"BUT WHY DON'T YOU HAVE JUST ONE BIG SIGN?"

- Stop us if we're wrong—but isn't it a fundamental principle of advertising that one big sign in any location is better than many small ones?

Well, the same general idea applies to radio stations in Iowa. Most Iowans have radio sets that will "bring in" at least several stations. But 59.5% of all Iowans "listen most" to Station WHO (night-time), whereas the next-most-popular Iowa commercial station gets only 5.8%!

(Incidentally, the people who name WHO as "listened-to-most" spend 71.2% of their listening time with WHO alone—only 23.7% with stations named as "heard regularly"—only 5.1% with all others!)

In other words—WHO alone in Iowa gives you most of the attention of most of the listeners. This means that WHO's cost, per actual listener at any given moment, is the merest fraction of what you'll pay for any other individual station or group of stations . . .

And this isn't rhetoric. Ask Free & Peters—or write us direct. How about it?
In our language, "MM" has come to mean "more mail". In 1940, WMMN pulled 327,495 pieces of mail (most of them containing proof of purchase). We're going to smash that record this year—and imagine what we'll do in 1942 as we enter the year with an increase in power (from 1000 to 5000 watts night-time).
When it comes to power they're alike as peas in a pod. But comparison shows one picks up twice as much yardage in radio it takes more than power to gain sales.

Entertainment... education... information, these, not power, are what make them listen. And that's why WSM so conscientiously studies listening habits... why WSM programs have won two Variety showmanship awards, Radio Stars Program Award, Radio Varieties Gold Cup Award and Billboard's Exploitation Award. Yes, that's why one of radio's largest talent and technical staffs keep always alert for new and better programs... and prove their worth with national favorites like the "Grand Ole Opry." Showmanship! That's the difference between power and effective advertising, and when it's coupled with 50,000 watts on a clear channel with one of America's lowest frequencies, you get a sales power that reaches a lot of people, makes them listen... and buy!

WSM's market is right in the heart of the South... America's fastest growing market which produces 70% of America's rayon; 67% of the nation's crude oil; 60% of the natural gas; 48% of the coal; 100% of the bauxite.

HARRY L. STONE, Gen'l. Mgr.
NASHVILLE, TENN.
When you think of

**NEW ORLEANS**

you think of:

The first "SKYSCRAPER" in the Mississippi Valley

and

**WWL**

NEW ORLEANS

50,000 WATTS
(CLEAR CHANNEL)

The greatest selling POWER in the South’s greatest city

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**CONTENTS**

House Plans FCC Probe; Net Rule Delay ........ 7
Strikes Threaten Industry .......................... 7
New Building Ban Unlikely For Radio .......... 8
Nets Claim Good Response on ASCAP .......... 9
Arnold Warns Advertisers ......................... 10
Independent Regionals Plan Group ............ 10
Press Associations Grilled ....................... 12
Another Radio Coordinating Agency .......... 14
Coca Cola Conflict With Blue .................. 14
KQW Becomes CBS Affiliate ..................... 16
100 Kw. Shortwave For Orient .................. 16
Coast Creamery Shows Way With Radio ........ 18
Simpson Charges Biddle Censorship .......... 20
Radio Unaffected By Propaganda Probe ....... 20
Federal Warning on New Tax ..................... 20
Easing of Multiple Rule Seen ................... 24
How the Family Spends Its Dollar ............ 28
Mr. A on Symphonies .............................. 41
Sellers of Sales ................................ 53
Abolish Changes in Time—Egolf ............... 58
Army, Navy Buy Newspaper Space .............. 66

**DEPARTMENT**s

Agencies ........................................... 43
Behind the Mike .................................. 38
Buyers of Time .................................... 28
Classified Advertisements ...................... 50
Control Room ...................................... 48
Editorials ......................................... 36
FCC Actions ........................................ 64
Meet the Ladies ................................... 40
Hix Cartoon ......................................... 66

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**FOUND:** $108,500,000.00.* Part of this money is yours! Write KOIL for details on getting your share.

*Retail sales last year in the city of Omaha.

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Page 4 • October 13, 1941
WHO IS THE BEST DARN SALESMAN IN RADIO ADVERTISING?

Plenty of people cast their vote for the BROADCASTING YEAR BOOK. Neat, intelligent, accurate and easy-to-understand, the YEAR BOOK Number is respected and esteemed throughout the radio advertising industry. It's a glutton for work, and a real master-mind when it comes to answering the industry's questions. Buyers consult it every day in the year (Sundays and holidays included). This salesman extraordinary wants to work for you at an amazingly low yearly wage: $192 per page; $108 per half page; $60 per quarter page, subject to regular frequency discounts. Reserve space in the 1942 YEAR BOOK Number. Write to BROADCASTING, National Press Building, Washington, D. C.
Almost every advertiser we've talked to agrees that he isn't going to let his regular customers forget him during this Defense period. You agree, too, no doubt. But how will you keep your customers reminded?

From the standpoint of psychology as well as economics, we believe that radio is the answer. Radio gives you really effective mass coverage at lower cost. And in times of stress, the big demand is for entertainment, for music, for release from the tension of the times. And that automatically means radio.

That's why radio in 1941 and 1942 is the best medium you can select for your "future-insurance" advertising program. And speaking of such matters—would you like a list of stations which really reach the million-and-a-half men now in the Service—the big new cities of 1941? Ask your Agency to ask the Colonel!

**EXCLUSIVE REPRESENTATIVES:**

WGRW  WKBW  BUFFALO
KOAL  DULUTH
WQAY  FARGO
WISH  INDIANAPOLIS
WZOD  KALAZANDO-GRAND RAPIDS
KMOG  KANSAS CITY
WAVE  LOUISVILLE
WAVE  MINNEAPOLIS-PEDRIA
WMBD  ST. LOUIS
WFDL  SYRACUSE

WHO  DES MOINES
WOC  DAVENPORT
WMA  SHENANDAH

WOCB  CHICAGO
WIB  COLUMBIA
WPTF  RALEIGH
WDRJ  BANGOR

WGOO  FT. WORTH-DALLAS
KOMA  OKLAHOMA CITY

KGKO  FT. WORTH-DALLAS
KOMA  OKLAHOMA CITY

KGNO  FT. WORTH-DALLAS
KOFN  OKLAHOMA CITY

KOMO  SEATTLE
KRLD  DALLAS
KOMO  SEATTLE

KARQ  FRESNO
KECA  LOS ANGELES

KZML  FT. WORTH-DALLAS
KZML  SEATTLE

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932
House to Probe FCC; Fly Pops Net Rules

New Draft Viewed As Even Worse; Durr Slated

WASHINGTON'S radio regulatory front erupted violently last week with the disclosure by Chairman Clarence F. Lea (D-Cal.) that the Federal Communications Committee will begin hearings in January on the Sanders Bill to reorganize the FCC.

This action came just as FCC Chairman Franklin D. Durr launched a new move to invoke modified chain monopoly regulations by Nov. 15. A special meeting of the FCC was to be held Saturday (Oct. 11) to consider and possibly vote out the revised rules.

Chairman Lea's announcement, hailed as significant in view of futile efforts in the Senate to re-visit the 15-year-old Communication's Act, cited the need for revision of the present law and took cognizance of sharp complaints against the FCC's actions under Chairman Fly's direction.

This likewise came hard on the heels of the revelation the preced- ing week [Broadcasting, Oct. 6] that Speaker Sam Rayburn had ad- monished Chairman Fly against any move toward "social reforms" in broadcasting during the national emergency.

Railroading Tactics

Meanwhile, Chairman Fly last Wednesday called a meeting to con- sider final chain monopoly rules, held to be more "vicious" than the original mandates which rever- berated up and down Pennsylvania Avenue. He sought to have the Commission vote on the rules last Friday morning, with the objec- tion in House that effective Nov. 15, but illness of two members plus the observation by a third that he would not be prepared to vote, fore- stalled this, since a quorum would not have been available.

The revised rules, carefully phrased, in effect would make all network outlets non-exclusive, de- spite a veiled inference to the con- trary. Affiliates would be permitted to anchor to networks under two- year contracts on this non-exclusive basis, with station licenses issued to run concurrent.

The mooted forced sale by NBC of the Blue Network would be com- promised by indefinite suspension of this rule, the fact that it would not be invoked except under six months' notice. This was designed, it is presumed, to pre- serve Blue Network affiliates that there won't be a sale overnight.

It is expected Chairman Fly, who has directed the preparation of the revised rules by the law de- partment, will take Commission vote on them promptly—probably at the Saturday meet- ing. But there a battle looms. Chairman Fly last week tried sev- eral times reaching the Pittsburgh and indirectly from CBS, the com- mitment that they would not seek to enjoin the FCC from making the rules effective if certain con- cessions were made. So far as known, such commitments were not made.

Await Durr Action

Also having a bearing on the regulatory outlook is the imminent appointment to the Commission by President Roosevelt of Clifford J. Durr, assistant general counsel of the RFC. The RFC got last year's nomination was not sent to the Senate because it was in session only two days and because the President was represented as hav- ing been preoccupied with defense matters. In informed quarters it is stated the nomination will be trans- mitted to the Senate this week and a hearing will be held. However, the President's conclusion to name the Alabamian as the successor to Frederick J. Thompson [Broadcast- ing, Oct. 6].

But Mrs. Durr unqualifiedly com- missioned him to consideration of the Sanders Bill and "other proposals for revising the Radio Act." In an interview last Thurs- day, Mr. Lea said the committee had not yet de c i d e d definitely when it would hold hearings but that "we expect it to be around the first of the year—about Jan. 1."

"The committee has no ideas and no axes to grind," said the Cali- fornian, "but we feel that it is our duty to consider questions raised in connection with the administration of the Act and developments in the industry since the original Act was passed."

"There have been complaints about the doubtful use of authority by the Commission. We believe that if there is doubt over the use of authority that it should be cleared up—either the Commission be given the authority or to make it clear it hasn't the authority it exercises."

Preliminary Study

Mr. Lea commented on current Commission activities and said that on the newspaper-divorcement issue, the question would be gone into extensively. Some people con- tend, he declared, that the Commis- sion does not have the authority and he feels it is up to Congress to clear it up.

Assenting that a preliminary study already had been made, Mr. Lea said the committee has been forced to put off the hearing until January because of pending legis- lation involving projected revision of the broadcast industry.

Strikes Threatened in Several Areas

Pittsburgh, New York,
Dallas, Fort Worth
Are Affected

STRIKES and threats of strikes rose last week to upset the normal broadcasting routine on several fronts as negotiations between broadcasters and union leaders failed to achieve agreement on the number of men that should be em- ployed and the wages they should be paid.

In Pittsburgh, the American Federation of Musicians local pulled its members from the Bren- neman stations, WJAS and KQV, and the national AFM office ordered all remote band pickups from CBS and NBC-Blue to prevent such pro- grams. The local union's management for a renewal of their previous contract had shown no signs of progress, the local had withdrawn the staff musicians from the stations.

Immediately following receipt of this information on Wednesday evening the union requested CBS and NBC-Blue not to feed any more musicals to the sta- tions. Since the networks' contracts require them to supply such serv- ice to all affiliates, they met the union's request by cancelling these pickups from the entire networks, replacing them with studio pro- grams.

NBC a few weeks ago had faced a similar situation with its Red network, when an AFM strike was called against WSMB, Red outlet in New Orleans, and had built up a strong schedule of late evening programs, fed to the network from the studios of various Red affili- ates. This schedule has been con- tinued to the present time, despite the settlement of the strike which ended the necessity for it, on the theory that there might be listen- ers for other types of programs than dance music after 11 p.m. as well as in the earlier hours.

So, when the Blue's remotes were cancelled, NBC temporarily linked its two networks together after 11 p.m. to carry this already proven schedule, meanwhile rushing to prepare a similar program lineup for the Blue, with the expectation early this week of again providing its normal dual program service throughout the complete broadcast- (Continued on Page 54)
of the Securities & Exchange Commission Act. The committee will be able to decide in a few weeks on the latter, he said, and then be in a position to set the Sanders Bill hearing date. In that fashion, he declared, the FCC and the industry would be given "ample time for the hearings".

Two-Division Plan

The Sanders Bill (HR 5497) was introduced last August by Rep. Jared Y. Sanders (D-La.) and proposes a thoroughgoing revamping of the FCC, splitting it into two autonomous divisions—broadcasting and common carrier—with clearly delinied areas of jurisdiction for each. The Commission would be precluded from exercising regulatory control over business aspects of broadcasting and the chairman would be made ex-officio chairman of one of the two autonomous divisions.

While Chairman Fly, in another of his oft-repeated attempts, tried to debunk the "diversified nature of the proposed new rules," word trickled out. Observers felt that they were even more onerous than the original regulations; that exclusive time options are eliminated entirely, since stations would be free agents to option time to any network on 58 days' advance notice.

Where the rules as originally drafted would have banned exclusive affiliations, a compromise arrangement wherein stations could option time, within any a particular network in markets having three or more fulltime outlets had been projected.

The revised rule on option time, proposes three hours of option time in each of four five-hour segments, but no differentiation was made between cities having less than three stations and those having a multiplicity of outlets. The presumption was that stations could deal with all chain organizations at the same time on a first-come, first-served basis and could exercise the right to reject any commercials for valid reasons.

Will Want the Best

Such a provision, network representatives had commented in testimony before the Senate Interstate Commerce Committee and before the FCC, would only mean that choice network business would gravitate to the top station in each market, with undesirable allocation for whatever remained. Moreover, they contended it would reduce the status of the major networks to that of commercial programs broken into segments for production of sustaining programs. Cleararance of national defense programs over networks, it was pointed out, would become exceedingly difficult. Since free agent affiliations would not be disposed to re move the commercials of one chain to make way for the sustaining of another.

If non-exclusive option provision remains, no network would be able to guarantee given facilities in any market. While the regulations talk about time options as well, the effect of the regulations are said to preclude anything of that nature. Time could not be cleared satisfactorily either on a commercial or sustaining basis, it is felt.

In effect, only two of the eight original rules are redrafted. These are Rule 3.103, defining an affiliate, and 3.105, assigning time options.

That banning of dual network operation remains on the books but is suspended indefinitely, with the statement of policy by the Commission that it opposes the dual network operation but that in order to avoid a "forced sale" at least six months' notice will be given if the Commission proposes to invoke that regulation.

The manner in which Chairman Fly handled presentation of the proposed rules provoked considerable intra-Commission agitation. The meeting suddenly was called by Chairman Fly last Wednesday morning for 11 a.m.

Shortly before the designated hour, however, the meeting was postponed by the chairman, who asked members to stand by. Shortly after 11 a.m. the proposed rules, covering some 15 typewritten pages, were dispatched to each Commissioner. The meeting then was called for 11:15 a.m. There left their protestation of the "blitzkrieg" tactics, it is understood, and finally it was decided to postpone consideration until Friday morning.

Thursday afternoon, however, it was learned that Commissioner George H. Payne was ill in New York, while Commissioner Norman S. Case, who has opposed the regulations, suffered a relapse of a foot ailment. Commissioner T. A. M. Craven, who has led the opposition, afterward reported to Chairman Fly that he would not be prepared to discuss the regulations at the suggested early Friday meeting.

Chairman Fly then called the Saturday morning session, presumably satisfactorily. The indicated vote, if one is taken, is 4 to 2 with Craven and Case dissenting, probably in written opinions. Both Case and Payne have been hard hit by the proposals, the former against and the latter for the rules.

Ready to Appeal

It was obvious that if Chairman Fly mustered sufficient votes to ratify the revised rules, NBC and CBS would seek to enjoin the Commission from them. The time option rule has been the main bone of contention, conferences having been held over a period of several months with Chairman Fly and the two networks concluding to evolve an acceptable compromise.

But these fiddled, and Chairman Fly several weeks ago issued what amounted to an ultimatum to the networks. This did not hold, however, and the effective date of the regulations, originally set for Sept. 16, was postponed indefinitely. Oral arguments were held before the Commission Sept. 12, at which last-ditch efforts were made to prevail upon the FCC to suspend the rules for the duration of the emergency.

The whole tenor of the proposed new rules was regarded as misleading, in that they mention exclusive options but actually did not provide for them. It was expected that interested suggestions for sweeping modification would be made to the Commission, but that probably the Fly-directed majority would override them. It was evident, also, that the networks were without avail and that litigation would ensue.

Defense Ban on New Building May Not Hinder Broadcasting

FEARS that new station construction, power increases and frequency shifts would be hard hit by the new policy of the Supply Priorities and Allocations Board banning all public and private construction projects using such critical materials as steel, copper, brass, bronze and aluminum, were somewhat allayed last Friday when Broadcast Advertising was told that stations would be considered on an individual basis and that priority allocations would probably be made in each case after consultation with the FCC and ARB.

The Priorities Division has been instructed to apply the two following tests to applications for priorities on building projects: (1) Does this construction involve the use of appreciable quantities of critical materials? (2) Is the construction directly necessary for national defense, or clearly essential for the health and safety of the civilian population?

Where construction has actually started and a substantial portion has been completed efforts will be made to get the critical materials needed to finish the job.

Up to the FCC

Unofficially, it is felt that in the case of either under construction or about to be built, the word of the FCC as to their function in the national defense set-up, probably as determined by the DCB master plan, would be a determining factor. Radio already has a quasi-national defense ranking.

At present the FCC has in round numbers approximately 150 construction permits outstanding for new stations. In addition, there are about 50 FM stations authorized for construction and about 12 television stations. All of these are affected by the new policy to the extent that it will be necessary to prove that they are "necessary" to the "health and safety" of the nation. No blanket approvals for critical materials will be granted.

The new SPAB policy, no doubt, will mean a hard job to the liaison committees when the DCB priorities liaison committee meets with industry representatives to formulate a plan for materials ratings Oct. 26. It is hoped at this meeting a blueprint will be drawn for priority allocations and ratings, covering the entire communication industry to be the basis for the Priorities Liaison Committee's recommendations to the DCB itself. Then the latter board will, if the proposals are approved, transmit the program to Donald Nelson, priorities director of the OPM.

Meanwhile, industry sources admit that the situation stemming from the priorities bottleneck is growing steadily worse especially as regards tubes. It is reported the Government is making inquiries of equipment manufacturing companies looking toward a stupendous increase in orders for tubes, both transmitter tubes and electronic devices. This is over and above a $66,000,000 total order mentioned during the recent NAB meeting in Washington. The demand for the new parts, it is described as ten times the present capacity of the industry.

The soft tenor of the proposed new rules was regarded as misleading, in that they mention exclusive options but actually did not provide for them. It was expected that interested suggestions for sweeping modification would be made to the Commission, but that probably the Fly-directed majority would override them. It was evident, also, that the networks were without avail and that litigation would ensue.

Page 8 • October 13, 1941

BROADCASTING Advertising

PERCHED ATOP A CONSOLE, Mary Patton, NBC actress, swings a $300 5 kw. transmitter tube in champagne style to dedicate the new enlarged Studio T of NBC, Chicago. Admiring her to spare that tube are Howard Lutgens (left), NBC central division chief engineer, and R. F. Fredendall, construction engineer.

In a multiplicity of outlets.OWER 150 kw. transmitter tube in champagne style to dedicate the new enlarged Studio T of NBC, Chicago. Admiring her to spare that tube are Howard Lutgens (left), NBC central division chief engineer, and R. F. Fredendall, construction engineer.
But Regional and Independent Groups Take Strong Steps Against Early Approval of New Music Contracts

DESPITE intra-industry steps to delay ratification of network contracts with ASCAP for prompt return of its music to the BBC, both NBC and CBS last week reported their "half-hearted responses" from affiliates were coming in satisfactorily. But there was no indication that contracts would be consummated by Oct. 15 or early thereafter.

Action of a group of regional stations in Chicago last week, calling a meeting of some 100 seek clarification and possible proposals, among other things, plus expressions at current NAB district meetings and by other trade groups, appeared to augur for considerably more discussion before the whole industry is aligned with ASCAP. NIB President Harold A. Lafount said his organization is opposing acceptance of the contracts until they have been clarified.

Storer's Proposal

While the number of favorable responses received by NBC and CBS in support of the proposal for reattribution of 5% of all affiliate network income from commercial programs, was not divulged, NBC said that when it first reached an agreement last August with ASCAP, a majority of its stations had stated. CBS, whose first letter on the contracts was not mailed until after completion of the drafting two weeks ago, apparently does not yet have a substantial majority of its affiliates aligned.

A proposal that the networks call meetings of their affiliates promptly to explore and explain the ASCAP proposals, was made by George B. Storer, president of the Fort Industry Co., operating stations in Ohio, West Virginia and Georgia, and promptly was echoed by a number of affiliates.

Indicating the temper of ASCAP was its action last Thursday, overriding General Manager John G. Paine on the release of the musical score of the Disney picture "Dumbo" for free use by unlicensed broadcasting. ASCAP announced following a meeting of its board that it had disapproved Mr. Paine's action in authorizing the release on the ground that Mr. Paine had acted beyond his authority in authorizing free use.

ASCAP said it has "repeatedly granted free licenses to religious, educational and charitable institutions for the use of the society's music in connection with "educational programs" and that its entire catalog has been released for use on the programs sponsored by the Treasury Department and part of the national defense program but "the board felt that granting a free license for the use of music for commercial purposes would be contrary to the act of Congress, the interest of ASCAP, the public and the networks."

What steps will be taken by Disney and by Irving Berlin Inc., published statements in Chicago last week, affiliates for this Tuesday to changes in the ASCAP proposal for the "Dumbo" music and a publisher member of ASCAP, to make the tunes available for broadcasting could not be immediately determined, but it was believed that an attempt would be made to license the music directly to broadcasters as provided for by the consent decree accepted by ASCAP early this year.

The decree permits such direct licensing, subject to the approval of the author, composer and publisher, provided any revenue from the license is turned over to ASCAP for distribution in the usual manner. The music would be revenue as the purpose of the license is to get the music on the air as a means of promoting attendance at theatres showing the cartoon film.

The music from "Playmates", RKO film featuring Kay Kyser, is being licensed by Southern Music Publishing Co. with the consent of music publishers for the free use on the air as provided for by the decree [BROADCASTING, Oct. 6]. Both publisher and writers are ASCAP members.

The ASCAP board on Thursday also extended for another weekend its permission for the use of any of its music in connection with football broadcasts, which had also been given for the previous two weekends. Action is believed to indicate an attitude of cooperation with radio and an unwillingness to cause any trouble at this time when negotiations with NBC and CBS are in their final stage.

Some Reservations

While discordant notes were heard from several quarters, the feeling was that the early deal would be made with ASCAP with the terms reached by the networks was problematical.

The action of the regional independent group in Chicago (see page 10) calling a meeting of nearly 100 affiliated station operators in Chicago for Oct. 14 to discuss the ASCAP contracts, among other things, was cited as an indication of the temper of one segment of the industry. While a substantial number of stations already had signaled to NBC and CBS their intentions of signing, many of them are understood to have made reservations, and expressed anxiety over BMI's future and the rebate provision.

The suggestion made by Mr. Storer that a conference of the networks with their affiliates be held to explain the network positions, was picked up by many broadcasters. Mr. Storer had written the networks [see page 23] opposing the proposed contracts. Afterwards, however, ASCAP and NBC have accepted the proposal on a month-to-month basis for the balance of his stations' affiliation contracts, because he did not want to be in the position of an "obstructionist".

Denounced by Craney

The CBS committee of IRNA, comprising Mr. Lounsberry, WGR-WKBD, Buffalo; Don S. Elias, WWNC, Asheville, and John A. Kennedy, WCHS, Charleston, West Virginia, said its CBS members who were represented in the cartoon film, would not be perfect the request for reimbursement "is fair under the circumstances" and that the overall deal constitutes the best that can be obtained.

Ed Craney, operator of KGIR and the Z-Bar Network, vehemently denounced the network proposal and said "dollars and cents" solution and as one that precludes an equitable use basis [see page 22].

NAB President Mr. Miller, said his series of NAB district meetings to be held during the next ten days he would be in a position to observe station reactions to the proposals. Asked regarding the Storer suggestion for network affiliate sessions to explore industry opinion, Mr. Miller said he would be in a better position to comment after he had felt the industry's pulse at the district sessions.

Safeguards Needed

Mr. Storer, after writing the networks in opposition to the contracts, received from Mark Woods, NBC vice-president and treasurer, an explanation of the reason NBC turned to the blanket rather than the per-program basis. Mr. Woods, in his reply of Oct. 6, explained that the per-program basis would cost NBC and its affiliates $35,565 more than the blanket license basis, out of which NBC has asked the stations to reimburse them 2% on those programs using BMI music which would have made their proportion $176,278.

