Mr. Ernst questioned that the answer could be found at either extreme, implying rather that the problem lay in where to draw the line on such propositions as newspaper ownership of radio stations—whether they should be allowed to own none, a few, 300 out of 800, or all of them. He maintained that both newspapers and radio are going to lose their vitality unless they are set up so they can criticize each other.

If there were too much abuse of a dominating position over these pipelines, threatening to wipe out the freedoms provided in the Bill of Rights, the people themselves would rise up and cry, "Take 'em over," he declared. "But what frightens me most is that the Government might take over," he added.

If the press of the country does not have the vitality to stand without the radio monopoly, he said, it will be up to the people to develop a more active part in the proceedings.

Pointing out that "truth will pay out in the market place," Mr. Ernst maintained that newspapers in covering the newspaper-ownership inquiry should discard their prejudices, tell them outright that the newspaper has a definite stake in the outcome of the proceedings.

Commissioner Craven, who took an active part in the examination of Mr. Ernst, asked what difference it made whether one applicant or another got a license, so long as the Government has the final say on whether he can keep operating. Mr. Ernst answered that no commission in the world could completely remedy a monopoly, but, get the air for all programs that should be heard but cannot get time.

Cross-examined by Judge Thacher, Mr. Ernst reiterated that he favored a ban on newspaper ownership of radio stations. He held that the FCC should lay down a broad philosophical rule on that matter rather than treat it piecemeal, his reason being that it is part of the free press, and that regardless of what the passage of time may bring, that freedom must not be violated.

"Less Than Honest"

Asked how he would have it decided as to who should get on the air, Mr. Ernst declared that he would have it determined on "about the same basis as now," except that he would "cut under" the station owner who also has a newspaper or otherwise dominates the market place of thought.

He declared that it was "far less than honest" for the press to carry news stories on the inquiry without revealing that newspapers have a substantial financial stake in the proceeding. He declared that one cannot maintain the theory of the Bill of Rights as the nation's heritage without disclosing financial interests. This drew the answer from Judge Thacher that apparently a newspaper, in writing about...
With defense activity raising industrial output to the highest point in history and with factory wages pushing buying power up to new peaks, advertisers in the great Detroit market now have an opportunity for profitable selling that has not been equaled since the late '20's.

Especially is this so for advertisers employing Radio Station WWJ for it is a survey-proven fact that more Detroiter listen to WWJ than to any other station in this big, booming market. For low cost coverage in America's most prosperous major market, investigate the unusual opportunity afforded by WWJ now.
that existed for several decades, that it had only a negligible budget," that it had 5,000 or fewer members, that it often defends the unorthodox or outcasts, and that its only "position" has been taken on the Bill of Rights. Also, the National Council of Freedom from Censorship was formed by the ACLU, although membership was far from duplicated, and that it specialized in fighting the suppression of plays, books, movies and such.

Books in Evidence

Mr. Caldwell offered for the record two of Mr. Ernst's books, *Too Rich,* and *Dreadful Morakes On,* along with two ACLU publications. During his cross-examination, he occasionally read a passage from these exhibits, querying Mr. Ernst on their meaning or pertinence.

"Asked by Commissioner Craven if his position against newspapers owning stations did not amount to discrimination, Mr. Ernst said, 'I did not know of anything in life that is not discriminatory, in the sense that a line must be drawn somewhere. He added under further questioning that no one has the right to be more frightened of the Government than of one newspaper owning all the stations.'"

Continuing his exhaustive examination of Mr. Ernst's philosophy during the afternoon session, Mr. Caldwell next questioned the witness on censorship considerations. Mr. Ernst held that although subversion and espionage are the acts which are dangerous, it is not as objectionable as previous restraint.

Mr. Ernst stated also that he would not prohibit colleges from operating radio stations, explaining that the ban should be exercised only against the "wholesale meane" of reaching the public, such as the press, movies and radio.

Friedrich Appears

He declared that he did not think station operators had given the forum idea as much time as they could, particularly in situations where there have been numerous applications for time which have been refused. He maintained that the failure of a station to put programs on the air should be considered by the FCC in renewing the license of the station.

Before he was excused from the stand by Chairman Fly, Mr. Ernst engaged in a protracted exchange of historical information on the philosophy of freedom in America, with Mr. Friedman referring him to various constitutional developments from the 18th Century on.

Testifying during the entire Friday morning session, and on into the afternoon, Prof. C. J. Fried- rich, Harvard professor of govern-

ment and well-known writer in the field of constitutional government and public opinion, outlined his findings on newspapers' effect on public thinking. Director of the Radio Broadcasting Research Project at Harvard, he said studies already have been published on radio advertising, radio advertising during war times and the government in radio.

Prof. Friedrich declared that anyone interested in the study of constitutional government, necessarily should pay some attention to communications, which herefore have been neglected by scholars. Declaring that there is a free press today, although not so free as it once was, he observed that the makers of the Constitution had assumed a partisan press, believing that different points of view would be voiced in different publications, rather than in a single one.

Declaring that newspapers of today have become a unit of economic production, manufacturing newspapers, he commented that as this condition expands and interest in dollar volume and profits increases, the quality of newspaper service may suffer. This may result from such things as "manufactured news," he said, pointing to Louis-inspired campaigns such as the Spanish-American war.

Diversified News

The public does not get what it wants in either press or radio, he declared, maintaining that no survey would show otherwise. He said he would favor a newspaper law that would protect the good newspaper from the bad one.

**Trammell Urges Forming of Committees To Coordinate NBC Defense Activities**

**PROPOSAL to form two radio planning and advisory committees for closer coordination on national defense has been offered to the 239 stations of NBC's Red and Blue networks by Niles Trammell, NBC president, with temporary members for the two committees already invited to attend organization meetings in New York, Nov. 4 and 5.**

"To provide a flow of advice on local broadcasting conditions from all sections of the country, each committee will consist of seven members representing the seven different regions into which this country is segmented, according to the plans. Representatives will be ultimately selected by the members of NBC's Red and Blue services in the respective districts, on a basis to be determined by the affiliated stations. Objective of the committees is better to integrate broadcasting service with the growing demands of the nation's defense and the maintenance of public morale."

**Joint Problems**

In his letter, Mr. Trammell suggests that the major problems of the industry be considered "first, as they pertain to the national emergency, and second, as they pertain to our joint needs of network and station operation. Certainly we will want to evaluate program and sales policies and public service requirements together with the general economic and social situations that confront us."

Temporary representatives already invited to meet with Mr. Trammell to determine plans for the selection of those to be chosen regularly in the future are: On the Red network committee, Paul W. Morency, WTIC, Hartford; James D. Shouse, WIL, Cincin- nati; John J. Gillin, WWD, Omaha; Edwin W. Craig, WSM, Nashville; O. L. Taylor, KGNC, Amarillo; Sid S. Fox, KDYL, Salt Lake City, and Harrison Hollway, KPI, Los Angeles. On the Blue committee are Harry C. Wilder, WSYR, Syra- cuse, and WTRY, Troy; Sam Rosen- baum, WFIL, Philadelphia; El- zey Role, WSM, Nashville; New York; Don Collins, WIO, St. Louis; Henry P. Johnston, WSGN, Birm- ington; Harold Hough, KGKO, Dallas, and KFOR, Oklahoma City; Tracy McCracken, KFBC, Chey- enne, and Howard Lane, KFBR, Sacramento.

After their first meetings, the committees will convene quarterly, on the first Tuesday and Wednesday of each third month. The committees also will be available for special call in the event of an emergency either at the request of NBC or of the chairman of either committee.

(Continued on page 49)
EASY WAY TO ZIP OPEN A CLOSED MARKET

The Scranton—Wilkes-Barre Market (17th in the U.S.) is clamped tighter than an oyster to the signals of outside stations. The Pocono Mountains and a few other natural obstacles see to that.

But inside the 17th Market WGBI really gets around. It gets into every nook and corner . . . it's the only station heard throughout the area. That's not hard to understand when you know that WGBI is the only regional or clear channel station serving this industrial population of 652,000.

A Dr. Starch Survey found that 98% of the daytime listeners and 96% of the nighttime listeners in Scranton's home county (largest in this Market) tune in WGBI regularly.

WGBI
SCRANTON, PA.

A CBS Affiliate
880 kc - 1000 WATTS DAY
500 WATTS NIGHT

JOHN BLAIR & COMPANY
National Representatives
How a Station Covered the Maneuvers

Local Angles Brought To Audience With Disc Programs
By DAVE BAYLOR
Production Manager, WGAR, Cleveland
For the Army, the recent battle of Louisiana was an ambitious experiment, mainly for the purpose of trying out the new-in-the-world combination of artillery and numerically superior infantry that could stop well- armored and speedy mechanized divisions.

For radio stations and networks attached to either side, however, it was an experiment to see whether or not radio could perform a public service by broadcasts directly from the warfront. According to incomplete returns just now coming in, it can be done.

Radio’s aim appeared much the same as with the World Series, the National Geographic National Auto Races—to bring its listeners a play-by-play account of a special event. But there is another and more important two-fold service which the industry has consciously or unconsciously performed. Namely: a combination reportorial job on the actual happenings, and a job of telling the story of the training progress of the Army to civilians.

Local Interest

The manner in which the various stations involved in the Sept. 15-30 maneuvers went about the job they had to do varied according to the results they desired to achieve. The coverage varied all the way from an over-all picture, as given by the networks to a purely localized treatment of human interest features as covered by some of the independent stations.

The WGAR aim fell in the latter category. Of especial interest was with the 37th Division which is made up of Ohio National Guardsmen and Selectees.

We did not depend upon direct broadcasts, but used mobile trans- scription equipment which we felt gave us greater flexibility in the remote sections where the front-line action occurred. Thus we were able to bring descriptions of Cleveland boys on the firing line to the Cleveland audiences. For the networks, where lines were involved, it was a question of what lines were there in such remote sections, were either taken over by the Army or not suitable for broadcast. For the area in which the maneuvers took place, there was no inhabited, with roads all but impassable for any but Army vehicles.

We were given the use of an Army truck which carried a 110 volt C-B-C with the power current for our transcription equipment. This gave us the advantage of being where the action was hottest, at the very time it was taking place. Unfortunately, however, the

“real thing” where a battle is concerned is considerably less dramatic than radio listeners have been led to believe.

One of the most heartening things was the excellent cooperation we received from all the officers and the men with whom we came in contact. They realized that radio offers a new source of publicity which is so necessary if they are to get the proper civilian re- action. Their loan of Army vehicles and drivers for radio use was an example of such fine cooperation, since it is no military secret that the Army is as yet not up to full equipment where vehicles are con- cerned.

It’s No Picnic

If your station, Mr. Broadcaster, plans war maneuvers broadcasts, or similar features, advise your staff not to rebroadcast any prints of fine hotels at company expense and luxuries of a like nature if they are to see and broadcast the real thing. Like the soldiers, we want the best hotel, but without baths, with no heat, and at times without foods for limited periods, in order that we could be there when “the shootin’ started”.

To be accurate and authentic you must move when and where the Army moves. If they sleep on the ground, you also must. If they’re where the bullets are, you don’t think for a moment that these little anti-social creatures will grant you the immunity to which your civilian status entitles you. Travel lightly, and be ready to move on a moment’s notice.

Don’t think you know where your next meal is coming from, because you might not be there at meal time. You’ll learn to buy canned foods which can be consumed cold, or you will get on the good side of a mess officer who will issue you some “iron rations” (which, in- cidentally, are delicious) when you start for some unknown destination.

The consensus was that the biggest difference between radio and other coverage resulted from the refusal of broadcasters to “expert” the battles. Radio correspondents told the tactical story in terms of

Army’s Largest Peace-Time Maneuvers

Bring Tribute to Radio for Coverage

For additional news and pictures of maneuvers see pages 50, 51

LIBRARY, which faced the project with some misgiving because it involved new and untried technique, soon will receive official commendation for an excellent job of covering the recently concluded Army maneuvers in Louisiana.

The September war games, largest peace-time shams that the American Army has put on since the start of the war, were described as “just like war” for officers, troops, corre- spondents, and especially radio crews.

New radio techniques had to be developed. There was such a short- age of wirelines in the 20,000 square mile maneuver area that live broadcasts were all but precluded—networks teamed up to handle a few live pickups daily with the least possible tie-up of wirelines sorely needed for the military operations proper. All the individual stations participating trans- scribed their shows on the spot, rebroadcasting them on definite schedule.

Because of the uncontrolled nature of the games, radio observers could not know definitely beforehand where a good pickup spot might be established to handle a good special event. Radio crews and correspondents operating under strict rules, were subject to capture and imprisonment if they were caught beyond the lines of the force to which they were ac- credited.

A CREW covered the Louisiana Army maneuvers, especially Ohio maneuvers, for WGAR, Cincinnati. Carl George (left), WGAR program director, stands by as Maj. Gen. Robert S. Beightler, commander of Ohio’s 37th Division, tells about it.

(Continued on page 50)
WBEN hits the bull's-eye

because it combines thorough, concentrated coverage of Buffalo and Western New York with audience acceptance not even approached by any other station.

WBEN hits the bull's eye because it offers the best of the NBC Red Network programs, outstanding local productions, news reports and public service features. Its news bureau is second to none.

WBEN was born of a fight against monopoly. It never has wavered in its expenditure of effort and expense to remain thoroughly independent and to justify the confidence and good will of its large and loyal following.

WBEN's new 5 KW transmitter on beautiful Grand Island, N. Y., just licensed by the Federal Communications Commission, is the latest of a series of improvements to give the public the best there is in radio.

"The preference of the audience is the choice of the advertiser."

REPRESENTED BY EDWARD PETRY & CO. • NEW YORK and CHICAGO

WBEN
BUFFALO, N.Y.

NBC Basic Red Network

930 Kilocycles in the Center of the Dial
BMI Shows Profit For Opening Year
Miller Points to Record of Achievements for Period

BMI's first report to stockholders, covering the fiscal year ended July 31, 1941, was issued last week, showing total income of $2,236,457 for the year, comprising $1,761,017 from license fees paid by radio stations, $119,589 from royalties and $349,850 from the sale of sheet music.

After deduction of operating expenses and provisions for taxes, depreciation and amortization, there was a net profit of $2,177. Consolidated balance sheet shows total assets of $806,594, of which $256,851 is in cash.

A Busy Year

In his letter to stockholders, BMI President Neville Miller points with pride to the record of BMI, which has at present 703 subscribers, representing 87% of the commercial broadcasting stations in the United States and 94% of the industry's dollar volume. "At the beginning of the fiscal year covered by this report," he states, this company was still in the process of organization and faced a task which many thought was insurmountable. Needless to say, it has been a year of intense activity during which BMI had to engage its personnel, negotiate contracts with composers and publishers, get its music onto the market and into the hands of broadcasters and be prepared in other respects to replace a catalog which represented the accumulation of more than 25 years of monopoly in the music field.

With no original assets other than the subscriptions of its licensees, BMI during this fiscal year secured and published large quantities of new music, entered into agreements with 500 of the following publishers whose combined catalogs approximate 500,000 titles, and made a large number of arrangements of standard (public domain) music.

"All this was accomplished at a moderate cost in comparison to the $5,000,000 a year paid to ASCAP, and ASCAP's increased demands, which if granted would have aggregated $9,000,000. Now that the necessity for emergency operation is over, BMI is operating on a decentralized basis.

"At the expiration of the first licenses the cost of licenses to broadcasters was reduced. Under the present license system, BMI protecting rights for license fees to broadcasters is 1% to 1.66% of the receipts from the sale of time during 1939, as opposed to the 6% and 7% which broadcasters paid to ASCAP previously in commercial and sustaining fees.

"Due to BMI's competition, ASCAP has lowered its rates to broadcasters. With these reductions in effect, ASCAP music will find new outlets in the future.

HIGHLY AMUSED was this trio at questions and answers given on initial half-hour broadcast of Don't Be Personal, started Oct. 3 on 6 NBC Pacific Coast stations for sponsorship of R. Lorillard Co., New York (Beechnut cigarettes). They are (1 to r): Sam Pierce, Hollywood manager and announcer-producer of Lennen & Mitchell, agency servicing the account; Ed Barker, NBC Hollywood account executive; Art Baker, m.c. of the weekly audience participation show.

Advertisers Are Urged To Continue Campaigns During Current Crisis

WHY ADVERTISERS should continue to place their messages before the American public during the present emergency even though "products are unavailable, of a different quality or of fewer types and sizes," is set forth in John Doe Looks at Industry in War", 60-page red-white-and-blue brochure just issued by Crowell-Collier Publishing Co., New York.

The present program of curtailing substitution and simplification of materials and how manufacturers are carrying it out can be explained to John Doe through advertising, the brochure states, being the best way to keep a company in the consumer's eye and save its prestige in a competitive market.

The booklet also emphasizes how only the domestic market is sure with exports on consumer products diminishing, that young people are entering the market each year and should hear the manufacturer's story, how English companies "by a dozen continue to advertise," and how American companies can well profit by their example by advertising the way the public what they are doing.

ELEANOR ROOSEVELT, speaking as assistant director of the Civilian Defense Committee, will discuss What Students Can Do In Connection With Defense, with a group of student leaders on a special broadcast on CBS, Oct. 1, 4:30 p.m.

That situation should occur was within the original contemplation of your company. There was no time in which BMI aspired to have a monopoly of the music played on the air. The whole purpose of BMI was to bring about a condition of healthy competition. "The time has been opened. It needs never again be closed. With the good-will and cooperation of those in the music business whom BMI has served during its first full year of corporate life, the new composers and new publishers who have found opportunity through BMI's efforts, your company can count upon a just share of the music business."
FOR PAST EIGHTEEN HOURS KLZ FACILITIES AND PERSONNEL HAVE BEEN EMPLOYED UNCEASINGLY IN COMMUNITY SERVICE. LATE LAST NIGHT FLOODS IN SENeca CREEK AND C Orrumpa CREEK NEW MEXICO WIPED OUT FIFTEEN HUNDRED FEET OF PIPE LINE SUPPLYING NATURAL GAS TO DENVER, COLORADO SPRINGS, AND OTHER COMMUNITIES. AFTER DISPATCHING KLZ'S STATION MOBILE UNIT TO SCENE OF BREAK, DIRECT BROADCAST LOOP WAS INSTALLED IN OFFICE OF FRANK R. JAMISON, PUBLIC SERVICE COMPANY OF COLORADO'S PUBLIC RELATIONS DIRECTOR, TO BROADCAST UP TO SECOND DEVELOPMENTS. FROM PUBLIC SERVICE HEADQUARTERS, EXPERTS BROADCAST INSTRUCTIONS HOW TO SHUT OFF INDIVIDUAL GAS SUPPLY INLET VALVES TO AVOID EXPLOSION. STATION ARRANGED FOR CLERKS IN LEADING FOOD STORES TO TELL CUSTOMERS KLZ IS BROADCASTING COMPLETE AND AUTHENTIC INFORMATION DIRECT FROM PUBLIC UTILITY HEADQUARTERS AND TO DISTRIBUTE HASTILY. PRINTED LEAFLETS DESCRIBING NECESSARY EMERGENCY STEPS. KLZ BROADCAST MENUS FOR PREPARATION OF MEALS WITHOUT COOKING OR USE OF ELECTRIC PLATES; BROADCAST LUMBER AND COAL DEALERS' PRICES, LOCATIONS, AND STOCKS ON HAND; ARRANGED THROUGH MINISTERIAL ALLIANCE FOR USING COMMUNITY COOKING FACILITIES IN CHURCHES WHERE COAL-BURNING STOVES WERE AVAILABLE, ETC. STATION CONTINUING TO STAND BY TO RENDER ANY POSSIBLE SERVICE IN EMERGENCY.

TERRY
KLZ BROADCASTING COMPANY

Standout Community Service Assures Standout Results for Advertisers

560 Kc.—C.B.S.

BroadcASTING - Broadcast Advertising
FCC Action in WMAL License Transfer Held Contrary to Fly's Probe Claims

THAT the FCC is not restricting its inquiry into newspaper ownership of broadcast stations merely to future acquisitions and to FM, as had been indicated by FCC Chairman A. W. Gunstone and Commissioner Lawrence L. Freitag, and that the Commission proposes also to cover present newspaper licensees of standard broadcast stations, was gleaned from action taken last Tuesday in connection with the pending application of WMAL, Washington, owned by the Evening Star but leased to NBC.

The Commission, by a 4-to-1 vote, placed in the pending file the application of NBC and M. A. Leese Radio Corp., licensee of WMAL, for consent to voluntarily assign the license of WMAL to the newspaper subsidiary. It explained it was done "pursuant to Order No. 79", the regulation authorizing the newspaper inquiry into the committees Craven and Payne voted against the action, with Commissioner Case absent.

Video Kids

KDYL, Salt Lake City, again demonstrated its television equipment at the Utah State Fair this year, featuring a baby show known as Teleto. Children from four to eight were televised after a registration certificate was given their parents. A black and white image appeared on the televiewer receiver, a photographer made a still picture, which was mounted on a certificate with the name in print. The certificate was presented parents as a memento.

Texas Sets Up New State Radio, Education Agency

TEXAS State Legislature has appropriated funds to establish and operate a department of radio and special education, the only such State department in the country. The new department is headed by John W. Gunstream, director of the Texas School of the Air, a cooperative educational program utilizing commercial radio stations in the Lone Star State.

Among the radio executives assisting Mr. Gunstream are A. M. Finch, director of program distribution, WAIB, Fort Worth; Hugh Halff, manager of WOAI, San Antonio; Kurn. Tims, manager of KPRC, Houston; and Ralph Nimmons, program director of WAIB, and Ralph Nimmons, program director, WAAA, Dallas.

The new department will inaugurate its 1941-42 series of classroom broadcasts Oct. 6, using Texas Quality Network and KGNC, Amarillo. The broadcasts will be presented in five series of 26 programs each, paralleling the five major courses of the Texas public school curriculum, i.e., language, mathematics, science, social science, vocations and music.