Answering Mr. Storer's argument that equally as important is the principle of maintenance of BMI so that "other grievances never again will be in the position in which it found itself with ASCAP, Mr. Woods said that before consenting to the blanket license, NBC analyzed this possibility and felt sufficient safeguards had been provided.

Support for BMI

In the first place, he said NBC intends "to continue the support of BMI. More NBC intends "to use and publicize BMI music on its networks sustaining programs." He continued: "I believe that advertisers will use both BMI and ASCAP on the majority of their musical programs especially if BMI music continues its popularity.

Regional stations will take a sustaining per program license with ASCAP paying for its music on a 'pay-as-you-go' basis and also will continue to use library sessions and phonograph records of BMI music.

"As far as the local stations' commercial licenses are concerned, most of them will not even have been negotiated."

Not a Dissenter

In his reply of Oct. 6, Mr. Storer advised Mr. Woods that he was not insensitive to the "compelling reasons given in your letter for acceptance by your network of the blanket ASCAP license arrangement." He added, however, that he felt a per-program basis commercial license payment with a 1% incidental music or sustaining program fee would be infinitely more desirable and "might have been negotiated."

Inasmuch as the payments under such a plan would approximately equal those under the 2 3/4% network blanket license fee proposed, he asked if there was not a possibility that "ASCAP would accept this tender even now, especially if 100% of the network affiliates will do so, prior to submission of same to ASCAP?"

Under the 5% and 1% network payments, based on a per-program analysis, Mr. Storer estimated the total fee would be $632,603 under the 2 3/4% blanket deal.

Assuming he did not wish to be an obstructionist, Mr. Storer said that against any better arrangement," his organization would be prepared to accept the current proposal.
Independent Regional Outlets Projecting a Protective Group

PROPOSING to establish a "protective group" that would represent independent regional stations in combating antitrust violations and network domination, dealing with the musicians' union and acting on the ASCAP license problem, 19 operators of 26 stations met at a special session in the Hotel Drake in Chicago last Tuesday to lay the groundwork of a permanent organization designed to function entirely apart from the NAB, NIB or IRNA.

After spending a full day in discussing mutual problems, the group designated a committee of five to send a telegraphic invitation to select list of 88 stations to be represented at a formal organization meeting to be held at the same place on Tuesday, Oct. 14. The committee signing the invitation comprised William J. Scripps, WWJ, Detroit; Eugene Pulliam, WIRE, Indianapolis; Hoyt Wooten, WREC, Memphis; Stanley Hubbard, KSTP, St. Paul; Bill O'Neill, WJW, Akron.

No Clear Message

The committee, in its telegraphic call, emphasized particularly its stand against the proposed ASCAP licenses, asserting they should be "modified and clarified" before they can be accepted, and expressing the view that the contracts do not "reflect the opinions and desires of a majority of affiliates in view of the fact that affiliates never were polled for their opinions and desires." The committee which called the initial meeting had conferred with FCC Chairman Fly during the NIB convention in Chicago Sept. 22-23.

The list of invited stations was not divulged, nor were the names of the 19 operators attending, all of whom were pledged to deepest secrecy. It is certain, however, that the five persons signing the invitation were present, as were, among the others, Walter J. Damm, WTMJ, Milwaukee; Henry Slavick, WMC, Memphis; Ronald Woodyard, WING, Dayton; Wesley Dumm, KSFO, San Francisco; Truman Ward, WLAC, Nashville.

It was made clear that only owners of stations or duly appointed proxies of owners attended last Tuesday's meeting and were expected at the meeting this week. No clear-channel stations and network-owned and operated stations were invited, although it is understood all of the stations on the list of 88 are network-affiliated.

The proposed organization, a name for which has not been selected, utterly free of "network domination." One name suggested at the meeting was Independent Radio Stations, and it was indicated that most of the stations expected to join are located in major markets.

Discussion at the meeting covered the whole gamut of independent broadcasters' problems. None of those present had as yet signed the projected new ASCAP contract, although it was said they had attended the recent NIB convention but they were not satisfied that the organization of NIB into an entity paralleling or rivaling NAB was the answer to their particular problems.

Personnel of the proposed organization was not discussed, but it was generally conceded that a one-man office would probably be able to handle the common problems of the station. All that the group would make public was the text of the telegram calling the Oct. 14 meeting, after which it was said full details of organization plans, name of setup and procedures would be released. The telegram read as follows:

"At a meeting of independent regional broadcasters representing 26 stations affiliated with the major networks held in the Drake Hotel here today it was unanimously agreed that there is an immediate need for an organization of independent broadcasters ready to cooperate in combating the demands of the superpower affiliates before any of these applications are granted, in dealing with the demands of the musicians' union and by immediately"ing on the ASCAP license problem, consideration of which has been expedited by the request of the network for a refund from affiliates on network payments to ASCAP.

ASCAP Opposition

"The group meeting here today believes proposed ASCAP contracts should be modified and clarified before they can be accepted notwithstanding the approval of ASCAP contracts, including the per-program contracts. The group is unorganized and IRNA. The group meeting today does not believe these contracts reflect the opinions and desires of a majority of affiliates in view of the fact that affiliates never were polled for their opinions and desires."

"Therefore this group is issuing an invitation to you as one of a selected list of independent regional broadcasters to join in a meeting at the Drake Hotel at 10 o'clock next Tuesday morning, Oct. 14, at which time only the ASCAP license proposal, but not the ASCAP license proposals should be discussed and other problems of immediate urgency confronting us will be discussed and an organization formed to protect our interests in the critical period ahead."

"We do not believe an expensive personnel and elaborate headquarters are required to provide effective action, but immediate action is imperative if we are to obtain an equitable solution of these problems. Kindly advise one of the undersigned committee what stations your station intends to arrange for next Tuesday's meeting, whether or not we can count on your attendance at Chicago on Oct. 14."

Advertising Warned Not to Take Part In Passing Excessive Costs to Public

THOUGH most advertising is clean, Thurman Arnold, Assistant Attorney General in charge of anti-trust law enforcement, stated today that he had advised the department to prosecute cases in which advertising is used to pass excessive costs on to consumers, and to operate in conspiracy to crush new competitive industries.

Before entry into advertising combinations, the plans should first be submitted to a court for ruling. Either with or without the Justice Department's consent, he suggested, if freedom of worry from anti-trust prosecutions was desired.

Question exists whether producers have the right to include advertising costs in the sale of their products under new price ceiling regulations, he said. His advice was delivered at the new organization, a name for which has not been selected, utterly free of "network domination." One name suggested at the meeting was Independent Radio Stations, and it was indicated that most of the stations expected to join are located in major markets.

Discussion at the meeting covered the whole gamut of independent broadcasters' problems. None of those present had as yet signed the projected new ASCAP contract, although it was said they had attended the recent NIB convention but they were not satisfied that the organization of NIB into an entity paralleling or rivaling NAB was the answer to their particular problems.

Personnel of the proposed organization was not discussed, but it was generally conceded that a one-man office would probably be able to handle the common problems of the station. All that the group would make public was the text of the telegram calling the Oct. 14 meeting, after which it was said full details of organization plans, name of setup and procedures would be released. The telegram read as follows:

"At a meeting of independent regional broadcasters representing 26 stations affiliated with the major networks held in the Drake Hotel here today it was unanimously agreed that there is an immediate need for an organization of independent broadcasters ready to cooperate in combating the demands of the superpower affiliates before any of these applications are granted, in dealing with the demands of the musicians' union and by immediately"ing on the ASCAP license problem, consideration of which has been expedited by the request of the network for a refund from affiliates on network payments to ASCAP.

ASCAP Opposition

"The group meeting here today believes proposed ASCAP contracts should be modified and clarified before they can be accepted notwithstanding the approval of ASCAP contracts, including the per-program contracts. The group is unorganized and IRNA. The group meeting today does not believe these contracts reflect the opinions and desires of a majority of affiliates in view of the fact that affiliates never were polled for their opinions and desires."

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Musterole's Spot List Placed on 116 Stations

MUSTEROLE Co., Cleveland (old remedy), will use 116 stations for its fall campaign of announcements and news, to get under way Nov. 3. [BROADCASTING, Sept. 1, 8]. Most contracts run for 28 weeks with a few for 4 and 22 weeks, placed by Erwin, Wasey & Co., New York. Entire list includes:

- WCCO KSPD WHAS WBN
- KBQ KLZ WABC WGB
- KGQ WJZ WBRK WGS
- WBBM WITC WGAN WHAM
- WMEJ WJSB WDRJ WOU
- WCLE WGOB WRVA WGB
- WICC WJAX XIRO WB
- KOBX WNOX WCIO WPFT
- KSTP WFAA WDEA WATM
- KGAR WUSF WUBE WAC
- ROMO KPRC WTAG WLB
- WAPI KYL WLAW WBN
- WPFO KSL WWJ WKY
- KCCO WHEH WBRK WGS
- KSMO WMAZ WJBK KQIN
- WIS WMAQ WDAF WGBI
- WCM WGOB WRVA WGB
- WMC WCBS KMOS WPEN
- KVOG WLDK WLD JRA
- WALA WTDW WKBW WHF
- KARN WIDO WIRE WJA
- KPT WHO WEVD WMMA
- KOP KFHR WMGA WSZ
- XENW WISN

P. LORILLARD Co., New York (Old Golds) has bought the Tom Harmon sports review on WJR, Detroit, three evenings a week, through J. Walter Thompson Co., New York.

TROPHY PROVIDED by WGN, Chicago, and WOR, New York, was awarded by the State Junior Chamber of Commerce to the Poughkeepsie chamber, adjudged winner as result of eight pre-regatta programs. Harold W. Cassill, WGN executive manager, congratulates 'Barnell W. Hadden, president of the winning group.
THE power of a giant tank is almost irresistible as it crashes all before it in a mighty surge of power.

And the power of 50,000 watts, crashing through one of the nation's richest industrial areas, is also irresistible in producing sales.

Yes, the rich Tennessee Valley area, developed from prime power, economically produced by more than $500,000,000.00 worth of dams, is to be the happy hunting grounds of station WLAC.

Find out what that means to you.

COVERED FULLY AND INTELLIGENTLY BY

WLAC

Nashville, Tenn.
J. T. WARD, OWNER  F. C. SOWELL, MANAGER
going to 50,000 watts before the end of 1941

PAUL H. RAYMER COMPANY, NATIONAL REPRESENTATIVES

THE STATION OF THE GREAT TENNESSEE VALLEY
FCC Probe Touches News Services

Tries to Show Efforts To Keep News From Radio Stations

PINNING DOWN individual instances in an attempt to show purported coercion exercised on news station by newspapers, to the detriment of broadcast stations seeking press service reports, FCC counsel developed the framework of its case in the press association probe as Chairman Thacher's investiga-
tion inquiry was assigned.

Counsel Cohn, FCC special counsel to the press association, challenged as earlier president Thacher, counsel of Hearings, made by Joseph S. Cohn, FCC special counsel to the association, asserted that the syndicate's contract was not operative in the press association's jurisdiction.

The Commission, during sessions, will continue its investigation to determine whether newspapers are exercising various restrictions on news association service. The inquiry is assigned to counsel Cohn, special counsel to the association, and general manager of Press Association, and AP assistant general manager; Lloyd Stratton, AP assistant general manager; and assistant secretary; Louis Wasmer, owner of KHQ-KGA, Spokane; Edwin M. Williams, UP vice-president and sales manager; Trumman Graham, general manager of the Tampa Tribune and in charge of the newspaper station, WFLA; James D. Poag, counsel of WMRC, Groveland, S. C.

In marked contrast to previous sessions, the first session lacked bickering between the bench and Commission counsel. Mr. Cohn was the fifth member of the FCC staff to participate actively in the proceedings. Flanking Judge Thacher, as associate Newspaper-Radio Committee counsel, were S. S. S. McCallister, counsel, and A. M. Her-

man, Forth Worth, along with Louis G. Caldwell, counsel for WGN, Chicago.

Rogan Jones Tells of Press Service Problems

The press association phase of the inquiry, conducted by Marcus Cohn, special FCC counsel, opened on Wednesday, April 21, 1948, with Judge Thacher to the effect that the association's contract was not operative in the association's jurisdiction.

Judge Thacher also said that in view of the court's findings, the Bellingham newspaper's case did not represent an "environmental" inquiry of the ordinary relations between press services and their clients. Taking issue with Counsel Cohn's emphasis on certain findings in the Bellingham Herald case, he commented, "why pick a paper guilty of bad conduct and cite that bad one as typical of all newspapers?"

McCambridge Tells of PA Organization

Second witness called by Counsel Cohn was Mr. McCambridge, general manager of the association, who said Press Association had been incorporated in December, 1940, but had not begun to function until March, 1941. He identified a list of PA members covering 123 stations, Don Lee, and MBS, as of June 30, 1941. Mr. McCambridge explained that PA has access to the entire AP news report, which is rewritten by special editors with a view to providing "service for the listener rather than the reader.

He pointed out also that PA is a 24-hour service, facilitated by the 24-hour radio service.

Counsel Cohn offered a series of exhibits which traced developments incident to the Bellingham Herald case, including general question of supplying AP and PA service to radio stations in one way or another. One document to which Mr. Cohn called particular attention was a letter, 1941, to an AP member, notifying in the community in which the radio station is located.

Another of the exhibits, a letter to Mr. McCambridge from Joseph S. Cohn, president of the association, in the Northwest, indicated that S. A. Perkins, owner of the Bellingham Herald, was firmly opposed to serving KYOS with AP reports.

The Association had indicated that Charles L. Sefrit, business manager of the Herald, also was opposed to any such move, contending that it "will embarrass the Herald if KYOS carries an AP news report in view of the court fight between the paper and the radio station.

It was also indicated that the paper might consider discontinuing its AP franchise if the KYOS deal with AP went through. The letter to Mr. Jones from Mr. McCambridge, April 27, 1941, told of the AP board's action in postponing indefinitely its approval of an agreement with KYOS "because of the situation which developed with KYOS and KVOS, involving a large financial expenditure, i.e. the protracted litigation following the alleged "piracy", according to the Herald's attorney.

Q: Mr. McCambridge declared he knew of no instance of a refusal to sell PA service to a radio station where the station and PA could get together on terms. Responding to a question from Chairman Flory, he said PA had not refused any application from a Greenville, S. C., station, since no application had been received, although PA had approached the non-PA affiliated station there.

Under cross-examination by Judge Thacher, Mr. McCambridge rejected the theory that service was available to any and all stations on "proper terms". He said he knew of no case where a proper application would be turned down.

Chairman Flory, as member newspaper publishers have no right of protest against any PA applicants.

Questioned by WGN Counsel Louis C. Cohn, Mr. McCambridge said that AP serves some 1,000 newspapers in the United States, Canada, Latin America and Europe, uses about 300,000 miles (Continued on Page 65)
Congratulations, old man!

Becoming the chief engineer of a radio station is a big job with a lot of responsibility. It's a job which should give you a great deal of personal satisfaction, for it puts you on the road to accomplishing many things you've dreamed of doing.

The roots of your job go deep. For the chief engineers of the past 20 years—through their eternal quest for new and better ways to put a signal on the air—have contributed much to the high technical plane on which the industry is now established.

Now and in years to come, you can count on Western Electric to help you in every way possible to advance the art of broadcasting still farther.

Since radio began, Western Electric has played a leading role in changing it from a dream into a vital part of everyday life. Stabilized feedback, crystal control, vertical radiators, directional antenna arrays, the Doherty high efficiency amplifier, are a few of the improved tools provided by Bell Labs and Western Electric to help you in your job.

And now, although our energies are engaged in cooperating with the Defense Program, you may be sure that our interest, and the interest of our distributors, in broadcasting and in you who are a part of it, is as keen today as in the past.

DISTRIBUTORS:
In U.S.A.: Graybar Electric Co., New York, N.Y.
In Canada and Newfoundland: Northern Electric Co., Ltd.
In other countries: International Standard Electric Corporation.
Another Radio Coordinating Agency

New OFF to Give Clear Picture of Defense Policies

DEFINITE indication that the Administration is developing a far-reaching plan for cooperation among existing Government radio agencies for a more effective dissemination of national policy, an OFF radio, came last Tuesday when it was learned that President Roosevelt had approved the creation of a new Government agency, the Office of Federal Radio Consultants, to coordinate the work of established Government agencies in presenting a clear and detailed picture of the Administration's defense and foreign policies.

To be set up in quarters now occupied by the Office of Civilian Defense, the OFF administrator would report to Mayor Fiorello H. LaGuardia, OCF chief. It is understood the OFF directorship has been offered to Archibald MacLeish, Librarian of Congress.

Lewis May Direct

Although detailed organizational plans cannot be completed until the chairman is selected, it was indicated that an OFF radio division, presumably to be headed by some well-known industry figure, is to be organized. Probably playing the vital role in the setting up and operating of this group would be William B. Lewis, CBS vice-president in charge of programs, who several weeks ago was called to Washington, on leave from CBS, to serve as expert broadcasting consultant to Director LaGuardia.

It also has been indicated that the OFF radio division would function as part of the big OFF plan, and would not operate as an OCR radio office. It was explained that OCR's radio needs would continue to be served, as heretofore, by the OCR radio division, directed by Bernard Schoenfeld, Col. William J. Donovan, Coordinator of Information, now organizing a world-wide American information service to combat enemy propaganda, which will continue control over external defense activities.

Not to Censor

An important factor in the plan to clarify the picture offered to the public will be the Interdepartmental Advisory Committee, headed by Dr. Robert R. McLeish, which already has been established, with members from the Departments of War, Navy, State, Treasury, Justice, Interior, OER, OCR and OCR. An official on this committee is Lowell Mellett, director of the Office of Government Reports, and Col. Donovan.

Mayor LaGuardia has emphasized that it would not be used to censor facts essential to complete public understanding of the purposes and progress of the administration. It is purpose is rather to reveal than to conceal the facts of defense and foreign policy, he said. It was also stated that the new agency, which bears the appellation of Office of Federal Radio Consultants dealing with national defense, will not be a super-press bureau. It will issue no news releases and have no direct contact with information media.

Although OFF is not to displace Government press departments, nor has it the authority to dictate where or how the news is released and what withheld, its function is to attempt to prevent one department not having all the facts about defense at its disposal from issuing information distorting the overall defense picture, it was explained.

Revelation of the new OFF plan came a fortnight after Mayor LaGuardia had thrown the ball into the organized radio ranks of Government agencies by sending each of them a letter from which it was "incorrectly inferred," according to OCR, that OCD would take over coordinating and clearing all Government radio programs [BROADCASTING Aug. 4, Sept. 22].

The letter, termed "unfortunate" by many observers, resulted in a furor of opposition in the affected agencies, and OCD apparently dropped any intention of following through on its request that each agency furnish a complete list of its radio activities to enable Mr. Lewis to familiarize himself with Government radio activity.

"Whatever anybody says, OFF is not a propaganda agency," Mayor LaGuardia declared last Tuesday. "The OFF is a sort of reservoir with a purification process. It's not a news-sheet, hand-out. The people are entitled to the facts, and they're going to get them."

The new agency is understood to have been formed principally for two considerations—agitation in Congress for "more facts on both national defense and foreign policy," and insistence by the President that the public not only is entitled to know the facts, outside the narrow field of military information, but also deserves to be presented a body of well-organized facts rather than a hodge-podge.

Mayor LaGuardia also revealed last week several personnel appointments made at his request—Dr. Louis J. Stern, OCD member, who will take over coordinating and clearing all Government radio programs [BROADCASTING Aug. 4, Sept. 22].

By an OFF radio May 15, it was explained, a tentative schedule of meetings to be held in all 17 NAB districts before the new year was announced last Friday. The meetings are scheduled in three sections. Tentative sessions as announced by the NAB, are:


District 4: Greenboro, N.C., or Richmond, Va., Nov. 2-4.

District 5: Atlanta, Nov. 5-6 (Georgia, Alabama); Jacksonville, Nov. 7-8.

District 6: Memphis, Nov. 17-18, Peabody Hotel.


District 9: Chicago, Dec. 15-16.


District 11: Minneapolis, Dec. 11-12, Hotel Nicollet.


Tulsa Hotel (to be held concurrently with APA Southwestern District convention).

District 13: Fort Worth or Dallas, Nov. 28-29.

District 14: Salt Lake City or Denver, Dec. 4-5.

District 15: San Francisco, Nov. 28-29.

District 16: Los Angeles.


U of IOWA has issued a bulletin booklet in which the various activities of the university's WSB, Sioux City, IA., are reviewed.

Coca Cola Series Conflicts on Blue NBC to Hold Stations for Sterling Products Fair

STATIONS which are affiliated both with NBC-Blue and MBS and which have outlets on both the Coca Cola broadcasts on Mutual and the Sterling Products broadcasts on the Blue have received notice from NBC they will be expected to carry the Sterling Products programs.

In sending the 28-day removal notices to the six stations involved, NBC pointed out that the two blue programs, Monday Night Round for Dr. Lyons' toothpowder and Melody Hour for Bayer's aspirin, occur at 10-10:30 p.m. on Monday and Wednesday evenings respectively, which is network time, and that the stations are obliged to carry them under the terms of their affiliation contracts with NBC.

Other Dispute Solved

These programs start on Oct. 20 and 22. The Mutual and Coca Cola broadcasts are to start Nov. 3, calls for 10:15-10:30 p.m. broadcasts Monday through Friday, and 10-10:30 p.m. on Saturday. Blacket-Sampson, New York, handles the stations for the programs on the Blue; D'Arcy Adv. Co., St. Louis, handles the Coca Cola advertising.

Signing of the Wednesday evening programs, it is reported, removes NBC of the necessity of settling a dispute between R. J. Reynolds Tobacco Co. and American Tobacco Co.

Sale of the Wednesday evening spot to Sterling got NBC out of the middle of a dispute between two tobacco companies over several Blue outlets in the West. When R. J. Reynolds Tobacco Co. moved its Penthouse Party to the Blue on Wednesdays, 9:30-10 p.m., it requested that these stations be removed from the schedule of CBS. Feted, the broadcast will probably originate in Hollywood. Agency is Lord & Thomas, San Francisco.

"It's a fair touch," John A. Prine, president of the Sterling Broadcasting Corp., New York, said.

Shaler on 46

SUNNYVALE PACKING Corp., San Francisco (Rancho Soups) spasmodic user of radio, hereupon on a small scale, on Dec. 1 will start for 13 weeks a daytime quarter-hour dramatic series on the Fortran Network, in addition to its CBS stations in the West. Account was closed by Charles E. Morin, manager of the West Coast office. The broadcast will probably originate in Hollywood. Agency is Lord & Thomas, San Francisco.

"It's a first," KNX KSFO KARM KROY KSL KOY. In addition Sunnysdale is using one-minute transcribed dramas five times weekly on 7 western stations—KPO KSFO KNX KFI KARM KSEI KIDO.

Sunnyvale Spots

SHALER Co., Wauquin, Wis. (Rialone motor oil), through Kirk-gaser-Drew, Chicago, has purchased daily one-minute spots on 44 stations for the week ending Wednesday, December 13. The series under consideration includes 14 spots scheduled on 7 stations.

Made in America is a locally originated program, produced and directed by John A. Shaler.

OLD DUTCH Mills Spots

OLD DUTCH MILLS Inc., New York (Old Dutch coffee), on Oct. 12 started a series of announce-ments for 26 weeks on four New York stations—WABC WHN WWH WMC. Starting Oct. 13, the company is to sponsor Spice of Life Monday through Friday, 7-7:30 p.m. on WEAF, New York. Program, also for 26 weeks, features oddities from local stores, unusual happenings, humor and music. Agency is Peck Adv. Agency, New York.
Selling $4,000 worth of merchandise in one week through WORL advertising is no miracle! Phenomenal sales increases are being registered every day for advertisers using the 920 Club on WORL. The 920 Club, unique in format, with a powerful sales impact—gets results...and by results we mean sales. It's America's outstanding radio program.

**MOVE MERCHANDISE OFF RETAILERS SHELVES...but fast!**

Doughnut sales up 147% in one week! Sales increase over 100% for a soft drink! Whatever your client's product...high priced—medium priced—low priced, the 920 Club on WORL will sell your merchandise in Boston—and in volume!

**BUY A PARTICIPATION IN THE 920 CLUB NOW!**

15 minute programs are open! Write for availabilities and 15 big success stories today!
KQW, San Jose-San Francisco, To Become Affiliate of CBS

Agreement Reached With Brunton, to Start Jan. 1;
KQW Asks Dismissal of Protest by KSFO

KQW, SAN JOSE-SAN FRAN-
CISCO, will become the CBS Bay Are outlet in lieu of KSFO on Jan. 1, under an affiliation agree-
ment reached by Ralph R. Brun-
ton, president of KQW, with CBS officials in New York last week.