ANOTHER RUTH

Detroit Crane Is Victim of Mislaid Identity

IT STARTED in the Sept. 22 issue of Broadcasting, with an item to the effect that one Ruth Crane was changing her station affiliation from WLW-WSAI to WCMJ, Ashland, Ky. And last Wednesday Broadcasting received the following note from Mark Haas, of WJR, Detroit:

"Please call 'um off! I mean those hopeful of Broadcasting, subscribers who think Ruth Franklin Crane is leaving WJR. She isn't! Miss Crane (known all over the field) has been with WJR for over 12 years, and the pleasured sponsors on her participating program wouldn't think of letting her leave. However, the response she received to your story about another 'Ruth Crane' is containing a testimonial to the many friends she and Broadcasting have in the radio industry."

CRYSTAL BOWL

FLINT OPERATE FM IN NEW YORK

ANOTHER FM broadcasting station will soon begin independent operation in the New York metropolitan area, it has been announced by William G. H. Finch, head of Finch Telecommunications Inc. and former assistant chief engineer of the FCC, that finishing touches are being put to his W55NY, located on the 48th floor of 10 E. 40th St., New York City. Assigned to 45.5 mc. with a radius of 8,600 sq. mi., W55NY will utilize the new FCC rules in managing its signal, produced by Western Electric Co.

The station, Mr. Finch said, will have no network affiliation and will devote itself to classical music, news, special features and educational programs.

WJR, approach FM with no false hope about immediate revenue from this service," he stated. "Our first interest is to build audience acceptance for what we feel is an important advancement in radio and to keep pace with the newest and best methods of industry. Therefore we regard the considerable outlay of time and money required in entering the FM broadcasting field as an investment in public service and progress."

Philco Spots on WOR

PHILCO Distributors of New York, now featuring a new FM receiving set, have advertised six announcements per night, six days weekly, on Moonlight Saving Time, all-night program of WOR, New York. Announcements will principally advertise Philco FM circuit sets. Contract, placed direct, was mentioned for Moonlight Saving Time sponsors to four.

DUE to the rapidly increasing number of defense programs and features, WJZ, Cincinnati, has announced the continuance of dance band remotes from the Lookout House, night spot across the river in Kentucky.

World Series Coverage Provided Latin Nations

HIGHLIGHTS of the World Series last week not only reached New York listeners, but also were transmitted to Central and South American stations on NBC's international stations WRCJ and WNBV. For the duration of the series, Elie C. Cruse, head of NBC's Spanish section, gave nightly summaries in Spanish over WJUL, Ft. Lauderdale, Fla., with commercial announcements tying in with the RCA Victor export division line of radio models, titled "Champions of the Airwaves."

Frankie Frisch, the former "Fordham Flash," also rebroadcast his earlier-in-the-evening NBC Red-Stockings songs on WJUL and WNBV at 8:15 a.m. (EST).

Feature summary program in New York was the first-hand impressions of each day's play on WNEW by Lefty Gomez of the Yankees at 5:15 p.m., and Pete Reiser of the Dodgers at 7:45 p.m.

These two quarter-hour programs were produced by Pepsi-Cola Bottling Co., Long Island City, through Newell-Emmett Co., New York.

Seven Join MBS

SEVEN new affiliates have joined MBS recently, bringing the total number of outlets for the network to 182. New stations, effective Oct. 1, are WGBF, Evansville, Ind., operating 1,000 watts day, 1,000 night; WEIM, Fitchburg, Mass., 1540 kc., 250 watts; KTRI, St. Louis, Mo., 1450 kc., 250 watts; KFYI, Phoenix, Ariz., 1450 kc.; WJEF, Milwaukee, 250 watts; WJMS, Ironwood, Mich., 1450 kc., 250 watts; WATW, Ashland, Ky., 1450 kc., 250 watts, and, as of Sept. 25, WBBB, Burlington, N. C., 920 kc., 1000 watts day and 500 night, affiliated with the Yankee and Colonial Networks, while KTRI, KVFJ, WJMS and WATW are members of the North Central Broadcasting System.
YES, SIR. We at REL are proud of our progress in the FM transmitter manufacturing field. And for several reasons. For instance:

On August 29, 1941, W45CM (WBNS) Columbus, Ohio, ordered a 10 kw. FM transmitter from us. The job was completed September 23 and shipped September 27 ready for immediate operation, guaranteed by REL to be completely satisfactory. And in these days, Mr. Broadcaster, that’s making progress.

The reason for this speedy delivery is because REL is beyond the experimental stage in FM and is geared for production of all FM broadcast transmitters from 100 watts to 50 kw. Every type of transmitter falling in these categories has been completely engineered, built, tested and proven to be a successful unit. A REL transmitter assures a broadcaster the means of getting on the air quickly... assures him that his station will not become an experimental playground for untried equipment.

REL is extremely proud of the company it keeps. Leaders in the broadcasting industry like Major E. H. Armstrong, inventor of FM; John Shepard and Paul deMars of Yankee Network; Walter Damm of WTMJ, Milwaukee; Bill Scripps of WWJ, Detroit; John Hogan of WQXR, New York; Dr. Ray Manson of WHAM, Rochester; Clarence Wheeler of WHEC, Rochester; Roger Clipp of WFIL, Philadelphia, have all specified REL equipment since their start in FM.

Today, more than ever before, thanks to the resourcefulness and research of REL, FM manufacturing has developed to a point where broadcasters can expect deliveries of REL equipment within a reasonable period of time. To protect your investment in FM, be sure to investigate REL before you buy.
THOUGHTFUL TRIO at recent inauguration of the MBS Three Ring Time program, sponsored by P. Ballantine & Sons, Newark (beer), consisted of (1 to r), John U. Reber, New York vice-president in charge of radio for J. Walter Thompson Co., agency servicing the account; Milton Berle, Hollywood comedian and m.c. of the show; and Charles Laughton, film star featured on the weekly half-hour variety show.

Grid Scheme

COOPERATING with alumni associations of U. S. colleges and universities, the Radio Section of the War Department Bureau of Public Relations, is developing a plan under which homecoming football games all over the nation will be dedicated to the respective schools' alumni in the armed services. It is planned to broadcast brief dedication ceremonies at half-time, with alumni in the service invited to attend the game and participate in the ceremonies, to be led by alumni from their own classes. Details of the plan, now being developed as large numbers of schools are showing interest, are available to stations from the Radio Section, it was stated.

College Station Group

Gets Camel's Recordings

R. J. REYNOLDS TOBACCO Co., Winston-Salem, has signed to sponsor a thrice-weekly quarter-hour Camel Campus Caravan on 10 college broadcasting stations in the East for Camel Cigarettes. The program features the latest recorded swing numbers, according to William Edby & Co., New York, agency handling the account, and resembles the Camel Caravan network show.

The contract, signed through Intercollegiate Broadcasting Station Representatives, 507 Fifth Ave., New York, covers a 15-minute time block, three evenings weekly throughout the first semester of the current season on the campus transmitters of Yale, Princeton, Columbia, Cornell, Williams, Union, Brown, Wesleyan, Rhode Island State and Connecticut U. The college stations, which limit their coverage areas to the campus proper, are said to represent solid markets of young men who set fashion and hobby styles.

Capt. Kent Is Chairman Of New Education Group

CAPT. HAROLD R. KENT, director of the Radio Council of the Chicago Board of Education now on duty in the Public Relations Bureau of the War Department, Washington, is chairman of the organizing committee of the new Association for Education by Radio.

Charter memberships in the group are now open to educators, broadcasters and citizen leaders interested in education by radio. At present AER is publishing a journal, major feature of which is a combined guide to all national educational and public service radio programs. Ethel Cuddy, director of radio for the Los Angeles County Board of Education, is chairman of the publications committee, while James Hanlon of Chicago is editor of the journal. Those interested should apply to the Association for Education by Radio, 228 North LaSalle St., Chicago.

KANS, Wichita, has appointed Headley-Reed Co. its national advertising representative.

KFEQ GIVEN 5 KW; INCREASE FOR KDON

FULLTIME with 5,000 watts on 680 kc. was granted KFEQ, St. Joseph, Mo., in an FCC decision last Wednesday. The station was authorized to install a new transmitter with directional antenna for day and night use at a new site approximately 5 1/2 miles northeast of St. Joseph. It now operates with 2,500 watts day and 500 watts night on 680 kc., limited to sunset in San Francisco, where the 50,000-watt KPO uses that frequency. KWK, St. Louis, is an applicant for 680 kc. with 50,000 watts.

The Commission also authorized KDON, Monterey, Cal., to increase from 100 to 250 watts fulltime on 1240 kc.

Rival applications of WLW, Minneapolis, and WMN, St. Paul, for the 630 kc. frequency were ordered set for hearing. WLW, controlled by the estate of the late John P. Devaney, now operates with 1,000 watts fulltime on 1330 kc., and seeks 1,000 night and 5,000 day on 630. WMN, now 250 watts on 1400 kc., seeks the same assignment. The applications were ordered to be heard jointly.

Also ordered to joint hearing were the 1,000-watt applications on 1460 kc. of KSAN, San Francisco, and John R. Scripps, West Coast publisher, and owner of KHUB, Watsonville, Cal., the latter seeking a new station in Ventura, Cal.

Regional, Local Groups

Sponsor 'Betty & Bob'

NBC RADIO-RECORDING feature, Betty & Bob, on Sept. 29 started its second year for two regional advertisers, A. E. Staley Mfg. Co., Decatur, Ill. (starch products), and P. W. Noon, WENG, WPTF and KMBC, through Blackett-Sample-Hummert, Chicago, and Union Biscuit Co., all St. Louis, via WJUN, WSIU, WVLN, KBY, WFF, WATL, and WBBM.

The five-week program continues on WEAF, New York, for Kirkman & Sons, through N. W. Ayer & Son, who present sponsors in other cities include Sanitary Grocery Stores (Safeway stores), Washington, on WJJZ, General Mills (Rex Flour), through K XN, Reeves, on KGIR, Butte; KFRB, Great Falls; KGVO, Missoula; KPFA, Helena, and KRBK, Bozeman; West End Dairy on WSCC, Charleston; French-Bauer Co. on WCKY, Cincinnati, and for local sponsors on WDBJ, Roanoke; WGST, Atlanta, and WMAZ, Macon, Ga.

Father John's Spots

FATHER JOHN'S MEDICINE Co., Lowell, Mass. (proprietary), on Sept. 29 began sponsoring weather reports and 100-word advertising accounts Monday through Saturday, on WTAM, Cleveland; KDKA, Pittsburgh, and WGY, Schenectady, Continued run until March 28, 1942. On Oct. 5, the company starts a series of station breaks on WRC, Washington, to run through next year. Other stations will be added. John W. Queen, Boston, handles the account.

LOUISVILLE'S WAVE

5000 Watts
970 K.C. . N. C. B. Basic Red
FREE & PETERS, INC.,
NATIONAL REPRESENTATIVES

Page 26 • October 6, 1941

BROADCASTING • Broadcast Advertising
FIRST CITIZEN of Prescott, Ariz., is Program Director Mucio Delgrado of KYCA. Veterans of the Foreign Wars presented Mr. Delgrado with its "American Citizenship" medal Sept. 18, terming him number one citizen for his "meritorious programming in the best interests of the community". This was the first award in Arizona.

Georgia Tech Contract For WGST Operation Scheduled for Hearing

ADvised that the board of regents of Georgia School of Technology has approved a proposed deal offered by Arthur Lucas and William Jenkins to take over the management and operation of WGST, Atlanta, now under lease to the Sam Pickard-Clarence L. Calhoun interests, the FCC on Oct. 1 ordered a hearing on the station's license renewal. Counsel for the university has petitioned that the hearing, date of which has not yet been fixed, be held in Atlanta. The Lucas-Jenkins deal was made subject to FCC approval.

Messrs. Pickard and Calhoun since 1930 have held a contract to operate the station, dated to run until 1950. The Commission [Broadcasting, Sept. 8] had scheduled a hearing for Sept. 3 looking to restoration of the station to the licensee, Georgia School of Technology, but this was postponed.

Lucas and Jenkins, Georgia chain theatre operators who also are identified with the ownership of WRDW, Augusta; WSAV, Savannah; WMOG, Brunswick, and WLAG, LaGrange, have offered to operate the station under a salary of $5,000 a year each, guaranteeing Georgia Tech $30,000 a year plus 25% of the station's net income, the contract to be cancellable if annual payments amount to less than $50,000. In recent years the station is said to have earned net profits of about $150,000 a year.

CLARK ANDREWS, former Ruthrauff & Ryan, Hollywood radio producer, and more recently contracted to 20th Century Fox Studios on writing-production assignment, has joined Paramount Pictures as an associate producer under Sol. C. Siegel.

RECENTLY—over our protests—a WBT advertiser bought spot announcements at a time of day which wasn't suitable for his particular product. His offer of free samples garnered hardly more than 20 replies per announcement.

The client finally hollered uncle and gave us our own way. We ran his announcement-offer at "our" time—and the very first one pulled 1,273 replies!

You can't live on intimate terms with a vast radio family for 20 years without knowing exactly what kind of radio fare it wants and when it wants it. So when a client comes along and asks for a time of day to sell his product, WBT makes suggestions. Suggestions aimed to get the best results possible from every radio advertising dollar spent here.

WBT's familiarity with the likes and dislikes of its audience is one of many strong reasons why WBT boasts a selling record few other stations can equal.
Merchandising & Promotion

Pop-Ups—Plugs for Annie—Treat to Pupils—From Home—Cloth for Polishing

ALL-TIME high in intriguing promotion pieces is the fairy-land pop-up book... From Bottom Up published by Mutual network to promote its sports broadcasts. Each year Mutual tries to do at least one promotion piece "which you will want to take home", according to an accompanying letter by Robert N. Schmid, CBS director of advertising promotion. Opening the text is a poem "Alas... but No Longer a Letter..."

Margaret Headley Reed, John's Lincoln Telephone March JUST FRANK Cantor Programs CANTOR VALLEY) ROUNDUP MARKET OF TIME a ATTORNEY & PARADE ALLEN BILL PLEASE by MOLLY 1941 with excerpts from NBC -Blue "Young WITH receiving other poetry dealing with sports. Schmid, MBS sports broadcasts. Each year WDAN dress shop in cooperation the of the big hunting areas State, another types of quail and pheas- foregoing..."

Annie's Promotion PROMOTING its new Orphan Annie transcribed series, WCKY, Cincinnati, has launched an intensive campaign which includes an Orphan Annie contest in 10 Cincinnati theatres, conducted by Helen Roach, with each theatre receiving a prize and a grand prize of an all-expense airplane trip to Chicago and the有条件 reunion. Window displays in local stores also plug the series, tying in the station and program with the sponsoring Quaker Oats Co. and Sparklies. By arrangement with the Cincinnati Times-Star the daily comic strip will call at a line calling attention to the WCKY radio show.

'Farm & Home' Book WITH A COVER illustration "Young Corn," by Grant Wood, "The Nation's Bulletin Board of Agriculture" has been issued by NBC to describe the growth of the NBC-Blue National Farm & Home House, which presented its 4,000th broadcast last July 28. How the broadcasts entertain and educate 30,000,000 farm people and provide them with "vital information on agricultural and home subjects" is told in the 50-page book, together with excerpts from farm listeners in appreciation of the programs.

Hunters' Help AS A SERVICE to sportmen, KLZ, Denver, is giving away a map of the big game hunting areas in the State, another map showing where the types of quail and pheasant can be hunted and a sports calendar with dates of the various hunting seasons.

Cokes for Students TO CATER to student interest in latest fall school fashions a Danville, Ill., dress shop in cooperation with WDAN held a "coke" party in the shop inviting all high school girls to attend and originate a broadcast there to create interest.

New to Blue TO ACQUIRE listeners in the Baltimore and Pittsburgh areas of the shift Oct. 1 of WCBM and KQV to NBC-Blue, the network has been conducting an intensive newspaper advertising campaign, totaling some 2,000 Fines in each of the daily newspapers of the two cities. The campaign, backed up with full page advertising by the network itself, also takes in promotion for the NBC-Blue outlet WTVJ, Wheeling, W. Va., because of its proximity to Pittsburgh. Promotion is handled under the direction of E. F. H. James, NBC-Blue sales promotion manager.

Bridgeport House WITH THE opening Sept. 28 of the General Electric House of Ideas" near Bridgeport, Conn., the company has arranged for a daily radio program WNAI, Bridgeport, from the house during October while it is open to visitors. The programs feature guest hosts describing the modern electric gadgets in the house with new ideas for the home for the benefit of listeners.

Salesmen's Talks TRAVELING SALESMEN's prize years are given a chance to pay off on the weekly CBS Al Pearce & His Gang show, which resumed Oct. 3 under the sponsorship of R. J. Reynolds Tobacco Co., (Camear cigarettes). With $100 as the prize, authentic humorous or unusual experiences encountered during selling careers are submitted by listeners for dramatization on the half-hour show.

More Hunting Snooks IN CONNECTION with the campaign ‘Listen to General Foods, Food House to promote the return of Baby Snooks to the airways, WROL, Knoxville, used a man-on-the-street approach to the popular question, "Where is Baby Snooks?"

Interviewed was the local assistant chief of police who promised the cooperation of the police department in the search.

Polish It Up XK0K, St. Louis, has made a promotional tie-up with the Eagle Furniture Co., sponsors of Polish Melodies on that station. Each visitor to the store receives a chemically treated polishing cloth in a celophane bag on which is printed "Compliments of the Eagle Furniture Co." and "Listen to XK0K Sunday at 12 noon."

WOWO Postcards JUMBO POSTCARD addressed to timebuyers have been sent out by WOWO, Fort Wayne. The giant cards feature a newspaper ad 12 x 10 in proportions warning that since WOWO has gone fulltime, it has enjoyed the greatest rush of spot and network business in its history and that in the future time will probably be scarce.

MERCHANDISING DISCUSSION for plans to exploit the weekly CBS Helen Hayes Theatre brought together the heads of Robert K. McMillan (I), advertising manager of Thomas J. Lipton Inc., firm sponsoring the program, and George Moskovits, CBS Pacific Coast sales promotion manager.

Marching With Time IN VIEW OF the return after two years absence from the air of The March of Time on NBC-Blue Oct. 9, subscribers to Time magazine, which will again sponsor the series, are receiving three-page letters proclaiming the series as "the most ambitious journalistic assignment in all the history of radio."

Signed by P. J. Prentice, Time publisher, the letter states that some stories can be told in pictures, but some need something no medium other than radio can make possible." All of Time's experience and newspapering facilities will be taxed to make the programs "help our own regular readers get the feel of the news more intimate- ly than they possibly could from the printed word alone," the letter ends.

Award Stunt TO AROUSE wide local interest in the announcer who will repre- sent WTAG, Worcester, Mass., in competition for the H. P. Davis National Memorial Announcers Awards, window displays are being set up in leading department stores. Exhibits include portraits and posters about various WTAG announcers. The Worcester Telegram and Gazette is cooperating with eight columns spreads on the announcers and by supplying coupons with which readers may cast their votes for their selections.

With the Bills SOME 40,000 power users in Chattanauga and vicinity received photos of the cast of Chattanooga on Parade, a program designed to pro- mot the community. They were enclosed in power bills. Other in- dustries appearing in the show are sending out photos and stories of the program.

BROCHURES NBC-Red—Heads, They Won, report on the Hoover survey of the audience listening regularly to Mr. District At- torney and of this audience’s use of electricity.

KYDYL, Salt Lake City—Four-page folder in three colors featuring station’s power increase and showing weight of hair. WGY, Schenectady—yellow folder on the five times weekly Musical Matin- ee program.

GENERAL ELECTRIC Co.—Two- color eight-page folder on its Hour of Charm.

Page 28 • October 6, 1941 BROADCASTING • Broadcast Advertising
Booklet on Radio
Issued by C of C
Controversial Matter Taken Out Prior to Issuance

DESIGNED to provide academic advice on the use of radio by local chambers of commerce, the U. S. Chamber of Commerce has published a booklet, What About Radio? soon to be circulated among member organizations. Although the booklet provides only a general picture of the possible relationship between local radio stations and chambers of commerce, another similar publication, dealing with successful use of radio by broadcast minded members, is to follow, it was indicated at Washington headquarters. The pamphlet was written by Hardy Burt, of the Chamber's Publicity Department.

In a pre-publication critique offered to the local chamber of commerce secretary, Major Edney Ridge, director of WEIG, Greensboro, N. C., questioned the inference in the proof copy of the pamphlet that the FCC requires stations to "allot at least a specified amount of their time to public service broadcasts," ergo Chamber of Commerce programs. When this was pointed out to Chamber of Commerce Warghington quar ters by BROADCASTING, last Wednesday, the statement was deleted before the booklet went to press.

Must Be Interesting
Commenting on this inference, Major Ridge declared in a letter to Secretary John S. Patterson of the Greensboro Chamber of Commerce:

"I do not believe there is a radio station in the United States that would not gladly do anything in its power to upbuild the community in which it lives and does not recognize the fact that the Chamber of Commerce is entitled to tell its story.

"But neither the radio station nor the Chamber of Commerce would benefit by unenter taining and dull programs. There are too many dull, grinding talks put on the radio under the guise of public service. While the FCC does issue licenses for the public interest, convenience and necessity, it does not require any radio station to run a listener-losing program for any organization."

"Sherlock" by Grove

GROVE LABS., St. Louis (Bromo Quinine), following a summer lay off, on Oct. 5, through Russel M. Seeds Co., Chicago, resumed for 22 weeks, the weekly half-hour Sherlock Holmes on 61 NBC-Red stations, Sunday, 10:30-11 p.m. (EST). Tom McKnight continues as producer, with his wife, Edith McSier, writing radio adaptations from A. Conan Doyle stories. Basil Rathbone and Nigel Bruce, film actors, again portray the characters of Holmes and Dr. Watson, respectively, and are assisted by a supporting cast. Lou Koslog's orchestra supplies background music.

WSRR
Stamford, Conn.

NOW SERVING ONE OF THE RICHEST MARKETS IN THE WORLD

TAKING THE AIR
With LEO MILLER

STAFFORD'S NEW STATION, WSSR, is on its way to become the best-known broadcaster in the East, thanks to the enterprise of Owner Stephen R. Rintoul of Old Greenwich, N. Y., and Program Director Bill Voss. WSSR is to be an enterprise to publicize the many fine organizations in the community.

Elliott Erberhard, formerly WILR's musical director and ex-broadcaster, goes to work as WSSR's musical direc tor. Marjorie Johnson, ex-WIN, and willie Wilson, ex-WEAM, head the women's department. Announcers: Gail Smith of Danville, ex-WNYC and WILL. Ted Rush of Hartford, and C. Mitchell and John Wilson, ex-WIWW.

Two weeks old, WSRR already enjoys the patronage of 45 local and national accounts. For further details of WSRR's rich primary area of 400,000 population, write Slocum Chapin, general manager.

WMRR
Stamford, Conn.

1400 kc.
250 watts

Owned and Operated by Stephen R. Rintoul

Reprinted from the Bridgeport Herald

BROADCASTING • Broadcast Advertising
October 6, 1941 • Page 29
**WSGN 610**

**Tops on the Dial**

350 KC lower than any other station in Alabama.

**Tops for Value!**

BRAND-NEW EQUIPMENT

Operated by the Birmingham News-Age-Herald

 Represented by Headley Reed Co.

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**HOLMES RECORDS THE BLITZ**

Blackouts the Worst Headache, Holmes of CBC Says Upon Return to Canada—

IN RECENT weeks, Canadian Broadcasting Corp. has welcomed back a member of its Overseas Unit, whose enterprise and faithfulness to duty made history during the September blitz of 1940. Arthur Holmes has jotted down a few notes about the difficulties of broadcasting in Britain where conditions for the lads handling the portable equipment are very different from home:

"When the CBC recording van arrived in England," says Mr. Holmes, "it caused quite a flutter of excitement among BBC employees and Englishmen in general, but especially among our own troops. Except for the CBC emblem, the outside was very much like that of the standard army trucks used by the Canadians.

"It was the inside, though, that was a surprise to everyone. The completeness of the unit seemed to be the amazing feature to most, together with the general smartness of the whole layout. The gasoline heater never failed to draw comment, as the English recording cars are not equipped with heaters, despite the raw, cold English winters. Heating, outside of the comfort angle, was found to be necessary at times, as the discs will not cut properly in cold weather."

**Night Driving**

"To my mind one of the worst features of the work over there is blackout driving. Quite a bit of this is necessary because, during the winter, darkness lasts for as long as 16 hours and it often happens that the trip back from one of the camps has to be made at night.

"Dimmed headlights are allowed, but it is quite a strain if any distance is covered, or if the territory is unfamiliar. Conditions in this respect are not nearly as bad now as they were last fall, when nothing but dull street lights were allowed during a raid.

"These gave absolutely no illumination on the road, and it was a matter of feeling your way along. On top of this, bombings were new and the BBC asked us to do recordings for them during the raids. This meant a lot of city driving at night. If there were many fires this wasn't hard, but on dark nights there was always the danger of crashing into something or running into a bomb crater. A passenger in the truck is quite a help, as he can watch out his side. Unfortunately it so happened that in August and September when the headlight ban was on, Bob Bowman and Bert Altherr were on their trip to Canada. This meant driving alone most of the time."

**No Sign of Life**

"One night, I remember driving about five miles through the city during a raid without seeing a single person or any sign of life whatever. It appeared to be a city of the dead. Another time, coming up from Kent during a raid, I drove halfway through a large town before I realized I was not still in the country. I could just make out the white center marking on the road and was driving by the feel."

"Summer weather, however, is an entirely different matter. Daylight lasts until about midnight, and it is a distinct pleasure to drive out and visit the soldiers in their outdoor camps."

**Philadelphia Teachers**

James Allen, program director of WFIL, Philadelphia, and Joseph T. Connolly, director of sales production and special feature broadcasts of WCAU, Philadelphia, have been named to the faculty of the Juilliard, newly built school organized in Philadelphia. Last week, Kenneth W. Stover, WCAU news and publicity director, was appointed to the teaching staff of Temple to conduct a course in radio program preparation.

**BIG CATCH**

right off the salmon counter of Seattle's famed fish market, is claimed by these two unsoiled angling cronies, Hugh Feltis (left), commercial manager of WMCA-KJR, Seattle, and John Bates, of Ruthrauff & Ryan, N. Y.

**Northwestern Games**

BROADCASTS of Northwestern U football games will be sponsored on three Chicago stations this year. All six home games starting Oct. 4 will be sponsored by WAT with the Chicago, and on WBBM by Congress Cigar Co., Newark (La Palina cigars), which will also sponsor broadcasts of three additional Big Nine games. Beaumont & Homan, Chicago, is the Greyhound agency, while Marshalk & Pratt directs the latter account. Ford Dealers of Chicago through McCann-Erickson, Chicago, have purchased broadcasts of seven games—five N U home games, one away from home with Ohio State, and the Michigan vs. Illinois games. All Northwestern home games will be played at Byche Field, Evanston, and the university receives one-hour station time rate for broadcasting rights to each game.

**Texas Co. Back**

Texas Co., New York, renewed the Texaco Star Theatre with Fred Allen on 65 CBS stations for the 1941-42 season, effective Oct. 1. The program will be heard as usual on Wednesdays from 8-10 p.m. There will be a repeat show for the West Coast at midnight. Format of the program will remain unchanged except for the appearance each week of a college singing or instrumental star, chosen as best in the guest university by his schoolmates. Portland Hoffa, Kenny Baker, Larry Elliott and Al Goodman and his orchestra round out the cast. Vick Knight is producer director. A g e n c y is Buchanan Co., New York.

**VHF1**

Correll I'm commercially operated station at Honolulu, N. T., has greyhound Management Corp., 8000 full time on 640 kc, in lieu of its present 1,000 watts limited time on 870 kc.

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**In radio, too, it's better to be Lower**

There are times when it's better to be lower. Take radio, for example. Stations at lower frequencies have a decided advantage. Lower frequencies mean longer wave-lengths; longer wave-lengths mean stronger signals, better reception. WMCA is lucky. It has New York's lowest frequency (570 kc) and plenty of power (5000 watts) so that it can reach over 12,500,000 people economically.

**WMCA**

FIRST ON NEW YORK'S DIAL

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**ROUN and KALE**

CBS • PORTLAND, OREGON • MBS

FREE & Peters, Inc., National Representatives

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**BROADCASTING • Broadcast Advertising**
AURORA BOREALIS AND RADIO
Effect of Magnetic Disturbances Analyzed
By Bureau of Standards Scientists

Dr. J. H. DELLINGER
Chief, Radio Section
National Bureau of Standards

The aurora, visible over the entire sky at Washington on the evening of Sept. 18 was of great interest in connection with the Bureau's study of radio wave propagation. Auroras are caused by the electrical excitation of atoms in the rare part of the atmosphere known as the ionosphere. The ionosphere is that portion of the atmosphere from about 30 to 300 miles above the ground which reflects radio waves and makes long-distance radio communication possible.

Auroras and the accompanying radio, magnetic, and electric disturbances are manifestations of a turbulent condition in the ionosphere. This turbulence is caused by the arrival in the outer atmosphere of charged electric particles. These particles come from the sun, and are usually most prevalent when there are large active sunspots (i.e., spots in which visible changes are occurring, new spots being born, etc.).

In the Center

A group of large active sunspots appeared at the edge of the sun on Sept. 10. As the sun has one revolution in about 27 days the sunspot group was about at the center of the sun on Sept. 17. Tremendous quantities of electric particles were pouring forth from the sun at that time. In northeastern United States aurora was photographed nightly starting Sept. 15, and radio reception from European stations was weak, accompanied by a rushing or roaring electric noise on the high radio frequencies.

On Sept. 16 there was a sudden tremendous increase in the number of electric particles entering the earth's atmosphere from the sun. As a result the ionosphere was violently agitated, the aurora became visible at Washington, and skywave radio transmission was severely disturbed. As the day went on the disturbances increased culminating in an extremely brilliant auroral display in the evening, and a complete disruption of the ionosphere and of radio transmission.

The auroral display was probably the most brilliant ever observed at Washington. Just after sunset a steady curtain of light appeared in an arc low in the northern sky. Then long bright streamers began to appear and disappear, and the display began to move southward toward the zenith. Shortly before 8 p.m. waves of green light appeared on the edge and spreading northward toward the zenith. The peak of the display was about 8:15 p.m., and then the aurora began to fade out, most of it disappearing by 11 p.m.

When the aurora was at the peak, the rays seemed to converge to a point near the zenith at about 70° above the southern horizon, and slighly to the east.

The reason for this is that the incoming charged particles followed the earth's magnetic field and the rays, which appear along the paths of these particles, are thus everywhere parallel to the earth's field. At Washington, the earth's magnetic field is inclined at 70° to the horizontal and runs from slightly south of east to the northwest. To an observer, then, it seemed as if he stood in the midst of a number of parallel lines of light, whose direction was that of the earth's field. At times of such an aurora it is thus possible to "see" the earth's magnetic field, just as iron filings enable one to "see" the field of a small bar magnet in a laboratory experiment.

A study of the effects accompanying this and other auroras has led to an understanding of what happens. Radio communication is adversely affected, not only during the aurora but for several days afterward. While no aurora was visible at Washington after the 18th, high-frequency radio transmission was unusually poor for a week thereafter.

Thus the aurora is only an evidence of the first stage of an ionosphere storm, the stage in which there is a tremendous increase in the number of electric particles entering the ionosphere. These particles plunging into the ionosphere tear up the regular ionized layers which normally reflect radio waves, and also produce intense ionization at unusually low levels which use up the energy of radio waves thus reducing their intensity in addition to causing severe fluctuations.

During this turbulent stage of the ionosphere storm, high-frequency radio is very erratic, both signals and "static" surge violently, being transmitted with good intensity for short intermittent periods, interspersed with periods of complete failure. This indicates severe turbulence in the ionosphere with small unstable patches or clouds of high ionization densities. Fluttery transmissions can be heard at frequencies far in excess of those normally useful for long-distance communication. Not only auroral but the most severe fluctuations of terrestrial magnetism occur during this first or turbulent stage of the ionosphere storm.

The second stage, following the turbulent stage of an ionosphere storm, is characterized by an expansion and diffusion of the higher ionosphere, extending into latitudes farther south, the greater the intensity of the storm. This expansion and diffusion of the ionosphere increases the virtual heights and lowers the ionization densities of the ionosphere layers. The maximum usable frequencies for night F-layer and daytime F-layer transmissions are much reduced because of the lowered critical frequencies and increased virtual heights. Thus the higher frequencies are not usable. Frequencies low enough to be received are usually abnormally absorbed, especially during the daytime.

MAN! Can I Actually Get All That Over ONE Washington Station?

Amazing, what you can do with one station in the Nation's Capital.

When you buy time on WWDC you pay for one signal, but you get two. A new W.E. transmitter within sight of the Capitol Dome booms your message through the city proper; a booster station in the heart of suburban Washington does the job in wealthy, closely-packed Chevy Chase, Silver Spring, Bethesda and other Maryland sections.

The one for two rate is low, too. Not a cent more than the lowest rate in Washington.

Because WWDC is Washington's newest station it can still offer new advertisers choice spots at choice hours. That's a situation you can profit by, now.

Edwin M. Spence
General Manager

WWDC
WASHINGTON, D. C.

Lots of value for one low rate in the nation's first city

- Two signals for the price of one.
- Blanket coverage of Washington and suburbs.
- Choice available spots morning, afternoon and night.
- Wide-awake, veteran programming.
- Full 24-hour AP news, NBC Thesaurus.
- Strategically situated in the busiest city in the United States.

Broadcasting • Broadcast Advertising
The sky's the limit for the towering giraffe but the giraffe, having no vocal cords, is powerless to utter an audible sound. Little wonder then that he envies KXOK's reaching voice that booms across the rich Mid-Mississippi Valley Market . . . a voice that is heard and heeded, bringing new sales records to KXOK sponsors. Because of the results they've obtained, advertisers have learned that KXOK offers a solid, responsive coverage of this valuable market at a cost so low that it produces greater profits through volume returns. If you want more for your advertising dollar, remember, the sky's the limit with KXOK.

KXOK

630 KC. 5000 WATTS DAY AND NIGHT
RED WITH KFRU, COLUMBIA, MO., OWNED AND OPERATED BY ST. LOUIS STAR-TIMES
Murder by Radio

IN OUR TIME we've heard lots of heavy talk about a "free radio" versus a "controlled radio". For most people in radio, however, this has been raffish atmosphere stuff—philosophizing about something in the dim distant future.

The other day a couple of news items hit our desk, and struck us between the eyes. It brought home the answer as nothing ever did before.

From within Nazi-dominated Europe came a report that two persons had been sentenced to die before the firing squad for listening to "foreign" broadcasts. Listening to other than the Nazi-controlled radio is an offense now punishable by death.

The other item was from Worcester, Mass., where WTAG told of how radio had saved a life by identifying a little girl injured in an automobile accident, and bringing her mother to her side within a half-hour. Just one of the countless errands of mercy and succor performed by American radio.

Thus in America, where radio is free, it watches, warns and works to save a life. In the Greater Third Reich, where radio is controlled, they risk their necks when they listen.

Vice and Radio

THE DILEMMA faced by WGAC in Augusta, Ga., recently, when the station felt obliged to cancel the Sunday sermons of a prominent local Baptist minister, poses a new and difficult problem in public morals which radio must face.

With the opening of hundreds of new Army camps, it was natural that the vice problem would become aggravated in towns adjoining military reservations.

In the Augusta case, General Manager J. B. Fuqua acted with dispatch, though knowing well that his action would bring powerful criticism. In this instance a recognized minister of the gospel wished to use his regular Sunday radio time to belabor officials of Augusta for their stand on the vice problem. These officials felt there should be some form of registration of prostitutes, evidently with medical examinations. On the other hand the minister, with the support of other clergymen, advocated a wholesale shutdown of disorderly houses.

Mr. Fuqua, in a statement explaining his action, maintained that the code of ethics of the broadcaster specifically forbade the broadcasting of subjects that would not be in good taste for discussion in a family group including small children. Previous to this he had banned the story from the station's newscasts on the same basis, though it would seem it could have been handled with proper restraint in the regular newscasts.

The problem, then, is whether this question involving an age-old sociological issue and the always distasteful but necessary topic of public morals should be debated pro and con on a recognized medium of family entertainment. For certainly if the minister was allowed to speak his opinion, it follows that the city officials could rightfully demand and receive time to present their opinions.

It won't help public morals to have this sociological problem kicked about on the ether. No radio station operator wants to be put in the position of restricting free public discussion of any issue. But the topic in point in Augusta could hardly be placed in that category, but rather one that should be threshed out by those charged with the civic and spiritual protection of public morals.

Vacations and Ratings

VACATION season is over. We can tell because the top-flight programs are back and because all is verve, vigor and vim, from press agent to president, and almost everybody is already figuring on what to do for a 1942 vacation.

But some of the wiser radio heads are disturbed about this vacation business—talent vacations particularly. They're glad the summer is over, and they hope it won't be the same next year. They are mindful of low ratings of network programs during last August, when just about all of the creme de la creme talent took vacations simultaneously. One survey organization, for example, reported there were fewer sets in use on a given August night than was reported in the morning for the corresponding week of last year.

We won't turn any statistical hand springs to relate the bleak story of who listens when, as shown by these surveys. But it is generally recognized that when the favorite programs are on vacation, listeners in all too many instances follow suit. But if vacations are staged, so that Jack Hope is on when Kate Benny is aquaplaning at Waikiki, the listening level stands to remain fairly constant.

We've never heard of the whole crew of a newsmaker, in a state of high tension, packing up and having a shop, walking out for a simultaneous vacation, with a relief crew moving in. Then why in radio?
WHEN you meet Sidney N. Strotz, NBC vice-president in charge of programs, and observe his square jaw and piercing gray eyes, you conclude that here is a man of experience and one who gets straight to the point. Again you are right! Talking to him you sense his sophistication, that he has done a lot of living in rather a short time. Perhaps this is why his advice is so valuable, it is straightforward and honest.

Sid Strotz's father was a member of the American Tobacco Co. and travel was his hobby. The elder Strotz retired from active business at a rather early age and the family spent a lot of time in various parts of the globe. In 1942, when Sid entered St. John's Military Academy, Delafield, Wis.; later, he enrolled at Cornell U. But along came the World War and Sid left college to serve in the 326th Battalion Tank Corps. He rose to Sergeant, First Class. Perhaps a key to his character was found in the awful day he spent at Point A Mousson during the war. That morning 117 Allied tanks crossed the little river on pontoon bridges. Strotz piloted one of the 16 tanks that came home.

After the war Sid joined the Automobile Supply Co., Chicago, manufacturer of accessories. He started as an "order taker," and rose successively to higher positions until he became vice-president. Having the foresight to realize that automobile companies would soon use, as regular equipment, gadgets similar to those his company produced, he studied the directors that liquidation would be the wise move. His advice was followed, and in 1955 he was named vice-president of Chicago's Wrap-Rite Corp., manufacturing machines to wrap bread and similar products.

In 1928 the streak of showmanship that later made him program director of NBC Central Division led Sid to organize the Chicago Stadium Corp., which built and operated the largest sports arena in the country. Named president in 1930, he promoted almost every form of entertainment from championship fights to grand opera, circuses, indoor football games and ice carnivals. Niles Trammell, then manager of NBC Chicago, lived across the street from Mr. Strotz. Being suburbanites, they often rode to work together, the trips offering ample time for discussions of their respective fields. Trammell, during these rides, attempted to sell Sid on radio as a career. Sid showed another key to his character when he convinced Trammell that NBC should broadcast some of the prize fights he was promoting. Thus, the first major prize fight ever carried over NBC was that between Young Stribling and Otto Von Porat, leading contenders for the heavyweight title. Niles agreed to pay $5,000 for the complete fight. Unfortunately for the network, Stribling floored Von Porat in 59 seconds. Fortunately for the Stadium Corp., Strotz was announcing the color of the event and used the remainder of the allotted time to sell listeners on the arena's attractions.

Sid joined NBC in February 1933 as a member of the program department. Ninety days later he was named manager of the program and artists' service departments of the Central Division. He became manager of the division in January 1939, succeeding Trammell, who was transferred to New York as executive vice-president. In December 1939 Strotz was appointed vice-president in charge of the Central Division. This post he held until last Nov. 1, when he assumed his present position.

Many a prominent network show owes its present popularity to the early decisions of Mr. Strotz. Sensing the potentiality of "Vic & Sade," he insisted the show be kept on the air, despite heavy radio fare. Also, he was unsponsored for a long time after its debut. Fibber McGee and Molly, Ransom Sherman and Don McNeil are among the well-known radio names for whose success Mr. Strotz is in a great measure responsible.

One personality, however, which he might have joined this list was Edgar Bergen. Strotz saw the ventriloquist perform at the Chez Paree, a Chicago night club, and invited him to NBC for an audition. The planning board agreed that the actor couldn't keep up interesting material for any length of time and voted no. Sid agreed, and accepted the decision. "I alone was responsible for this error in judgment," he says, which points out still another key to his character.

In his newly-appointed capacity, Sidney Strotz is again hand-clasping his first love in radio—programming. To get a shrewd analysis of the radio industry, ask him what he thinks of radio today and tomorrow. He has no "opinions," only facts. Thanksgiving days are gone. Like most businesses, radio took the lines of least resistance. A surprising number of American families, he says, do not have enough money. The answer is, 'we've got to go out and sell good radio'—I mean good shows that are well and intelligently merchandised. Radio has depended too much on other entertainment fields for its talent. This trend, I am sure, will fade for radio must decide whether it wants to do more than ever before. We must use radio wisely to sell radio to the public. As for the future, he holds it out of reach of WBBM, takes over the publicity job vacated by Chuck Logan who has been transferred to special events in Chicago.

Sam H. Kaufman replaces Robert L. Hutton Jr., as sales promotion and publicity director of WBBM. Mr. Hutton has been named sales promotion manager of WVAE, WBBM, Chicago, is the father of a girl born Sept. 29.

VICTOR M. HOLIS, director of the Coast Guard Service, Washington, left Sept. 28 on a six-week tour of clear-channel stations.

S. S. FOX, president and general manager of New York City, was a guest with Gov. Maw at the reviewing of troops stationed at Fort Douglas.

FRANK DURBIN, of the sales staff of KLZ, Denver, has been confined to rest following a siege of illness. Jack and Linda Durbin recently underwent an appendectomy.

WILLIAM S. LINDREY, formerly commercial manager of WBFBC, Green- ville, S. C., is now commer- cial staff of WHOL, Knoxville, Tenn.

HAROLD R. CARBON, CFAC, Cal- gary, and president of All-Canada Ra- dio Facilities, is general manager of the recently formed Air Cadet League of Canada, a force personality in high school boys for the Royal Canadian Air Force.

Changes Made by CBS

IN Net Sales Personnel

WITH the departure of George Bayard, CBS Chicago network sales manager, to take charge of the New York office of Russell M. Seeds Co., Oct. 1, 1940, (see Broadcasting, Sept. 29) several personnel changes have been announced.

Richard M of WBBM sales replaces Mr. Bayard; Dudley Faust also of sales moves into Mr. Eipers position while Thomas H. Dawson of Radio Sales, Chicago, a CBS subsidiary, returns to WCCO, Minne-apolis as sales manager. Mr. Faust is a member of the Air Cadet League of Canada, a force personality in high school boys for the Royal Canadian Air Force.

Sam H. Kaufman replaces Robert L. Hutton Jr., as sales promotion and publicity director of WBBM. Mr. Hutton has been named sales promotion manager of WVAE, WBBM, Chicago, is the father of a girl born Sept. 29.
BEHIND

WILLIAM McDOWELL SWEETS, pioneer NBC production manager, has returned to the NBC production staff after several years of free-lance producing. He first joined WRC, Washington, in 1925 as studio manager after working for United Press as cable editor and London correspondent.

ALLEN STOUT and Fred Pfahler, announcers of WHOL, Knoxville, Tenn., have been appointed day and night supervisors, respectively. Roy Bass has joined the WHOL announcing staff.

BOB LOCHNER, son of Louis P. Lochner, head of the Berlin office of the Associated Press, has joined NBC's international division as assistant to Maurice English, the department's national defense editor.

TOM SLATER, NBC sports coordinator, and producer and m.c. of the Mutuini This Is Fort Dix program, has been made an Honorary Major of the 44th Infantry Division at Fort Dix.