Notice of the shift was divulged in a pleading filed with the FCC last Thursday by KQW in connec-
tion with KSFO's opposition to a recent grant of 50,000 watts to the Brunton station on 740 kc. KSFO also is an applicant for this facility with 50,000 watts.

The present KSFO affiliation with CBS expires Jan. 1. The network has not exercised its option to renew and has notified Wesley I. Dumm, owner of the facility, of the contract with KQW. No details re-
garding the contract were an-
bounced, but it is understood that it does not encompass the project for acquisition of CBS of a 50% interest in KQW.

Opposition Filed

The disclosure of the new affili-
ation came in the filing of an op-
position of KQW to the petition of KSFO for reconsideration of the FCC's action of Sept. 9, grant-
ing the KQW application for 50,-
000 watts, subject to approval of a plan of independent financing.

When the Commission granted the KQW application, it simultaneously

gt the KSFO application for the same facilities for hearing [BROADCASTING, Sept. 15-29].

KSFO, through former Commis-
sioner E. O. Sykes, on Sept. 24 petitioned for a re-
consideration of its grant to KQW, contending that the Commission has
"unwittingly done a grave injus-
tice" to KSFO. It asked that a con-
solidated hearing on the compet-
tive applications be set in San Francisco.

In the opposition filed last Thursday, Elmer W. Pratt, attor-
ey for KSFO, asked that the Commission deny and dismiss the KSFO petition on the ground that it was not a "party aggrieved or adversely affected" by the KQW grant. It is understood that the commis-
sion shortly will consider the KSFO motion and the KQW opposition.

The affiliation contract of KQW with CBS, it is understood, covers its operation on 740 kc, as a 5,000-
Watt station. It is pointed out, how-
ever, that provision is made for a revised arrangement in the event the station successfully prosecutes its 60,000-watt construction permit - which CBS, having purchased the station, is seeking to re-
allocate picture in San Francisco, long has been desirous of procuring a 50,000-watt outlet.

KSFO, in its quest for 50,000 watts on 740 kc, proposed that

KQW be given its present facility on 560 kc, with 5,000 watts day and 1,000 watts night. KSFO at present utilizes the CBS station built several years ago at a cost of approximately $135,000. Wheth-
er these will be turned over to KQW under lease, as a part of the new transaction, was not av-

ved. It was evident, however, that KSFO proposed to resist, all down the line, the effort of KQW to procure a regular grant on 740 kc.

Sale Committee

KQW is a sister station of KJBS, San Francisco. It is understood that as one of the conditions to the grant of the 50,000-watt construction permit to KQW, FCC Chair-
man James Lawrence Fly excused from the Brunton company the commitment that KSBS would be designated in the event that KQW purchased the station. It is reported that policies against multiple ow-
ership where duplicating service is involved. It is reported that several trans-
actions involving disposition of the station are under con-

ideration.

Two Morell Series

JOHN MORRELL & Co., Otumwaa, 1a. (Red Hot dog food), on Oct. 8 started six one-minute live announce-
ments weekly for 11 weeks on K.LZ, Denver; and on Nov. 3, five
participations weekly on very
Margaret McBride, WEAF, New York for 39 weeks. Company is re-
newing three-weekly participa-
tions on NBC News Radio, WVAU, New York; and the transcribed thrice-weekly quarter-hour Shop-

ing With the Misses on WBBM, Chicago. Morrell for E-Z Cut ham has placed the quarter-hour trans-

cribed shopping program three
days a week, 92 weeks, on KDKA, Pittsburgh; WABC, New York; WCAU, Philadelphia. Henri, Hurst & McDonald, Chicago, is agency.

Band Plays On

DESPITE reported threats by the American Federation of Musicians against the Royal Canadian Air Force Band playing on Canadian Broadcasting Corp., networks [BROADCASTING Oct. 5], the RCAF band has placed its weekly series of Monday even-

ings concerts on a CBC western

network originating at Winnipeg. Airductor C. Power recently was reported as saying the band would then become "more popular," which was not necessary. The new series is being aired as part of a recruiting campaign.

COPPER CONTAINER, hermeti-

cally sealed, is placed in the cornerstone of the Milwaukee Journal's new Radio City by Walter J. Damm (left), general manager for the station; Col. Damm; WTMJ, and Walter J. Damm, WTMJ, Milwaukee—par-

cipated in the drafting of the NB reorganization plan.

While I attended this open NIB meeting for the purpose of “simply looking around”, I was not asked to serve nor did I serve on any committee appointed at that meeting to draw up reorganization plans.

I believe my name was mentioned after there were several with-

drawals in connection with the resolu-
tions committee. As I explained to Ed Allen, I did not feel that I should serve on that committee, and I did not.

WALTER J. DAMM
General Manager of Radio in the Milwaukee Journal
Milwaukee, Oct. 1, 1941

100 kw. Shortwave To Orient Planned

Wesley I. Dumm Proposes to Build Powerful Outlet

ESTABLISHMENT of a new 100,000-watt international broad-
cast station in San Francisco, to serve the Pacific, Australian, and South American countries, is pro-
posed in an application filed with the FCC last Wednesday by Wesley I. Dumm, owner of KSFO, San Francisco.

With the inferred blessing of Col. William J. Donovan, coordinator of information for the President, the application is expected to receive transmis-

sion to become the director of Col. Donovan's office, which is supervising external communications and in-
telligence, has been deeply inter-
ested in broadening the scope of its operation.

Dellar Would Direct

Said to involve approximately $150,000 in construction costs, the new station proposes to use a 50,000-watt shortwave transmitter, described as the high-
est powered international broad-

cast unit in this country or possibly in the world.

The station would be built in San Francisco and operated, from the programming standpoint, in con-

junction with KSFO. Lincoln Dellar, general manager of KSFO, will be in charge of the shortwave transmitter, under Mr. Dumm's supervi-
sion.

Precise frequencies to be used by the station were not disclosed, though it was expected that wave-
lengthes in several bands might be designated to provide beamserviced to various outlying areas. There was some speculation as to whether frequencies now used by other inter-
national broadcast stations might be assigned on a time-

sharing basis to the projected new station. Whether such a result would result. Moreover, the time differen-
tial might make this expedient, it was pointed out.

KGEI, General Electric station in Oakland, is the only other inter-
national broadcast unit on the Pacific Coast supplying service to the East.

Because of the desire of the Gov-

ernment to improve international broadcast service, it was expected that priorities and other possible obstacles to prompt construction would be overcome through Government intercession.

NBC Gets Bowls

NBC has signed a five-year con-

tract which will give all broadcasting rights to the annual Rose Bowl football games played New Year's Day in Los Angeles. In addition, this year will have exclusive coverage of the Sugar Bowl game Jan. 1 in New Orleans.
America's Oldest Station

DECLARES A DIVIDEND!

The Station Most People Listened to First! Joins the Network they Listen to Most!

To Spot Radio Advertisers, 50,000-watt Westinghouse Station KDKA has become a bigger buy than ever! For more dials than ever, throughout the booming Tri-State Area, will stay tuned to KDKA by day and by night, stimulated by the unmatched leadership of NBC RED programming.

And when we say “unmatched” ...we mean just that! For instance:

NBC RED had the highest average daytime audiences ... the highest average nighttime audiences ... during every month of 1940. And during every month of 1941 so far! First in top-ranking programs, too, NBC RED boasts seven of the top ten network shows now on the air ... more than twice as many as all the other networks combined!

Add that kind of programming to the power and prestige of KDKA—which ALONE blankets the expanded 71-county Pittsburgh market of today—and you have a story typical of the kind of leadership NBC offers to spot and local radio advertisers in 11 great American markets ... the Golden Zones where money flows freely and products sell fast!

Check the list of NBC Key Stations yourself ... then ask to hear the whole story. A phone call to your nearest NBC Spot Sales Office will bring it in a jiffy!

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 Broadcast Advertising October 13, 1941 • Page 17
Tillamook Gets $10.90 for Every $1

Coast Creamery Has a Radio Formula That Works on Low Budget

By DAVID M. BOTSFORD
President and General Manager
Botsford, Constantine & Gardner

WHEN the trumpets blare and the expensive comedians tear off gags and the guest stars perform for their fancy checks, the men who made Tillamook just sit back and smile. For the peaks in the audience surveys mean nothing for them. Instead, they are riding along contentedly with a low-cost regional network program that brings $10.90 for every $1 spent on advertising—principally radio. This great creamery cooperative on the Coast needs only a moderate budget to command a premium price from the buying public. And Mr. Botsford tells why.

Not Among Survey Elite

If “radio success” is synonymous with “high ratings” in your mind, this Tillamook experience story will hardly fit. For Bennie Walker’s Tillamook Kitchen doesn’t attract a large radio audience. It means that the average Pacific Coast gives a night average program cost of $369. The average evening Hoover network program rating on the Pacific Coast NBC-Red network is around 10. This program pays exactly one-half as much as the night shows for tone, on the very same line-up of high-powered network stations. So Tillamook’s radio advertising is, therefore, just twice as efficient. The big difference between Tillamook’s is on the basis that of the high-rated programs is the difference between extensive and intensive advertising.

Probably the Kitchen’s rating in rural areas is higher than in the cities where surveys are made. But even assuming that the 2 rating applies to the whole of Coast Red’s 2-hour day time radio, Tillamook speaks weekly to 50,000 Western homes at an over-all time and talent cost of 8 million apiece. And these are loyal, intensely interested, buying homes.

Tillamook keeps track of its audience by frequent premium and contest promotions. In both it sensibly correlates awards with its product, keeps expense at a minimum. Prizes are grills, covers to keep cheeses in, tablecloths, cheese graters, cheeses. Premiums are cheese recipes, cooking books, letter-penic fillers, binders, recipe cards, cheese stamps, kitchen decorations.

A sales slip or a piece of cheese rind bearing the stamped trademark “Tillamook” must be enclosed in each letter, sometimes accompanied by coin. The response, overpowering in more ways than one, makes the NBC mail room an appetizing place during Tillamook’s “deals”.

Near the Top

Mail response per listener reaches a terrifically high figure. Thirty-two thousand recipe requests were received in one year from radio time and magazine space. A campaign offering a metal cheese grater for a rind plus 25c exhausted the supply of 10,000 in a few weeks. Outstandingly good showings pull in four figures monthly, regularly put this exclusively Pacific Coast show among the top 4 NBC programs nationally for mail response.

Tillamook Kitchen doesn’t fit any of the pat formulas for successful radio programs. What it does have is perfect correlation between program content and commercial content. When the sales plug is inserted in the stars as a natural continuation of rotund, good-natured, food-loving Bennie Walker’s cheery patter. As the Portland Oregonian wrote in its radio column last May 16, “Bennie’s advertising recipes does known famously from host to host; you can practically smell his concoctions over the radio.”

And of course Wilson brings to Kitchen the vast following he won through a dozen years as m.c. on NBC-Red’s Woman’s Magazine of the Air, KGO’s Homestead Amateur Hour and hundreds of personal appearances up and down the Coast.

What does all this prove for others? We think several things:

1. Regional radio can be successful for advertisers with a budget of little more than $400 a week.

2. A program can be successful without high-priced music, drama, stars—or even quiz!

3. Daytime radio can be successful without the necessity of programs three or five times a week.

4. Radio offers a prime opportunity to the local food cooperatives, wherever located.

We have found our one-15 minute program a week an effective and economical basis for a campaign covering the West Coast market.

New Chicago Newspaper Shows Interest in Radio

CHICAGO’S new morning newspaper, financed by Marshall Field III, will devote considerable space to news of the day. Publisher Silliman Evans at a press conference held last week at which the approximately 5000-guest audience including Rex Smith and Managing Editor George DeWitt, formerly managing editor of Washington Times-Herald were announced.

Mr. Smith, editor of Newsweek, and who has supervised the production of the current weekly quarter-sheet, Ahead of the Headlines sponsored by the publication on NBC-Blue, said he considered radio one of the most important news fields, and newspapers generally have not done as adequate a job as the national news magazines on the coverage of radio. The radio editor will be announced shortly, it was said.

In the meantime promotional plans with NBC radio, are proceeding with the announcement of a $10,000 contest for the selection of a name and the best reply to the question, “Why does Chicago need another morning newspaper?” An intensive schedule of announcements will be placed on Chicago stations through Schwimmer & Scott, Chicago. It is expected that the paper will be in publication by the first of the year.
When Hugh M. Woods, president of the mercantile company bearing his name, signed a recent KLZ renewal, it marked the 14th year of association between the two companies... established Mr. Woods as KLZ's oldest advertiser. Like many another Denver merchant, Mr. Woods credits radio with a large share in his business success... uses the city's STANDOUT station exclusively.

With increasing use of spot copy, advertisers are viewing approvingly KLZ's array of STANDOUT Fall and Winter shows... knowing that a larger-than-ever audience stays tuned to this station. With station mail more than double last year to date, advertisers are finding KLZ's audience bigger, more responsive, than ever.

Is your market the rich, populous, balanced Rocky Mountain zone east of the Great Divide? Do the buying regions of Colorado, northern New Mexico, Wyoming and western Kansas and Nebraska, with their lush farms and teeming industrial and mining centers, offer profit for your products? Then reach them, economically, efficiently and completely, through Denver's STANDOUT station... the pioneer station of the West... KLZ.
Federal Warning on New Tax Indicates Widespread Violation

Price Quotation Attributing Increase Is Due to Recent Leviess and Liable to Heavy Penalty

EXTREME CAUTION must be exercised by stations and advertising agencies quoting prices on articles subject to the Federal manufacturers' excise taxes, as the result of a warning by Commissioner of Internal Revenue Guy T. Biddle. Mr. Helvering warns that any person stating in writing or orally that any part of the sale price of such articles consists of a tax imposed by the Federal Government and knowing that such a statement is false or that the tax is not as great as the portion of the sale price attributed to the tax, may be subject to a $1,000 fine or imprisonment for a year or both.

Many Violations
Special agents of the Bureau have been instructed to be on the lookout for such violations, which, it is understood, is fairly widespread evidently due to a misunderstanding of the law or inaccurate interpretation. Mr. Helvering has stated that manufacturers are prohibited from quoting the tax separately, although they may add the tax as an element of cost and thereby raise their prices, if incorrect. However, he said, when the tax is passed on, the manufacturer may bill the amount of the tax as a separate item for an article subject to the excise taxes to prevent price increases to ultimate consumers exceeding the actual amount of the additional expense.

Manufacturers excise taxes, that is taxes which must be paid before the goods are sold to jobbers or retailers, effective Oct. 1, apply to such articles as cameras, record players, radios, oil appliances, including flat irons, fans, stoves, mixers and vacuum cleaners; to a large list of rubber products, excluding footwear, and to electric light bulbs. Such articles as automobiles, tires, tubes, radios and household refrigerators already carry excise taxes, but under the new law the amount has increased double or nearly double.

Seek Prosecution
The Bureau of Internal Revenue will first seek prosecution of the manufacturer, who for example, increases the price of an article 20% to cover a 10% tax, and then advertises that the entire increase is due to added tax, thereby misleading any dealer who, by purchasing in large quantities, under-sells smaller competitors and calls attention to his accomplishment by telling the public, through advertising, "we absorb the tax." The only articles taxed on the retail price are furs, jewelry and cosmetics.

Tax on Old Stock
Another violation, considered to date as inadvertent by the bureau, is frequent quoting by consumers a tax on goods in the retailers' hands before Oct. 1. The manufacturers excise taxes apply only to articles delivered to retailers after that date and Treasury Department officials have told consumers they need not pay such taxes if they can determine that the goods were on hand before that date.

Section 3235 of the existing Internal Revenue Act provides that anyone who knowing his statement to be false "deliberately" leaves the price or part of the price of any article subject to a manufacturer excise tax is due to the imposition of an internal revenue tax shall be considered guilty of a misdemeanor and shall be subject to a fine of $1,000 or a year imprisonment or both.

The Act, which became effective Oct. 1, provides "that whoever makes any statement, written or oral, in advertisement or otherwise, intended or calculated to lead any person to believe that the price of any article not including the tax imposed...shall on conviction thereof be punished by a fine of not more than $1,000."

FIRST FM commercial contract in the Deep South is the claim made by W45BR, FM affiliate of WJB0, Baton Rouge, La. Watching T. J. Daigre (right), local Coca Cola dealer, affix signature is N. Varner, vice-president and general manager. The beverage firm is sponsoring all Tulane games on W45BR. Club Chanticleer has signed to broadcast all high school games.

Oelwein List
OELWEIN CHEMICAL Co., Oelwein, Ia. (Oleo Mineral Compound), has started a 26-week campaign using a thrice-weekly schedule of one-minute announcements on WNXA KWAT WDAY KGDE KATE KFAM KROC KYSM WLS KMA WHO, and a quarter-hour news broadcast on WMT, Cedar Rapids, Iowa. The campaign is carried by Vocational Cass, Des Moines.

Rit Announces
RIT PRODUCTS Corp., Chicago (tints and dyes), has started a campaign of 15 one-minute transcribed announcements weekly on 20 stations, continuing for the balance of the year. Agency is Earle Ludgin Inc., Chicago.

Industry Is Expected to Get Off Easily
In Probe as Clark Praises Fair Policy

PRESAGING a comparatively easy time for radio, as against motion pictures, when broadcasters are called to testify on the alleged use of propaganda for pro-war purposes, Chairman D. Worth Clark (D-Id.), of the Senate Interstate Commerce subcommittee holding hearings on a Senate resolution proposing a full-committee investigation of charges that radio and the movies are being used to arouse interventionist feelings, in an Oct. 4 CBS broadcast from Washington declared that "by and large the radio networks have been eminently fair in granting time to both sides on debatable public questions."

Handled With Fairness
"If they had not been, I would not be speaking to you tonight," Senator Clark commented. "If one of our interventionists gets 15 minutes to whop it up for war, then anti-war Senators can usually get 15 minutes to reply. Of course in this extent, at least, the radio industry has handled its enormous power with fairness and without discrimination. Whether, however, war propaganda has crept into the radio programs to an unwarranted degree is a question for future study."

Since the subcommittee hearings started Sept. 8, observers have seen definite indications from members' comments that radio would have little difficulty in meeting and refuting the propaganda charges [Broadcasting, Sept. 15, 22].

More Movie Witnesses
With several more movie industry witnesses scheduled to appear before this phase of the inquiry is completed, it is thought hearings on the radio phase could not possibly start before early November. In some quarters it is even predicted that the radio phase will not be covered, since radio was not the primary target of the propaganda campaign and committee members appear cognizant of its efforts to remain nonpartisan.

Simpson Charges Biddle Censorship
Claims U. S. Official Was Factor in Cancellation
CHARGING New Deal censorship in the suspension and cancellation of a Sept. 30 NBC broadcast by Attorney General George F. Biddle, of Illinois, Rep. Simpson (R-Pa.) in a prepared statement last Wednesday declared that the situation "appears to merit inquiry" by the House Committee on Interstate & Foreign Commerce. He charged that U. S. Attorney General Biddle had been "called in by administration officials" about cancellation of the broadcast, which had been arranged and cleared with NBC several weeks in advance. That a memo to Rep. Simpson, Attorney General Biddle, addressed to an Indianapolis meeting of the National Assn. of Attorneys General on Sept. 20, submitted, termed "a vigorous attack upon Communism and Fascism and an appeal for a restoration and revitalization of American governmental procedures in Washington," to NBC a week before the broadcast.

Censorship Charged
The speech was cancelled after a conference between Attorney General Biddle and Earl Warren, of California, president of the association, Rep. Simpson declared. Signing from the attorney, later delivered his address over an Indianapolis station, he added, "This is not an isolated case of New Deal censorship," he commented. "There have been many other instances recently which suggested growing radio censorship by the Administration —a most unholy and thoroughly un-American development. I think it proper for our committee to inquire whether Attorney General Biddle influenced this cancellation."

"Suppression of free speech must not be tolerated in America. If our great broadcasting systems have been so intimidated by the FCC and other methods of censorship that projects are turned down, that we demand our proper and honest department of Justice to refuse to get under way, then we have arrived at Government censorship, a violation of our Constitution."

Alkine Placing
ALKINE Co., New Brunswick, N. J. (Flem-O-Lyn) on Oct. 27 started participation on Famosa & Jambalaya, the NBC network Monday through Friday 10:45-11:05 p. m., on WOR, New York. At the same time company is planning an intensive campaign of spot announcements, participation programs and program promotions at radio stations in the three markets, also to get under way during the latter part of this month. Redfield-Johnstone, New York, handles the account.
AIM YOUR ADVERTISING AT THIS

E.B.I.

Connecticut's INCREASE over last year in Effective Buying Income is $424,000,000. (Sales Management's current report).

When this amazing sum of money is added to Connecticut's normally good income, this state leads the country in spendable money per family.

Here's a target worth shooting at—and you can score a bull's eye in this market by using WDRC in Hartford.

You cover the best part of the state on this one station—at a low cost and with real efficiency.

WDRC
CONNECTICUT'S PIONEER BROADCASTER
5000 WATTS • HARTFORD
☆ BASIC CBS FOR CONNECTICUT
ASCAP Contract Plan Fair, Says IRNA-CBS Committee

Holding that the request of CBS for reimbursement by affiliates of a portion of its expenditures for ASCAP music is "fair under the circumstances," the CBS committee of independent ASCAP affiliates on Oct. 2 sent to all CBS outlets a letter urging approval of the contract provisions.

The letter is a sequel to that dispatched by the NBC committee of IRNA last month to NBC outlets. Members of the CBS committee are John A. Kennedy, WCHS, Charleston; Don S. Elias, WNNC, Asheville and I. R. Lounsberry, WGR-WKBW, Buffalo. The letter follows in full text:

You have received from the network copies of the proposed ASCAP contracts and its letter of analysis.

You also have received an analysis prepared by the NAB.

We believe that no purpose would be served by repeating the explanations given in these various communications and we have no wish to add to the volume of material which you will have to go through in arriving at your decision on this subject. However, there are certain points of major importance, or points which we feel have not been sufficiently stressed, which we would like to make in this letter.

In the first place, we do not think that the ASCAP contracts are perfect, but we do believe that they are the best that can be obtained; and that they are more fair and equitable than most of us thought would be possible.

Music Victory

We believe that the reporting provisions required under the per program contract are much more voluminous than need be, but ASCAP has claimed that the information called for in these agreements is the minimum with which they can get along. They take the position, however, that they have no more wish than the stations to handle unnecessary paper work and that as experience shows that some of the forms are unnecessary, or that they are calling for greater detail than is necessary, they will consider the matter with an open mind.

Another point we should like to make is that this music victory is one of which the entire industry should be proud. It never could have succeeded without the support of all elements in the industry—networks, affiliates and independents. A united industry did the job.

We went into this fight with the understanding that no element of the industry was going to try to take care of itself and stick the cost on another element of the industry. That is, that we weren't going to try to load all the costs on the network, and vice versa, that they weren't going to load them off on the stations.

An analysis of the costs of music which was contained in the network letter shows how substantial the increased music costs to the network and how substantial the savings to stations. We don't think that there is any use in repeating this final analysis with which you are already familiar, but we do think that they clearly demonstrate a good deal is now being offered. Likewise we feel they completely justify us in urging upon you your prompt agreement to help get ASCAP music back on the air on network programs.

Columbia has given its assurances that it will continue to give adequate support to BMI over a long period. We quote Mr. Klau-ber's letter:

"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 com- complete source of music. This company is willing to bind itself to giving such substantial support so long as the stations are willing to maintain BMI."

We believe that this removes all doubt that BMI can and will survive if the broadcasters generally

want it to and most certainly we think that it should.

In Close Touch

We would further like to point out that as members of the IRNA Negotiating Committee we have been in close touch with the developments in the music copyright situation ever since it began to look as though a solution with ASCAP were possible. We consulted and advised with Columbia last July, before it made its original offer to ASCAP, and we have been advised and have sat in on meetings, from time to time, ever since.

When the terms of an agreement were finally accepted, we attended a joint meeting with the NAB Executive Committee and gave our approval to the agreement. It is this agreement which has since been reduced to final contract form and which was mailed to you last Saturday.

It is because of our familiarity and participation in these negotiations from the beginning of the present controversy that we even presume to take the liberty of calling this situation to your attention.

We are not attempting to give you any advice upon which form of local contract, if any, you should take out for your local operations. We do believe that the network's request for reimbursement is fair under the circumstances, and take this method of announcing that individual agreement, or modifying that of our stations and as members of the IRNA Committee that we will sign the agreement to reimburse Columbia on the basis suggested in its letter.