EDWIN O'CONNOR, formerly of WBEN, WINS and WPOR, has joined the announcing staff of WORC, Hartford, Conn.

SHELDON PETerson, of the news staff of KLZ, Denver, has been appointed the second-term, to teach courses in radio news editing and reporting at the U of Denver during the 1941-42 school year.

ED BRADY, formerly of KVOD, Denver, has joined KOA, Denver.

SPORTS STARS Bud Thorpe and Lee Weelans of KLZ, Denver, hold the spoils of victory. Announcer Thorpe won the station's handicap golf tournament, licking his boss, Manager Hugh Terry, while Musical Director Weelans upset the game by defeating acting Chief Engineer Harvey Wehrman at horseshoes. Engineers were favored to win the latter contest because the horseshoe court was located out at the transmitter site.

BENEdict HARDMAN, new editor of WLOL, Minneapolis, will teach the radio courses at the College of St. Catherine this year. Hardman succeeds Thomas D. Nishwirth of KSTP who was recently appointed assistant public service director for NBC's eastern division.

ARRTIE MEHLINGER, Hollywood contact man of BMI, has severed his connections and is now in New York. HAL RORKE, CBS West Coast public director, has sold an original radio drama, "His Own Backyard," to be produced for the CBS Big Town series, beginning Oct. 5 under sponsorship of Lever Bros. (Rimo).

RICHARD BACON, NBC Hollywood commentator, has sold three original stories, used on his nightly quarter-hour program, to M. F. Publishers Studios, Miami. Stories will be dubbed into a cartoon film.

PEGGY FOLEY, of the special events department at KSFV, San Francisco, left Oct. 1 to join the Hollywood branch of Neallord, Lewis & Brophy, Chicago agency. She will handle talent and assist in production with Cecil Underwood and Van Fleming.

Jcn C. schRaMM, production manager of WBEN, New York, resigned effective Sept. 28.

JACK MARTIN, formerly of the WHN, New York, announcing staff, has joined WOPi, Baltimore, Tenn., as sportscaster.

LEILa GILLIS has joined the sales promotion and publicity staff of KCOO, Minneapolis, succeeding Betty Carlie.

DON KEEARNEY, formerly of WHAM Rochester, WKNY Kingston, WFAS White Plains, WAGE Syracuse, has joined the public relations staff of United Service Organizations in New York.

HUGH IVeY, staff announcer of WGB, Atlanta, who is also a school navigation instructor at Georgia Tech, will soon start instructing student pilots in navigation at Camp Gordon, Atlanta.

MAX DOLIN, one-time musical director of NBC San Francisco, has been appointed to a similar capacity at KFRC, Seattle.

TOD BLISS, CBS Hollywood producer, is the father of a girl born Sept. 27.

HARLEY NEIL, Hollywood announcer, has been assigned to the weekly half-hour NBC Capt. Flag & Core Quartet, which started Sept. 5 under sponsorship of Mennen Co. He also collaborates with commentator Frances Scully on the weekly quarter-hour "Speaking of Glamour," which started Sept. 29 on NBC Pacific Blue stations with Paquins Inc. (hand cream), as sponsor.

RICHARD KROLIK, graduate of Dartmouth College, new to radio, has joined MBS as assistant to Lester Gottlieb, Mutual publicity director, succeeding Edward J. Nickel, who has joined Parade.

RAYMOND KAY, summer relief announcer of WPPI, Philadelphia, completed his assignment Sept. 25, and on the same day, received a letter from his draft board in Baltimore ordering him into the Army.

T. E. Casper, sportscaster of WSPR, Fort Worth, left Oct. 1 to marry Dorothy Eisele.

PERRY HILDERLY, formerly of KFEE, Spokane, and KEIA, Cerealia, Wash., has joined KIO, Phoenix, as continuity writer.

JESS ALEXANDER, gap writer for Bob Hawk and staff member of WAAF, Chicago, has been inducted into the Army. A first lieutenant, Field Artillery Reserve, he has been assigned to the Signal Corps at Harris.

DICK LAWRENCE, CBS producer, and Eleanor Engle, CBS actress, both of WMBR, Chicago, were married Sept. 18 at Freeport, Ill.

HARRY CREIGHTON, sports editor of WAAF, Chicago, is back on the job after spending eight weeks in bed with two broken ribs which he received while playing baseball.

ROB PROVENCE, formerly of WMMN, Fairmont, West Va., has joined the announcing staff of WKBW, Youngstown, O.

HENDRICK BOORAEM Jr., has been named to direct and produce the new "March of Time" week which will make its debut on NBC-Blue Oct. 9.

DICK FIEHR, announcer of WLOL, Minneapolis, has accepted a position in the speech department of the U of Minnesota.

CLIFF HOVELL, program director of KFSA, San Francisco, returns to CBS in Los Angeles where he will be associated with production on several shows.

YOU'LL MARVEL at the action, suspense and entertainment packed in these capsule thrillers! Each is complete in itself, with the crime, the clues, and the solution—skillfully produced with top NBC talent.

"FIVE-MINUTE MYSTERIES" is a series that keeps every listener on the edge of his chair ... a "Sherlock Holmes" unraveling deep, dark secrets! Each of the 63 programs can be presented in a five-minute spot, with opening and closing announcements, or as a high-spot in a longer show. They have successfully sold coal, drugs, laundry service, meats, beverages, rugs, auto accessories and many other products. Sold as complete series of 63 shows ... or in units of 26, 39 or 52 programs.

Write for rates and availability.

Ask about other NBC recorded programs, too: Betty and Bob—Hollywood Headliners—Time Out—The Face of the War—Getting the Most Out of Life Today

NBC Radio-Recording Division NATIONAL BROADCASTING COMPANY A Radio Corporation of America Service RCA Bldg., Radio City, New York

Merchandise Mart, Chicago • Trans-Lux Bldg., Washington • Sunset & Vine, Hollywood

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BROADCASTING • Advertising
Guestorial
(Continued from page 34)

of the case for motion pictures as a sales promoting devise in radio.

The writer has seen how motion picture films did a job for both magazines and newspapers. There is no reason to think such a medium can’t do even better for radio stations. Specifically, here is what a good film can do:

1. Convence the general public on the public service their stations render.
2. Dramatize the efforts of the station to serve the community.
3. Explain why “the wheels go round” and how they’re made to run.
4. Influence important individuals and groups who might be apathetic or hostile to radio.

And as a sales-making tool, a motion picture can:

1. Explain the values of radio to prospects.
2. Help him enthuse his salesmen and dealers.
3. “Pre-sell” the forthcoming radio campaign to the entire trade.
4. Help the station manager "merchandise" the sponsors’ programs—and the station with all trade factors.

It is obvious that a good motion picture can find general audiences, such as those who attend theatres, and selected audiences, such as members of clubs and political and lunch clubs. This latter audience, of course, includes all the influential men of the community; those in trade, professions, government and the church. But after that, the less obvious use of films comes into its real “dollar-and-cents” own!

While the lustre of radio will never dull as long as those in it keep it exciting, some of the bloom is off the rose; not so frequently any more are heard the cheers and yells of a sales staff when a radio campaign is announced by the sales manager or account executive from the agency. The jargon of broadcasting is no longer a strange tongue; the salesman pounding his territory talks “Crossley’s”, “plat ters”, “station-breaks”, “multivolts” like a war-horse engineer.

Yes, dealers have been known to yawn while listening to the sales man explain his big radio show. Night and day, wholesalers and their staffs are exposed to some of the most intriguing picture-presentations by radio’s competition—the local newspaper, the magazine and the billboard. All’s fair in love and a d-w-a-r! The bang of radio “bombed” these competing sales-promotion jobs; the quick and economical way in which radio has piled up sales records created this new competition. The writer knows, having bucked it for 15 years.

Both Jobs Important

Undoubtedly, radio presumed no answer was necessary to the intensive jobs other media do with the wholesale and retail set-up in a great number of American cities. “Let George do it”, radio said. “We’ll stick to the main job of putting on programs and selling them.” However, the record shows the most successful stations in the country are those who have considered the wholesaler and retailer, and have ‘merchandised’ the pants off them. Today, every one agrees that merchandising is the thing!

So, here are the two main uses of a promotion motion picture film:

1. To build goodwill for radio in the community.
2. To “merchandise” the station and the advertisers who use it.

Today, both jobs are equally important. And both jobs can be done with a film!

One suggestion is a “two-in-one” film: the first half a short and vivid picturisation of the history of radio, and a ‘re-cap’ of some of its tremendous achievements. The second half which, for convenience sake we’ll call ‘The Sell’, talks selling, how radio sells, how a wholesaler and dealer can harness this power, and gear it down to where it will work in the store, in the garage, in the bank and so on.

It would be a marvelous thing, for example, if NAB, or another group, would underwrite a full-fledged epic of the air to run, say, 25 minutes. This would be a general and inspiring picture of the conception of radio and a dramatic, rapid-fire recountal of its brief history.

Prints could be supplied to the various participating members who would add to this major effort, a locally made film pointing up a personalized story of the specific station. The local film could be in production comcomitant to the larger effort. The group appointed to make the film could aid the local station in supplying good professional type of treatment for the local maker to follow.

It Worked for Others

This is just an ‘off-the-top of the head’ suggestion. If we have succeeded in stirring the imagination of the many creative minds who people this industry; if herein is a pin-point of light showing what the industry can do together in a workable job of needed ‘horn-tooting’, the writer feels well-paid for this midnight stint.

To sum up! The public service of radio, the drama of radio, the power of radio to influence people can sell goods at lower costs can be dramatized in the voice-picture technique. The writer has seen it do a job for other forms of media, and for other industries lacking the lure and the color found in radio. Motion picture films “paid-out” for them... they can pay out for radio!
Pabst Drama
A DEADLINE DRAMA, and an oh so happy ending, was enacted by Pabst Sales Co., Chicago, with a last-minute decision to sponsor the broadcasts of Chicago Bears pro football games on WENR, Chicago. Through the agency, Lord & Thomas, Chicago, the contract was signed noon Saturday, and shortly after noon Sunday, Fort Pearson was on the air broadcasting the first game of the series on Sept. 20 from Green Bay. Pabst is also sponsoring broadcasts of the New York Giants on WHN, New York.

Big WISR Opening
THE ENTIRE city of Butler, Pa., turned out the night of Sept. 26 in a mammoth celebration of the opening of the new WISR. Following a parade which included visiting Pittsburgh fireman and police bands as well as floats of the Army “Jeep” or bantam tanks, manufactured in Butler, entertainment and fireworks were provided in the local bail park. On hand were Mayor Scully of Pittsburgh, Billy Conn, Fritzie Zivic and MBS Sportscaster Tom Slater. Station is owned by David Rosenbaum, local department store owner, and operates on 680 kc. with 250 watts. James L. Cox, formerly of the West Virginia Network, is manager.

Meet the LADIES
HAZEL KENYON
POSITIVE steps to insure the proper handling of public service activities were taken recently when KIRO, Seattle, announced the appointment of Hazel Kenyon to its staff as director of education. Miss Kenyon brings to Seattle a rich background of extensive experience in this field as well as national recognition of her efforts. Until recently she operated KBPS for the Portland, Ore., public schools where her radio productions gained national awards for excellence from the National Council of English Teachers and the Institute for Education by Radio.

WBBM AGAIN SELECTS J-M ACOUSTICAL MATERIALS TO INSURE BROADCAST QUALITY
Like hundreds of other leading stations, WBBM, Chicago, protects broadcast quality by again selecting J-M Acoustical Treatment and the J-M System of Sound Isolation for their new studios, control rooms and sound locks. Office space, too, is quieted with J-M Sound Control Materials to increase efficiency. The cost of such treatments is surprisingly low for any station. And the resulting protection for high fidelity is too important to overlook. For complete information, write Johns-Manville, 22 East 40th Street, New York, N. Y.

Interference in Canada By AFM in Pickup of Service Bands Claimed
REPORTS that the American Federation of Musicians had threatened to cut NBC, CBS and Mutual programming from Canadian Broadcasting Corp. if the CBC again allowed the Royal Canadian Air Force bands to broadcast from the CBC, were current in Ottawa last week. “So much has the musicians’ union interfered with performances by RCAF bands . . . Air Minister C. G. Power recently was forced to rewrite service regulations governing activities of air force bands,” the Ottawa Journal stated. “Mr. Power released to the Journal information taken from a letter recently directed to Walter Murdoch, Canadian member of the AFM, instructing that gentleman that RCAF bands would play ‘where and when’ the Air Council or officers commanding Air Force districts so decided. But this ‘where and when’ does not include CBC networks, even on engagements which might be arranged exclusively for recruiting purposes.”

Ernest Bushnell, CBC program supervisor at Toronto, stated the union had made a verbal protest when the RCAF band played three months ago. He said the band was broadcast then and will be again. “Any time the Government wants us to broadcast the RCAF band, we will do so,” he said. “We would broadcast it regardless of any threats or ‘orders’ from other sources. But there won’t be any threats or orders from the musicians; there never have been. All our relations with the union have been on a very friendly basis.”

“Three months ago, when we planned to broadcast the RCAF band, Mr. Murdoch of the union told me he was entering a protest. The CBC is not fighting the union. If there is anything to be settled it is between the Government and the union. We shall do all in our power to stimulate recruiting”.

Candy Announcements
CYNTHIA SWEETS Co., Boston, on Sept. 29 started a 12-13 week campaign for its sweets and candy using thrice weekly transcribed and live announcements on eight New England stations, as follows: WBZ, WLBZ, WLBW, WENN, WBRC, WICC, WGAN and WLBZ. Agency is Albert Frank-Guenther Law, Boston.

SELL CENTRAL ILLINOIS
An Above Average Market

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

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

WJBC
BLOOMINGTON—NORMAL
Represented by International Radio Sales
CBS Teacher's Manual Is Sent to Many Nations

WITH start of the fall school term and the 13th season of the CBS School of the Air of the Americas, which resumes Oct. 6, CBS has distributed 260,000 copies of the corollary teacher's manual, published in conjunction with the program, to educators throughout the United States, Canada, Alaska, Hawaii, the Philippines and Latin America. Printed in English, 200,000 of the manuals are to be used in this country and Canada for classroom guidance. The other 60,000, in Spanish and Portuguese, are to be sent to Latin American countries through their embassies in Washington.

As in past years, the 1941-42 guide was prepared to assist teachers in making practical classroom use of the School of the Air programs. Included in the 120-page manual are suggestions for discussions, readings and other lessons in connection with the broadcasts.

Weiland Sells Stock

JONAS WEILAND, owner of WFTC, Kinston, N. C., and holder of a minority interest in WGBR, Goldsboro, N. C., was granted consent Oct. 1 by the FCC to relinquish his holdings in WMVA, Martinsville, Va., which he held in partnership with William C. Barnes, publisher of the Martinsville Bulletin. Under the new setup the assignee, Martinsville Broadcasting Co. Inc., will be 50% controlled by Mr. Barnes, with the other 50% divided among various businessmen of Martinsville with Kenmon C. Whittle, an attorney, acquiring the largest share, 14.7%. Total cash consideration in the deal is $13,500. WMVA, authorized last year, went on the air last February and operates with 250 watts on 1460 kc.

Priorities Vex Canadians

CANADIAN Broadcasters through the Canadian Assn. of Broadcasters are now negotiating with the Priorities Branch of the Department of Munitions & Supply, Ottawa, for priorities on replacements and new equipment. The problem now acute in the Dominion where considerable broadcasting equipment is imported from the United States, until recently Canadian stations had not experienced great difficulty in obtaining equipment, but now this is becoming more difficult. The CAB hopes to work out a system of priorities similar to that now in force in the United States. No Canadian station, the CAB reports, has at present a complete duplicate transmitter to take care of emergencies, as some in the United States are reported to have.

Watts Last Deal

Kennon controlled the assignee, Martinsville Broadcasting, in connection with this conflict in obtaining equipment, but the guide was used in the Philippines and Latin States, Canada, Alaska, Hawaii, in conjunction with the broadcasts. Included in the guide was a manual of the use of the Morse code, which was authorized to be made for sale in the Philippines and Latin States. Canada, Alaska, Hawaii, and the United States.

Mystery Resumes

STANDARD BRANDS, New York (Fleischmann's foil yeast), for the fourth consecutive season, on Oct. 6 resumes the weekly half-hour program, I Love a Mystery, on NBC-Blue stations, Monday, 8:30-9 p.m. (EST), with West Coast repeat, 8:30-9 p.m. (PST). Cast will continue to include Michael Raffetto and Barton Yarborough, with Gloria Blondell and Mercedes McCambridge as feminine interests. Paul Carson, organist, will supply musical background, with Drescher Dalle, All-America star. Caroll E. Morse is writer-producer. Kenyon & Eckhardt, New York, is agency.

Iowa Station Boosts

TWO IOWA stations procured improved facilities from the FCC Sept. 30 when it authorized KFVD, Fort Dodge, to go to fulltime with 250 watts on 1400 kc. as soon as KQFQ, Boone, now 100 watts specified hours on that frequency, is ready to move to 1200 kc. with 250 watts. The latter station, operated non-commercially by Boone Biblical College, was given a daytime assignment and was authorized to make changes in its transmitter and install a new antenna.

LOU LONDON, program director of WPEN, Philadelphia, became the father of a daughter, Dale Roberts, born Sept. 29.

Wichita Airplane Orders to Reach 500 Million

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

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

KFBI is ready—with snappy programs—aggressive announcers and responsive listeners. Are YOU? Let's go!
WCHB, Rock Island, Ill.

KDKY, Salt Lake City

WQXR, New York
Gambrell & Davito, New York (wines), 5 a weekly, 52 weeks, thru Delilah Adv. Agency, N.Y.

WAXY, New York
Promoters, New York, 81 a 16 weeks, thru Bow Co., N.Y.

WXM, Ebony Network, N.Y.
United Artists Corp., New York (Lydia motions pictures), 1 a weekly, thru Buchanan Co., N.Y.

KSL, Salt Lake City
Peter Paul Inc., Naugatuck, Conn., 156 a weekly, thru Braucher, Davis & Staff, San Francisco.

KPO, San Francisco
Depaul Inc., San Francisco (dental plate cleaners), weekly as, thru Rufus Rhodes & Co., San Francisco.

WCAO, Baltimore
Conservation Society, 102 a thru Olan Adv., Agency, St. Louis.

WNYE, New York
Shepherd, Newark (shampoo), 102 a thru Charles Dallas Reach, New York.

WKBW, Buffalo

WHEC, Newark (wines), books, 5 a weekly, thru Northwest Radio Adv., Seattle.

WGN, Chicago
Wm. M. & M. Co., Chicago, 100 a thru Lord & Thomas, Chicago.

WEMP, Providence (Total True Story magazines), 30 a, thru Arthur Kuder Inc., N.Y.

WNBN, New York
Skeet & Kade, Newark (Pentzum), 3 a weekly, thru E.R. Wasey & Co., N.Y.

TWBC, Duluth

WBBF, Buffalo
Herbert Bubing Co., LaCrosse, Wis., 5 a weekly, thru Hansen Brewing Co., LaCrosse, Wis., thru William Ely & Co., N.Y.

KAX, Oakland
General Cigar Co., New York (Van Dyck), as, thru Campbell-Ewell Co., Detroit.

KFAC, Fort Worth
John F. Kelke & Co., Chicago (Good Luck magazines), 1 a weekly, thru Young & Rubicam, N.Y.

WGBH, Boston
M.G. Gannett Co., (shoe polish), as, thru Ely & Co., N.Y.

WDIV, Detroit
World-Jefferson Co., 100 a weekly, thru Detroit News, Detroit.

WEDN, Philadelphia
Local Motors Inc., Chicago, 5 a weekly, thru Wrigley Bros., N.Y.

WJZ, New York

WCHT, Hartford (Shaver, Rake & Roy), 20 a weekly, thru Shaver, Rake & Roy, Hartford.

WJZB, South Bend, Ind.
Jeany Furniture, 100 a weekly, thru Jeany Furniture, South Bend.

WTAM, Cleveland
Kastor Furniture, 100 a weekly, thru Kastor Furniture, Cleveland.

WBZ, Boston
Rufus Duvall Co., Los Angeles (shampoo), 5 a weekly, thru Rovetta & Linsky, Chicago.

WXW, New York

WNYJ, New York
Bow Co., N.Y.

WXJZ, New York
Teich & Co., New York (agents), 15 a, thru Young & Rubicam, N.Y.

WAXN, New York
Rufus Duvall Co., Los Angeles (shampoo).
On Schedule

THAT THE PASSENGER air-line service runs on split-second time is indicated by a 10:55 p.m. news broadcast introduced by the swirl of a plane motor over WDAS, Philadelphia. No sound effects are used on the program. A plane, on schedule, is over the skytop station studio nightly at 10:55 and the announcer simply places the microphone out the window to pick up the sound. The plane failed the station only once in six months.

Hobbies are varied. Aside from enjoying tennis, bridge and gardening, he is deeply interested in mathematics. Since college days he has engaged in the prediction of gridiron outcomes based on a mathematical formula. Unmarried, he enjoys his work and is enthusiastic about the future.

Quaker in Canada

QUAKER OATS Co., Peterboro, Ont. (Quaker Puffed Wheat, Puffed Rice, Corn Flakes), has started Little Orphan Annie five times weekly on CBA, Sackville, N. B.; CCB, Montreal; CKPR, Fort William, Ont.; CBO, Ottawa; CBL, Toronto; CKY, Winnipeg; CKCK, Regina, Sask.; CPQC, Saskatchewan, Sask.; CFCN, Calgary, Alta.; CFX, Edmonton, Alta.; CJOR, Vancouver. For Quaker Oats on Oct. 18 the same sponsor starts that Brewster Boy, weekly half-hour transcription show, on 13 Canadian stations, and on Sept. 29 it started, for Quix Whit Flakes, The Air Adventures of Jimmie Allen on CFRB, Toronto, five times weekly. Account is handled by Lord & Thomas of Canada, Toronto.

LOUIS J. APPELL, director of a local bank, pottery and paper advertising firm, has applied to the FCC under the name of the Susquehanna Broadcasting Co., for a new daytime regional in York, Pa., 1,000 watts on 900 kc.

BROADCASTING manager Arizona and headquartered in"
TO POPULARIZE serious music by American composers WQXR, New York, in cooperation with the National Assn. for American Composers & Conductors, is presenting a Sunday hour program titled Meet American Composers, with Sigmund Spaeth as commentator, composers and critics as guests and recorded music. So that other stations, colleges and organizations can follow the pattern of the programs, notes and commentaries and lists of the recordings played will be sent throughout the country by the association.

* * *

Stars for USO OUTSTANDING Hollywood film and radio talent contribute their services to the weekly half-hour program, Stars Salute USO recently inaugurated on Don Lee Pacific Coast stations. Ted Yerza, who conducts the daily Lampighter program on KHJ, lines up the talent and in addition makes arrangements for a different group of sailors, soldiers and marines to be studio audience guests each week. Jim Bloodworth is network producer, and in addition is producing a band, as well as announcing and volunteering services for the show.

* * *

False TO ASSIST New York’s Mayor LaGuardia in his campaign to prevent false fire alarms, WNYC, New York’s municipal station, is presenting a series of three dramatized programs on the needless waste of such alarms.

Prognosticators PIGSKIN PARTY, new half-hour variety sustaining feature, has been launched on NBC-Pacifie Blue stations with Hank McGuckin as host. Martha Titon is vocalist, and Charles Dant conducts the studio orchestra. During the studio audience broadcast, McGucka asks for predictions on the following day’s football games. Those giving best reasons for their prognostications are complimentary dinner guests at the Los Angeles Biltmore Hotel. A wrist-watch is awarded to the week’s outstanding gridiron performer. Ned Tollinger produces the program. Larry Keating is handling the announcing assignment.

* * *

Executive Views SPEECHES by business, educational and civic leaders will be broadcast each Friday on WSGC, Chicago FM station. Series started Oct. 5, and each program will originate at weekly meetings of the Executives Club held in the Sherman Hotel.

* * *

No Man’s Land WOMEN only are producers, perform and announce the new Pot & Pan Club of WSOY, Decatur, Ill. Girl singers, recipes and informative chats by Easter Straker constitute these all-women sessions.

Soup to Nuts EVERYTHING from soup to nuts—the soup to be supplied by Home Economist Elizar Lee and the nuts by the crew of the show—including ‘in Just For Fun on WJSV, Washington. The show, conceived by Program Director Lloyd Lee, is designed to please most of the people most of the time between 3 and 4, or thereabouts, five afternoons a week. News, comedy, music, singing, the amazing Emily, guests and anything else is presented.

Down the Chimney LAZARUS, Columbus, O., department store, will present its juvenile program Santa’s Chimney along with WHRL. Heard six days a week, the show emanates from a mythical North Pole station, XMAS in the store. Santa begins his nightly broadcasts two weeks before Christmas and arrives in Columbus, Ohio, with TWA flagship Spirit of St. Nicholas.

* * *

Masters of the Classics EACH Monday afternoon Fred Smith, managing director of the College of Music, conducts Face the Music on WKRC. Cincinnati, asking questions about classical music of a different board of musical experts each week. Highest percentage of correct answers by a board member entities that individual to an autographed album of symphonic recordings.

* * *

Sports Quiz IN A HALF-HOUR weekly quiz show on WCBs, Springfield, Ill., titled Sports Quiz With the Experts, men and women well-known in central Illinois sports circles quiz each week by listener. Students write their opinions on subjects announced in advance.

Kiddie Hour A SOLID HOUR for juvenile listeners is heard each day from 5 to 6 p.m. when quarter-hour serials are carried on KFW, St. Louis. The programs in order are Little Orphan Annie, Superman, Mr. Peabody and Captain Midnight.

College Opinions FORUM DISCUSSION of some timely question makes up the new Intercollegiate Forum program released by KFY, San Francisco, Sundays. Representatives of four colleges appear on each program. Ten colleges of the San Francisco area will be on the schedule.
Radio Advertisers

PRESIDENTIAL SILVER Co., Inglewood, Calif. (trophy manufacturers), new to radio, and placing direct, on Oct. 5 started for 13 weeks sponsoring a weekly quarter-hour woman's program featuring Eugenia Clair Flatto, commentator, on KNX, Hollywood. Series is based on stories of women in the news. Interviews with prominent women engaged in civic and club affairs are included. Don Kerr is writer-producer as well as announcer of the show.


BRITISH-ISRAEL BROADCASTING, Hollywood, has started a five-minute broadcast thrice weekly on WVSK, Troy, Ohio. The program is produced by Dr. Leon Levy, president of WCAU, in Philadelphia.


PLETIApollo PRODUCTS Co., Los Angeles (Veg-Lax), new to radio, on Oct. 6 starts a five-minute quarter-hour of religious music on XEMO, Tijuana, Mex. Contract is for 52 weeks. Agency is Cino's H. Mayne Co., Los Angeles.

LOS ANGELES SOAP Co., Los Angeles (White King soap), on a 52 week contract starting Oct. 6 will sponsor a thrice-weekly quarter hour newscast on KOA, Denver. Agency is Raymond R. Morgan Co., Hollywood.

CALLED UP a few weeks back for active duty as a lieutenant in charge of radio communications for the Fourth Naval District, Philadelphia, Dr. Leon Levy, president of WCAU, goes in naval recall after shocking off his private pursuits in favor of Navy duty.

CHAMBERLAIN'S, New Haven, said to be the oldest furniture store in the United States, has signed a 13-week contract with WNEW. New Haven, for a thrice-weekly midday series featuring songs by Russell Mower from the local Paramount Theatre. At the organ will be Jimmy Morgan, and the program also includes poetry by Charles Wright.

DENALAN Co., San Francisco (dental paste cleanser), has started Goodmorning Chorus, quarter-hour weekly program featuring mass of enunciation birds, on 3 Don Lee stations in California, KFRC, KABC, RKB. Agency is Ruths Rhonoids & Co., San Francisco.


PLANTERS NUT & CHOCOLATE Co., Wilkes-Barre, on Sept. 29, through Goodkind, Jen & Morgan, Chicago, affiliate of Raymond R. Morgan Co., Hollywood agency servicing the account, started sponsoring a five-minute quarter-hour program of hillbilly music on WSM, Nashville, Tenn. Firm also uses a similar five-minute broadcast on WMC, Memphis. Contract is for 13 weeks.

KDYL's new 5000-watt day and night directional broadcasting pattern is tailor-made to cover the population grouping in this heart of the intermountain market . . . and we do mean cover!

It means more people tuning in the top-flight NBC-Red Network shows they've always wanted to hear . . . more response to the always-alert showmanship of KDYL.
SPEND LESS ... GET MORE on WCOP

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

GOING FULL TIME SOON!

WCOP
BOSTON'S STAR RADIO SALESMAN

4 Largest
Department Stores
and 7 Breweries

The selection of WSAI by the 4 largest department stores and 7 local breweries indicates the station which is used most by those who know Cincinnati best.

KARL'S SHOE STORES, Los Angeles (shoes), currently sponsoring a six-week, quarter-hour newscast on KFWB, Hollywood, is planning an extensive Pacific Coast late winter campaign, concentrating on similar types of programs. J. B. Kiefer Adv., Los Angeles, has the account.

SMART & FINAL Co., Wilmington, Cal. (food), sponsoring the quarter-hour program, Johnny Murray Talks It Over, on KFI, Los Angeles, on Sept. 30 renewed the series for 13 weeks and increased broadcasts from three to five weekly. Agency is Hoins, Pickering & Co., Los Angeles. William T. Pickering is account executive.


CLUETT PEABODY & Co. of Canada, Toronto (Arrow men's furnishings), on Sept. 28 started a series of five French spot announcements on CKAC, Montreal; CHLT, French West Indies, and CHRC, Quebec. Account placed by J. J. Gibbons Ltd., Montreal.

GENERAL FOODS Ltd., Toronto (Grape Nut Flakes), started on Oct. 4 a series of spot announcements Mon. thru Fri. on 9 Canadian stations. Account, placed by Bader Adv. Agency Ltd., Toronto.

IMPERIAL OIL Co., Toronto (British Columbia wines), started a six-hour Sunday program on CFRC, Toronto. Account placed by Vickers & Benson Ltd., Toronto.

BRODIE & HARVIE Ltd., Montreal (bourbon), has started a spot announcement campaign on CKAC, Montreal, and CHRC, Quebec. Account placed by J. J. Gibbons Ltd., Montreal.

SUBS for Plugs

WHBB, Selma, Ala., has initiated a new bit of cooperation with the Treasury Department's defense savings program. Julien Smith Jr., vice-president and manager of WHBB, recently noted the Treasury Department that although the station carries many sponsored programs of MBS in its regular schedules, it has not always scheduled to carry the commercial copy of the broadcasts. When this idea was brought up, WHBB also offers a long Defense Bond and Stamp announcement in the same time before their regular program break, he said, The Treasury Department, delighted with the idea, has written all MBS stations suggesting that they might follow suit when such programs are included on their schedules.

WESTERN FARMS DAIRY, Los Angeles, new to radio, in a 2-week campaign started Sept. 25, is sponsoring participation five times weekly in Uncle Harry's Texaco Town, on KKOD, Industry Hills, Calif. Agency is Chas. H. Mayne Co., Los Angeles.

KNOX Co., Hollywood (Crystals), and Sickle Oil & Refining Co., Los Angeles, through Barton A. Stephens Adv. and Smith & Bull Adv., that city, recently concluded a joint alternating sponsorship of a twice-daily quarter-hour newscast, six times per week on KRKD, Los Angeles.

WILLIAM CONNALLY, advertising manager for S. C. Johnson & Son, Racine, in the case of WJNI, Wisconsin, a 2-week NBC Fibber McGee & Molly program, was in Hollywood Sept. 30 for the final broadcast.

LUDENS Inc., Reseda, Pa. (cough drops), on Nov. 3 starts a twice-weekly Fibber McGee and Molly program featuring Dave Lane, vocalist, on 3 CBS California stations (KKNX, KSFQ KARN), Tuesday and Thursday, 9:25-9:30 p.m., starting, placed through J. M. Mathes Inc., New York, in an 8-week series. American Chicle Co., Long Island, N.Y. (Chicle gum), sponsors a similar five-minute morning program, featuring Larry, six times per week on KFRC, San Francisco. Agency is Bulder, Browning & Herrsey, New York, Marney Food Co., Huntington Park, Calif. (pet food), through Ivar W. Wallin Jr. & Staff, Los Angeles, also currently sponsoring a Monday-Friday, 12-minute conversationalist thrice-weekly for a quarter-hour, on station KFRC.

BENEFICIAL CASUALTY CGO., Los Angeles (investments), on Oct. 4 started sponsoring weekly quarter-hour program, Contract is for 13 weeks. Firm also sponsored twice-weekly quarter-hour show titled Captain Oates' Mystery Case, on KFRC and KECA, that city, as well as a twice-weekly transcribed show of that show on KFRC, San Francisco, and KOJO, Seattle. Subscription was added in late September on a 52-week basis. Agency is Model Adv. Co., Los Angeles.

William B. REILLY Co., Ne. Orleans (Luzianne coffee), on Sept. 29 started Luzianne housebound, Monday through Friday, 10:30 a.m. to 12:00 noon, in New Orleans, on WYES, New Orleans. Will be continued.

W. E. LONG Co., Chicago, baking specialists and representatives, has sold transcribed feature service to Asheville Baking Co., Asheville, N. C., for 52 weeks, and wire service to WBBM, Chicago; to Erickson Baking Co., LaCrosse, Wis., for 52 weeks, and WBBM; to Sunlite Bakeries, San Jose, Calif., for 52 weeks, and KQW, San Jose; KDON, Monterey; and KHDU, Watertown, Calif.

ALFRED CREAMERY, West Palm Beach, Fla., has contracted for 52 weeks, following a 13-week summer test, for a daily sports review as well as all special and weather news, with WJNO, West Palm Beach.

JOHN A. COLBY & SONS Co., (furniture), has been signed as first local sponsor for the CBS Sunday news round-up, The World Today, on WBBM. Contract, placed direct, is for 35 weeks.

New Schafer Series

F. & M. SCHAEFER BREWING Co., Brooklyn, recently signed a new program of music and comedy on WJZ, New York, Thursday 7:30-8 p.m. Show features comedy team of Harry Savoy and Russ Brown. Allen Roth's 25-piece orchestra and the Schaefers' Singers. The program replaces Schafer's annual benefit football call on WEAF, 7:30-8 p.m., which went off the air Sept. 23. Agency is BBDO, New York.
WALKER VARNUM, engineer of WLS, Chicago, on Oct. 5 married Dorothy Caldwell.

TOM PRICE and Robert Kinney have joined WKN, Youngstown, O., as engineers.

OWEN McREYNOLDS has been promoted to chief engineer of WROL, Knoxville, Tenn., succeeding Joe Woford who resigned to join the field staff of the FCC at Boston. Jim Gilbert, new to radio, has been added to the transmitter engineering staff of WROL.

R. D. CARRIER has been appointed station engineer of KOA, Denver, while Lieut. J. A. Slusser is on duty in the Navy. R. C. Thompson has been appointed temporary assistant station engineer.

PAT McGINTER, formerly of KITE, Kansas City and KOAM, Pittsburg, Kan., has joined the engineering staff of WFFA, Kansas City.

F. WAYNE RHINE, engineer at the transmitter of WPAT, Paterson, N. J., reported last week to Fort Monmouth, N. J., as a member of the electronics training group of the Signal Corps. John O. Bondy, also of WPAT's transmitter engineering staff, resigned recently to join the transmitter staff of WABC, New York City.

TOM WATSON of the transmitter house staff at CKGB, Timmins, Ont., has moved to a similar post at CKYD, Val D'Or, Que. He is replaced at CKGB by Emrie Mott.

HOWARD FULLER, transmitter engineer of WATS, Austin, Mass., on Sept. 20 married Harriet Riecker, of Shrewsbury, Mass.

MERLE BJORK, formerly of KDLR, Devils Lake, N. D., has joined the engineering staff of WLOL, Minneapolis.

RAY KRAMER, formerly in the sound effects department of CBS, has joined Transamerican Broadcasting & Television Company, New York, as director of sound effects.

STANLEY BRACKEN, engineer of manufacture of Western Electric Co., has been named general manager of WE manufacture, effective Oct. 1, according to an announcement by Vice-President William F. Hosford. The newly created post was made necessary by the increase in WE manufacturing activities, it was stated. Mr. Bracken lives in Maplewood, N. J.

Jerry Branch to Train For Military Assignment

JERRY BRANCH, technical advisor to James D. Shoemaker, Crosley Corp., vice-president in charge of broadcasting, left Cincinnati last Monday to start a three-month training period at Hollywood as a part of his military assignment. It is understood he will be sent to England for practical experience in the unreported study.

A reserve lieutenant, Mr. Branch is a 1934 graduate of Ohio State U., where he majored in radio communications. Joining the Crosley broadcasting organization upon graduation from Ohio State, Mr. Branch was named technical advisor to Mr. Shoemaker in September, 1940.

Last January he was sent to Latin America, where he visited 22 republics to make technical signal measurements for WLWO, Crosley shortwave adjunct. He also assisted Antonio Rojas Villalba in establishing the WLWO shortwave network, Cadena Radio Americana.

WASK Gets 1230

ASSIGNMENT of a new frequency for the new WASK, Lafayette, Ind., was ordered in a decision of the FCC last Tuesday when it set aside a July 29 new station grant to WFMH Inc. (WASK) to operate on 1230 kc. with 100 watts fulltime and re-granted the new station to WFMH Inc. to operate on 1480 kc. with 250 watts fulltime, subject to the applicant filing for modification of its construction permit to 1450 kc. Action was precipitated by the petition of WBOW, Terre Haute, Ind., also on the 1230 kc. frequency, which had asked for a rehearing against the original FCC grant claiming that the proposed station would result in objectionable interference to WBOW. Terre Haute and Lafayette are only about 70 miles apart.

World Listening

THE story of the operation and personnel of NBC's new listening post at Bel-mont, Ind., is related in a new illustrated booklet, Listening In On The World, published recently by NBC. The 14 by 11-inch 12-page promotion supplement a written story of the development of NBC's listening post with pictures of the new plant, its personnel at work and NBC commentators all over the world.

HAL R. MAKELIM, president of Covert Co., Chicago, radio productions, has announced change of the firm name to Hal R. Makelim Productions.

Lance in Charge

H. H. LANCE is chief engineer and director of WGBR, Goldsboro, N. C., and not Bruce Mayo as reported in Broadcasting, Sept. 29. Mr. Mayo has been named chief engineer of WFTC, Greensville, N. C., and has no connection with WGBR.

In the Control Room

BILL ROBINSON, chief engineer of WHB, Portsmouth, N. H., is con- valescing from an appendectomy.

The Precise Presto driving system

It takes a real transcription table to keep up with a busy radio station. WSAU found what they wanted in the Presto 62-A...5000 hours of trouble-free service, one simple, inexpensive tire renewal. If you want a table that gives you a quick jerkless start, always coming up to speed in exactly 3½ revolu- tion...if you want a table so completely vibrationless you don't know it's running...if you want a "wow-free" table that runs 33⅓ or 78 RPM on the button...BUY PRESTO.

Once you see this Presto table in operation you'll know why an average of 15 radio stations a month are installing 1 to 3 Presto tables to replace their present equipment.

Presto tables give you the performance you've always wanted and they're ready for immediate delivery.

Write today for literature and the name of your nearest Presto distributor.

- Presto 62-A transcription table for lateral recordings, list price, $185.00.

- Presto 16" dual speed turntable chassis only, list price, $155.00.

- Simple, foolproof Presto drive system—steel motor pulley drives against rubber tire on turntable rim, only 2 moving parts.

- Presto recording equipment and accessories...in all sizes...from $2.95 up.

In Other Cities, Phone...ATLANTA, Ga., 4372...BOSTON, Rg., 4510...CHICAGO, Ill., 4250...CLEVELAND, Rg., 1545...DALLAS, 7409...DENVER, 5411...HOLYOKE, MA., 1031...KANSAS CITY, Mo., 4671...MINNEAPOLIS, Minn., 4218...MONTREAL, Que., 4212...PHILADELPHIA, Pa., 6190...SAN FRANCISCO, Cal., 5141...SEATTLE, Wash., 2160...WASHINGTON, D. C., Shelf 4003

World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs
RICHARD MARVIN, New York radio director of Wm. Esty & Co., is currently in Hollywood with Hildebrandson, agency executive, to organize a unit of Camel Caravan entertainers to be routed into Army camps along the West Coast. Group will be under supervision of Eleanor Fritscher, agency executive.

ARTHUR C. RICHARDS, radio director of Adv. Arts Agency, Los Angeles, has recovered from pneumonia and returned to his duties.

HIXON-ODONNELL ADV., Los Angeles, has moved to larger offices on the 16th floor of the Biltmore Hotel, 555 S. Flower St. Telephone is Mutual 5831.

JOE LOWE, who formerly conducted the WLS-Studio Features, which specialized in radio accounts, has joined D'Avray & Waldsworth, San Francisco.

RAY COFFIN, formerly Hollywood television producer of Don Lee Broadcast System, has been appointed radio director of Davis, Harrison & Simmons, that city. Robert L. Lottner has joined the agency as production manager, with David Arden as public relations director. Added to the staff as account executives are Joseph Miller, Russell Leland and H. B. Gibbs.

GORDON CATES, New York account executive of Young & Rubicam, is in Houston for the Joint Meeting of Allen Shaw, which starts Oct. 7 under sponsorship of Lever Bros. (H. G.) Smyth, president, George Burris, Grace Allen and Paul Whitman's band, talent lineup will feature Jimmy Cohn, who will be in charge.

ELWOOD K. GRADY, Seattle account executive of J. Walter Thompson Co., has been transferred to the agency's Los Angeles office. John M. Arthur, who also joined J. Walter Thompson Co. as account executive, was formerly on the staff of KHJ, Hollywood.

KEELORE & STITTS Co., Cincinnati, has announced the establishment of a Dayton O., branch office in the Mutual Home Bldg. Earl Doty, formerly advertising manager of General Motors' division, will be assigned and reported eventually from the Men's Association in a similar position with GM's air conditioning subsidiary, has been named manager of the Dayton branch.

NORMA SCHNERINGER, formerly publicity director of WFAA KGKO Dallas, has been placed in charge of the division in Dallas Athletic Club, replaces him at WFAA KGKO.

HOMER MCKEE, formerly president of Blackett-Sampson-Features, has joined Roche, Williams & Co., Chicago, in an executive capacity.


SIRDNEY GARMINKEL Adv. Agency, St. Louis, recently moved its larger headquarters at 26 O'Farrell St.

WILLIAM TUTTLE, formerly a program director of Ruthrauff & Ryan, New York, and presently producer and announcer of WOR, New York, has joined A. S. Lyons, talent agency. He will manage daytime programs and continues to direct The Shadow, sponsored on MBS by the D. L. & W. Col Co., and a freelance basis for Ruthrauff & Ryan.

ROBERT FOSTER, station representa- tive for WJZ, in Boston, has been appointed New England representa- tive for the program service of Baseh Radio Networks.

The operation of What bursts You Up?, It Takes a Woman and other live and transcribed programs.

SPONSOR MAKES NEWS when he himself reads the commercial on a program. When the 7,600th announcement in nine years for Monarch Fine Foods was made recently on WTMJ, Milwaukee, it was read over the air by E. B. Newton (right), advertising manager for Reid, Mardoch & Co., Chicago, who made a special trip to Milwaukee for the occasion. While Mr. Newton does the announcing, he is watched by W. F. Dittmann, WTMJ sales manager (left), and Heinie, m.c. of Heinie & His Grenadiers, on whose program Mr. Newton was a guest.

ANA, AAAA FORUM PLANNED NOV. 12

AT A SPECIAL JOINT meeting to be held Nov. 13-15 at The Homestead, Hot Springs, Va., ANA and AAAA members will analyze current attacks on advertising, formulate answers and seek to determine a proper course to take in fighting the attacks, according to a joint announcement last Tuesday. The special meeting will immediately follow the annual closed meeting of the ANA to be held there on Nov. 12.