An Open Market

You say it is impossible for you to dictate to a client whether he use BMI or ASCAP music. May I say what you should have the power to do this any more than it would be right for you to force all advertisers to use the same artists? It is time you face the issue honestly. We can only have a free and open market for music if it is purchased on a use basis. This is the only way to assure to music promoters any opportunity to be heard and paid for their talents tomorrow.

You know as well as I that all radio can exist and thrive on but a single license and that with ASCAP. Your blanket license theory, a dollar-and-cents deal favorable to you only, puts all music negotiations back where they were in 1922 and the fight will still continue. I wonder if this time, though, the non-ASCAP user advertisers will not have something to say. I started early this year to give a reduction in rates to those not using music or clearing music at the source. This is the honest way to conduct your business. It complies with the intent of the Government's consent decree. Your blanket license theory does not.

Du Mont-RCA Video Pact

CROSS-LICENSING of patent licenses between RCA and Allen B. DuMont Labs, was announced last Thursday by DuMont, president of the firm bearing his name. Under the plan Du Mont is licensed under standard RCA patents. Du Mont also gains, through grants RCA a non-exclusive nontransferable license under Du Mont patents.

Craney Criticizes Rebate to Network

Argues Chains Continue to Cloud the Music Issue

Contending that the networks wish to "confuse the cloud the music issue," Ed Craney, operator of KGIR, Butte, and the Z-Bar Network, and leading proponent of a per-use method of music payments, telegraphed NBC on Thursday that Tuesday he could not agree to "rebate any percentage of gross network receipts for music." His tele-

Craney:

Cannot agree to rebate any percentage of gross network receipts for music. Your acceptance of blanket license indicates your controversy with ASCAP has been of dollars and cents only. Your statement that advertisers not using music would demand a reduction in rates shows you wish to continue to cloud music issue. Just why would you force one advertiser to help pay the music cost of another advertiser when you do not follow the same procedure either with special talent cost or in forcing all advertisers to do the complete facilities of your network?

An Open Market

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Storer Letter to Networks Gives Basis For Opposition to ASCAP Contracts

EDITOR'S NOTE: George B. Storer, president of the Fort Industry Co., operating WSPD, Toledo, (NBC-Red), WWVA, Wheeling, (NBC-Red), WWLO, Lima, (NBC-Red), and WHIZ, Zanesville, (NBC), also is president of the Stand-Android Co., of Detroit, a steel manufacturing company. In the following letter sent to both NBC and CBS, he outlines his objections to the proposed ASCAP contracts for return of its music to the air. Because of the intense interest in the subject, Broadcasting publishes the letter in full:

Your communication of Sept. 26, together with the accompanying alternate proposed forms of contracts with ASCAP have been read and re-read by the writer.

At no time since the inception of broadcasting, as I suppose, would cooperation between different elements within the industry be more beneficial.

Therefore, it is with great reluctance that I must inform you that my associates and I would prefer not to accede to the terms currently offered by ASCAP.

The basis for our reservation of the rights set out in these proposed contracts is simple.

Partial Use of Catalog

We only desire a license to use music belonging to a licensor upon a per use or per piece basis.

We can see no fundamental reason why, under the use of ASCAP's catalog, we should be compelled to pay a license fee on all of our net revenue.

As an illustration—Some years ago in the manufacture of welded steel tubing, in which I was engaged, the writer was also engaged, two different patented methods of tube manufacture were developed. The oxy-acetylene method and the electric resistance method.

We were licensed under both patents. We paid a royalty on each foot of electric resistance welded tube sold, and likewise a separate license fee per foot of tube produced by the oxy-acetylene method.

Now the electric weld method, like ASCAP, was entitled to a larger license fee than was the case with the oxy-acetylene method.

However, as time passed we continued to use both processes and the oxy-acetylene process improved greatly, being proned by the necessity of competing with the electric process. Consumers' manufacturers thus had available the alternate processes, resulting in lower prices and costs and a healthy competitive situation.

To continue the illustration and analogy, how utterly stupid we would have had to have agreed to pay a royalty on all of our production to the owners of the electric process, irrespective of whether or not the customer used the electric method or by some other method. What possible chance would have been afforded the owners of oxy-acetylene method to develop their process? Gradually we would have found ourselves at the mercy of the owners of the electric process.

I submit that the above illustration is exactly applicable to the present ASCAP and BMI relationship to the broadcasting industry.

Why should we pay a license fee on all of our net sales for the partial use of ASCAP music?

The fact that we are willing to accept a blanket license from BMI, a creation of the broadcast industry, to make available to the listening public and to the radio advertisers a complete catalog of music.

We quite agree that it behooves the broadcast industry to make available to the listening public and to the radio advertisers a complete catalog of music. We only feel that to agree to pay a license fee on the partial use of any music catalog is a complete fallacy.

In only a short time broadcast stations in the interest of economy will choose to pay such a blanket fee to a single music licensor. This action will result in a growing monopoly which will have to be fought at some later time.

I do not agree with the statement that it is impractical for ASCAP to supply a catalog. Whenever the writer has had something for sale my customers have always had the right to know exactly what they are getting, and most of them have been very careful to exercise that right.

The statement has been made that an analysis shows that a few hundred ASCAP tunes are regularly used. A cross-indexed file could be supplied covering these known works available on application.

A low cost blanket license fee covering both BMI and ASCAP tunes used in sustaining programs, theme, and background music, would, I feel, be more acceptable.

A Sound Basis

However, we feel that a per piece, cleared at the wholesale contract with ASCAP or BMI is the only sound basis for payment on commercial programs.

The writer is sympathetic with your desire to return ASCAP music to the air speedily via your network, and especially so since one network has chosen to secure a temporary advantage by accepting ASCAP's proposal.

We wish to reserve final decision on this proposal until the attitude of a substantial majority of the network affiliates has become evident. Were it not for the fact that we sincerely believe that in acceding to the network portion of ASCAP's proposal a wedge will be furnished which can be used to breakdown the entire broadcast industry's independent, we would accept at once without such reservation.

It is not the amount of the 2% payment which impels us to write as per the above, but rather the hope that we may persuade you and others that a blanket license accepted at this time in the interest of expediency will prove to be unfor-tunate for all.

Detroit, Mich.
Oct. 2, 1941

Earnings by NBC Revealed in Court

Profit From 1926 Until 1941 Shown to Be $30,041,173

TOTAL PROFIT earned by NBC in the period from its organization in 1926 until Dec. 31, 1940, was $30,041,173, according to Manton Davis, vice-president and general counsel of RCA, who revealed the figures Oct. 1 at a hearing before Referee Abraham J. Halprin in New York on the $1,000,000 offer made by General Broadcasting Co. and Westinghouse Electric & Mfg. Co. for full settlement of all pending suits by NBC.

Of this total, Mr. Davis stated, $22,550,000 was turned over to RCA in dividends, while an additional $2,050,000 was contributed by NBC, an RCA subsidiary, toward research activities in the radio field. At present, Mr. Davis testified, NBC is capitalized at $6,500,000.

Other Pleas Denied

Halprin was appointed referee by the New York Supreme Court to determine the fate of the NBC and Westinghouse offer. Meanwhile, Justice Peter Schumck of the New York Court of Appeals denied an application by six RCA stockholders to set aside the hearings and refused them permission to intervene in the stockholder suit for $250,000,000 covering alleged illegal transfer of RCA stock to NBC and Westinghouse and certain patent rights. Justice Schumck ordered six suits pending in courts other than the N. Y. Supreme Court to be consolidated and directed that all RCA stockholders be stayed from prosecuting their suits until Referee Halprin turns in his report.

Stations in Miami Area

On Duty During Storm

ALL THREE of the Miami area stations—WKAT, WJNO, West Palm Beach, WIOD, Miami, and WMMN, West Palm Beach, were mobilized last Monday in a public service gesture to warn residents of the near-hurricane storm that struck 13 miles south of the Florida city, although not as fierce as expected.

WKAT went on the air at 6 a.m. Monday interviewing mayors of the communities in the storm-struck region and when it was indicated that Sarasota was in the path of the storm, a special broadcast of preparations in that city was carried. WJNO carried weather bureau bulletins and countless other public service features. During the day WIOD's mobile unit went to the Red Cross disaster headquarters where a special program was originated. WQAM served through the emergency describing preparations for the storm and enlisting the aid of volunteers in the area.

WJNO, West Palm Beach, went on the air Sunday at 8 a.m. and remained on until midnight Monday, carrying 1625 public service announcements in 43 consecutive broadcast.

WTSP, St. Petersburg, Fla., has appointed Joseph Hershey McEldry its national sales representative.

News Late at Night

Survey Shows 4% of Families—In New York Listen

SUBSTANTIATION of the well-known fact that new commentators and news programs are popularity is being brought out for the first time with conclusive evidence by the latest of WOR's continuing surveys of New York listening habits. This analysis also found that 4% of typical Gotham families are available to listen to their radio during the 2 a.m. to 6 a.m. period. The station researchers arrived at this percentage by personally interviewing members of 11,653 families.

The WOR study showed that while occupancies and audience checks had been confined to those homes having telephones, the WOR study sampled the homes of all income groups— with and without phones—revealing that certain programs which had been almost lost actually were a little. This higher listener rating. Finally the report showed that baseball broadcasts are favored among all kinds of listeners in all groups of income.

INSTITUTE of Radio Engineers has announced its winter convention will be held in the Hotel Commodore, New York, Jan. 12-14.

BROADCASTING • Broadcast Advertising
October 13, 1941 • Page 23
Easing of Multiple Ownership Rule Seen

Gradual Elimination of Duplicate Holdings May Be Tried

MODIFICATION by the FCC of its proposed rule to ban multiple ownership of broadcast stations where overservicing is involved was foregone conclusion following a full day of oral arguments Oct. 6, pursuant to Order No. 84, proposing the dual ownership ban.

After hearing the views of representatives of a dozen-and-a-half units which presumably would be affected by the proposed drastic rule, the Commission took the arguments under advisement. In virtually all cases, the peculiar interests of the existing dual ownership licensees were cited, as a showing of public service. In several instances the jurisdiction of the FCC under the existing statute was challenged and the impracticability of applying a rigid yardstick was demonstrated.

May Adopt Policy of Multiple Grants

While no crystallization of FCC view could be gleaned, it was thought the logical move would be for the Commission to revamp the proposed rigid rule to ban, as a matter of public interest, dual ownership operations in the same areas.

In one official quarter it was thought the Commission might decree that it will not license more than one station in the same market except under extenuating circumstances and where it is shown that the public interest, as the paramount consideration, would be served through such dual operation. Thus, exceptions to the rule could be authorized where the Commission judged the public interest would be served.

The FCC, it is evident, already has embarked upon such a policy. FCC Chairman James Lawrence Fly, for example, has exacted commitments in several instances from broadcasters seeking improved facilities, that they will dispose of second stations as a condition precedent to the dominant station grant. Similarly, applicants for second stations in the same market consistently have been advised that their chances are less than negligible.

How fast the Commission may work on the revised rule has not been disclosed. Principally, there are two requests before the Commission dealing with the issue.

Croyley Corp. [BROADCASTING, Oct. 6] asked the FCC for a statement of facts, principles or theory which would justify its proposed regulation and the same point was presented briefly by William J. Dempsey, counsel for WLW and WSAI, Cincinnati, in the arguments last Monday.

Intent of Congress on Dual Ownership Is Explained in Letter by Ex-Senator Dill

EXCERPTED by Judge John C. Kendall, counsel for KGA-KHQ, Spokane, during oral arguments before the FCC last Monday on the multiple ownership question, the following letter from former Senator Clarence C. Dill, author of the organic radio act, to Louis Wasmmer, owner of KGA and KHQ, was offered as an authoritative indication of Congressional intent behind the Communications Act of 1934 as cited in the order:

"Dear Mr. Wasmmer:

"My attention has been called to a proposed order by the FCC under which no individual will be allowed to operate more than one radio broadcasting station to serve any area.

"This order is in effect a new provision of radio law. Congress placed no such restriction upon station ownership. As a co-author of both the Radio Act of 1927 and the Communications Act of 1934, I recall distinctly that the Committee in charge of writing these laws positively refused to incorporate any such provision, although it was repeatedly proposed and discussed in Committee sessions.

Power to Renew

"Instead, Congress provided that the Commission should have the power to grant or renew or refuse to grant or refuse to renew a station license upon consideration of individual applications either with or without hearings.

"In Section 303 Congress specifically set out a series of special powers which it granted the Commission. By none of those grants of power nor by any other grant of power in the law, did Congress intend the Communications Commission should have authority to issue a general order with the effect of a statute forbidding dual ownership as such.

"Not only was it the intent of Congress to refuse to grant this power, but no language of the law can be fairly interpreted to permit the issuance of such a general order without specific inquiry into the conditions existing in each individual case of dual ownership, as to its effect upon the 'public convenience, interest or necessity.'

"Nor can the order of the Commission be justified on the ground that dual ownership constitutes a monopoly. Section 313 specifically states that monopolies must have been so declared after judicial proceedings. Again I recall that those who framed the radio law were most careful to set out this requirement of a judicial proceeding as a necessary method of determining whether or not a monopoly in radio service exists in any particular area or in any particular kind of service.

"I hope you will urge these facts upon the Commission most emphatically at the general hearing to be held Oct. 6, 1941. If I were still a member of the Senate, I would insist that both Houses of Congress take immediate action to require the Commission to proceed in this power, which is nothing less than the law making power."
"This is Station WJZ!"

20 Years ago this week, New York's Oldest Station was born!

October 5, 1921! Harding in the White House... Vaudeville booming...Prohibition a novelty, and —the threshold of the Radio Age!

One-third of all present listeners in WJZ's area were still unborn the night that the ether over Manhattan first vibrated to the words: "This is Station WJZ!"

They were proud words then—for any radio transmitter represented a tremendous achievement...the surmounting of tremendous obstacles! And they are prouder words today...for behind them lies a record of 20 years of day-by-day service to advertisers and audiences, in the world's richest market.

20 years is a mighty big slice of radio history...almost all of it, in fact. We've seen radio receivers progress from crystal detectors to home-recording combinations. We've seen development follow development in broadcasting itself, as year by year we found new ways to do the old jobs better!

Today WJZ looks forward to its next 20 years—toward still finer service in the "public interest, convenience and necessity!"

KEY STATION OF NBC BLUE NETWORK

NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service
ably" that the FCC actions terminating operation of a station must be done in the public interest, convenience and necessity.

declaring that all the present multiple ownership setups were made possible by the FCC and its predecessor agencies, after long hearings and testimony in many cases, Counsel Scott declared it would be "unwise and undesirable to say that your own and your predecessors' previous actions were fundamentally wrong."

Declarin but that the multiple ownership ban would amount to "punishment for a general condition your Government has permitted, aided and abetted" Mr. Scott maintained that the FCC has been responsible for "the very thing you propose to limit by rule." As custodians of this Government's integrity, the FCC's word must be as good as your bond," he declared.

Westinghouse Brief; Chicago Viewpoint

Third appearance of the day was made by Richard H. Wilmer, representing Westinghouse Radio Stations Inc. (WOWO-WGL, Fort Wayne, Ind.), who merely called attention to the brief that already had been filed by Westinghouse.

representing Johnson Kennedy Radio Corp. (WIND, Gary, Ind.) and Bud Inc. (WJJD, Chicago), Mabel Walker Willebrandt commented that although she may differ from other counsel in not holding flatly that the FCC was without authority to issue Order 84, she nevertheless maintained that the Commission could not enforce its proposed rule on an equitable basis. Mrs. Willebrandt held that although the FCC may have the literal power to issue such an order, the action contemplated under the rule could not be enforced soundly under equity, pointing out that the question involved was how far "should" and not how far "may," an agency go in exercising its powers. She declared that when this exercise of power goes beyond the fair bounds of equity, it becomes unlawful.

In addition to exceeding its equitabie powers, Mrs. Willebrandt maintained, the FCC was placing a wrongful burden of proof on licensees. She added that she could not find in any law, whether communications or antitrust statutes, any provision that the burden of proof be assumed by the person charged. She held that the FCC should decide each case on its merits, rather than on any broad, inclusive rule, with all licensees assured of a full hearing.

Speaking specifically of the WJJD-WIND operation, she commented that the "community of interest" in the stations has resulted only in better operation and service to the public. She discounted flatly any charge of "monopoly" that might be lodged against the stations, pointing out that they constitute only two of the 18 stations in the Chicago area.

Called "Short-Circuiting" By George Sutton

During his appearance, for Reading Broadcasting Co. (WRAW) and also Berks Broadcasting Co. (WVEU), Reading, Pa., Delaware Broadcasting Co. (WILM) and WDEL Inc. (WDEL), Wilmington, Del., along with Pittsburgh Radio Supply House (WJAS) and KQV Broadcasting Co. (KQV), Pittsburgh, Counsel George O. Sutton declared that the proposed rule represented a "short-circuiting procedure" inconsistent with the Communications Act. Mr. Sutton declared that the FCC was not empowered to make rules inconsistent with the terms of the Act, as he held was the case with Order 84.

By its wording that no person may directly or indirectly own more than one station, Mr. Sutton held, the proposed order in effect says that "no license is to be issued," although such words do not actually appear in the order. In an exchange with Chairman Fly, he declared that if it is to be the policy of the FCC that multiple ownership shall not exist, it probably would be proper to make a statement to that effect, although no rule should be written which the FCC must necessarily follow and which would preclude any benefit accruing to a station from a hearing on its particular case. If the FCC policy against multiple ownership is clear-cut, then the Commission should go to Congress for legislative enactment to the demand, he declared.

Chicago, West Virginia Groups Testify

Appearing on behalf of Gene Dyer, part-owner of three Chicago stations - WGES, WAIT and WBC - Andrew G. Haley, commenting on monopoly considerations, declared that one station in a big-city economic and cultural center like Chicago has more of a monopoly on public thought and action than several small local or regional stations. He pointed out that the three stations he represented account for only 2.9% of the power in the Chicago area, and do only 4.4% of the business. He maintained that each case in which the multiple ownership question arises should be examined on its merits and determined on standards of public interest, convenience and necessity.

Expressing uncertainty on the application of the proposed rule to his specific situation, Horace L. Lohnes, counsel for West Virginia Broadcasting Corp. (WWVA, Wheeling) and Monongahela Valley Broadcasting Co. (MMMN, Fairmont, W. Va.), asked the Commission what might be meant by "substantial duplication" under the rule.

Pointing out that although there is no overlapping service between WWVA and WMNN today, with both operating at 5,000 watts, some duplication should continue when WWVA goes to 50,000 watts. With 50,000, he estimated that WWVA will have an audience of about 400,000 listeners both day and night. During daytime operation about 400,000 listeners would get duplication service, he indicated, with overlap shrinking to 85,000 at night. He emphasized the importance of the FCC's definitely indicating where the duplication line must be drawn, holding that the rule of self-operation and that hearing evidence would be limited to whether there were common ownership or duplication.

NBC Challenges Commission's Power

Duke M. Patrick, NBC counsel, pointed out that NBC owned and operated three sets of stations in New York (WWBN and, WMCA, Chicago (WMAQ and WENR), and San Francisco (KPO-KGO), while in Washington it owned WRC and leased WMAL under a management contract which would be covered by the rule. Challenging the FCC's jurisdiction, Mr. Patrick held that the Act granted no authority to promulgate any regulation such as Order 84 and that the proposed rule did not carry out any provision of the Act.

He declared the rule cannot be justified either as an aid to or an adjunct of the FCC's licensing power. Neither can it represent any "administrative definition of monopoly," because the FCC is given no such power to define and because it is a matter to be adjudicated by the courts and not by the FCC.

NBC asserts that, rather than having an adverse effect, ownership of stations by the network has become a big factor in NBC's success, and has resulted in a greatly developed public service, he stated. Declaring that the proposed rule would act in derogation of the content and quality of the public service in radio, Mr. Patrick held that parties should have full opportunity to present all pertinent facts in their case and get a hearing free of open-minded commission. He pointed out also that NBC had assumed ownership or operation of the stations only after it had secured full consent of the Radio Corporation, and that it had invested several million dollars after obtaining approval.

Appearing for Massachusetts Broadcasting Corp. (WCOO) and Bartlett Broadcasting Organization Inc. (WROL), both of Bos-
It was a great pair of wrists that made Craig Wood the acknowledged 1941 national golf champion. It is a great pair of radio stations which advertisers are choosing to drive their messages into the greatest of all the nation’s defense-busy markets. The forceful selling power of WJR and WGAR “takes you around in less” in America’s foremost industrial area.
How American Family Spends Its Money
Analyzed in New Governmental Report

THE AMERICAN family and how it spends its income is analyzed in a 268-page book, replete with tabulations, published last week by the National Resources Planning Board, reporting to the President.

Taking expenditures of 60,000 families, the report covers the year 1935-36. It is described as the most comprehensive analysis yet made of family spending habits, and the differences in studies at different income levels. It includes a breakdown of expenditures into more than 90 items. Separate data are given for farm, rural non-farm and urban families along with comparative estimates for white and negro families, for five geographic regions, and for three sizes of family. Also shown in the report is the magnitude of expenditures for durable, semi-durable and non-durable goods.

Third in the series of reports on purchasing power and consumption requirements of the American family, the book includes 400 statistical tables together with appendices.

How They Spend

Of the $48 billion dollar income received by 25,400,000 families, the report shows, nearly 86% was spent for current family living: about 39% was used for gifts and contributions; 1% for income, and 10% was saved.

Taking the 48 billion dollars devoted to current consumption during the year, the report shows less than 9% spent for automobiles, household equipment and other durable goods, with less than 10% for semi-durables. In the salable goods, perishable goods accounted for 47%, while food amounting to the major share. The remaining 34% was about equally divided between housing expenditures and all other consumer services.

Considering all families together, the average income per family came to $1,622. Food clinched 29% of this amount, averaging $467 for the year, or $2.27 per person per week. Housing expenditures— including the imputed value of the use of owned homes and of rented farm houses—came to $489 for the year, and household operation and furnishings to $320.

Rural and Urban

The average family clothing bill was $141, with women spending $47 on the average, men $41, and girls and boys of 2 to 15 years of age $18 and $17 respectively. The average amount spent for the purchase of new and used family cars was $54, and for the automobile operation $60. Medical care took $24, recreation $41, barber services and other personal care $28, and tobacco $28.

Comparing rural and urban families, the report shows an average income of $1,215 for the farm group, $1,49 for the rural non-farm group, and $1,755 for families living in cities. More than one-third of this lower figure, for farm families, it should be noted, represents the imputed value of the use of the farm dwelling, farm-furnished food, fuel and ice, leaving only $786 available for all money expenditures for family living during the year and for gifts, taxes and savings.

The report was prepared by Dr. Hildegrade Kneeland and a technical staff under the direction of the National Resources Planning Board. The estimates are based primarily on data from a nationwide study of consumer purchases conducted by the Bureau of Home Economics of the Department of Agriculture and the Bureau of Labor Statistics, in cooperation with the Work Projects Administration. The results are expected to prove the immediate value both to business groups and to Government agencies, in analyzing changes in consumer consumption, and in individual savings during the present defense period, and in planning for the post-defense years. It can be obtained for 50 cents from the Superintendent of Documents, Washington, D. C.

GEORGE KERN

SIX and seven-column figures are the terms that Time buyer, George Kern, head of the radio media department of Benton & Bowles, New York, thinks about. Just a year ago George accepted his present position with B & B and he buys approximately $4,000,000 annually in radio time for accounts which include General Foods Corp., Proctor & Gamble, Huyndts Sales Corp., Hecker Products (shoe polish division), and the Prudential Insurance Co.

Raised in Chicago, George graduated from Northwestern U and entered the advertising business from the ground floor during the post-war era. For seven years he learned the fundamentals of the trade at BBD, eventually taking over management of the production and service departments. In 1951, he accepted a new post with Blackett & Sample, Hummert, where he spent nine years devoting much of his time to developing one of the first radio networks. The early daytime "soap operas" on the Procter & Gamble account. Early in 1940 he became director of the media department at B-S-H and later in the year went to B & B, his present position.

Debtor George Kern lives in bachelor ease in an apartment on 53rd St., in New York. He keeps in condition at the ping-pong table, which holds a permanent place among his household furnishings.

More Bumma Shave

BURMA VITA Co., Minneapolis (Bumma Shave), is testing a 26-week schedule in Detroit and Cincinnati. In the latter market the company is using one-minute transmitted newscasts, or week- by-weekly on WCX, and WKRC, three-weekly on WCO, once-weekly on WSO, on WSAF, which also is carrying two weeky, participating announcements. In Detroit participating announcements were placed weekly on WXYZ, weekly WKCI, and once-weekly on WSO. WSAF, which is carrying two weekly participating announcements. In Detroit, participating announcements were placed weekly on WXYZ, weekly WKCI, and once-weekly on WSO. WSAF, which is carrying two weekly participating announcements. In Detroit, participating announcements were placed weekly on WXYZ, weekly WKCI, and once-weekly on WSO.
PROGRAM RIGHTS UPHeld BY COURT

SETTLEMENT of the injunction suit brought against Muzak Corp., wired music company, by MBS and Gillette Safety Razor Co. was effected Oct. 4 in New York Supreme Court with the signing by Muzak of a consent decree giving Mutual exclusive property rights to its programs.

The plaintiffs brought suit after learning that Muzak was feeding the exclusive Mutual play-by-play description of the World Series to its subscribers, and sought a preliminary injunction, which was issued. Justice Ernest E. L. Hammer then handed down the decision that Muzak's action was a violation of the plaintiff's rights.

According to the consent decree signed by Muzak, permission was granted for it to carry the remaining World Series games provided that the networks were fed in Muzak outlets stating the games were broadcast by Mutual and Gillette with special courtesy mention at the beginning and end of the broadcasts crediting the plaintiffs. The stipulation established precedent in giving a broadcasting company an exclusive property interest in its programs so that companies like Muzak cannot take programs off the air and feed them to its subscribers without violating the rights of the broadcasting system. Lawyer representing Mutual was Emanuel Dannett of Leon Lauterstein, New York law firm.

Central Illinois Group Holds Program Session

OFFICIALS of five Central Illinois radio stations and representatives of 13 women's clubs met in Peoria recently with Mrs. Dorothy Lewis, vice-chairman of the National Radio Council for Children's Programs, for a discussion of women's and children's programs. Prior to the meeting, the radio officials had met in the studios of WMDB for a conference with Mrs. Lewis, who is scheduled to make other appearances throughout the country. So far she has visited Indianapolis, Peoria, Rockford, Ill., and Cedar Rapids.

Attending the Rockford meeting were: Mrs. L. H. McNeil, WDZ; Tuscola; Edgar L. Bill, WMDB; Brooks Watson, WMDB; Jake Higgins, WDV; Carthage; Bill McNeil, WMBD; Davenport; Mrs. Ruth Shaheen, WCAI; Carthage; Mrs. John Pelmer, WCAZ; John Pelmer, WCAZ; Clair Hull, WDZ.

League to Buy Time

RADIO, either as a network program or in transcription form, will be included in the nationwide campaign starting Oct. 25 by the Cooperative League of America in an effort "to acquaint America with the actual facts and advantages of consumer cooperatives and to strengthen the movement by increasing membership, trade and capital." Campaign plans will be discussed at a national membership drive meeting attended by members of regional cooperatives Oct. 25 in Indianapolis, after which details will be announced, according to Wallace Campbell, assistant secretary of the league.

Here's a hand you can play "pat." Push in all your blue chips because you can't lose. KTSM's 1000 watts now enables this influential station—already the favorite in the El Paso zone—to expand its service to many thousands of added listeners in a very materially enlarged territory. And since there's no increase in rates, KTSM's an even better "bet" than ever to win sales for your product in this—one of America's ACE MARKETS.

KTSM's POWER IS UP to 1000 Watts

NBC Red and Blue Affiliate
El Paso, Texas
Karl O. Wyler, Manager
Geo. P. Hollingbery Co.
National Representatives
Radio Promotion on a grand scale in a tie-up between the Thomas J. Lipton Co., Hoboken, N. J., Columbia Recording Corp. and Band-leader Horace Heidt succeeded in placing the Heidt recording of "I'm a Teapot" on the Columbia best seller list within three weeks, according to Patrick R. Dolan, CRC advertising manager.

Lipton adopted the tune for special merchandising and promotion offers, playing it on daily spot announcements on 90 CBS stations and on Heidt's "Treasure Chest" program, sponsored on NBC-Red by Lewis-Howe Medicine Co. The recording of the song also was sent to 500 stations throughout the country with special announcements and mention of the tie-up between Lipton and Columbia.

More Vs
WSYR, Syracuse, distributed thousands of "V for Victory-WSYR" buttons during the recent New York State Fair.

Things that are
TRULY
CHICAGO

To shoppers throughout the Middle West, State Street with its great array of department stores and specialty shops is most truly "Chicago."

Likewise, WGN with its Chicago origin and heritage most truly represents "Chicago" to the midwestern radio audience.

Because of this kinship, WGN can most influentially deliver your advertising message to these people.

A Clear WGN Channel Station
50,000 WATTS 780 Kilocycles

MUTUAL BROADCASTING SYSTEM

Radio Songs

BROADCASTING MUSIC INC. is cooperating with the Pan-American Coffee Bureau which sponsors talks by Mrs. Eleanor Roosevelt on NBC-Blue in a contest designed to select a song emphasizing the part played by coffee in friendship between the Americas. Promotion for the contest, to run Nov. 1 through Jan. 2, 1942, will be made through spot announcements on the program, and the prize-winning song will be broadcast on the show. It will include $100 for first, silver coffee cups as second and third, and 12 runner-up prizes of jumbo china cups, each inscribed with the name of the winner.

Sales Session

MORE THAN 400 employees and executives of Title Insurance & Trust Co., Los Angeles, witnessed the staging of the firm's sponsored weekly quarter-hour Romance of the Ranches on KNX, Hollywood, during a sales meeting Oct. 1 held in the studios. In addition, Stuart O'McMenemy, president of the firm, and George L. Moskovics, CBS Pacific Coast sales promotion manager, explained purpose of the radio campaign and outlined what is being done by the network to promote the program. Frank Graham, program narrator, briefly outlined his part in the success of the series.

Book for Bob

PEPSODENT Co., Chicago (toothpaste), as promotion for the weekly NBC Bob Hope Show, has issued a 96-page book under title of They Get Me Covered. Written by Hope, the illustrated book tells progress of the star on stage, screen and radio. A total of 4,000,000 books have been printed with Paramount Pictures Inc., having bought 10,000 copies to be distributed among exhibitors and the press, tying it in with the film, "Nothing But the Truth," which stars Hope.

Ruler, Glass, Peas

A series of unusual mailing pieces was part of a campaign launched by KMO, Tacoma, Wash., when it increased its power to 5,000 watts. A celluloid ruler was attached to one of the direct-mail origination and a magnifying glass to another, and the seed peas in a cellophane bag to a third. A prize of $100 worth of announcements was offered to the first person who could find a minute sentence hidden in a map accompanying the magnifying glass.

Minnesota Data

ASSOCIATION of Twin City Newspapers in cooperation with KSTP, WCCO, WDAY, WLOL and WTCN, Minneapolis-St. Paul, have issued an eighth annual Minnesota Business Index in folder form, citing statistics on farm income, retail sales, employment and other vital facts about Minnesota.

Color Scheme

ADVERTISING men of Baltimore received a letter and a red carnation reminding them that WBAL, Baltimore, is now a basic member of the Red carnations were also distributed at the Advertising Club luncheon to over 300 guests with the compliments of the station.
FOR THE CAUSE of national defense, WCOP, Boston, has donated half of this big corner sign to messages about defense bonds, gasoline conservation, aluminum, enlistment and similar topics.

Symphony Service

IN RESPONSE to requests from listeners, a special program note service is available this season for the MBS broadcasts of the Philadelphia Orchestra Concerts to those subscribing for membership in the Philadelphia Orchestra Radio Club. Annotated programs are mailed in advance of each Friday afternoon broadcast. The money accrued from the subscription fee is used to distribute tickets to the concerts free to servicemen.

Seare Copy

CKCW, Moncton, N. B., is searing its friends with a clever promotion piece announcing its power increase from 100 to 250 watts. Mailed in an envelope marked “personal” is a V-shaped gadget that flies up in your face when the letter is opened. The jester-bug epistle says “Jump? We did too, from 100 to 250 watts. The only thing that hasn’t jumped is our rate.”

Chest of Hope

CKRN, Rouyn, Que., has started a cooperative program The Hope Chest in which a key to a hope chest is given with every purchase from a sponsoring merchant. To the person holding the key which will open the hope chest will be given the cedar chest filled with $100 in merchandise plus $50 in cash.

BROCHURE

CKCH, Hull, Que.—Four-page two-color folder titled The Prime Minister—depicting in words and pictures the station’s handling exclusively in the Ottawa area of the Canadian premier of the Warner Brothers picture of that title and the coverage of the station of the French-speaking population of the Ottawa-Hull region.

NBC-Red—12-page brochure, illustrated with pen-and-ink drawings, on the success story of Vitalia’s Pet, Men Only and Mr. District Attorney on NBC-Red.

Pepper Young’s 1,500th

SPONSORED by Procter & Gamble Co., Cincinnati for White Naphtha Soap, on 67 NBC-Red stations, Monday through Friday 11:15-11:30 a.m., Pepper Young’s Family celebrated the broadcast of its 1,500th program last Friday. Compton Ave., New York, is the current agency.

Any pianist can create an incredible array of distinctive musical styles with the Novachord. He can produce brilliant “fill-in” music... distinctive themes and signatures... and complete musical programs with this remarkable instrument.

With the Hammond Novachord your pianist has at his fingertips a wide variety of rich, colorful instrumental effects... and, it’s easy to play!

The Novachord, with its unique adaptability to almost every musical requirement, is a practical and profitable investment for radio stations both large and small.

Call your Hammond dealer for a demonstration of the Novachord’s amazing possibilities... his name is in the classified telephone directory. Or, if you haven’t received your FREE recording of Collins Driggs at the Novachord, write to: Hammond Instrument Company, 2989 N. Western Ave., Chicago. There’s a full half hour of thrilling Novachord music on its two sides—all in Public Domain for you to use any time you wish.

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

USED BY ALL MAJOR NETWORKS AND BY INDEPENDENT STATIONS EVERYWHERE.

See... Hear... Play

THE HAMMOND ORGAN

HAMMOND ORGAN STUDIOS • in New York: The Hammond Bldg., 50 West 57th Street... in Los Angeles: 3328 Wilshire Boulevard

Anyone familiar with the piano keyboard can play the Novachord with its brilliant array of instrumental effects, as of:

- Piano
- Celesta
- Violin
- Oboe
- Flute
- Saxophone
- Trombone
- Bass Viol
- Cello
- French Horn
- English Horn
- Piccolo
- Banjo
- Bassoon
- Guitar
- Clavichord
- Harmonium
- Vibraphone
- Harpsichord
- Vibraphone
- Vibeophone
- Cornet
- Music Box
- String
- Ensemble
- Ensemble
- Hawaiian Guitar
- Guitar
- Chimes
- Clarinet... and
- Many More

Your fingers touch the piano-like keyboard... and as you turn the Tone Selectors you color your music with effects of orchestral instruments.
STUDIES in behaviorism are the focal point of a new series of programs based on the pathological, which started last Thursday 10-10:30 p.m. on WMCA, New York. Written by Marjorie Hayes Cone, staff writer, series is titled Listen to a Strange Tule, and while not shying away from horror, will run the whole gamut of the strange and unusual.

Looking at Ballet
BALLET as it looks to members of the Corps de Ballet, the stars, the composers and the critics, is the subject of a series on WNYC, New York. Titled, Ballet, Backstage and Audience, series features integrated interviews dealing with the four aspects of the ballet. The programs are separately titled: Ballet from the Chorus Line, Ballet Spotlight, Ballet From the Orchestra Pit, and Ballet on the Aisle.

Know Their Business
WITH the Raleigh Merchant’s Bureau as sponsor, WRAL, Raleigh, N. C., presents a weekly quarter-hour titled “He Knows His Business.” Each week the bureau sends a representative of a commercial service in its membership to WRAL to be interviewed by Announcer Frank Mansuy.

Labor in the Crisis
IMMEDIATE PROBLEMS confronting wage-earners in the national crisis will be discussed by leading men and women representing labor, government, and academic opinion on Labor—Its Responsibilities & Possibilities to start Oct. 16, 9:15-9:30 p.m. on WNYC, New York. A feature of the forum will be the participation of a trade union audience in the discussions.

FM View of Chicago
NEW SLANT on travelogues is a program series originated by WBB, Chicago, a sight-seeing tour by radio titled See Chicago broadcast five days a week. Program presents little-known facts of Chicago’s history.

What They Say at Mrs. A’s
ROUND-TABLE discussions on current topics held at the home of Mrs. Lionel Atwill, Washington hostess, are heard direct from the Capital on weekly forum programs Dinner at Mrs. Atwill’s on WHN, New York.

Listeners’ Critique
WDNC, Durham, N. C., makes public its letters of criticism by presenting a weekly quarter-hour, For Better or for Worse, during which the listeners’ opinions of the programs are aired.

His Honor, the Mayor of Portland, Ore., Earl Riley, is inducted into the KEX Kitchen Kings. The organization, formed by Marie Hornbeck, director of women’s activities for the Portland station, sends invitations to leading Oregon citizens, asking if they like to cook, and if so, to send in their favorite recipes. For their trouble, they receive aprons such as you see the Mayor wearing.

Abbott and Costello Signed
STANDARD BRANDS, New York (coffee), through J. Walter Thompson Co., that city, has signed Lou Abbott & Bud Costello, comedy team, to a new contract as features of the weekly NBC Chase & Sanborn Show. Contract is for four years, with yearly renewal options at a salary reported to be 60% over their former salary, which was $1,250 per broadcast.

NATIONAL UNION RADIO Corp., Newark, has published the annual edition of Radio Data Log, edited by Samuel Kaufman. The 25-page magazine contains logs for long and short-wave listening and television, along with features and photographs. The publication is distributed by radio dealers and servicemen.
SKY HIGH REPORT on the progress of the new 500-foot towers of KDAL, Duluth, Minn., was broadcast recently by Ellis Harris, special events director (r), who sealed the rising structure to interview Roy Briley, superintendent of construction of the Ace High Construction Co. KDAL, in preparation for its move to 610 kc., with 1,000 watts, is building the two new towers, a completely new transmitter, auxiliary tower and tuning houses on the banks of the St. Louis River.

Multiple
(Continued from Page 26)

ton, International Broadcasting Corp. (KWKH) and Tri-State Broadcasting System Inc. (KTBS), Shreveport, La., and Fisher’s Blend Station Inc. (KOMO-KJR), Seattle, Counsel Ben S. Fisher enumerated inequities resulting under the rule, prominent among them the indication that no provision is to be made for recovering “pioneering losses” incurred by a licensee in developing a second station.

He pointed to the case of KOMO-KJR, declaring that disposal of KJR under the new requirements would amount to a forced sale that would not repay the licensee for all the money spent and losses sustained in developing the facility. He held that the overlapping service limitations should be definitely defined in the rule, along with extent of joint ownership, and that some consideration should be given to cases where acquisition of a second station was virtually required of an existing licensee in former days.

Declaring that he was representing the “little fellow”, Henry B. Walker, of Evansville On the Air Inc. (WGVF and WEOA, Evansville, Ind.), held that even if the FCC does have the right to enforce the proposed rule, it will be abusing its power if it enforces Order 84. Asserting that sale of the second Evansville station to an independent licensee would be “an enormous loss to us”, he maintained that the present operation of the two stations was in greater public interest than if they had been separately owned and operated.

Caldwell Urges Delay
In Enforcing Rule

Appearing for Earle C. Anthony Inc., owning KFI-KECA, Los Angeles, Counsel Louis G. Caldwell declared the FCC had gone too far in a “very drastic broad principle” in the proposed rule. Pointing out that he had been unable to prepare any brief because none of the facts wanted by the Commission had been made known to him or any other counsel, Mr. Caldwell declared that in failing to hold the usual legislative hearing on the multiple ownership proposition the FCC had lost its opportunity to do justice and develop a fair policy.

Mr. Caldwell declared that enforcement of the proposed rule should be held up pending the determination that the FCC does in fact have the authority to promulgate such a regulation. He observed also that there appears no need for any immediate, drastic action before court action on the network cases.

For the time being, he recommended, the Commission might develop its multiple ownership policy along three lines—(1) forbid ownership of two stations in the same area to new applicants; (2) refuse more than one station to one applicant in a city having no more than a given number of stations, with the number to be determined by the Commission; (3) forbid extension of multiple ownership in cases where it results in “undue concentration of power” in the light of existing licenses.

Final appearance of the day was made by William J. Dempsey, former FCC general counsel, representing Crosley Corp. (WLW-WSAI, Cincinnati), who merely called attention to the Crosley brief previously filed.

Musical Shows Picked
For Sterling on Blue

TWO NEW musical shows will debut on NBC-Blue on the spots purchased recently by Sterling Products, Wheeling, W. Va., for its subsidiaries, E. T. Watkins Co., New York (Dr. Lyon’s Tooth Powder) and Bayer Co., that city (Bayer’s aspirin) [Broadcasting, Oct. 6]. The new Dr. Lyon’s show, to start Oct. 20 and to be known Monday Merry-Go-Round, will feature Ben Wain, formerly soloist on the Hit Parade, Phil Dewey, vocalist, Victor Arden and his orchestra and a chorus of 13 mixed voices, on 63 NBC-Blue stations, Monday, 10-10:30 p.m.

The show for Bayer on Wednesday, 10:10-10:30 p.m., on the same number of stations, starts Oct. 22 and will be a half-hour of semi-classical music and song with Conrad Thibault and Vivian della Chiesa as vocalists. Title is America’s Melodious Hour. Blackett-Sample-Hummert, New York, handles both accounts.

WRNL, Richmond, on Oct. 1 joined MBS as the network’s 1886th affiliate. Owned by the Richmond Radio Corp., WRNL operates on 910 kc., with 1,000 watts unlimited time.
The Stage is FOR

WHN

TO GO

50,000 WAT

AMERICA'S MOST POWERI
The houselights are dimmed...a brilliant fanfare...the spot centered on the great stage. The audience of fourteen million (America's greatest) awaits the appearance of YOUR SHOW amid the array of bright new talent and perennially favorite stars. We are almost ready...are you?

"On stage! Curtain going up."
Toward ASCAP Peace?

ASCAP again hits high C as radio's No. 1 problem of dollars versus principle. Many affiliated stations are up in arms over the rebate provisions in the proposed network contract with ASCAP to restore its music for the first time since Jan. 1. But a strong segment of important affiliates believes the deal is a good one—far better than any hoped for when the contract was first negotiated last year and ASCAP put on the heat for doubled tribute.

There can be no doubt that the deal is far more advantageous than any heretofore proposed. By the same token, however, the type of contract offered by ASCAP, with the onerous logging requirements and prohibitions, virtually eliminates the "pay as you use" method—the principle for which the industry has fought for nearly a decade. Similarly, ASCAP's lethargy in providing an adequate catalog of its works mitigates against any practical application of a per use system.

At this stage, the outlook is anything but tranquil. Affiliates, before they kick over the traces, must ponder several fundamentals. They must decide whether the proposed contract is reasonable, and provides an equitable solution. Dollar-wise, we are told it saves affiliates 40% of their overall music costs, while the network must spend 60% more.

Under the Government consent decrees of last March, ASCAP cannot go out of business without serious repercussions for BMI, which provided competition in music. There must be at least two relatively strong competitive pools to provide that competition. Yet that certainly doesn't mean the industry perforce should pay a percentage of its receipts on a blanket basis to any music pool.

NBC and CBS are goading their affiliates into quick approval of their blanket arrangement with ASCAP. Here and there, the rebate provision appears to have boomeranged. Moreover, a number of affiliates are not entirely satisfied that BMI will be continued, either by the individual stations or by the networks, once ASCAP is back on a preponderantly blanket basis.

The suggestion has been made that the affiliates, either as network groups or jointly, should be called together by NBC and CBS to explain their respective positions. This plan, strongly advanced by George B. Storer, head of the Fort Industry Co., has definite merit. But there is one danger to be averted. The industry cannot act in concert, under the Department of Justice consent decrees. With proper safeguards it would appear proper for affiliates to foregather to discuss the whole matter, preparatory to negotiation of individual contracts.

The NAB will hold three important district meetings during the next week—in Grand Rapids, Omaha and Tulsa, aside from that in Louisville last week. There NAB President Neville Miller will be able to glean reaction of a substantial cross-section of stations on the deal. If the reception anything but apprehension predominates, then the network-affiliate sessions would seem desirable. Only in that way can any unanimity result.

Broadcasters should make no mistake about one hard, cold fact. A BMI without competition would be even more vulnerable than a monopolistic ASCAP. Litigation might ensue, and the Department of Justice would not be disposed to let the broadcasting industry own and control its own raw material. A deal must be made, but not necessarily that now proposed. It can be done without another overdose of name-calling and rabbit-punching. Mr. Storer's proposal, if found expedient, can supply that safety valve.

Tom Symons

RADIO MOURNS THE loss of one of its outstanding personalities with the untimely passing of Thomas W. Symons Jr., who died suddenly Oct. 12 in Newberg, Ore. He had pioneered broadcasting in the West, having established KFPY, Spokane, in 1922, later participating in the establishment of KGIR, Butte. Even before that, he saw in aviation a blossoming public service and took part in the establishment of one of the first commercial transport services after having served in the last war as a flight commander.

Tom Symons was a credit to American radio. A stalwart independent, he operated his stations, including his recently acquired KXL, Portland, Ore., as institutions dedicated to the public service. In his modest, unobtrusive way, he got things done. His interests transcended his own station operations; he spent much of his time and energies over the years in Washington toward the goal of a stable and healthy industry.

His bereaved widow, his mother, his daughter and his son, now an aviation cadet in the Canadian Air Force, will find solace in the knowledge that Tom Symons was revered and respected by his fellow broadcasters as epitomizing the best in American radio.

Prices and Excises

ONCE again radio's perennial nightmare—price quotations—is back to haunt the front office. The Treasury Department, through the Bureau of Internal Revenue, advises caution in advertising prices upon goods affected by the new manufacturers excise taxes. It is pointed out that anyone who knowingly misrepresents the amount of such taxes insofar as they affect prices is subject to fine or imprisonment, or both.

While it is doubtful the Treasury would prosecute a radio station which unwittingly accepts copy violating this provision of the Internal Revenue Act, there's no doubt the station would have a hard time explaining its actions and a little explaining to do. Already instructions have been issued to tax investigators to be on the lookout for violations and if it is shown that prices were misrepresented or that false "we absorb the tax" advertising was used, prosecution will be instituted.

To avoid this new pitfall it is evident that an accurate interpretation of the Internal Revenue regulations should be obtained before copy quoting prices on the various articles subject to the excise taxes is used on the air.

Anchor's Away

THE NAVY, we have no doubt, knows its business. But it certainly misses the mark on what might be described as its industry relations. We have ranted in these columns before over the Navy's purchase of about a million dollars worth of space in small newspapers to promote enlistments, while radio contributes free spots for the same purpose.

Radio, as a measure of patriotism, is more than willing to contribute its substance to military recruiting, bond drives and other defense essentials. But now the Navy, after having expended these funds, gratuitously announced that the effectiveness of this paid newspaper advertising is shown by increases in Navy recruiting in three centers—Indianapolis, Des Moines and St. Louis.

We have no doubt that the newspaper schedules did contribute to the increased enlistments cited. But no mention is made of the fact that there were free spots, transcriptions and programs in those same areas at the same time. Or that theatres and billboards cooperated. Stations have been contributing an average of 10 announcements per week for Navy enlistments.

These smaller market newspapers have been using the paid campaigns with telling effect in soliciting other business away from their radio competitors. They dun their prospects with the story that even though radio gives it away, Uncle Sam still buys newspaper lineage to get the job done. And unquestionably they use it as a selling device with agencies on national business too.

This new letter is not an isolated incident. It is difficult for us to fathom how an agency of government can help one competitive medium to weaken business away from another—business which smaller stations must have if they are to continue to contribute free spots in the interest of national defense.
EDWIN KING COHAN

ROB TROUT, CBS ace special events and news broadcaster, on Oct. 14 is flying to Guayaquil, Ecuador, as CBS European news chief while Edward Murrow, now in that position, returned to the United States (Broadcasting, Sept. 22), for several months of leave to undergo a first trip home since February 1939.

WALTER LINK, sales manager of WFLA, Tampa, is confined to a hospital following an emergency operation.

CLAY DANIEL, program director of WDNY, Durham, N. C., before joining WSJS, Winston-Salem last May, has been named night manager of WSJS.

ROBERT SMITH, salesman of WOR, New York, last Monday received an invitational appointment at a sales meeting in recognition of his qualification for membership in the station's "Million Dollar Club." Three other WOR salesmen have passed the million-dollar mark, to Gene Thomas, WOR sales manager.

LOUIS T. RIGDON, formerly of WJHS and WBAZ, on Oct. 15 joins WDTO, Savannah, Ga.

CHARLES BEARDSLEY, formerly of the sales staff of WHRN, Marion, Mass., has joined a Columbus, O., advertising agency.