A portion of the joint meeting, according to the announcement, is to place before the producers and users of advertising the facts related to "the grave rights to national brands and the advertising of them," to present basic facts about the economic operation of advertising and its vital place in maintaining an expanding economy, to consider what should be done.

Because of the exceptional importance of the subject being discussed, the cooperation of other advertising groups also will be sought, and several delegations are to be invited to the joint meeting.

Religious Services

HEBREW EVANGELIZATION Society, Los Angeles (religious), through Tom Westwood Adv. Agency, that city, on Oct. 5 started for 52 weeks sponsoring the weekly half-hour transcribed program, Hebrew Christian Hour, with Dr. A. U. Michelson as commentator, on 42 stations nationally. List includes KSAN KPKX WMBR WAIK WMF KSO WNAX KTSW KVGB WHB KSAL KFBI WCMI WPLP WGRC WSMB WJBK WZBD KATE WISN KQGE WLOL KYOX KWNW RFAB WINS KGCU KDLR RRMC KLPM WRC WIWS WRE KBBR WSIX KGNU KRKG KRES KAVI KXZI KTXA KSRG. Program is also being sponsored daily by KMTR, Dallas. In addition to the transcribed series is scheduled to start on a weekly basis in early December, a program sponsored by WWOY KADA KCRC KBIX KTOK KGFF KOME KUIN KORE KFJ1 KOOS KSLR KVOVS KEGA KGA KFKP WEAU WDSM.

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PUBLIC SERVICE

CJOR's record of public service broadcasting has made this station a community institution for the past fifteen years.

CJOR

Vancouver—B. C.

1000 Watts

National Representatives

J. H. McGillvra (U. S.)
N. H. Stovin (Canada)

We sell your product as you'd sell it yourself ... sincerely recommending it as one neighbor to another. And it gets results!
tions and gave an al fresco concert on the Capitol steps. Repre-sentatives of 13 Confederate States, including Virginia and Geo. Julius F. Howell, commander-in-chief of the United Con-federate Veterans, were present to re-ceive the trophies.

WQAM, Milwaukee, is broadcasting Friday night football broadcasts effective Oct. 3. Bob Heinz, who has also covered events of the Green Bay Packers from the U of Wisconsin on WTMJ, Milwaukee, will handle the descriptions. WQAM will schedule music on Saturday afternoon when most AM stations are carrying football broadcasts.

WIEB, Portsmouth, N. H., under sponsorship of Scoopy-Vacuum Oil Co., is carrying play-by-play broadcasts of the New Hampshire U football games during the 1941 season. Gordon Kinman, new program rector, handles the game descriptions.

WJJD and WIND, Chicago, for the 65th consecutive week, will carry the official classroom broadcasts of educational programs prepared under the supervision of the Radio Edu-cation's Radio Council for Chicago public schools. Programs start Oct. 6 and will be broadcast school days on WIND at 1:30-1:45 p.m. (CSTD) and on WJJD at 2:30-2:45 p.m. during the school year.

WROK, Rockford, Ill., has mailed to all high school principals in its area a copy of the station's first Educators' Radio Notebook, a ten-page mimeographed booklet giving the details of local and MBS programs of an educational nature. Suggestions on how radio may be used are included.

WBBC, Chicago, has placed George M. Morris, graduate student of North-ern U on a one-year service scholarship. Morris, now taking an M.A. in business administration, will continue his regular studies in advertising at the university and also follow an integrated program at WBBB, spending a few hours in each department. This is the second time WBBB has cooperated with Northwestern in providing a service scholarship.

WGG, Greensboro, N. C., late in September opened a number of special programs featuring visiting Army talent, including vocalists and instrumen-talists, who made studio appearances and gave an al fresco concert at the temporary Belton Hotel ground round. The broadcasts were aranged with assistance of Lieut. T. E. Hilliard, morale officer of the 28th division.

KROD, El Paso, will carry the entire ten-game schedule of the Texas Col-lege of Mines football games, a branch of the U of Texas, under the sponsor-ship of Standard Oil Co. Sponsor will also use KBNO in El Paso, the El Paso Sun Day Sun Bowl game and the Thanksgiving game between two El Paso high schools. Mom Morris and Quattrough will give the play-by-play.

From the Chief of the Channel Broadcasting Service in Washington, Mr. Shomette reports that the network is carry- ing clear channel 750 kilocycles with com-munity and farm organizations throughout the country.

CULMINATING eight years of the combined efforts of WJR, Detroit, and Dun-can Moore, director of the Farm Forum, the network's second season providing that the State of Michigan re-turns to the feature flags program covered by Michigan forces during the Civil War, Gov. Murray D. Van Woeger, at a special ceremony on the capitol steps at Lansing, recently gave back to represent-the State of all the war relics. Represe ntatives of 13 Confederate States, including Virginia and Geo. Julius F. Howell, commander-in-chief of the United Con-federate Veterans, were present to re-ceive the trophies.

A JOINT arrangement between the Minnesota-St. Paul stations to handle out-of-town games of the Minnesota U football team started its third year this fall, with the broadcast from Seattle of the Washington-Minnesota game. Under the arrangement, the broad-casts are fed to 13 other Northwest stations. The three-year agreement provides that the four Twin City stations—WTCN, WCCO, KFPT, WLOL—alternate in making the remote pickups, with WTCN in charge for the 1941 season.

Using Class A circuits for the first time this year, the broadcasts are fed through the four Twin City stations to KFPR, Bismarck; WDAY, Fargo; KGCU, Mandan; KVOK, Moorhead; WCSS, Spring-field, Ill.; WNO, Winona; KATE, Man-kato; KDLQ, Willmar; KGDE, Fergus Falls; KRMG, Jamestown; KLPM, Minot; KABR, Aberdeen; KDLR, Devils Lake; WSDM, Superior; WEBC, Duluth; WMPG, Hibbing; WHEB, Willmar; WIB, Picaso, Minnesota; WCAR, Northfield; KFAM, St. Cloud; WBOC, Mankato; KROC, Rochester.

Sports announcers representing the Twin City stations share the broadcast. The broadcast leaders are KFPR; Joe McGugan; KGCU; Haldy Paine; KFPT, KFPC; WTCN; Henry McTigue, WLOL; Eddie Gallagher, WCCO, and Halsey Hal-sted, KSTP.

JOE MALONE and Rich Hall, CBS network writers, have been assigned as a writing team by Warner Bros. film studio.

WBGE, General Electric international station at San Francisco, began a series of new program features. Six times weekly it is presenting William Butler, and in a report on America's ex- pansion of world events. This is beamed to the Orient. News in brief and Dateline is broadcast across the Pacific six nights a week. In addition on Oct. 6 WBGE will augment its Spanish pro-grams with Live & Learn, a weekly feature by Isabel Maria with panorama of the day. Previous traffic was intermittently presented to the audience. Visitors received souvenirs postcards.

WMPJ, Youngstown, has turned over Preston Sellers' program to the All Out for Britain local committee, including part of the second floor and bundle room in the basement.

WKRC, Cincinnati, adhering to its policy of bringing big sports names to its programs, started its first week en roll, sponsored by Congress Cigar Co. for La Pilia recently featured Kay Harmon. Michigan's All-American who now is sports director of WKRC, De- troit, will announce that program is an-surring of fans' sport questions.

CANADIANS keep in touch with armed forces at home and abroad through the series of broadcasts ar- ranged by the Canadian Broadcasting. The series has been augmented and rerangeted for this season and starts with Messages From the Beaver Valley, a Canadian recreation centre in London, on Sundays; Gentleman With Wingo, news from the Royal Canadian Air Force on Tuesdays; and Sat- urdays, Letters From Britain (person-al messages). Open Box (messages and interviews prepared by the CBC Overseas Unit), With The Troops In Britain (visits to various units at work and play).

WXNY, New York's municipal station, has received special permission from the FCC to remain on the air an extra quarter-hour each weekday evening during October until 6:45 p.m. so that it can continue its programs of actual Selective Service news and job news by the New York State Employment Service.

WSGC, Chicago, has organized a special orchestra in its live PM broad-casts. Director will be Jan Tomasow, Argentine violinist, who will also play first violin. Other members are Frank Simms, pianist; Richard Beidel, cellist; Edmund Weingart, second violin; Preston Sellers, organist.

BREAKFAST AT SARDI'S, currently a KFWB, Hollywood, five weekly, half-hour participation program owned by Raymond R. Mor-gan Co., that city, has been taken over by NBC sales department on a six-weeks contract with five appear-ances. for release on Pacific Blue sta- tions, effective Oct. 15. Show, geared to housewives, is repeated from Sardi's Restaurant, with breakfast guests joining in the informal format of song and chatter, conducted by Tom Brezenoff. John Nelson is director of the program.

WBCN, Hartford, on Oct. 1 created a new position of public service coun-selor naming the Rev. Charles Graves, minister of the Unitarian Meeting House, to the post. The Rev. Graves will hold the same position in the WBDU's R.F.C. adjacent, WBCN.

KYW, Philadelphia, has extended its operating day a half-hour, now open-ing at 6 a.m. instead of 6:30. Gary Lansing has been given permanent charge of the opening program.
Crosley

(Continued from page 18)

which the proposed regulation is based. It added that "until such action is taken by the Commission, it cannot reasonably be expected to present intelligently any views concerning such regulation, and therefore requests that an opportunity to submit views be accorded it when the Commission has published its reasons in support of the proposed regulation and the objectives sought to be accomplished thereby."

Whether the FCC will comply with the request that a statement be issued was not indicated at the FCC. It was stated, however, that Chairman Fly probably would make an opening statement touching on this aspect.

General Rule, Perhaps

In some quarters the view was advanced that the Commission might have in mind writing a very general rule, sufficiently flexible to permit it to accommodate almost any situation. Then, it was pointed out, the Commission, by use of suasion, might bring about sales, exchanges and other alterations in ownership in given areas, to accomplish the desired result. As a matter of fact, it is known that this has been done already in a number of cases, where Chairman Fly has advised applicants that grants of improved facilities would not be accorded one station unless the applicant disposed of a second station in the same community.

Arguments will be heard by the Commission, it is expected, in the order of briefs and appearances filed. These are as follows:


Buffalo Broadcasting Corp. (WGR-WYUB), represented by Frank D. Scott.

Westinghouse Radio Stations Inc. (WOWO-WGL), represented by Donald C. Swatland, Richard H. Wilmer.

Johnson Kennedy Radio Corp. (WIND-WJJD), represented by Mabel W. Wilmer.


Reading Broadcasting Co. (WRAW) and Berks Broadcasting Co. (WEEU), represented by George O. Sutton and Arthur H. Schroeder.

Delaware Broadcasting Co. (WILM) and WDEL Inc. (WDEL), represented by George O. Sutton and Arthur H. Schroeder.

Gene T. Dyer (WSBN. WAIT, WGES), represented by Andrew G. Haley.

Pittsburgh Radio Supply House (WJAN) and KQV Broadcasting Co. (KQV), represented by George O. Sutton and Arthur H. Schroeder.

West Virginia Broadcasting Corp. (WWVA) and Monongahela Valley Broadcasting Co. (WMMN), represented by H. L. Lohnes and F. W. Alberston.


Massachusetts Broadcasting Corp. (WOCOP and Broadcasting Service Organization Inc. (WORL)), represented by Ben S. Fisher.

International Broadcasting Corp. (KWKS) and Tri-State Broadcasting System Inc. (KTDB), represented by George R. Porter and Ben S. Fisher.

Fishers Blend Station Inc. (KOMO), represented by Donald G. Graham, Ben S. Fisher, C. V. Wayland, C. F. Duval.

Evansville on the Air Inc. (WGBF-WBBF), represented by Henry B. Walker.

Earle C. Anthony Inc. (KFKI-KKECA), represented by Louis G. Caldwell and Reed T. Rollo.

OUTRIGHT GLOATING is being indulged in by this quartet of KFI- KKECA, Los Angeles, announcers, who in addition to staff duties have entered the "big time" with start of the fall season by taking network program assignments. Pleased shirt-sleevers are (1 to r): Jim Bannon, who announces the weekly NBC Great Gildersleeve, sponsored by Kraft Cheese Co.; Herb Allen, handling commercials on Dear John, sponsored by Welch Grape Juice Co.; Wilson Edwards, who has West Coast cut-ins on the Great Gildersleeve, and Bill Stulla, commercial announcer of the NBC Rudy Vallee Show, National Dairy Products Corp.

Wilfred Guenther Joins Office of Col. Donovan

WILFRED GUENTHER, manager of WLWO, Cincinnati, Cros- ley shortwave station, has been appointed special radio consultant to Col. William J. Donovan, Coor- dinator of Information for the White House. He accepted his position at noon Oct. 1 in New York and will work with other shortwave pro- gram directors throughout the country in assisting Col. Donovan with systematic scheduling and distribution of international pro- grams.

Mr. Guenther joined Crosley three years ago in the promotion department of WSAI. Successively he has held positions in the promotion department of WLW, coordinator of facsimile, television and international broadcasting for Crosley and in 1940 was named to his present position as general manager of WLWO.

New B & W Program

BROWN & WILLIAMSON Tobacco Corp., Louisville, on Oct. 7 will replace College Humor on 122 NBC-Red station Saturday at 10:30-11 p.m. with a new show titled Raleigh Program. The new program, advertising Raleigh cigarettes, will feature Red Skelton; Ozie Nelson's orchestra with Harriet Hilliard; Wonderful Smith, the negro comic, and Truman Brad- ley; Russel M. Seeds Co., Chicago, directs the account.

Johns-Manville News

JOHNS-MANVILLE Corp., New York, on Sept. 29 took over the five minute news period on CBS at 5:15 p.m. for Frazier Hunt, journalist and correspondent, to give straight news reports with some human inter- est material. Program is titled Last Minute News From All Over the World. Agency is J. Walter Thompson Co., New York.

FRED ALLEN, star of the CBS Texaco Star Theatre, is the subject of an article in the current Saturday Evening Post, written by J. Bryan III.
Ray Hamilton is Named
As Manager of WKZO
RAY V. HAMILTON, former manager of KXXO, St. Louis, has been named station manager of WKZO, Kalamazoo, by John E. Fetzer, president and general manager. He had left his connection with the J. L. Thompson Co., Inc., and after a brief vacation joined the Kalamazoo CBS outlet.

Mr. Hamilton, Appointment of Paul H. Aurandt as program director of WKZO was announced. Originally with KXK, Mr. Aurandt for two years has handled sports, special events and newscasting for KGU, Honolulu.

Mr. Hamilton was general manager of KXXO and its sister station, KFKU, Columbus, Ohio, from 1934 to 1940. Prior to that, he was assistant sales manager of WLW-WSJAI Cincinnati, and before that was on the sales staff of WMJ. Milwaukee. He attended the School of Journalism at U of Iowa, and solds newspaper advertising before entering radio.

Press-Radio Hearing (Continued from page 18) press under his recommendations, Prof. Friedrich cited charges of news falsification by newspapers and emphasized the necessity for a “defense of truth.” He remarked that perhaps the newspapers should install an “honor court”, similar to that of the movies and radio, to decide what can be printed.

At one point in the by-play accompanying the philosophical exchanges between witness and counsel when a joking comment during the questioning was passed by Prof. Friedrich, Judge Thacher addressed the bench: “We have already gone into the early days before Christ in this proceeding. Must we now go into the home?”

Citing the Portland, Ore., newspaper-station setup as an outstanding good example, Prof. Friedrich observed that while some newspaper-owned stations have provided excellent public service, with a high standard of programs, there is an abundant evidence of others giving “lousy” service, where apparently the newspapers consider the station “a cow that should be milked but not fed.”

Summing up his stand on newspaper-ownership, he said that a rule covering newspaper ownership would be a bodying of a list of prohibitions to newspaper stations, should be developed. He cautioned, however, that he was not sure it would be a wise solution or remedy to lay down a rule prohibiting newspaper-ownership entirely.

Caldwell Has a Reason

With Prof. Friedrich occasionally challenging the relevancy of Mr. Caldwell’s queries during cross-examination, Chairman Fly asked the WGN counsel to explain his line of questioning. To this Mr. Caldwell replied that he was attempting to show that “the witness doesn’t know what he’s talking about.”

Objecting to the public does not know what it wants until it gets a choice, which it may often miss in cases of newspaper operation, Prof. Friedrich declared that one cannot argue about what the people want “merely because the waves you have on your stand are being bought.”

In the use of the licensing power to control the actions of stations a “crude tool”, adding that a code of some kind, for press as well as radio, would be a good influence, particularly if it incorporated sanctions against certain actions.

Prof. Chafee Appears

Third witness at the two-day hearing was Prof. Zachariah Chafee Jr., of the Harvard Law School, who read a prepared statement and then answered questions for an hour before leaving the stand. He declared that a considerable number of different sources of news and information will make for a more wholesome distribution of the commodities to the public, pointing out that when a newspaper and radio station in a city are separately owned, the public has two sources for its information and discussions. He maintained that danger exists from joint ownership, and a record of past impartiality does not insure future impartiality, and that “he who pays the piper calls the tune”.

Voicing scepticism about some surveys showing radio’s leadership over newspapers in the news story field, Prof. Chafee commented that radio appears to be much more timid than the press in burning questions. He held that a radio station very easily could and does escape criticism for unfairness or partiality by simply not allowing an argument on the air, while the press necessarily opens itself up to criticism because it has to go into such subjects extensively once they have been granted space on the printed page.

From the beginning radio has established a fairly high standard for openmindedness, particularly through such programs as the U of Chicago Roundtable, he commented, adding that “the radio idea of impartiality is very valuable and ought to be preserved”.

Sounding a note of caution to the FCC, he pointed out that while radio is the FCC’s business, newspaper publishing is not, and since the inquiry itself is on the border-line, the Commission must proceed carefully. He declared that “the use of a political power is fussy for one purpose for another purpose is risky”.

Prof. Chafee held also that stations and newspapers should have unrestricted access to press services whenever they are ready “to pay the fare”. Although duplication of service should not be encouraged, exclusivity of service also should not be encouraged, he declared. “There is no reason why, because a newspaper started first, it should always get the news first!” he commented.

Urges Flexibility

Concerning possible solutions to the situation, he held that since there are some cases where a newspaper station is the best answer to a particular economic situation, a flexible rule covering the proposition would be better than a rigid rule from the public welfare standpoint. He agreed with an observation by Judge Thacher that the effect of a rule against newspaper ownership of stations would be to deprive a man operating a radio station of his right to publish a newspaper.

He stated that the FCC probably should lay down certain qualifications or limitations on newspaper ownership, then proceed to make grants outside of these, at its own discretion. This would assure every applicant at least a hearing, he agreed. Answering a query by Judge Thacher, he said he felt a complete prohibition against newspaper ownership would be better as a long-proposition than allowing the FCC to complete decision in treating the newspaper-ownership question as it arose, case by case. He pointed out that unless there are guiding rules, an administrative body such as the FCC may easily take unfortunate actions.

WANTED!
A Tough Commercial Assignment

The Commercial Manager of a New York City Independent Station wants to tackle the prospects you can’t sell!

He has an outstanding record for producing sales; he has an outstanding record for producing commercial ideas that sell; he has been an important factor in the ‘making’ of three nationally-known Independents in New York . . . stations with which you are more than familiar!

He wants to leave New York and will take a deal based wholly on results.

AND—if you think he’s exaggerating his background, write for the PROOF!

Box 980, BROADCASTING

October 6, 1941 • Page 49
New York Radio Lunches To Enter Third Season

EMBARKING on its third term, the Radio Executives Club of New York will hold its 5th annual meeting of the new season, Wednesday, Oct. 8, at Stouffer's Restaurant, 54th & Fifth Ave., New York. Guest speakers will feature the weekly meeting which will be held every Wednesday throughout the year. Over 40 speakers appeared before REC members in 1940-41, including Col. Theodore Roosevelt Jr., Neville Miller, John Paine, Sydney Kaye, Sir Hubert Wilkins, Milton Berle, Jane Pickens, Dr. O. H. Caldwell, Gilbert Selden, Wytche Williams, Bill Stern, Ted Husing, Red Barber, Mel Allen, Stan Lomax, Harry Hershfield, Benny Friedman, Henry Morgan, Cecil Carmichael, C. A. Hooper, Irving Kaufman, Mark Warnow, John E. Kennedy, Capt. Tim Healy, Phil Cook and others. The club is open to all members of the radio industry. John Hynnes of Lord & Thomas is president.

O.P.O. on Coast

O.P.O. STORES, New York (men's chain clothiers), to announce opening of five West Coast retail stores, in an intensive campaign which started Sept. 23 is using an average of 30 transcribed one-minute announcements per week on WJR, KYA, KXJ, KFMB, KFSD, KMPF, KFVD, KFOX, KRK, KFAC, KTAR.

ARMY GAMES were staged in September in the rocky regions of New England. Covering the games for WJZX, Boston, were (left photo, l to r) J. J. Pote, chief engineer; Bill Feruzi, operator; Announcer Joe Grant; Lieut. George R. Beane. WTAG, Worcester, covered a tank battalion, with Gil Hodges, special events chief, listening to Lieut. Richard Reisinger (left) and Eugene C. Zuck, soldier announcer.

**Maneuvers**

(Continued from page 30)

It is of the utmost importance that equipment be of the sturdiest, most compact type possible. Fancy cases, with intricate gadgets which are likely to rust out of adjustment at the first bump are little more than entirely useless. Plan your equipment with an eye to speed in setting up. When the shooting starts, it must be over or moved to another location unless you can start on a few seconds notice. If you use transcriptions, make sure that you have some sort of arrangements made for motor generated current, because 110 volt A.C. outlets are few and far-between in the spots the Army picks for its maneuvers. The motor generator we borrowed from the 112th Engineering Regiment of the 37th Division was quite mobile and completely adequate to run our turntable at a constant 33 1/3 speed.

Choice of equipment is a point which cannot be considered too carefully.

Set Up in 45 Seconds

Our mobile broadcasting truck was in the mud up to its hubs on more occasions than we can remember. The extra equipment carried "just in case" (which somehow never gets used) necessitated another vehicle and many bulky cases which had to be unpacked with every stop, with the loss of much valuable time, and considerable patience, if any transcribing was in the offing.

In short, we were loaded down with broadcasting equipment but minus food and water. A situation we were able to get our generator running and start transcribing within 45 seconds after we stopped our vehicles.

**Caught by KFYR**

ASSOCIATED PRESS dispatches recently credited KFYR, Bismarck, N. D., with aiding the capture of three youths who robbed the Red Feather Cafe, St. Paul. They were caught in Stanley, N. D., shortly after a man who had just heard a KFYR broadcast of their descriptions spotted them and summoned the law.

**Gov. Rivers in Melee**

FORMER Gov. E. D. Rivers of the last war as the "bullion" in Valdosta, Ga., and Mrs. Rivers were attacked last Wednesday night in their home in Lakeland, Ga. by a man identified as H. W. Blink, of New York City, who later committed suicide. A long-known name found on the assailant indicated he had planned to kidnap Gov. Rivers, who had grappled with him after he gained entrance into the house posing as a Federal radio man and had been struck by a pistol butt several times on the head. Mrs. Rivers was bruised when she also fought the assailant. Gov. Rivers entered the broadcasting field in July. 1940 when he secured a license for the 250-watt WGVQ.

**WOSH Gets Ready**

RCA STUDIO and transmitter equipment, as well as a Blaw-Knox tower are being installed by the new WOSH, Oshkosh, Wis., which expects to go on the air about Dec. 1, according to Howard H. Wilson, Chicago station representative, who was awarded the construction permit Aug. 5, to operate on 1480 kc. with 250 watts. Ray Schwartz, recently appointed general manager of the station, announced the station personnel shortly.

**War Ace Honored**

KJAR, Phoenix, observed the 23rd anniversary of the death of World War aviation ace, Francis Luke, with a special broadcast marking the dedication of the new $5,000,000 advanced training base of the Army Air Forces near that city. The field is named for Lieut. Luke, who was known in the last war as the "Bulldog of Luke." During the program, which was carried by the NBC Blue in the west, Mrs. Frank Luke, mother of the ace, was heard.

**Baldwin Is Named Aide By Signal Corps Chief**

JAMES W. BALDWIN, former secretary of the Federal Radio Commission, and former NAB managing director has joined the office of the Signal Corps. Mr. Baldwin is a former NAB manager, and assistant to the president and plant manager of the Signal Corp, and has been appointed to a new post as assistant to the President of the Signal Corps.

**Mr. Baldwin to assume his Government assignment Sept. 17**

Mr. Baldwin was secretary of the Federal Radio Commission from 1930 to 1933. He became assistant managing director of the NAB in 1933 and in 1933 succeeded to the post of managing director when Philip G. Loucks resigned to return to private practice of law. He left NAB in 1938 and afterward joined Finch Telecommunication Inc., headquartering both in Washington and Pasadena, N. J.

Mr. Baldwin has been appointed to a new post as assistant to the President of the Signal Corps.
New Local in Pasadena
Would Shift to 830 kc.

AUTHORIZED last Aug. 22 to construct a new, 1,000-watt daytime station in Pasadena on 1450 kc., Southern California Broadcasting Co., headed by Marshal S. Neal, Pasadena merchant, last week applied to the FCC for a modification of construction permit, asking for the same power on 830 kc. Limited time is sought, 830 kc. being the clear channel of WCCO, Minneapolis. Already operating limited time on the same channel is WNYC, New York City municipal station.

The projected new station, to be known as KKWK, was the second within a space of a few weeks granted in Pasadena. The other grant, 10,000 watts full time on 1110 kc., for KPAS, was made Sept. 9 to Pacific Coast Broadcasting Co., headed by J. Frank Burke, chief owner of KPVD, Los Angeles (Broadcasting, Sept. 15).

Lang Protests to Legion
JOSEPH LANG, general manager of WHOM, Jersey City and chairman of the Foreign Language Committee of the NAB has sent to the American Legion a strongly worded protest on the resolution condemning foreign language broadcasts adopted at the Legion's recent Milwaukee convention. City's FCC Chairman James L. Fry and other Government officials on the value of these broadcasts in Americanizing our large population of foreign-speaking peoples. Mr. Lang denounced the Legion action as "Un-American" and "Detrimental to the cause of national unity."

SMITH TROUBLES
WGRC Has Too Many of Them
For One Station

WGRC, Louisville, is having its troubles. First, it was musicians, now its the "Smiths". There's T. Parker Smith, he's news editor. Then there's H. Parker Smith, salesman, and finally there's J. Porter Smith, assistant manager.

In Louisville Porter sounds like Parker over the phone and Parker sounds like Porter. Thus Porter gets the calls for both Parkers and the Parkers spend half their time taking sales calls when its news they want. Manager S. A. Cisler is not hiring any more Smiths.
ACA Signs Contracts With WNEW and WBNY

RENEWAL contracts were signed last week by WNEW, New York, and WBNY, Buffalo, with broadcast local No. 1 of the American Communications Assn. (CIO), covering station technicians. The WNEW pact calls for a 15 percent salary increase during the coming year with an immediate 7.5 percent for engineers and supervisors. At WBNY, wages are increased up to $10 per week with an extra day's pay for technicians unable to take off time for lunch. Negotiations are still in progress between ACA and WOL, Washington, WBAL, Baltimore, and in New York with WHOM, WHN and WBNX. In the case of WNYC, New York's municipal station, ACA is awaiting a ruling by the courts as to whether or not unions may represent city employees before continuing with negotiations. NLRGB hearings on ACA charges that the management of WOV, New York, failed to negotiate in good faith with Local No. 1 of the ACA, will continue this week. ACA members employed by RCA communications are taking a strike vote following a deadlock in negotiations.

SPONSORSHIP of Drew Pearson and Robert Allen, authors of the Washington Memorial column, has been renewed by the Sun-Times Co., on ABC-Blue 6:30-6:45 p.m. (EST) with Dwight for Padgett Bros. Co. (ITW) was started Oct. 3 through Raymond Spec- tor, New York agency which announced it has signed the Washington newspaper for a five-year contract for Sun-Times.

The Advertising Who's Who

ADVERTISERS who use Radio as well as those who do not are all listed in the Standard Advertising Register. That is why so many radio stations prefer and are all listed in the Standard Advertising Register. NLRB hearings on ACA charges that the management of WOV, New York, failed to negotiate in good faith with Local No. 1 of the ACA, will continue this week. ACA members employed by RCA communications are taking a strike vote following a deadlock in negotiations.

54.1% Heard Fight

THE Louis-Nova championship fight broadcast on MBS last Monday evening was heard by 54.1 percent of the country's radio families, the highest reported for any broadcast. 

Robert Forman, announcer in charge, said that the fight started well with the Schmeling match of June 22, 1938, broadcast on a combined NBC Blue and Blue network, which achieved the top prize-fight rating of 63.6. The Louis-Nova fight on MBS June 18, 1941, ranks second with a CAB rating of 58.2, last week's bout is third, and the Louis-Pastor fight on Sept. 20, 1939, fourth with 47.6.

Bathasweet Places

BATHASWEET Corp., New York (soap), on Sept. 30 began a quarter-hour participation on Early Bird, Tuesday and Thursday, 7:30-7:45 a.m. on WFAA, Dallas. On Oct. 6 the company renews its Sunday news period 11:30-11:45 a.m. on WEAF, New York. Bathasweet also sponsors Bob Garren Report-

Gen. Foods Plans

GENERAL FOODS Corp., New York (Grape-Nuts Wheat Meal), is planning to use one-minute announcements on an unnamed network of stations in 29 markets in addition to the announcements made on the Kate Smith Variety Hour on 67 stations (Broad- casting, Sept. 22). Young & Rubicam, New York, handles the account.

Heileman in Midwest

HEILEMAN BREWING Co., La- Crosse, Wis. (lager beer), on Sept. 18 started a quarter-hour, trans- mitted program, Korn Kithen, one to three weeks per week for 26 weeks on 12 midwestern stations, as well as KWO, KFYR Ken- nel, EKWHF KGKR KRBM KFPW WTAQ KOIL WNWQ WKBH. Agency is L. W. Ramsey Co., Chi- cago.

Florida Fruit Spots

FLORIDA CITRUS COMMISSION, Lakeland, Fla., is planning its first advertising campaign through its new agency, Blackett- sample Hummert, New York [Broadcasting, July 14], to get under way in a few weeks. Radio will be one of several media used with similar announcements to be placed on an undisclosed number of stations.

Football on WOR's FM

THE football broadcasts of four Princeton U games sponsored by At- lantic Refining Co., Philadephia, on WOR, New York, also will be heard on WNTI, WOR's FM station, which will carry the entire schedule of Princeton games as well as the New Year's Day Classic and as special promotion for FM.

May Name Durr

(Continued from page 7) of Milwaukee, for a year-and-a-half, and with the Birmingham firm of Martin, Thompson, Turner & McWhorter from 1925 until 1938. He has been with the RFC continuously since 1933.

Political Backing

Regarded as one of the ace at- torneys in the Government, Mr. Durr was a member of the advisory committee of lawyers which studied and made recommendations for civil service employment of attorneys in the Government organization. He also is a member of the board of legal examiners created last June by Presidential order to deal with the problems of lawyers in civil service.

Senator Hill, majority whip, had been committed to endorsement of Mr. Thompson for reappointment. Senator Bankhead, on the other hand, had opposed the reappoint- ment of Mr. Thompson, who has been a political adversary in Ala- bama campaigns. Both Senators Hill and Bankhead, it is under- stood, desire to see an Alabaman reappointed and both are agreed that, on a merit basis alone, Mr. Durr is highly qualified for the FCC post.

Clifford Judkins Durr was born in Montgomery on March 2, 1899, the son of John Wesley and Lucy Judkins Durr. He married Vir- ginia Heard Foster, of Alabama, in 1926. They have three children, Anne Patterson, age 14; Lucy Jud- kins, age 5, and Virginia Foster, age 2.

Mr. Durr served in the Fourth Officers' Training Camp at Camp Pike, Ark., from October through December, 1918. He is a member of Phi Beta Kappa and Sigma Alpha Epsilon. He is a Presby- terian and resides on Seminary Hill in Alexandria, Va., Wash- ington suburb.

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Book Test

HALDEMAN-JULIUS Co., Girard, Kan. (Little Blue books), is con- ducting a test campaign of five- minute recorded talks by Sidney Walton, broadcast three to six times weekly on 12 stations throughout the country. If campaign is successful, company expects to expand to 50-100 stations during the winter. Huber Hoge & Sons, New York, handles the ac- count.
RCA Repair Ads

RCA MFG. Co. is placing a series of full pages every month in Billboard, beginning Oct. 11 featuring "what every man, and woman, too, should know about radio service" during the national emergencies. In two colors, the full page initial ad pictures a typical man and wife looking somewhat mystified, into the back of a console receiver while a radio service man points to a worn out tube. Text points out desirability of keeping old radio operating efficiently, in view of the present limitations on the production of new receivers caused by shortages in essential materials.

WANTED IMMEDIATELY

Experienced Announcer

Answer by letter only, stating qualifications and salary expected.

WHAI

Greenfield, Massachusetts

PROFESSIONAL DIRECTORY

JANSKY & BAILEY

4th Organization of Qualified Radio Engineers

Dedicated to the SERVICE OF BROADCASTING

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

McNARY & CHAMBERS

Radio Engineers

National Press Bldg., D1 1205

Washington, D. C.

P A U L  F.  G O D L E Y

Consulting Radio Engineer

Phone: Montclair (N. J.) 2-7859

PAGE & DAVIS

Consulting Radio Engineers

Munsey Bldg.

District 1456

Washington, D. C.

A. EARL CULLUM, JR.

Consulting Radio Engineer

Highland Park Village

Dallas, Texas

R I N G & C L A R K

Consulting Radio Engineers

WASHINGTON, D. C.

Munsey Bldg. 2347

Advertise in BROADCASTING for Results!
Here's what you buy when you say "yes" to advertising space in **Broadcasting**.  

- You buy the all-radio medium . . . because Broadcasting is 100% radio, nothing but radio.  
- You buy prestige . . . because you're using a prestige medium.  
- You buy tested advertising power . . . because 85% of Broadcasting's clients renew.  
- You buy blanket coverage of clients and prospects . . . because Broadcasting completely blankets national radio advertisers and their advertising agencies.  
- You buy economical advertising . . . because Broadcasting's circulation has increased 400% in 10 years, but its advertising rates only 20%.  
- You buy the No. 1 Advertising Choice . . . because Broadcasting is first in the trade paper reading preferences of advertising agency executives and national radio advertisers.  
- Isn't that 50,000 watts of advertising space for your money?

**Buy Broadcasting Today!**

---

*Write for 5 Surveys of Advertising Agency and National Radio Advertiser Trade Paper Preferences.*
ASCAP Approval Asked

(Continued from page 8)

Miller entered into a detailed summary of the proposals and contracts, he said that the figures indicated that the cost of music to the average station would be decreased by at least 40%, depending upon its classification and the kind of license taken, while the cost to the networks would be increased approximately 60%. He pointed out that in 1940 the industry paid to ASCAP about $5,100,000 and that the estimated 1941 costs, based on the contracts which were rejected, would have amounted to $5,700,000. He compared this to total ASCAP revenue under the proposed new contracts of $3,139,000.

Breaking down the cost to stations, Mr. Miller said that under the former contract a station paid ASCAP an arbitrary sustaining fee plus 5% of its gross, or a total of between 6% and 7% of its gross. Under the new ASCAP proposals and with BMI available, with clearance at the source of transcriptions and on network programs, a station has a variety of choices and can largely regulate its music costs, depending upon what it thinks it needs. For example, a small independent non-affiliated station taking only a BMI blanket license would pay 1½% of its gross, or with a BMI blanket and an ASCAP per program could still keep its cost down to the minimum. If, instead, a station pays BMI license (1%) and an ASCAP blanket both commercial (2½%, really 1½%) and sustaining (½%), the total would be under 3% as compared with 6% or 7% before—a saving of over 50%.

As for network affiliates, they are asked to reimburse the network to the amount of 2½% on network business. Formerly, they paid 5% on network business. They too have an opportunity to control their costs on local business due to clearance at the source of commercial transcriptions and the per program local ASCAP license.

If they desire to have available both BMI and ASCAP music on a blanket basis, they may do so by taking a BMI blanket license (at cost of 1½% to 1½%), and an ASCAP blanket sustaining license (at cost of $12 or 4 or ½ hour card rate monthly depending upon gross business), and an ASCAP blanket commercial license (at cost of 2½%, really 1½%).

The total of the above costs, plus reimbursement of the networks of 2½% on network business, would in the case of the large stations, amount to approximately 15% (slightly more in the case of the larger stations), as compared to 6% and 7%, formerly—a saving of approximately 30%.

COST TO NETWORKS: Previously, no payment was made to ASCAP by the networks on network revenue as such, but the networks paid a much higher than sustaining fee on key stations and paid the usual fees for M&O stations.

In 1940, NBC paid ASCAP $410,000. Applying the new proposals to 1940 business the net payment by NBC for both M&O stations and network business after reimbursement by affiliates would be approximately $250,000. Add to this sum, NBC's payment to BMI of $160,000, and it brings NBC's total cost of music to $660,000 or $250,000 more than formerly—an increase of approximately 60%.

In 1940, CBS paid ASCAP approximately $384,000. Applying the new proposals, CBS would make the net payment by CBS for both M&O stations and network business after reimbursement by affiliates would be approximately $435,000. CBS paid BMI approximately $180,000 making the cost of music to CBS about $621,000 or an increase of approximately $257,000 more than formerly—an increase of over 60%.

Can Be Cancelled

Mr. Miller explained that the contracts run from date of signing until Dec. 31, 1949, with provisions for extension. Moreover, he pointed out the agreement can be cancelled or the fee reduced by arbitration in event of substantial diminution of ASCAP's catalog or impairment of its usefulness.

Special paragraphs were devoted to the reduction of ASCAP's right to restrict numbers, the right of ASCAP to decline to license any station, and restriction to switch over from one form of contract to another, the waiver to the networks on state statutes, which make operation of ASCAP illegal or otherwise restrict ASCAP's operations, and the release given by ASCAP with respect to alleged infringements occurring subsequent to Jan. 1, 1941.

Mr. Miller brought out that stations are not required to pay on revenue from political broadcasts, but the amount received must be included in total receipts for the purpose of determining station classifications for sustaining blanket license fee.

Discussing the logging requirements of the ASCAP contracts, Mr. Miller said it was obvious that some of these are not necessary to ASCAP's operations and that he has glossed the subject at length with ASCAP and hoped to work out a "letter of modification which will clarify the logging requirements."

Regarding clearance of transcriptions, Mr. Miller pointed out that the per-program forms executed for each station from copyright fees where transcriptions have been cleared the course. NAB, he said, has secured from ASCAP written assurance that the clearance at the source fee will be no greater than the fees mentioned in the commercial per-program license fee, or 5% and 2½%, depending on extent of use. The consent decree, he said, does not require clearance at the source of libraries.

"No agreement has been drafted or negotiated for the joint signature of ASCAP and the transcription companies as yet, although we understand that transcription companies are to work out the form of license in the near future. Stations that desire their transcriptions to be cleared at the source might advise the transcription companies at once."

Objections Cited

Taking up objections which have been made to the current proposals, as well as to "any proposals," Mr. Miller essayed to summarize them and provide the explanations. These he summarized as follows:

WHY MAKE ANY ASCAP CONTRACT NOW? Many broadcasters state that the public and the advertisers are satisfied, that business has increased since January 1, that BMI is furnishing an adequate supply of music, so why incur any additional expense for ASCAP music. On the other hand it is well to remember that broadcasters' primary business is radio, and that radio stations were forced into the music business because ASCAP had demanded and would not negotiate. For these reasons it became necessary for broadcasters to create a supply of music through BMI. At that time the public, the advertisers and agencies were sympathetic because of the unreasonable terms demanded by ASCAP. However, today ASCAP is offering reasonable terms to those desiring ASCAP music and some of the large national advertisers are becoming restless and are insisting on having ASCAP music since it can be had on reasonable terms. Also recently the industry has been faced with new and more threatening problems in the nature of taxes. Government regulation and Congressional action and it is believed that any arbitrary or unreasonable action by
HONORING the representative of a good advertiser, Kansas City, radio and newspaper representatives recently gathered for a special dinner to observe the 40 years' service of Mrs. Mary Jones as office manager of the local division office of Studebaker Sales Corp. Mr. Jones, long a favorite with the Kansas City advertising fraternity, was presented a commemorative plaque and lots of flowers. In their places around the festive board are (1 to r) Art Penticuff, Kansas City Journal; Ken Morris, Kansas CityKansas; A. E. Pemberton, Kansas City Star and WDAF; R. E. Donovan, Studebaker Sales Corp.; Herman Petrus, Lorenzen & Thompson; Mrs. Jones; J. H. Story Jr., WIBW; Mr. Jones, his manager E. Donovan, Jr., The Katz Agency Inc.; George Dillon, Dillon & Kirk; Charles Clark, Capper Publications; T. J. Flanagan Jr., The Katz Agency Inc.; Mr. Jones.

is believed that this flexibility should give the broadcaster the type of contract he desires.

Complaint is also made of the fact that the networks are taking blanket licenses not only for network operations, but also for their MBO stations, and are thereby setting a pattern for the industry. In their respective letters, the networks set out in detail the reasons why each prefers a blanket license. However, no broadcaster need follow this pattern unless he believes a blanket license is more suitable for his operations than a per program license. Again, it should be pointed out that his choice is not final, but he may switch to any combination which experience indicates advantageous.

LOGGING PROVISIONS: The hearing provisions contained in our ASCAP contract, which were discussed at length with ASCAP and ASCAP claims that it is expensive to audit per program contracts, that it is necessary to have complete information both for auditing purposes and distribution purposes, and that no request for logging will be made except as is necessary for the operation of ASCAP. It is hoped that after ASCAP has had some experience with per program contracts that it will be possible to review these provisions and determine any unnecessary features.

Future of BMI

Because of the questions raised about the future of BMI, Mr. Miller devoted a section of his letter to that organization. He said:

It goes without saying that every thing that broadcasters have succeeded in doing has been due to your foresight in organizing and supporting BMI until it has become the largest and most successful publishing house in the world. What is of vital importance to broadcasters at the present time is that BMI should be continued and perpetuated in order to assure the certainty of power to deal on equal leas with networks and publishers all time. We know that stations are loyal to BMI and that they will support it unhesitatingly. We already have the pledges of NBC and CBS, given at NAB Board and Executive Committee meetings, that they will continue their support of BMI for the entire nine years covered by the ASCAP contract and more, provided that the stations will also continue their support to BMI. It is necessary that BMI have the broadcasting stations and other users of BMI's publishing take in mind that BMI will be helpful to all stations and users of BMI's services.

On the Dials of the El Paso Southwest

You'll find the pointers set at 600 Watts (day) & 500 Watts (night) 600 k. Columbia's Outlet to the El Paso Southwest

Dorinne D. Roderick, Owner
Melie H. Tucker, Manager
Trammell and Klauber Letters Seek Quick Action on ASCAP

Affiliates Urged to Sanction Blanket Contract As Fair Basis for Purchase of Music Rights

AFFILIATES of NBC and CBS were implored by Niles Trammell, president of NBC and Edward Klauber, CBS executive vice-presidents, to sanction the blanket form of contract for network use of ASCAP music in letters received early last week. CBS hopes to have the music back on the air by Oct. 15, if ASCAP can't be placed in a position where it will be dealt with, Klauber said.

In his letter sent to all NBC affiliates along with copies of the proposed contracts, Mr. Trammell, NBC president, explains what would take a deal with ASCAP as follows:

"It has always been the belief of NBC, and I believe of the majority of radio stations affiliated with it, that it was desirable to have a full and complete catalog of all available music, in order to be in a position to render a complete service to the public and our advertisers. The only qualification to this statement has been that it was necessary that we be in a position to obtain such catalogs at a reasonable fee, and that music should be an open and competitive commodity. It is our feeling that this has been accomplished in the proposed agreement with ASCAP, and the new arrangement with BMI." NBC desires to complete the arrangement with ASCAP, the letter continues, because: "ASCAP has offered us reasonable terms for the use of its music;" the anxiety of "a considerable number of our larger advertisers ... to restore ASCAP music to their programs;" the government contract decree, "effected in order that broadcasters might have an opportunity to deal with ASCAP on a fair and economic basis," and the fact that "one of our competitive networks now has the use of the ASCAP catalog and many of its stations have also entered into local agreements with ASCAP." After a detailed comparison between the new and old ASCAP contracts, Mr. Trammell declares: "ASCAP, in our opinion, has realized to the fullest extent the mistakes made in the past. It has executed a consent decree with the Government, and experience during the past nine months has demonstrated that its music is not indispensable. I believe for any broadcaster to take an arbitrary position against the use of ASCAP music at this time, in the face of the fair and reasonable offer that has been made by ASCAP, would cause advertisers and others to direct at the broadcasters the same criticism that has previously been directed at ASCAP."