HOWARD WALSH, formerly of WJHS, Columbus, Ohio, an advertising agency, has joined the sales staff of WIND, Gary, Ind.

GLEN H. TICER, for ten years a sales representative of the ABC sales staff in San Francisco, has joined KQW as an associate executive sales manager.

STANLEY BRACKEN has been named general manager of manufacture of Western Electric Co. Mr. Bracken has been engineer of manufacture.

WALLACE W. LOCKWOOD has been named advertising manager of the Taylor Instrument Co., Rochester, N. Y., succeeding Elmer E. Way, resigned. Mr. Lockwood was formerly with the David Tynion Adv. Agency of Syracuse.

JOY HUNT, general manager of KONI-KALE, Portland, Ore., and Rochester, Minn., where he will spend six months, has joined ABC sales recouping from an operation.

In the winter of 1932, President-elect Roosevelt was in Miami with the late Mayor Anton Cermak of Chicago. Roosevelt was speaking over local CBS station WQAM, and Cermak, whose car even at that time was radio-equipped, was riding around Miami on vacation but listening in. Suddenly the broadcast was interrupted by two sharp reports, which Cermak immediately recognized as pistol shots even though the announcer, to forestall a panic, said they were merely photo flash-light explosions. Cermak raced to the scene of the broadcast and found that Mayor Cermak had been fatally wounded by a bullet intended for the President. He rapidly reversed the network circuits to Miami, and within 30 minutes he was on the air himself announcing the shooting on CBS—the first news the public had of it. That was one of radio's earliest news scoops, engineered by an engineer in a day when radio news was generally not as quickly-gared and independent as now.

Another big day comes in the life of Eddie Cohan, Oct. 15, when his old NBC's Clipper transmitter on Columbia Island in Long Island Sound goes on the air. The transmitter is unique inasmuch as the island was nothing more than a tideswept point of sand, but moved in and built an ultra-modern transmitter house and 410 foot tower.

Cohan won a commission as lieutenant in the Naval Reserve in 1934, and this year was awarded the Marconi Medal of Achievement in Radio. His hobby is yachting and he keeps his boat, a large 30-foot former 30-footer in the world. It is certainly one of the most perfectly equipped from a radio standpoint, both on board and on shore. His wife, a daughter, Jane, 10 years old. The Cohans live in New York City.
Mrs. Barber Honored

MRS. WALTER BARBER, wife of "Red" Barber, ace sportscaster of WOR, New York, last week received a fitted traveling case as a token of appreciation from his friends at WOR. An accompanying letter from Alfred J. McCook, WOR president, stated that the gift was sent to make up in part for "the many hours Red has spent on the air and away from home," and as thanks "for your cooperation and efforts which have spurred him on to greater achievements."

LOARING KNECHT has left KEYS, Bismarck, N. D., to join WCAL, Northfield, Minn. He is replaced by Bill Weaver, formerly of Aberdeen, S. D.

TED GRACE, announcer of WJY, Detroit, recently qualified as an ensign in the Naval Reserve, and expects to receive orders for active duty by mid-October.

JOHN D. WHITMORE, formerly director of publicity of WJHP, Jackson- ville, Fla., has joined the program department of WLOF, Orlando, Fla.

ROY HANSEN has been appointed chief announcer of WLOF, Orlando, Louise Grant, publicity director, and Charles F. Dallas, chief auditor.

BILL McCORD, announcer of the "Boys Town and Easy Chair" programs of WLW, Cincinnati, has been called to do civilian work in the emergency personnel department of the Secretary of War. He assumed his new duties Oct. 6.

ALLEN WARD, formerly of WTSF, St. Petersburg, Fla., has joined WPAT, Paterson, N. J., as announcer and commercial copywriter. Also new to the WPAT announcing staff is Hal Reno, formerly of WYRL, New York.

JACK MARTIN, formerly announcer on the "Tunkins inlotte" program on WHN, New York, has joined WPL, Bristol, Tenn., as sports announcer.

RAY REEVE has been promoted to program director of WRAL, Raleigh, N. C.

PHIL COHEN, radio director-producer, recently headed the radio research department of the Library of Congress, and Rockefeller Center, has joined WNYC, New York's Municipal station, as acting program director in charge of production.

PRIVATE THOMAS DeHUFF, formerly in the advertising and promotion department of NBC, has received a specialist rating and is serving in the Public Relations Office at Ft. Moumound, N. J. He recently completed a series of Army broadcasts on WCAT, Aubury Park, N. J. Also serving in the same Public Relations Office and promoting "Top is 2" is Alfred M. Scott, former in the NBC sound division.

BRADY HAYE CAMP, free-lance radio writer and formerly on the editorial staff of Time and Life Magazine, has joined WJOY, New York, as a continuity writer. Also joined WJOY are producers Robert Louie, Hank, who has just been inducted into the Army.

BILL HUCK, formerly of WQAC, Washington, D. C., is now in the Naval Air Corps.

WILLIAM S. BARKENTIN, formerly of the Oliver Sayler Publicity Office, has joined WOR, New York, as a continuity editor, succeeding Robert Biere, who last Monday was inducted into the Army.

PAUL STEWART, formerly of KFIL, Wichita, Kans., has joined the announcing staff of KWBW, Hutchinson, Kans.

GENE MARTIN, news editor of WFAA, Dallas, Tex., on Oct. 3 married Gertrude Buchanan of Denver.

JIM DOYLE, Hollywood announcer, has been assigned to the twice-weekly quarter-hour News of Chicago with John R. Hughes, which started Sept. 30 for five weeks under sponsorship of Studebaker Sales Corp., on 32 Don Lee stations.

HUBERT MOREHEAD, of Columbus, Ohio, has joined the announcing staff of WMEN, New York, as an announcer.

TOM DYER, of the promotion department of KSO-KRT, Des Moines, is the father of a baby girl born Sept. 28.

BYRON PALMER, of CBS Hollywood Publicity Staff, recently made an announcement. Clark George has taken over his former duties.

ATTENTION

The Commercial Manager of a New York City Station . . .

a young man with an acknowledged record of achievement in Sales . . . considered one of Radio's most prolific producers by the top men in the Industry . . . a salesman to whom the commercial success of several of New York's Independents owe a substantial portion of their national recognition - seeks a similar berth in any promising market elsewhere.

The deal? One based on results and production of business! All negotiations strictly confidential.

Box 5A, BROADCASTING
LUCIEN DAVIS, KNX, Hollywood, assistant commercial editor, has been appointed to CBS producer contract of newsmen's shows. He succeeds Bob Erzenholt who recently took a leave of absence to join the CBS Al Faye for 16 Inf Jump show for Canada.

CHARLES GARLAND, KMPC, Beverly Hills, Calif., sales promotion and publicity director, has resigned to devote fulltime to his twice-weekly quarter-hour commentary on Hollywood on Parade, sponsored by West Coast Construction Co.

LEIGHTH STEVENS, Hollywood musical director of the CBS Big Ten series, sponsored by Lever Bros. (Rinso), has composed an original score for the RKO picture "Syncopation" now in production.

ROSELLA M. CALLAHAN, CBS New York fashion editor, is currently in Hollywood covering network programs originating from the West Coast.

CLIFF ARQUETTE, Hollywood motion picture agent, has been transferred from KPAC, New York, to Point Sublime, sponsored by Union Oil Co., has been made mayor of Sherman Oaks, Cal.

DICK BERTRANDIAS, writer-producer of KPO-KGO, San Francisco, is scheduled to leave soon for a special training course with the Naval Reserve, in which he recently was commissioned an ensign.

DAVE VAILE, announcer, formerly of KOA, and before that WTA, has joined KPAC, San Francisco.

JOE GILLESPIE, announcer of KPO-KGO, San Francisco, resigned Oct. 4. He reported for duty at Palo Alto Airport to take advanced non-college civilian pilot training in the program of the Civil Aeronautics Authority.

PARKER GAYMAN, announcer, formerly of KLS, Oakland, Calif., has joined KPO-KGO, San Francisco.

ROBERT DUMM, son of Wesley L. Dumm, principal owner of KSFO, has been named program director. For several years he has been in charge of the special events department. He succeeds Cliff Howell, who resigned to go to the production staff of CBS in Hollywood. Ken Craig, formerly chief announcer, has been named KSFO production manager.

BOB MURPH, news commentator of KSTP, St. Paul, is the father of a recently-born baby boy, Martin Michael.

BERTRAND HEFLIN has been named publicity director of WPAA-KGKO, Dallas, succeeding Norval Scherzinger who joined the Couchman Agency, Dallas.

FRANK COOLEY, formerly of KMOX, St. Louis, and KSLM, Salem, Ore., has joined the announcing staff of KIRO, Seattle, Wash.

BRIT GRINDLING, formerly of WEEL, Battle Creek, Mich., and Art Madeley, formerly of WPAX, Thomasville, Ga., have joined the announcing staff of KPAC, Port Arthur, Tex.

BOB LANNING, of CBS Hollywood mail department, has been promoted to the public relations division. He replaces Ray Rosecrans who resigned to join the sales staff of KDB, Santa Barbara, Calif.

Eddie Dooley, sportswriter, is again forecasting the week's football games Thursday evenings at 11 p.m. on MBS.

CARL S. HESTER, continuity editor of WOOD-WASH, Grand Rapids, Mich., has been promoted to traffic manager of the station, succeeding David H. Harris who was transferred to the Detroit office of King-Trendle Broadcasting Corp. Robert Gray, formerly of McCann-Erickson, Chicago, becomes the WOOD-WASH continuity editor.

RAY D. WILLIAMS, formerly announcer of WHIP, Hammond, Ind., has joined WAW, Ashland, Wis.

GENE GERMINO, formerly of WDNC, Durham, N. C., has been appointed a sergeant in the 71st Quartermaster Corps, Camp Shelby, Miss.

ROBERT BLAKE, for the last year continuity editor of WOB, New York, left Oct. 5 to join the Army at Port Dix, N. J.

THEODORE TOLL, formerly editor of Down Beat, has joined NBC Central Division production staff as a director.

VERNEE SHIELDS of Howard H. Wilson Co., Chicago, has married to Arch Greisen Oct. 10 in Chicago.

BOB McCREERY, announcer of WFMD, Frederick, Md., has announced his engagement to Miss Dorothy Wilcox, of Washington.

JEAN PAUL KING, veteran announcer, formerly on many New York network commercials, is now in Tacoma, Wash., where he has an executive position at his father's bank.

DON OTIS, KFAC, Los Angeles, music department director, recently became the father of a girl.

STAN WARWICK, formerly of KHQ, Spokane, has joined the announcing staff of KOIN-KALE, Portland, Ore.

TOM HARMON, sports director of WJR, Detroit, is doing a two-a-week football story for the Detroit Times in addition to his radio work.

WHAMland "Keeps 'em Flying—"

Lights burn through the night in the machine shops, the factories and the hangars of WHAMland. From their lathes and presses, furnaces and assembly lines come a multitude of parts and completed planes for Uncle Sam's birdmen. The workers of WHAMland are busy.

Defense has brought added prosperity to always prosperous WHAMland. Throughout the whole 45 country primary area where WHAM's clear channel 50,000 Watts brings the best in entertainment to some 900,000 radio homes there's a market more prosperous than ever. For approximately one-third the cost of localized coverage of the same area, it can be yours, with WHAM.

WHAM
Rochester, N. Y.

The Stromberg-Carlson Station

National Reps.: George P. Hollingbery Co.
50,000 Watts . . . Clear Channel . . .
Full time . . . NBC Blue and Red Networks

October 13, 1941 • Page 39
BOB FORWARD, formerly KFRC, San Francisco, announcer, has joined KHJ, Hollywood.

PAUL HENNING, Hollywood writer of McKeen & Albright, on the NBC Red Cover Show, sponsored by National Dairy Products Corp., (Sentinel), is the father of a girl born Sept. 30.

RANDY BLAKE, formerly of WHAS, Louisville, has joined KNX, Hollywood, as announcer-m.c., and is conducting a six-week, early morning program.

EDWARD PADUA, formerly NBC New York television producer, has joined Paramount Pictures, Hollywood, as a director.

STAN WARBICK, formerly of KHQ, Spokane, has joined the announcing staff of Koin-Kale, Portland, Ore.

FRANK HEIDBECK has been named program director of WLOK, Lima, O., while Harley Lucas has been named chief announcer. Among the announcing staff include Henry Stambaugh and Robert Miller, while Catherine Goeke will handle women's programs.

MARTY GLICKMAN, sportscaster of WHN, New York, on Oct. 1 became the father of an 8½-pound baby girl, Elizabeth.

VERSATILE BOB

BOB INGHAM, of WTOL, Toledo, has been named as the first baseball announcer in Ohio. But late in September, when a local clergyman failed to appear for WTOL's morning feature, Bob sprang to the breach and delivered a first-class inspirational message.

His treatment of the Scriptures drew commendation from the Rev. Harlan Frost, executive secretary of the Church of the Brethren. A week later, with the Rev. LaMarr Rice out of the city for a convention, Rev. Frost again turned the program over to Bob, claiming to a Billy Sunday sort of life, mixing sports and religion.

KMOX Teachers

SIX staff members of KMOX, St. Louis, will teach in their spare time in local schools during the coming semester. Arthur Casey, director of public relations, will teach radio production at the Adult Study Center of Washington U. J. Sou-ard Johnson, director of sales promotion, will conduct classes in advertising at Washington U.; Ellen Lee Brubear, director of education, is a consultant in radio writing at the Adult Study Center; Carole Hebdon, head of the community department, and his assistant, Richard Sharp, will teach radio writing at Jefferson College; Gordon Sherman, program director, will teach a class in radio principles at St. Louis U.

TRUE RUNS FOR COUNCIL

HAROLD TRUE, newscaster of WXYZ, is one of 122 candidates who have filed petitions to run for the Detroit Common Council. Inter-est in the council race has been heightened this year, accounting for the heavy run of candidates, due to the fact that the nine members have been ousted by judiciary in a housing graft scandal. True, who is 50, has been with WXYZ for 11 years and is widely known in the radio listening audience of the Detroit area. Born in Hornell, N. Y., he attended Cleveland Law School and has been a Detroit resident since he joined the station in 1930.

ROSENBERG A CANDIDATE

JACK ROSENBERG, president of Local 606 of the American Federation of Musicians, will be a candidate for New York's City Council in November majority elections on the American Labor Party ticket. Chairman of the theatre union committee backing Mr. Rosenberg is Bob Miller, president of the Music Publishers Contact Committee.

HABE YOU OVERLOOKED

CENTRAL NEW ENGLAND?

WHEB

PORTSMOUTH, N. H. 1000 Watts

ON 750 Kc  the Clear Channel Station

BROADCASTING • Broadcast Advertising
Mr. A on Symphonies

BY MAURICE CONDON

Mr. K. W. Ampliatat, pimient-eyed cliché sleuth, having de- clichéd the dance band announcer, and the sportscaster, now turns his attention to the heavy-voiced announcer of serious music programs. Mr. Condon, of WGAR, Cleveland, presented the dialogues between Mr. A and a dance band announcer in the Aug. 11 issue and a sportscaster Aug. 25.

Q. And you, sir, are commentator for the serious music program?
A. Precisely.
Q. At the commencement of a symphony, I assume you inform the audience that the conductor is taking his place before the orchestra?
A. The conductor does nothing of the kind. He ascends the podium.
Q. Is he a capable conductor?
A. An interpretative giant, I assure you.
Q. Does he enjoy the orchestra's cooperation?
A. He plays on the orchestra as on a great organ.
Q. Is he responsible for unusual effects?
A. He moulds subtle harmonies...ever-changing nuances.
Q. How do you identify the type of music which is presented?
A. It is music which has endured through the ages.
Q. If there is particular emphasis given to the violins, how do you reveal this fact?
A. I point out that the entire string section will play as one man.
Q. What kind of crescendos will be heard?
A. Mighty crescendos.
Q. What might a typical serious music program include?
A. In our delve into the classics, we may include Papa Haydn, father of the string quartet, and one of the most prolific of composers.
Q. If Beethoven is on the program, you will name him...
A. The immortal Beethoven.
Q. Haven't you forgotten something?
A. Certainly not. I will make reference to his deafness.
Q. How about Schubert?
A. Schubert is the immortal melodist.
Q. Mozart?
A. The child prodigy.
Q. Haven't you overlooked something?
A. True. It is my custom to speak of this genius as Wolfgang Amadeus Mozart.
Q. You refer to Wagner's music by saying...
A. I point to his heroic grandeur...its mysticism.
Q. Tchaikovsky is...
A. The gifted Russian classicist.
Q. If there is a guest artist, he or she is what?
A. One of the outstanding virtuosos of our times.
Q. And should the artist play a Stradivarius, it is...
A. A mellow Strad.
Q. If there is any doubt in your mind as to the correct classification of a selection, you name it...
A. Tone poem.
Q. Very good. And one last question. After the applause that greets the conductor, what falls over the audience?
A. Definitely, beyond all question, a hush.

Book Participation

BOOK HOUSE FOR CHILDREN, Chicago (book publishers), is sponsoring weekly participations on WENR's NEW, WTMJ, Milwaukee; Style & Shopping, KDKA, Pittsburgh; Ruth Welles, KYW, Philadelphia; Carol Cabot, WEZ, Boston; Consumer's Foundation, WLW, Cincinnati; Jessie Young, KMA, Shenandoah, Ia.; Barbara Brent, WFAA, Dallas. One station in Chicago, and several in the Midwest and on the Pacific Coast will be added, according to the agency, Presba, Pellers & Presba, Chicago.

The famous Chicago Blackhawks hockey games broadcast by WENR Thursday and Sunday nights for the 1941-42 season are now available for sponsorship. 7,500,000 paid admissions is the record of attendance at hockey games last season, and even that represents only a small percentage of the people who are interested in the sport.

The famous Chicago Blackhawks hockey games broadcast to millions over Station WENR—the 50,000 watt Chicago key station of the NBC Blue Network—is a hard-hitting, high-scoring sales weapon.

Here's your chance to score a winning point with sports-loving people--through a vehicle they will appreciate. Their goodwill is bound to result in more sales and greater profits for you.

Get the sponsorship of this popular series of broadcasts NOW and complete your plans for a BIG sales campaign this fall... Complete information will be sent to you upon request by station.
You'll Get

A-1 PRIORITY

in the Washington Market with these programs now available on WRC

KENNETH BANGHART

An established News Program (with AP Service) now on five days per week, 9:30 to 9:45 a.m. Sponsed three days weekly by Sweetheart Soap—available Tuesday and Thursday, at a cost of only $17 per program, net, plus time.

THE WRC HOME FORUM

Mary Mason's program has been on the air longer than any other show featuring items and products of special interest to women. On Monday, Wednesday and Friday, 1:15 to 2:00 p.m., the WRC Home Forum has condensed participations available at $15, and detailed participations for $30—subject to regular discounts.

RAY MICHAEL

For more than four years Ray Michael has done football, baseball, golf matches, ice hockey and basketball games, as well as general sports reviews on WRC. His enthusiastic audience likes his delivery as well as his complete knowledge of all types of sports. Available for five minutes or ten minutes every 3 times, 5 times or 6 times per week at low program cost, including talent and end.

THE WOMAN'S WORLD

After more than six years of experience in radio, Joan Hardling came to Washington and has been doing a news program of interest to women and about women for over six months. The program is unusual—it’s new—it’s listenable—and men as well as women like it. In ten or fifteen minute units your cost for talent and program material will be small for either three or five times weekly.

YOUR TIMEKEEPER

By far the highest rated program of any of the musical clocks of any station in Washington, proven by repeated surveys. Gordon Hittenmark has the morning audience. Announcements are available Monday through Saturday from 7 to 9 a.m. (On a rotating time basis) at only $12.50 per announcement, subject to discounts up to as high as 25%. The best mass appeal buy in Washington.

Many more available ... sure to suit your product. pocketbook or preference. Ask us about them.

890 k.c.

WRC

5000 Watts

Red Network of National Broadcasting Company

Represented Nationally by NBC Spot Sales Offices in Washington • New York • Chicago • San Francisco Boston • Cleveland • Denver • Hollywood

Annual Report of CBC Has $138,585 Surplus

A NET operating surplus of $138,585 for the year ending March 31, 1941 was disclosed by the Canadian Broadcasting Corp. in its annual report submitted to War Service Minister Thorson by Rene Martin, chairman of the Board of Governors, and made public Oct. 6 in Ottawa. Income amounted to $4,952,794 against expenditures of $4,814,209.

By far the largest item of income was the $3,140,259 received from commercial broadcasting accounting for $885,006, and subsidiary hook-ups $44,647. Expenditures on programs totaled $1,721,755; station network $725,969; engineering, $746,154. The surplus of $138,585 remained after deductions for depreciation of fixed assets and equipment.

WHIP, Hammond, Ind., now operating 22 hours daily under new fulltime grant, has moved its general executive office in Chicago from the Kimball Bldg. to larger quarters at 165 N. Michigan Ave. New phone number is 390-3727. Station will continue to broadcast from Hammond and will also carry programs originating in two studios at the new Chicago location.

Mark Love, soloist with the Chicago Symphony Orchestra and the Chicago Opera Company, has been made artistic director.

TO GIVE listeners of WBO, Youngstown, a full and accurate account of life in war-ridden England, the station has arranged for Homer Jenks, United Press correspondent recently returned from London, to speak Oct. 13 on half-hour broadcast, followed by an informal question and answer session.

WCEI, DuBois, Pa., is enjoying a heavy schedule of interviews with a technician assigned to fulltime handling of such programs. On a recent Saturday, WCEI carried two football games, two street sinkers, a kid- dle hour, a musical recital, a dance remote and a Saturday night hillbilly jaunt.

W9GC, FM adjunct of WGN, Chicago, has published its initial rate card. Between 6:30 and 10:30 p.m. rate is $75 for one-hour, $85 for half-hour, with quarter-hour periods not quoted; before 6:30 p.m. and after 10:30 p.m., one-hour is $35.50, half-hour $27.50, quarter-hour $20. Discounts are 5-10-15% on 10-20-40 units, with additional frequency discounts scaled up to 35% dependent on number of broadcasts per week. Station break announcements range from $1.50 to $5, and hourly five-minute newscasts are quoted at package rates scaled downward from $119 for 13 weeks.

KHQ-KGA, Spokane, Wash., has acquired additional space in its Radio Central Bldg., headquarters covering more than 1,800 square feet of floor space. KHQ-KGA now occupy the entire top floor of the building and practically all of the fifth floor.

WDPF, Panama City, Fla., claims one of the longest remote in West Florida radio history. The station carried a description of the Bay-Pensacola High School football game from Pensacola Oct. 3. Panama City is 104 miles from Pensacola.

WLC, Nashville, Tenn., is present- ing a weekly series of talks from Washington by Rep. Wirt Courteney (D-Tenn.). They are heard Sunday mornings at 9 a.m.

CFCT, Victoria, B. C., has changed its call letters effective Oct. 1 to CJVI. The station is now operated by the Island Broadcasting Co., and is affiliated with the Victoria Daily Colonist.
LIEUT. EDWIN P. CURTIN, formerly director of radio publicity at WHIO, New York, has been promoted to captain in the Army reserves at Camp Wheeler, Ga., where he is acting as the post's public relations officer.

JAY BURNS Inc., has been formed by Jay E. Burns. Chicago banking, business research and management official. The firm will conduct a general advertising agency business and is located at 13 East Wacker Drive. Associated in the new agency are Paul T. Pierce formerly with NBC who will be radio director, and J. H. Latchford, formerly in outdoor advertising.

JOHN TAYLOR, script supervisor of Pedlar & Ryan, New York, will deliver a series of ten lectures on program requirements and the technique of writing and selling programs before the Garden City Community Club, starting Oct. 15 through February 1942.

POTTER & BLACK AD. AGENCY, Hollywood, has moved to larger offices at 190 S. Holland, MItchel. Telephone is Wyoming 1211.

REN ALOCK, formerly in the copy department of Sherman K. Ellis & Co., New York, has joined the copy staff of Warwick & Legler, New York. Dean Avery, formerly with the art department of J. Walter Thompson Co., New York, and Anna Russell, formerly with Compton Adv., that city, have joined the art department while R. L. Legler, formerly media department of Ruthrauff & Ryan, New York, has joined Warwick & Legler in a similar capacity.

DON LOGAN, well known in the Western radio advertising field has joined the San Francisco staff of Edwin. Waterman & Co., where he will specialize in radio production. He recently was continuity chief of the Blue network sales division of the newly-organized Blue network sales manager, Standing (1 to r) : Jules Herbeuveaux, NBC central division program manager; Jeff Wade of the agency; Robert McGee, NBC-Blue salesman on the account; and Chester Lauck (Luni).

ON HAND TO GIVE Lum & Abner a sendoff in the new series sponsored on NBC-Blue by Miles Labs, Elkhart (Alka-Seltzer), were the sponsor, agency, and NBC executives. The occasion was a party after the premiere broadcast, Sept. 29, given at the M&M Club, Chicago, by Wade Adv. Agency, which directs the account. Seated (1 to r) are: Harry C. Kopf (extreme left), newly-appointed vice-president of NBC central division, Norris Goff (Abner); O. B. Capelle, sales promotion manager, and Charles Miles Jr., of Miles Labs; E. R. Boroff, NBC central division Blue network sales manager.

Quaker's 52

QUAKER OATS CO., Chicago (Sparklets), has placed transcribed quarter-hour Orphan Annie, broadcast five weekdays for 13 weeks, on 82 stations. Ruthrauff & Ryan, Chicago, is agency.

MacLaren Expands

MacLaren ADV. AGENCY, Toronto, has installed a complete auditioning and moving picture studio in its expanded radio department in the Sterling Towers. 372 Bay St., As far as is known, the first Canadian agency to build such studios within its own offices, with full Presto and Baldwin equipment for auditioning programs and talent. The agency's radio department is headed by Maurice Rosenfeld.

In the eighteen years Quaker has been bought, Mr. Cole will operate a direct-mail agency and counselor-service.

LEWIS CONARROE, formerly of Sherman K. Ellis & Co., New York, and previously of N. W. Ayer & Son, New York, has joined the copy department of Lord & Thomas, New York.

JOHN E. PEARSON has been named exclusive national representative of the following Missouri stations: KFVS, Cape Girardeau; KDRO, Sedalia; KIMO, Hannibal.

Leaders in Advertising Slated at Tulsa Session

AMONG the score of national advertising figures to appear before the 18th District Advertising Federation of America convention in Tulsa, Okla., Oct. 16-18 are NAB President Neville Miller; Frederic Gamble, AAAA managing director; John W. Barndollar, ANPA, and Frank Pellegrin, of the NAB department of broadcast advertising. Tying in with convention activity, the District 12 NAB meeting has been scheduled for Oct. 17-18.

Sponsored by the Tulsa Advertising Federation, headed by William D. Egolf, commercial manager of KOVO, Tulsa, the convention is to feature, in addition to addresses and discussions by visiting notables, and a western party. Oct. 16 at Cafe de Petrole on the grounds of the International Petroleum Exposition. Advertising men from Oklahoma, Texas, Louisiana, Arkansas, Kansas and Missouri have been invited to attend.
MILES DISC SERIES RENEWED 13 WEEKS

MILES LABS, Inc. (Alka-Seltzer) has renewed the Lurn 'n Abner transcription series on 124 stations of the Chicago network. The Keystone Broadcasting System announced last week. The first 13-week campaign ended Sept. 28. L. L. Snyder, manager of Wade Adv. Agency, Chicago, was quoted by Keystone as follows:

"When Warner Bros. announced this campaign we felt that the secondary markets of the country represented a potential that has never fully been tapped before. We welcome the opportunity to project our advertising message to radio listeners of these territories, in the hope that results will prove comparable to our broadcasting activities in other markets of the country. To the many local stations who have had unprofitable years, the Keystone Broadcasting System offers possibilities to prove their worth to national advertisers. The coming weeks will tell the story.

Addenda to the network during recent weeks, as announced by Keystone are: WKNY, Kingston, N. Y.; WTPB, Pittsburgh, Pa.; WBCF, Rochester, N. Y.; WATB, Watertown, S. D.; KFRO, Longview, Tex.; KEBU, Bellingham, Wash.; WCOL, Janesville, Wis.; WIGM, Medford, Wis.; KPOW, Powell, Wyo.; WJNC, Town, Conn.; WDKR, Dodge City, Kan.; KFAM, St. Cloud, Minn.; WFPD, Petersburg, Va.; WING, Dubuque, Iowa; WSOY, Decatur, Ill.; WHDL, Olean, N. Y.; KRBA, Lufkin, Tex.

Greeting Card Retailers Are Urged to Use RadioURGING retailers of greeting cards to use their local radio stations in promoting their wares, Mr. Johannes Christiansen, vice-president of Henri, Hurst & MacDonald, Chicago, appealed to the National Stationary Assns. at the Palmer House, Chicago, last Monday that they must adopt more aggressive methods or lose an increasingly large percentage of their business to house-to-house peddlers.

Mr. Christiansen directs the account of Hall Bros. Co., Chicago, greatest card manufacturers. His principal sponsor Tony Wada, Radio Scrapbook on NBC-Red. "Retail advertising of greeting cards will pay if it is done right—and that means a consistent well planned advertising. The sale of greeting cards is growing and this year promises to be bigger than ever," Mr. Christiansen told the convention.

Maca Yeast RevisionNORTHERN WESTERN YEAST Co., Chicago (Maca yeast), has revised their educational programs called Songs of a Dreamer [BROADCASTING, June 2]. Program has been renewed for 13 weeks on the following stations:

The sale of greeting cards is growing and this year promises to be bigger than ever," Mr. Christiansen told the convention.
BRONX COUNTY TRUST Co., New York (in.) starting Oct. 4, is sponsoring a 30-minute program of transcribed music. The Chevrolet Section, on WJZ and WAFK, New York, each Saturday during the quarter-hour period preceding the football games broadcast on the stations that day. Company has been sponsoring 11 Hefler, Saturday and Sunday, 11:15-11:20 p.m., on WOR, New York, but discontinued last week. Agency is Callo-McNamara-Schoenreich, New York.

NEWART CLOTHING Co., Chicago (men's clothing), on Oct. 12 started quarter-hour Audience Weekly program Sundays for 13 weeks on WAFK, Chicago. Malcolm - Howard Ad Agency handles the account.

ORANGE CRUSH Co., Chicago (soda beverages), on Oct. 1 started one-minute transcribed announcements six weeks a week, 13 weeks, on WMQ, Chicago. Aubery, Moore & Wallace placed the account.

STAN D BRY, Troy, N.Y., new to radio, has signed for three-minute Mobly Time programs daily for 32 weeks on WTRY, Troy. The programs include a live opening, transcribed music and a transcribed one-minute commercial, cut by Advertisers Recording Service, N.Y. Leighton & Nelson, Agency, Schenectady, handles the account.

DON'T PIDDLE AWAY YOUR DOUGH BY TRYING TO COVER THE RED RIVER VALLEY WITH "OUTSIDE" STATIONS. WDAY AT FARGO IS THE ONLY STATION REACHING IT ALL!

WDAY
FARGO, N.D. 1000 WATTS-NBC
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, INC. NATIONAL REPRESENTATIVES

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HUDEPOHL BREWING Co., Cincinnati, has signed for another 52-week's sponsorship, ending Sept. 29, 1942, of Hudepohl Highlights on WSA, Cincinnati, featuring Roger Baker, sportscaster. The program, heard 6:45 p.m. EST, Monday through Saturday, started in April, 1940, for the baseball season and was extended to cover all seasonal sports.

J. L. GRIMES, advertising manager of the Wheeling Steel Corp., Wheeling, whose program Musical Steelmakers made its debut Oct. 5 on NBC-Blue, has been elected president of the newly-organized Ohio Valley Press Club.

CONTINENTAL BAKING Co., New York (Staff bread), for one month, during October, is conducting a series of one-minute transcribed announcements on KPO and KSPO, San Francisco. Placements were made through Ted Bates Inc., New York.

BOSCO Co., New York (milk amplifier), recently started sponsorship of Bisco Presents the Music You Want, Sunday through Friday, 11:30-12 midnight on KYW, Philadelphia, while discontinuing its Musical Clock, broadcasts on the same station. Company is sponsoring news, music and music on eight other stations. Agency is Kenyon & Eckhardt, New York.

Listen to Football
A SURVEY of listeners in Detroit Saturday, Sept. 27, for the 1:45-4:30 period during the Michigan-Michigan State football game showed 55.5% owning radios and listening to them in those hours, according to Commercial Services Inc., Detroit. Using the roster-recall technique, the surveyors covered 463 homes, starting immediately after 4:30 p.m. the same day.

TRYCO Co., Los Angeles (ointment), currently using three announcements daily, five times per week, on KPWB, Hollywood, plans extension of its radio schedule to include other Southern California stations in late fall. Agency is T. Tyler Smith Adv. & Merchandising, Hollywood.

WHITNEY TRANSPORTATION Co., Santa Catalina Island, Calif. (resort), in a 18-week fall and winter campaign to promote tourist trade, is using 10 to 15 transcribed singing spot announcements weekly on a group of Southern California stations. List includes, KNX KFOX KGKR KFXX KOVE KFAC KMPC KMYT KHEY. Agency is Arthur Meyerhoff & Co., Los Angeles.

THREE new sponsors on Oct. 6 will make their debuts. WJJD, Chicago, with morning two-hour Breakfast Frolic broadcast six days a week on WJJD, Chicago (pens), through United Adv. Co., Chicago, and Messrs. Diamond & Son, Inc., (wedding ring sets), through Leading Adv. Agency, Des Moines; Table Talk (Chicago tablets), through First United Broadcast, Chicago; and R. B. & Sons Carpet Co., Chicago, with a one-hour daily on Saturday, through Advance Advertising, Chicago.

PETER HAND BREWERY Co., Chicago (Meister Brau beer), has purchased 24 evening hours a week at WMA, Chicago, starting Oct. 5. Agency is Colvin & Co., Chicago.

BROADCASTING - October 13, 1941 - Page 46
100% Response
WHEN a 17-day strike at the McKinnon Industries plant, General Motors subsidiary, at St. Catharines, Ont., ended late Saturday night, Sept. 27, with an agreement between the company and the United Automobile Workers Union, question arose among informing all the 4,500 employees that they could return to work Monday morning. With all printed media closed over Sunday, CKTB aired to the occasion, carried hourly announcement on the back-to-work agreement and told workers to be on the job Monday morning. The station rode a formal letter of thanks from company officials for its work in securing a 100% response from workers.

Omar Again
OMAR Inc., Omaha (Wonder flour), has renewed its weekly quarter-hourly transcribed program, Musical Meditations, for 13 weeks on all the 12 stations originally scheduled (Broadcasting, Aug. 18). Harry MacPurcell & Co., Chicago, placed the account.

Milk Firm Widens
MORNING MILK Co., Salt Lake City (evaporated milk), on Sept. 29 started local sponsorship of this World Today on KSL, six times weekly. Sponsor has started a special announcement campaign, using a week on KDYL, Salt Lake; three weekly on KIT, Yakima, and KUJ, Walla Walla, Wash. The firm, using radio as the first time plans to expand its air advertising to include several additional stations in Washington and Oregon and late this fall will open a campaign in California markets. Agency is Jean Scott Frickleton Adv., San Francisco.

"WFDF has a kilowatt on 910. Am I glad to be delivered at Flint, Mich."

Many Breweries Using Ziv Transcribed Series
SPONSORSHIP by various breweries of a series of 130 quarter-hourly musical shows, featuring Alan Courtney as maestro of the Korn Kobblers orchestra, has been announced by Frederic W. Ziv Inc., Cincinnati, producers of the transcribed series. A second series of 130 programs will go into production soon, according to the Ziv agency, with a total of 620 quarter-hours planned. Breweries and their stations include:

1. G. Heileman Brewing Co., WCCO (WATO) Koir Kabb KHIB WBP KPT KMA KOIL KWNK; Pfeifer Brewing Co., WKIZ WTCM WCAR W800 WTOL; Pittsburgh Brewing Co., KQV WMBS; St. Louis Brewing Co., WQL WCMY WMPSD WLAC: Falls City Brewing Co., WAVF WFBM; Pensemeier Brewing Co., WCMI WJLS WHIS WCBW WSZ WLOG WMT; Krueger Cream Ale, WGST; New England Brewing Co., WTIC; Erie Brewing Co., WEBC; Galveston - Houston Brewing Co., KGKO; Brewery's Ale, WBBT: George F. Stein Brewery Inc., WBEN; Hyde Park Beer, KFBW; ROY WITP WMHH WKBW WPAW WMUS WTDK KDRW WATX KWTW WDZ WAON KMOX.

Skornia to WIRE
DR. HARRY J. SKORNIA, who formerly was assistant professor of foreign languages at DePauw University, has been named program director of WIRE, Indianapolis. In his new post he succeeds Josephine Mason. A graduate of Michigan State College and the University of Michigan, Dr. Skornia has spent several summers traveling in European countries and during the last summer was employed as a continuity writer at WIRE.

Dr. Skornia

Lamar Assignment
ALREADY cited for hearing last Wednesday on the renewal of KIDW, Lamar, Col., C. R. Anderson, business manager and 49% stockholder, announced last week to the FCC for involuntary assignment of the license. Lamar Broadcasting Co. to the other principals in the operation of the stations—W. G. Brown, Pueblo lumber company 50% owner of KIDW, and Arthur C. Gordon, local lawyer. Previous efforts to realign ownership within the station had caused the FCC to cite the principals for hearing to determine if the license should be renewed. According to the FCC, Mr. Anderson's action obviously was precipitated by internal dissension within KIDW when Brown and Gordon failed to reach an agreement with Anderson.

WEIM on the Air
GOING into operation as an MBS affiliate, the new WEIM, Fitchburg, Mass., took to the air Oct. 6 under the management of Milton H. Meyers, local attorney. Station is owned by Robert E. Aronheim, partner in the station, and operates with 250 watts on 1340 kc. Staff in addition to Mr. Meyers consists of Sidney Miller and Stuart Postle, commercial department; Lenny Starr, Isabelle Smith, Stuart Underwood and Henry Wadsworth, announcers; James Bisnar, chief engineer; Lionel Smith and Michael Kozac, engineers. Equipment has been purchased from RCA and Collins and a Lehigh tower erected.

Lever Test
LEVER BROS. Co., Cambridge, is conducting a test campaign of one-minute live and an intensive campaign for Vimms [Broadcasting, Sept. 29]. BBDO, New York, agency in charge, is planning an extensive campaign for Vimms, if test is successful.
Girl at Controls

THROAT MIKE of the Army and Navy was utilized by Fulton Lewis Jr. during a broadcast from the Kearney, N. J., plant of Western Electric, one of the MBS Your Defense Reporter series designed to bring up-to-the-minute reports on defense industries from the plants. The throat mike picks up the vibrations of the vocal chords and because it rests firmly against the fleshy part of the throat, all outside sound is cut off. It is invaluable to airplane and gunnery crews, tank drivers and other branches in the service where outside noise interferes with communications.

EDWARD E. CURVEY, formerly chief engineer for the Yankton, S. D., police station, has joined KSCJ, Sioux City, Ia., as transmission engineer.

KENNETH L. KREIDER has been named assistant announcer at WGBL, Lancaster, Pa.

EDWARD DAYTON, formerly on the engineering staff of WJCM, Bridgeport, Conn., has joined WSSB, Stamford, Conn., as control operator.

JOHN W. SCHELNICK, graduate of the first Radio School, has joined the technical staff of WCHS, Columbus, Miss.

ROB WILLIAMS has joined the engineering staff of WDZ, Tuscola, Ill.

WILLIS F. JOHNSON, has transferred from WKY, Oklahoma City, to the engineering staff of KLG, Denver, replacing Douglas Russell who shifted to WKY.

CHARLES J. FOX Jr., formerly in the radio supply business in New Orleans, has joined the transmitter staff of WWL. New Orleans, succeeding Lieut. Daniel Francis Hayes, now in the 122d Observation Squadron.

ROB NICOLAS, engineer of KKO, St. Louis, has been commissioned a second lieutenant in the Army, having enlisted in the Signal Corps, and is waiting for orders to fly to England to study wartime radio operation.

DEAN V. McLAUGHLIN, summer relief technician of KHQ-KGA, Spokane, has joined KODL, The Dailies, Ore.

T. K. ABERNETHY has joined the transmitter staff of WRL, Raleigh, N. C. B. F. Speuer has joined the technical staff.

Film Engineers to Hear Papers on Television


At the session on sound, J. G. Frayne and F. P. Herrnfield of Electrical Research Products, Hollywood, will read a paper on "A Frequency - Modulated Control - Track for Movietone Prints."

Hartford FM Client

FIRST commercial client of W6SH, FM adjunct of WDCR, Hartford, Conn., was announced last week by Manager Franklin M. Doolittle with the signing of Watkins Bros., Hartford, to sponsor a weekly musical series. W6SH was one of the first independently-owned FM stations in the country to go on the air and this contract represents the first commercial FM program in Connecticut.

FM in Kansas City

CONSTRUCTION of the new K49KE, Kansas City's first commercial FM station is under way, according to Everett L. Dillard, owner of Commercial Radio Equipment Co., permitting the new high-frequency station. Mr. Dillard reports that construction of the new station will be located in the Porter Bldg., formerly the Medical Arts Bldg.
NEW WRRN Personnel, Warren, O., Is Picked
COMPLETED staff of the new WRRN, Warren, O., who planned to go into operation Oct. 16 (Broadcasting Oct. 29), was announced last week by the station. Manager is Robert L. Bowles, formerly of WYU, Akron, and WJID, Chicago, and more recently of WIZE, Springfield, O. Salesmen are James Sivert, of Warren, and John Tirsch, formerly of WHK, Columbus, O. Mr. Tirsch will also serve as announcer along with Eric Norman, formerly of WTX, Springfield, Ill., who is chief announcer, and Dick Haton and Harris Martin, both of Warren, Marguerite Petrin, formerly of WAKR, Akron, is program director. Engineering staff, headed by James F. Raney, formerly of WFMJ, Youngstown, O., consists of Duke Rosenberg, formerly of WJW, and James Barnhart from WCTC, Greenville, N. C., Margaret Rogers, formerly of WADC, is receptionist, and in charge of women’s features.
WRRN was authorized last Aug. 5 to Frank L. Niehans of Akron, business man for 26 years, and Judge Perry H. Stevens of the ninth district court of appeals, Akron, O., on 1400 kc. with 250 watts. Studios are located in the Second National Bank Building.

New WRN Personnel, Warren, O., Is Picked

Looking to Lingo for AM-FM

Lingo AM and FM radiators are creating new performance records throughout the broadcasting field. Improved designs and exclusive features are responsible for their high efficiency, unexcelled stability and low maintenance cost.

Look to Lingo — for proven, factual information on modern antenna systems.

DARTMOUTH
New Gaspipe Station Is Opened
-at Dartmouth

DARTMOUTH Broadcasting System, new undergraduate-controlled-wire broadcast facility, on Oct. 6 started its first trial week at Dartmouth College, Hanover, N. H. The transmission system is similar to others successfully operated at several eastern schools, with radio signals sent by telephone wires to campus buildings where transmitters have been installed to radiate to a specific wavelength, carrying not more than 200 feet from each building.

Directed by Manager William Mitchell, senior from Teenack, N. J., and an eight-man directorate, DBS during its initial week conducted a listening survey among campus listeners. After the survey, the station’s income from commercial sponsors is to be used to repay the original investment and meet operating costs and maintenance. Present plans call for a daily three-hour broadcast schedule, with time given each evening to Dartmouth professors for student discussions.

Canadian CP’s Dropped

CONSTRUCTION permits for two new stations issued by the Canadian Dept. of Transport—one in Halif-

fax, N. S., and the other in North Battleford, Sask.—have been cancelled. Both were to be newspaper-owned stations. Two years ago a CP was issued to the publishers of the Halifax Daily News, for a site for 1,000 watts on 1250 kc. Later a similar one was issued to C. R. McIntosh, publisher of the North Battleford News, for 100 watts on 1420 kc.

1,846-Mile Remote

LONG-DISTANCE remote of the Arizona Broadcasting Co. was accomplished Sept. 27 when the U of Arizona traveled to South Bend, Ind., and met the Notre Dame football team. The broadcast was carried back on a 1,846 mile direct wire.

Need of Audience Data

For Video Is Stressed

NEED for a television CAB, which would compile information on video audiences, by making them geographically, age, and income groups, without which it is almost impossible to sell television time to advertisers, was stressed by Myron Zobel, president of Telecast Productions, New York, before a recent meeting of the American Television Society.

In a survey conducted by his company Mr. Zobel said he found there are about 4,800 sets in operation in the New York area with about 30,000 receivers at which TV signals are sent. With no more being manufactured, making an absolute ceiling - most of these sets are no good, and with many of these still to be converted to FM.

Taking into account that there are 25 viewers to the set at home and about 25 viewers to the sets in public places, there is a potential audience of about 60,000, he said. But since a visual message is nine to 10 times as potent as an aural one, there is an available audience of about the equivalent of a half million listeners to an aural program.

These figures are far from accurate, Mr. Zobel said, but they are an indication what has to be done.

Power Boosts Awarded

WNAK, WMFD, WBTM

AN INCREASE in power from 5000 watts day, 10000 watts night to 50000 watts fulltime on 570 kc. was authorized for WNAK, Yankton, S. D., by the FCC at its meeting last Tuesday.

WMFD, Wilmington, N. C., was granted a modification to increase its power from 100 to 250 watts on 1440 kc. fulltime.

WBTM, Danville, Va., was granted a construction permit to install a new antenna and increase its night power to 250 watts on 1400 kc. fulltime.

If you keep your used recording blanks in good condition—untarnished, unscratched, undented—we can recoat them for you any number of times. We strip and recoat any make of recording disk, return it to you promptly in perfect condition for recording. The cost of recoated disks is somewhat less than new disks.

Recoating service is offered only on 12"—16" and master disks as it is not economical to recoating the smaller sizes.

The distributor who regularly supplies you with disks will be glad to handle the shipment of used disks to our plant at this address. Ask them about this important new service today.

You Can Still Have Aluminum Base Recording Blanks

United Press

New World-Wide Coverage

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE

In Other Cities, Phone: ... ATLANTA, Jack 4372 ... BOSTON, Bel 4510 ... CHICAGO, No. 4020 ... CLEVELAND, Mc. 1140 ... DALLAS, 37099 ... DURHAM, CL. 6377 ... DETROIT, Sger. 1-0780 ... HOUSTON, HU. 9115 ... KANSAS CITY, YU. 6855 ... MINNEAPOLIS, ATLANTA, 4215 ... MONTREAL, WU. 4215 ... NEW YORK, SHEP. 4003 ... PHILADELPHIA, PENN. 4142 ... ROCHESTER, Citi. 1-0149 ... SAN FRANCISCO. CO. YU. 0251 ... SEATTLE, Sver. 2300 ... WASHINGTON, D. C., SHEP. 4003

You Can Still Have Aluminum Base Recording Blanks

PRESTO

AUH RMA A RECording CorP

242 WEST 55th ST. N.Y.

World’s Largest Manufacturer of Instantaneous Sound Recording Equipment and Discs

BROADCASTING • Broadcast Advertising
October 13, 1941 • Page 49
Farm purchasing power in WIBW's 6-state market hits a 20-year high. We are the dominant sales force in this area. 'Nuf said!

Canada Buys Time
CANADIAN governmental units continue to buy time on broadcasting stations, latest sponsored program being a one-time Saskatchewan network on Oct. 7 for a half-hour speech by Hon. J. G. Gardiner, Minister of Agriculture, on "The Wheat Situation" which was carried on CJRM, Regina; CJGX, Yorkton; CHAB, Moose Jaw; CFQC, Saskatoon; CKBI, Prince Albert; CKR, Warwos. Time was bought for the Department of Agriculture by J. J. Gibbons Ltd., Regina.

Mary Marvin's Eighth DRAMATIC serial "The Story of Mary Marvin," sponsored by both NBC-Red and CBS by Procter & Gamble Co., by Ivory Snow, on Oct. 6, started its eighth year on the air, in which time its estimated length has reached 5,000,000 words. According to Benton & Bowles, New York, the agency. Author Jane Crusinberry has written about 1,500 scripts, each numbering around 2,000 words.

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KFWB Names Rambeau APPOINTMENT of William G. Rambeau & Co., national representatives of KFWB, Hollywood, regional independency was announced last Wednesday by Harry Mansfield, general manager of the station. Mr. Rambeau, with headquarters in Chicago, and Bill Wilson, New York manager, go to Hollywood, continuing with the station prior to the announcement.

Help Wanted

Copy Writer—For modern local. Either male or female. Excellent opportunity for ambitious person. Write Box 21A, BROADCASTING.

 Experienced Morning Farm. Amor.—For Florida regional network station. Send full particulars, salary expectations, references, picture. Box 18A, BROADCASTING.

Combination Announcer-Engineer—Wanted by national network affiliated station. In detail reply state age, experience, starting salary expected, present connection, references. Enclose recent snapshot. Box 16A, BROADCASTING.