Furthermore, I am of the opinion that there is a possibility that unless an arrangement is made with ASCAP, that the Society may discontinue and that as broadcasters will then be in a position of having to deal individually with publishers and composers. This would be an untenable position, not only from an economic standpoint, but also from the standpoint of result in innumerable lawsuits on infringement."

The CBS Attitude

The CBS conclusions, as outlined in the letter to its affiliates, written by Mr. Klauber, are:

"ASCAP music should be restored to the network, and to the stations that want it as we do for our owned and operated stations. "Broadcast Music Inc. should be strongly and adequately supported by the entire industry in order that we may never again find ourselves without an alternate competitive source of music."

CBS, he adds, "is willing to bind itself to such a substantial support as long as the stations are willing to maintain BMI." The basic principles of the music situation he describes as follows:

"Broadcasting should have available to it the fullest and richest supplies of good music of all kinds so that musical programs may offer to the listening audience the best that there is. "Broadcasters should always be willing to pay enough for such music so that there may be a substantial inducement to a large number of persons and organizations to produce it for our use and so that the source of one of the most important elements in our program building shall not dry up. "Broadcasters should never be in the position which confronted them for many years, of having to buy their music very largely from one source and thus of being robbed of any substantial bargaining or negotiating power. Live and Let Live

"Once being in a negotiating position, broadcasters should never seek the economic destruction of any organization offering to sell its music under fair terms and condition, but should be willing to deal on a live-and-let-live basis. "Above all, broadcasters must never boycott anybody's music, and must never use their own organization, BMI, as an instrument of boycott."

Reviewing the situation between ASCAP and the broadcasting industry over the past several years: The failure to negotiate a satisfactory contract, the formation of BMI, the break Jan. 1 and the re-
CONTROL ROOM CONFERENCE with the sponsor and agency represented, preceded the return of Tom Mix Ralston Straight Shooters on NBC-Blue Sept. 29. The children's quarter-hour is heard Monday through Friday at 5:45 p.m. Seated (i. to r.): Charles E. Caggie, radio director of Gardner Ad. Co., St. Louis; Ted MacMurray, NBC producer of the program; C. L. Mesner, NBC national production manager; Elmer G. Marshall, president of Gardner; Donald Danforth, president of Ralston Purina Co., St. Louis; Standing: M. R. Schoenfeld, NBC salesman. The program has a wide adolescent following.

Local FM Drive
LOCAL CAMPAIGN to promote sales of its FM radios is currently under way in Rochester by Stromberg-Carlson Telephone Mfg. Co. dealers, who, in addition to using other media, are sponsoring Treas-ury of Music, half-hour six times weekly program on W5IR, Roches-ter's FM station. Series features high fidelity recordings of classical and semi-classical music with Wed-nesday nights shows devoted to live talent and FM demonstration rec-ords. At the conclusion of the first week of the campaign, to run through December, Stromberg officials indicated the program had produced "more favorable reac-tions and interest in FM than at any time during the past few years." Agency handling the dealer advertising is McCann-Erickson, New York.

Restaurant Resumes
TO GIVE those unable to attend the World Series a play-by-play summary of each day's game, How-ard Johnson's Ice Cream Shops and Restaurants in the Eastern area sponsored last week on WEA, New York, the period 5:45-6 p.m. with Charles Noble describing the plays of each inning. Agency in charge is M. H. Hackett, New York.

Parker Series on MBS
PARKER PEN Co., Jonesville, Wis., on Oct. 6 started a musical series on MBS using Sunday quar-ter-hour programs featuring song hits from Walt Disney's Song Parade. All tunes broadcast are ASCAP tunes, and the series is heard in the interests of Quink, the company's ink product. Agency is Blackett-Sample-Hummert, Chicago.

5,434 MAIL REQUESTS IN 28 DAYS
(Certified Mail Count Aug. 24 thru Sept. 20)
"The Listening Habit of Central New England"

750 Kc.
PORTSMOUTH, N. H.

Page 58 • October 6, 1941
Sweeney Quits WMCA
RAY SWEENEY, for the last two years director of continuity of WMCA news, will resign Oct. 10. He will be succeeded by Irwin Naitove, present assistant director. After a month's rest, Mr. Sweeney will return to the WNOX airwaves, as yet unannounced. He was formerly a writer with Pedlar & Ryan, New York, and is present with KMOX, St. Louis. Prior to entering radio he was a reporter on the Kansas City Star.

Smoker Cigar Spots
WEBSTER-EISENLOHR, New York (Smoker cigars), is planning a campaign of one-minute announcements on an unnamed number of stations for the next few weeks. Company is also using spots on 16 stations for Tom Morgan cigars. R. W. Bowles, New York, is handling advertising for the company, using one-minute transcribed jingle announcements and continuing with three to six additional announcements a week on approximately 325 stations—a 300% increase over last year's drive—to advertise Royal Crown Cola. Contracts for 25 weeks were placed through BBDO, New York.

Wilson News
WILSON & Co., Chicago, (Ideal dog food), is using a varied schedule of new spots from WMAQ KRLD KTHY KDYL KMOX; participations on WICC WABC WOB KYW KDKA WGY; one-minute announcements on WLBZ WABF WBZ WSJ KZL WDR WOR KDKA WNBC WJAR WSBT WRT. Campaign is to run through next February. Federal Adv. Corp., New York, handles the account.

Rockwood Spots
ROCKWOOD & Co., Brooklyn (chocolate bits), is currilng a 30-minute drive in its fall campaign of participating, 3-6 times weekly, on the following 12 stations: WABD WLBZ WABF WRBZ WSJ WGDG KZL WTRW KJST WFTP WOR KDKA WNBC WJAR WSBT WRT. Campaign is to run through next February. Federal Adv. Corp., New York, handles the account.

Several Mills Discs
GENERAL MILLS, Minneapolis (Wheaties), sponsors of Jack Armstrong, children's quarter-hour program, launches a MBS Monday through Friday at 6:30 p.m., is placing the serial on 25 stations on a spot basis via transcription. Program is recorded off the line by NBC Radio-Recording department, Chicago. Knox Reeves Adv., Minneapolis, is agency.

Dodge Drive
DODGE DIVISION, Chrysler Motor Corp. (Dodge cars), is extending an intensive two-week campaign of one-minute transcribed announcements ending Oct. 12 for the new Dodge on 89 stations in 74 cities throughout the country. Agency is Ruthrauff & Ryan, New York.

Talent Sale in Court
PROTEST against CBS for the recent sale of its Artistic and Concert Bureaus to Music Corp. of America has been filed in New York Supreme Court in a test action brought by Calvin E. Fritts, holder of 50 shares of Class B CBS stock. Plaintiff seeks $150,000 from CBS. The suit is seeking appraisal of his stock and payment from CBS. Justice Peter S. Schenck, who returned this week, is following the network's motion for dismissal of the case, and no further action will be taken until the decision is rendered.

Five Cities Named For AFRA's Code
Would Be Added as Points of Network Originations
AMERICAN Federation of Radio Artists is preparing a letter go to advertising agencies this week announcing the union's intention of adding five cities to the four already covered as network origination points under the provisions of the AFRA network commercial code of fair practice. Code as now drawn covers network programs emanating from New York, Chicago, San Francisco and Hollywood, and if the proposed extension goes into effect Cincinnati, Cleveland, Detroit, St. Louis and Washington will be added.

Code extension would establish for all network programs originating from the five extra cities minimum wages at 20% beneath the minimums set for the major origination points. This 20% differential has already been set up for Philadelphia and Boston, in those cities with which AFRA has contracts, the union stated, and the proposed extension would make it uniform for all network programs from those cities.

Fee for Cut-ins
AFRA has also established a $5 minimum fee to be paid announcing agencies for making cut-in announcements on network programs. Rate will apply.

AFRA staff at all stations which have AFRA contracts do not call for a higher minimum for such announcements.

Negotiations between AFRA and the network's departments of KGY, For Worth, and WFAA, Dallas, have reached an impasse and it is probable that Emily Holt, national executive secretary of AFRA, will go to Texas early this week in an effort to effect a settlement. Stations, according to information available in New York last week, have refused to give the union recognition as exclusive bargaining agent for staff artists. WFAA is licensed to A. H. Belo Corp., publisher of the Dallas News, which is also half-owner of KGKO, whose remaining stock is held by Amon Carter, publisher of the Fort Worth Star-Telegram.

ASA board last week ratified contracts recently negotiated with WINX, Washington, and WKAT, Miami. Contracts are said to be standard agreements, calling in each case for wage increases for staff employes.

Reynolds Resumes
R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Prince Al pipe tobacco), on Sept. 30 resumed Jim Britt's Sports Review on 18 Yankee Network stations, Tuesday through Saturday, 6:15-6:30 p.m. Company sponsored the program last year having discontinued it in December. In addition, R. J. Reynolds published a Penthouse Party and Xavier Cugat on NBC and Blondie on CBS, William Esty & Co., New York, handles the account.

BROADCASTING  •  Broadcast Advertising

October 6, 1941  •  Page 59
Radio Easy to Install
Is Developed for Ships
TO MEET speed requirements of the emergency shipbuilding program, Federal Telegraph Co., a subsidiary of IT&T, has designed and is producing a new type of commercial marine radio equipment which can be installed on board ship in one-fifth of the time usually required.

The new unit combines in a single cabinet the radio equipment which ordinarily requires as many as 12 separate units and eliminates the intricate system of interconnecting wires in the radio cabinet. It is practically ready to plug in at the power supply and antenna when delivered aboard ship. Among vessels on which it is to be installed are the 312 Liberty-type ships now being built by the Maritime Commission.

ACKA-WHN Negotiations
ACONI COMMUNICATION Assn. (CIO) reports that negotiations for a contract covering the technical employees of WHN, New York, are under way with the station management. ACKA says it has organized engineers at WBAL, Baltimore, and has asked the station for recognition. ACKA has also filed charges against WBAL with the NLRB for the discharge of two men (allegedly for union activities). Station staff was organized by Lou Littlejohn, head of ACKA's Broadcast Local I.

Oral arguments in connection with hearing multiple ownership under order No. 84. (Oct. 6).

KMA, Shenandoah, Ia., reported that an estimated 75,000 people attended the 10th annual KMA Jubilee celebration in Shenandoah, Sept. 24-27.

BROADCASTING • Broadcast Advertising

Stromberg Loudspeaker
Granted U. S. Patent
PATENT claims for a coaxial loudspeaker system offering four main advantages over conventional in high-fidelity FM receivers have just been granted by the U. S. Patent Office to Benjamin M. Gentry, director of research of the Stromberg-Carlson Telephone Mfg. Co., Rochester, N. Y.

Dr. Ray H. Manson, general manager of the company, in describing the importance of Oines' new invention, listed the improvements springing from the use of the new systems as follows: (a) It makes possible a smooth, audio frequency range of 50 cycles to 16,000 cycles, as required for the FM transmission of maximum volume possible by the FM system of broadcasting; (b) the result is achieved with no peaks and valleys to give boomy reproduction in the bass, and no harsh or disagreeable reproduction in the treble end of the scale; (c) the high frequencies are spread through a comparatively arc, so as to give natural reproduction and to spread out the different parts of the exact axis of the speaker system; (d) the audio volume capacity of the speaker system is stepped up to accommodate the increased dynamic range made possible by the FM system of broadcasting.

WJZ's 20th Year
SPECIAL NBC programs as well as NBC sponsored and network events will be presented all this week in honor of WJZ, New York, which will celebrate its 20th year on the air. First broadcast of "WJZ's 20th Anniversary Week" was heard Sunday evening when an "old-timers" evening of radio got together for a nostalgic half-hour of reminiscences with Mike Royko, William S. Paley, Erich von Stroheim, and a fortuitous m.c.'s. Television, too, in 1921, unrealized in its present form, will supplement the special program on NBC's television station WNET featuring former and present radio stars re-enacting programs as they were done 20 years ago.

WE Names McKernan
JOHN F. MCKERNAN, until recently chief of equipment in the OPM Production Division, has returned to Western Electric Co. in the newly created post of manager of defense program planning, according to a recent WE announcement. HE is quartering in Kearny, N. J., Mr. McKernan, who set up an organization to integrate defense production with the manufacture of telephone apparatus for the Air Corps, will be assisted by George R. Logan, who was associated with him in Washington with previous experience with Western Electric.

To Honor Fr. Murgas
A CAMPAIGN for funds to consummate the achievements of the late Rev. Joseph Murgas, of Wilkes-Barre, Pa., in the field of radio research, was decided upon Sept. 20 in Reading, Pa., at the closing session of the convention of the Broadcast and Electrical Union of the Catholic Union. A committee named to organize the campaign reported that the fund drive died out in 1922 "is credited with the first important discoveries in the radio field which eventually led to the development of television. The union will prepare a brochure of Father Murgas' works and sponsor research into his career.
Streamlined Breaks

WHEN A KXOK announcer makes a station break these days, he no longer need repeat the standard “This is KXOK, the Star-Times in St. Louis.” Instead, the program may sound something like: “This is KXOK, the station that brings you the news, 24 hours a day!” Realizing that many listeners identify the station to which they listen not by call letters nor by network, but by their favorite program, KXOK has adopted this new method of plugging station and programs at one swoop.


Lambeth Plans Opening Of Greensboro Station

RALPH M. LAMBETH, president and general manager of the new WGBG, Greensboro, N. C., announced last week the new local expects to go on the air in late November. Dr. Lambeth has been manager of WMFR, High Point, N. C., for the last two years, is 10% stockholder in, and has a contract with, his parents, James E. Lambeth, Thomasville, N. C., furniture manufacturer, and Helen McCauley Lambeth, holding 20% and 40% respectively.

The Lambeths, who also own WGBK, received their construction permit for WGBG last Aug. 5 when the FCC authorized operation on 980 kc., with 1,000 watts. Western Electric transmitter, Gates speech equipment and a Blaw-Knox tower will be ordered. Mr. Lambeth expects to announce additional staff appointments soon.

WMUR Joins Blue

WMUR, Manchester, N. H., on Oct. 2 joined NBC as a Basic Blue affiliate station, while later in the month, it will switch to the NBC-Red network. WMUR, owned by Dr. E. B. Willis, will operate on 106 kc., 5,000 watts day and 1,000 watts night. WFVE, operating at 1370 kc., 1,000 watts day, 500 watts night, is owned by New Hampshire Broadcasting Co.

WTRY Names Walker

CECIL T. WALKER has been named service director of WTRY, Troy, N. Y., in charge of the station’s new merchandising department, according to J. L. Welsh, WTRY commercial manager. The station will offer a complete merchandising program to advertisers in the Tri-city area for the first time. Mr. Welsh said in making the announcement, Mr. Walker formerly was with WSyr, Syracuse.

Weekly Publications, New York (November), on Oct. 15 closed the first of the Deadlines on 22 NBC-Blue stations, with WFBG, Baltimore (The News) going 10:45 a.m. to Wed., 10:30-10:45 a.m. Agency: Tracy-Locke-Dawson, N. Y.

### LATEST LOG OF MEXICAN BROADCAST STATIONS BY FREQUENCIES

(Licensed or Authorized by the Mexican Ministry of Communications and Public Works as of September 1, 1941)

Where two or more power figures are used, upper is authorized power, lower is latest reported operating power.


<table>
<thead>
<tr>
<th>Call Letters</th>
<th>Location</th>
<th>Power in Watts</th>
</tr>
</thead>
<tbody>
<tr>
<td>XEMU</td>
<td>Piedras Negras, Coah.</td>
<td>250</td>
</tr>
<tr>
<td>X600</td>
<td>Tijuana, B. C.</td>
<td>500</td>
</tr>
<tr>
<td>XEZ</td>
<td>Merida, Yuc.</td>
<td>2,000</td>
</tr>
<tr>
<td>XEBX</td>
<td>Salinas, Coah.</td>
<td>500</td>
</tr>
<tr>
<td>XERJ</td>
<td>Mazatlán, Sinal.</td>
<td>500</td>
</tr>
<tr>
<td>X630</td>
<td>XEAF</td>
<td>500</td>
</tr>
<tr>
<td>XEFB</td>
<td>Monterrey, N. L.</td>
<td>500</td>
</tr>
<tr>
<td>X660</td>
<td>XEAF</td>
<td>500</td>
</tr>
<tr>
<td>XEZB</td>
<td>Mexico, D. F.</td>
<td>500</td>
</tr>
<tr>
<td>X680</td>
<td>Guadalajara, Jal.</td>
<td>500</td>
</tr>
<tr>
<td>XEN</td>
<td>Mexico, D. F.</td>
<td>5,000</td>
</tr>
<tr>
<td>XEXC</td>
<td>Tijuana, B. C.</td>
<td>500</td>
</tr>
<tr>
<td>X700</td>
<td>XEAF</td>
<td>500</td>
</tr>
<tr>
<td>XEXQ</td>
<td>Mexico, D. F.</td>
<td>50,000</td>
</tr>
<tr>
<td>XERC</td>
<td>Mexico, D. F.</td>
<td>1,000</td>
</tr>
<tr>
<td>X810</td>
<td>Tampico, Tam.</td>
<td>500</td>
</tr>
<tr>
<td>XEFL</td>
<td>Tampico, Tam.</td>
<td>500</td>
</tr>
<tr>
<td>XELA</td>
<td>Mexico, D. F.</td>
<td>1,000</td>
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<tr>
<td>X850</td>
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<td>XEMO</td>
<td>Tijuana, B. C.</td>
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<tr>
<td>XEUN</td>
<td>Mexico, D. F.</td>
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<tr>
<td>X690</td>
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<td>500</td>
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<td>XEXW</td>
<td>Mexico, D. F.</td>
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</tr>
<tr>
<td>X610</td>
<td>XEAF</td>
<td>500</td>
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<tr>
<td>XEXR</td>
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<td>X900</td>
<td>Puebla, Pue.</td>
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<tr>
<td>X910</td>
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<tr>
<td>X920</td>
<td>XEAF</td>
<td>500</td>
</tr>
</tbody>
</table>

### WSON Starts Soon

WITH Hacht Lackey as manager, the new WSON, Henderson, Ky., is expected to start operating on or about Nov. 10, according to Pierce E. Lackey, president of Paducah Broadcasting Co., licensee also of WPAD, Paducah, and WHOP, Hopkinsville. Gates transmitter and speech input and a Wincharger tower are now being installed. Complete staff has not yet been selected, but C. G. Sims has been named chief engineer, with Ernie Hall and William Walker as his assistants. The station will operate with 250 watts daytime at 860 kc.

### Cranberries on 29

AMERICAN CRANBERRY EXCHANGE, New York (Eatinor cranberries), on Oct. 19 will launch a campaign of chain-break announcements, four times weekly, on 29 stations in United States and Canada. Contracts are for five weeks. BDDO, New York, handles the account.

### Rice's Campaign


### New UP Clients

TOTAL of 46 stations in 24 States have started United Press radio news service or have contracted for UP service since March, according to A. F. Harrison, UP radio sales manager, bringing the total subscribers to more than 500 stations. New clients are: "... and Now, Folks of the All-Nite Frolic Club, We’ll Play That Old Favorite, ‘All the World Is Waiting for the Sunrise’!"

**Drawn for Broadcasting by Sid Hix**

"... and Now, Folks of the All-Nite Frolic Club, We’ll Play That Old Favorite, ‘All the World Is Waiting for the Sunrise’!"

**Page 62 • October 6, 1941**
"Your forecasts have put money in my pocket, and I know they will do that for every farmer and save him a lot of grief," writes Arthur Roy Kinzer of Route 3, Hillsboro, Ohio, of WLW's weather service. "If we hear the forecast is rain, we wait until the weather forecast is for clear weather for two of three days before we mow our hay down. That gives us a chance to get our hay in dry. When a zero wave is predicted we always clean our chicken house and get it good and dry and adjust our ventilators for it, so it helps in poultry, too."

Mr. Kinzer's letter is just like hundreds of others received every year by James C. Fidler, WLW's staff meteorologist. WLW, one of the few stations with its own staff meteorologist, gives the complete weather picture for the entire United States every six hours. The reports are compiled from weather maps of the U. S. Weather Bureau, and correlated with reports from the Civil Aeronautics Authority.

"Whether it's cold, or whether it's hot, we shall have weather, whether or not" ... and farmers in WLW's wide listening area will know about it—in up-to-the-minute reports compiled by an expert from the best sources available. WLW's weather service is only a part of the effort we make to discharge the obligation imposed upon clear channel facilities—a service made complete by added emphasis on news, markets, and a well rounded schedule of vitally interesting farm programs.

Staff meteorologist James C. Fidler, left, makes weather observations at Cincinnati's Lunken Airport weather station.
That big “B” above, and its code counterpart, are a private campaign of ours ... and “any similarity to any other campaign is purely coincidental.”

It stands for “Beat the Promise”—RCA’s promise to the American Government to deliver the defense-goods we have been called on to deliver. Around that “B” as a symbol, 27,000 RCA workers have rallied enthusiastically to avert waste, to obtain fullest possible production from every production-facility, and —in short—to meet and beat our delivery dates.

Why It’s Your Job, Too
We said that “Beat the Promise” is a private campaign of ours. But in a larger sense, it’s a campaign in which all RCA customers and friends have a part. We need your support.

Defense Comes First
Defense comes first, we know you agree. Priority requirements on materials may reduce and delay at least a portion of our normal production of RCA Broadcast Equipment. You may have to wait a little for your RCA needs.

But—if you should have to wait a little for RCA equipment—we are sure that RCA equipment will more than ever be worth waiting for!

Use RCA Radio Tubes in Your Station for Finer Performance