Good Local Salesman—Who knows New England market. City of 65,000; primary over 400,000. Only local station in city. Good deal for right salesman. WBRW, Stamford. Owned and operated by Steve Rintner.

Program Director—With ideas and aggressiveness to carry thru. Give full details in first letter. Box 21A, BROADCASTING.

SALESMAN—With confidence and ability to produce in a good market near New York. We want to sell time rather than announce, and have on programme a station programme to refined tastes, specialising in good music. Perhaps the man for this job is currently employed but seeking a steadier salaried position in which his earnings will reflect his ability. Give full details in first letter. All replies confidential.

Our own employees know of this ad. Giving 12A, BROADCASTING.

My Income Requirements Are Not Low—But—my programming, announcing, writing and production SELL sponsor's product. Box 7A, BROADCASTING.

Technician—Draft exempt. Presently employed. Wide experience in all technical phases of radio, handle code. RCA graduate. Box 16A, BROADCASTING.


Chief Technician—10 years kw-transmitter work station, age 32, III A, work suitable hours to complete degree in college town. Box 14A, BROADCASTING.


Permanently Employed Program-Production Manager—On network station desires change location. Ten years' experience production-production and station management on local and network stations. Family man, draft exempt, and giving satisfaction on present job. Best references. Box 5A, BROADCASTING.

Situations Wanted
Salesman—Two years' experience small station; married, exempt. Desires position in Boston. Box 14A, BROADCASTING.

Program Director—10 years' experience in radio—small and large stations. Box 15A, BROADCASTING.

Commercial Manager—Wants opportunity in city of 50,000—experienced—in radio 10 years. Box 21A, BROADCASTING.

Radio Salesagent—Consistently successful for 11 years. Energetic, resourceful. Age 58. Highest recommendation. Can handle any position in Commercial Department. Write Box 16A, BROADCASTING.

Newscaster—Thoroughly experienced in editing and rewriting from all news wires, three years' commercial experience on regional stations. College degree, single, draft exempt. Experienced, but desires change. Box 11A, BROADCASTING.

Transmitter Engineer—Now employed on 5 KW in South, desires position with good 5 KW station or larger farther North or in East. Drafted; co-operative, conscientious worker. References. Box 10A, BROADCASTING.

Attention New Station Owners! We can put your station on the air and get you a miraculous billing in less time than you can say "Marconi!" Four men with the average of seven years in radio as an unchallenged unit. A complete announcing staff, with technical ability and Program Department. Versatile; outstanding qualifications is what you need and here it is! 111 men with the all-around knowledge. Opportunity knocks, why don't you answer the door! 111! Box 6A, BROADCASTING.

Wanted to Buy
250 Watt Used Transmitter—Frequency Monitor, Modulation Monitor, and 150-160 Foot Tower. Box 13A, BROADCASTING.

Wanted to Buy—For used Lapp double core compression insulation No. 5802 with sectionalized bushings. Box 2A, BROADCASTING.

1 KW Transmitter—Must be good condition. State make, price and length of service. Box 1120, Aberdeen, Wash.

Wanted—Billie BC46 or Billie BC46 Owens, with or without crystals. Small price wanted. Box 17A, BROADCASTING.

For Sale
For Sale—Or Will Trade ... Gates Limiting Amplifier ... WMFF, Plattsburg, New York.

Truscon Tower—244 feet with three Lapp insulators, two years old, Station KFFZ, Ft. Worth, Texas.

2 Fairchild Recorders—Two Fairchild feedback recording amplifiers; used 25 hours. Private owner. Box 34A, BROADCASTING.

Advertise in BROADCASTING for Results!
DENALAN BAYER 63 Lyon's tooth powder)
Campbell-All N cy, CFB, Montreal.; WJR WFBM), Oct. 13 thru Fri. 11:30 a.m.-12 noon (EDST). Agency: Blackett-Sample-Hummert, N. Y.
BAYER Co., New York (Bayer's aspirin), on Oct. 22 starts American Melody Hour, on 93 NFCB-blue stations, Mon. 10-10:30 p.m. Agency: Lord & Thomas of Canada, Toronto.

DEBONAIR GROUP representing agency and talent combined dotting of "It's" and a flag of tea when they signed a 39-week contract for start Oct. 7 of the weekly NBC variety show, Red Skelton & Co., under sponsorship of Brown & Williamson Tobacco Co. (Raleigh cigarettes). Dotted-liners are (1 to r), John Richardson, vice-president of Russel M. Seeds Co., Chicago, servicing the account; Red Skelton, star of the program and featured movie player; Freeman Keyes, agency president.

NBC Studio Guards

PASSES for representatives from the trade press and newspapers are now being printed by NBC for distribution in view of the restrictions on visitors to the network put in force on Oct. 9. Certain areas of NBC in New York are posted with guards and the policing of the building is somewhat similar to that in effect in government and technical buildings in Washington as suggested by Defense Communications Board.


DEBONAIR GROUP: The TV show of the Forties. WFBM.

WJOEB and KNET Transfers Granted

Hammond, Ind., Palestine, Tex. Sales Are Approved

CONSENT for the voluntary assignment of licenses in two cases — WJOB, Hammond, Ind., and KNET, Palestine, Tex.—along with a routine transfer of control of WFEA, Manchester, N. H., was granted at a meeting of the FCC last Tuesday.

In the WJOB transaction Dr. Fred L. Adair, partner of O. E. Richardson, general manager of the station, gives 10% interest to his son, George C. Adair. The younger Mr. Adair was formerly commercial manager of WJOB but is now serving as a second lieutenant in the Army. Mr. Richardson's 50% interest is unaffected. The Richardson-Adam combination is interred also in the ownership of the new WASK, Lafayette, Ind., local granted last July 30 by the Commission, with Mr. Richardson having 35 1/3% of the stock; Dr. Adair, 16 1/6%; and Lieut. Adair, 16 1/6%.

KNET Transfer

Bert Horswell, onetime Chicago station representative and later manager of KRIC, Beaumont, Tex., acquires KNET from Boney Frizzell, the present owner, with the Palestine authorization. Mr. Horswell under the new Palestine Broadcasting Corp. setup holds 34% of the stock with his wife owning 33% and his mother-in-law, Pauline M. Gordon, having the remaining 33%. Consideration is reported to be $5,000.

The Manchester deal merely involves the transferring of WFEA from Adeline B. Rines, executrix of the estate of Henry F. Rines, to Mrs. Rines personally. WFEA operates with 6,000 watts on 1370 kc.
THIRTFEE MAKES SOME MONEY
Clothing Store, Overstocked, Discovers Radio
Can Start a Shelf-Emptying Wave

By BERT A. PHILLIPS
United Advertising Agency
Los Angeles

The oft-repeated statement that "advertising costs too much" is usually responsible for more local advertisers remaining local than any other mistaken merchanting ideas. But you can't tell Thirftee Outlet Co. that advertising costs too much for this firm's entire business has been built by radio advertising and at a low cost-per-sale. Advertising dollars well directed on radio shows this firm that "advertising costs nothing". In fact it actually makes money.

HAD TO BE MOVED
Primarily wholesale jobbers of men's clothing, Thirftee Outlet Co. of Los Angeles found itself hopelessly overcrowded. By late 1940 that a decision was quickly reached to sell direct to the public. But the fact that the move was announced, so an extensive advertising campaign covering three media — newspaper, direct mail and radio — resulted.

Then a careful check was made with each customer. As a result, in January of 1941 our first advertising was cut to include only two media, direct mail and radio.

Then the latter, the leading business getter, received the lion's share of the firm's advertising appropriation. At this writing, radio and direct mail are still on a roll. But direct mail today goes only to customers brought into the store by radio.

Mainstay of Thirftee Outlet Co.'s radio is western music and we find it an excellent puller. We didn't just plunge into this type of programming. Considerable thought was given to the kind of radio that would do the best selling job. Several surveys were made. Then in January of this year all programs were rearranged into 30 minutes, one hour and 15-minute blocks, with recorded western music used exclusively. And we have deviated little from that policy.

Currently on EKRK, Los Angeles, a total of 15½ hours per week of western music is sponsored. This is on a schedule of two half-hour daily, one hour and 1½-hour blocks, with mid-morning program titled Prairie Schooner, and a late afternoon show called Songs of the Saddle. In addition there is a daily 60 minute early morning program of similar music, there is a one-hour Sunday morning show on KRKD titled On the Radio. Thirftee also sponsors a 2½-hour block of time Friday nights on that station, the program being tagged Merry-Go-Roundup.

Last half-hour of this program is devoted to a western hit parade song contest, with the ten top cowboy tunes selected by written ballot.

Although no prizes are awarded, this latter half-hour, released at 10 p.m. is a great mail puller.

As an added attraction every Friday morning Thirftee will publish a list of clothing is given away for the best 100-word commercial announcement sent in by listeners. A panel of merchants will then select the best for the commercial poem written about Thirftee Outlet Co. Announcements run on air 1500 letters per week on these features alone. They come from persons in all walks of life. They are from cowboys in Oklahoma and from Hollywood motion picture stars. It is interesting to note that there are just as many women writing these letters as men.

Pal of Listeners
To tie in with the general idea, all western musical programs are announced by the same personality, The Westerner's Pal known. Commercials are informal and directed in a friendly, personal style, another excellent mail puller. No hard-sell pressure. This kind of mailmanship is used. The Foreman is just a pal to the listener.

Pleased with results obtained through this local station, their client in early April expanded its radio advertising to include a Thursday night half-hour broadcast of regular Western music on KHJ, Hollywood. This was replaced five weeks later with a live talent show featuring Joe Tom Lewis and his Lone Star Cowboys.

Recently the schedule was increased to three-weekly, the program taking a 6:30 a.m. spot for balance of the 13-week contract. Thirftee is currently sponsoring a half-hour participation, thrice weekly in the early morning Rise & Shine program on that station, having started June 16 for 15 weeks.

In addition to the 17 hours per week of sponsorship on those two stations, five other local outlets are currently releasing Thirftee commercials on transcribed announcements on an average of thrice-weekly.

Thus with such a schedule as maintained by Thirftee, we reiterate that advertising doesn't cost too much if the advertising dollar is well directed and placed in the right media.

Russ Hodges to WOL

BIll Hodges, sports editor of WBT, Charlotte, resigned Oct. 5 to join WOL, G. C. Murphy Co.'s radio in effective Oct. 27. Hodges has been handling the descriptions of the Washington Redskins professional football game since the beginning of the season and will take over two additional daily sports programs. His successor has been named at WBT. Tony Wakeman, who has been sports editor of WOL, on Oct. 18 joins WINX, Washington.

MKEESPORT Broadcasting Co. is applying for a new local in McKeesport, Pa., seeking 1,000 watts for daytime operation and 3000 watts at night. Owners are George C. Reakes, retired Washington Redskins professional football player, and Edward A. E. Smith, manager of the station. The station will be known as WFTW.

Mr. Laws

Mr. Laws

ACMA to Meet

ACMA'S 27th annual convention at Toronto will be held Oct. 30-31. Among problems planned will be the effect of the war on the supply of raw materials with consequences for the 1942 radio market, and the importance of market research in wartime. Four awards will be made at the convention for the best advertising of the year with gold and silver medals going to hotel managers, agency executives, artists and art media.

MIKES ON Display

AT&T Windows Show Types

Used by Stations

Radio in its most familiar form, the radio broadcast, is being expanded throughout the greater New York area by the American Telephone & Telegraph Co. Began two months ago the various offices of AT&T have had windows displays of the various types of microphones with descriptive material. On each microphone is given the call letters of the broadcasting company using the particular model and other pertinent information about the station.

The models are those used by 17 of New York's stations. The radio display by the telephone company was made because of the increasing public interest in radio and since the telephone company is so vital in network hookups. Of the nation's 880-old stations nearly 600 are connected by 75,000 miles of Bell System cables.

Transmission of radio programs by wire began on Oct. 26 1922 when WEAF, New York, broad- cast the first night professional football game in Chicago. AT&T established WEAF in July of that year, later selling the newly-formed National Broadcasting Co. in 1926.

WLOL Names Laws

WLOL, well-known Twin City radio executive, has been appointed sales manager of WLOL, Minneapolis. He has been with WLOL since January of this year. Mr. Laws was first sales manager at WCCO in 1926 when the Washington & Lee Corp. took it over from the old WLAC. In 1931 he left to join KSTP, where he remained until 1940, successively becoming assistant sales manager and assistant to the president of KSTP.

BMI Disc Clearance

BMI announced last week it had established a clearance-at-the-source provision for transcribed commercial programs, applicable to all such transcriptions made since Sept. 1, 1941, and had notified advertisers that where stations are not BMI licensees, licenses for clearance at the source may be obtained from BMI by recording companies or advertising agencies. Rate is the same as the station per program license, and with the maximum of 5.55% applying unless station supplies data proving it entitled to a lower classification.
ROYAL SCARLET PLAYS ITS NAME

A YEAR-AND-A-HALF is a long time for a distributor of a well-known brand of food products to go with little or no advertising. Many things could happen in the interim to cause the public to forget the brand name.

R. C. Williams Co., New York, distributors of Royal Scarlet brands, was aware of this. But since early 1940 when the company was taken over by Jaburg Bros., under the management of Hugo Jaburg, president, it had been going through a period of reorganization and readjustment and had let its advertising lag.

About May of this year, Williams Co. officials came to Alley & Richards, New York, their advertising agency, to talk about an advertising campaign to put their name before the public again. The problem was: What was the least expensive way of reaching a large audience in the Metropolitan area? The answer was not far to seek: Radio was given a unanimous nod.

A Coffee Test

On June 2 the company started a 13-week test of Arthur Godfrey on WABC, Monday, Wednesday and Friday, 7:15 to 7:30 p.m. But it was not as easy as all that. Williams Co. wanted radio to pass an acid test. It was decided to use Royal Scarlet coffee as the spearhead of the new campaign because “coffee was about the hardest product to hit the New York market with”.

Evidently radio proved its worth, for within a month Williams Co. purchased another program, John B. Kennedy News, Monday, Wednesday and Friday, 7:30-7:45 p.m. on WNEW.

Recently at a dinner given by Williams for more than 250 of its sales representatives, fall plans were announced. It was pointed out that radio had done the groundwork for a campaign about to be launched in several media—and radio had done its work well. Since July for two-week periods different Royal Scarlet products were plugged a “special” on the programs and salesmen reported retailers and customers getting into the habit of asking them: “What's your radio special for next week?”

During that sales meeting it was announced that a new program had been purchased to supplement the newspaper advertising about to get under way. Starting Oct. 1, Zeke Manners & His Gang was to be heard on WNEW, for 52 weeks, Monday through Saturday, 9:30-9:45 a.m., for Royal Scarlet products.

WNEW, cooperating with Williams Co., in launching the new series, issued a promotion piece to Williams’ salesmen, with a picture of Zeke Manners in the upper corner. Written in letter-form, with hillbilly dialect, the piece tells of the new program and Royal Scarlet products. It says in part: “'Hyar is news that'll bring cheer to men behind the counters selling Royal Scarlet vittals—Me and the Gang will be tellin' the good women-folk of this 'hyar' town every mornin' of the week ('cept Sunday) all about the goodness and richness of Royal Scarlet food products.

Rapid Expansion

“We tell 'em how R. C. Williams Co. keeps the quality high and the prices low—so git set for what the advertisin' fellers call ‘Sales Action!'” A post script adds that John B. Kennedy continues at his regular time on the station for the same sponsor.

Thus in less than four months the Williams Co. has expanded its radio time threefold. Both the company and its agency feel that radio has helped substantially in the job of putting the Royal Scarlet brand-name back into the public's mind and the Royal Scarlet products on the retailer's shelves and in the consumer's kitchen.

Cugat Honored

XAVIER CUGAT, conductor of the NBC-Radio Cugat Rhumba Revue, sponsored on WRCA, NBC’s International station, by R. J. Reynolds Tobacco Co., on Oct. 5 received the Order of Honor & Merit of the Cuban Red Cross with the Rank of Commander, given at the instigation of the Cuban Dept. of War "for his meritorious service to the people of Cuba in promoting Cuban music and artists in America."

ANNOUNCING

WEAU’s full-time coverage of all the West Central Wisconsin area, and a move to 790 on the dial for easier, better listening. Nearly 750,000 folks in our area, whose dollars are yours, when you tell them your message on popular WEAU!

CLYDE RIDLLE, Commercial Manager

WEAU

EAU CLAIRE

WISCONSIN

Doubled Coverage

5000 WATTS

DAYTIME • • • 1000 NIGHT

IN PHILADELPHIA

WE'LL influence listeners

SELL THROUGH WFIL

BROADCASTING • Broadcast Advertising

October 13, 1941 • Page 53
Strikes Threatened
(Continued from Page 7)
ing day. Ironically enough, the cause of the Blue's loss of dance pickups was a station which had joined the Blue only one week be-
fore, on Oct. 1, when KDKA, for-
mer Blue affiliate in Pittsburgh, transferred to the Red network. The walkout of the technicians at WBYN on Thursday came as a surprise to industry observers, as on the previous Friday, less than a week before, ABTU had an-
ounced the reaching of agreement with the station calling for in-
creases averaging about 15% for the radio and transmitter engi-
neers. According to Union spokes-
men after the agreement was reached they prepared contracts for the station owners to sign on Saturday, but were put off from day to day on. On Wednesday the union demanded contracts be signed and returned by the following morning or a strike would be called. Thursday morning, when only three of the four owners had signed, ABTU extended the dead-
line until noon and then, when the fourth signature was still lacking, called out the men at 12:15 p.m.

Peter Testan, licensed radio engi-
neer who is part owner of WBYN, rushed to the transmitter and got the station back on the air in approximately 30 minutes, according to ABTU officials, who stated that "delegates of the union served a three-minute ultimatum" on the station Thursday noon, and that "while the conference with the union delegates continued the techni-
cians left their posts, putting the station off the air from about 12.15
to 12.45 p.m."

Brooklyn Surprise
"The only point in dispute in-
volves a management request for a list of union members at WBYN, and the management reaction when it was discovered that some of the technicians were not members of the union and the contract would apparently cost these men their jobs, the management stated. On Friday Broadcasting re-
ceived reports from several sources that the announcers at WBYN were also planning to walk out of the station, but at press time they were still on the job. Group is un-
affiliated with any union at present, but will ask AFRA to take them in a group and to represent them in negotiations with the sta-
tion management if a strike occurs, according to these reports.

There was still hope last week-
end that a settlement without strike action might be reached be-
 tween officials of WHN and ACA, each group on Friday waiting for the other to make the first move. Negotiations for a settlement be-
 tween the station and the CIO technicians union had been un-
der way for several weeks, when they were suddenly terminated last Tuesday, following which the WHN engineers met at union headquar-
ters and voted to strike if their leaders thought it necessary.

Breakdown occurred when WHN
offered to give the engineers a 10% increase in place of a 13% raise previously offered, the union charging the station with reneg-
ing on its offer and the station stating that the union had itself rejected the first offer and that on checking wage scales for other New York stations WHN had discovered that its original offer had been out of line and so when it was rejected had not renewed it.

On her return from Texas last Friday Mrs. Holt stated that the management of WFBA, Dallas, and KGKO, Fort Worth, have yet failed to give AFRA recogni-
tion as representing a majority of staff artists. She said that Vic Connors, AFRA field representa-
tive will go to Texas within the next few days to conduct negotiations, and predicted that the union would have both recognition and contracts within the near future.

Hyman Faine, another AFRA field man who has been in Cincin-
nati but is now transferring his headquarters to Boston, will go to Rochester, N.Y., Mrs. Holt said, to investigate the situation at WHAM, where an announcer is re-
ported to have been discharged for union activities. Mrs. Holt said she was not very familiar with the Rochester situation as it has all been handled by the AFL local Central Trades and Labor Council and declined to comment until she has heard from Mr. Faine. AFRA has no contracts in the city.

CBS Strike Unlikely
Not all the labor news of the
week was bad, however. Strike of the technicians at the CBS M & O
stations, threatened when negotia-
tions for wage increases broke down in mid-September, appeared extremely unlikely last week when the network and union agreed on John Lapp, labor counsel for the Rural Electrification Administra-
tion, as an arbitrator. If Mr. Lapp is able to serve, which was not known on Friday, the union's original demands for increases ranging roughly 20% above present wages will be submitted for his decision, with arguments pro and con from union and company.

Selection of Mr. Lapp was agreed upon on Wednesday, after meet-
ings had been held in New York the first three days of last week. Ross Remnaker, national business manager of ABTU, and Lester Hatfield, president of New York Local 1212, represented the union. CBS Vice-President Mefford Run-
yon and H. Leslie Alass, who had come from Chicago for the meet-
ings, acted for the network.

ABTU also reported that a con-
tract had been signed with WPAT, Paterson, covering technicians.

Continuing its recent move into the recording field, begun in the previous week when an ABTU con-
tract covering the technicians em-
ployed by Decca Recording Corp. [Broadcasting, Oct. 6], the union stated last week end that an agreement had been reached with Brinckerhoff Studios, New York.

MICHIGAN U OPENS
NEW RADIO SEASON

UNIVERSITY of Michigan on
Oct. 25 starts its 18th season of programs on WJR, Detroit, and its second on WCAR, Pontiac, Mich., with WJR carrying six programs last two hours and WCAR five 15-minute programs.

Under direction of Prof. Waldo Abbot, in charge since the service started, time will again be donated by WJR and WCAR. WJR has presented much of the equipment used at the university studios. Time donated last year by the stations had a commercial value of $25,874, according to Prof. Abbot.

David Owen has joined the uni-
versity staff. He was with CBS 12 years and was the original Jack Armstrong.

Among the programs this year will be Dr. Joseph E. Maddy's his-
torical hymn series; a folk song series by Dr. Maddy; discussion of world events by Prof. Preston Slosson; medical drama; series titled Why Save Democracy; short story dramas; program for parents with children at Camp Custer; campus news; dramas on achieve-
ments of youth; programs aimed at promotion of Latin American goodwill.

Correction
BROADCASTING rights to the 1942 baseball games of the Cincinn-
ati Reds have been obtained by WRRK, Cincinnati, though not on an exclusive basis as erroneously stated in Broadcasting, Oct. 6. Broadcasting regrets its error.

Postal Telegraph
PLEASE, I'D LIKE TO SEND A TELEGRAM!

YOUR OWN TELEPHONE IS YOUR NEAREST POSTAL TELEGRAPH OFFICE—AND CHARGES APPEAR ON YOUR TELEPHONE BILL!

Speeder Service Too
of domestic wire lines, with from 150,000 to 200,000 words filed daily through the New York bureau. He estimated that about 40,000 words per day are furnished on the PA radio report.

Right of Protest By AP Members

Lloyd Stratton, AP assistant general manager and assistant secretary, upon taking the stand, was asked by Counsel Cohn whether an AP member ever had the right to protest the sale of AP service to another applicant in his territory. He declared that under the AP by-laws, a member of five years or more gets a "right of protest" applying to the sale of AP service in his community. He said various reasons for protest arose, but that they were always different. He refused to estimate any percentage of successful protests, indicating, however, that only "maybe three or four" protests were received in a year.

Mr. Stratton was questioned briefly on three cases in which a station unsuccessfully sought to acquire AP service—KGA, Spokane, KPAB, Laredo, and KWEW, Hobbs, N. M. Pointing out that all these cases had arisen before the organization of PA, he stated that his only knowledge of the individual cases lay in the fact that he had seen letters pertaining to them.

Cross-examined by Judge Thacher, Mr. Stratton commented that the original court in which the Bellingham case arose was found subsequently to be without jurisdiction, and that the cause of action extended only to AP, rather than the local newspaper. He said AP had pursued the case no further.

On redirect examination by Counsel Cohn, he declared there was nothing in the AP by-laws providing a protest right to members against the use of AP news on the radio. He declared also that the AP board of directors could sell PA service to any radio station, despite protests from AP members. "The board of directors is the one who decides in the end if something is going to be done," he said.

Tell's Negotiations With Spokane Papers

Recalled for additional testimony on the KGA-KPAB-KWEW cases, Mr. McCambridge stated that late in 1940 KGA had started negotiations with Spokane newspapers to arrange for the use of AP stories. He said it was merely a local situation, and that the negotiations had apparently stalled when the question of newspaper credits could not be agreed upon. As for KPAB, he said, the station had made an inquiry about AP service, and was referred to the local member to work out the situation.

However, the newspaper had turned down the proposition, "under prevailing circumstances," which he said had to do with certain aspects of the management of the station. He pointed out that later, after a change of management at the station, the newspaper had indicated it would be "only too glad" to cooperate. He said the KWEW case had gone nowhere because the AP member and station management could not get together on economic considerations.

CALLED to the stand briefly to review the KGA situation, Louis Wasmic, licensee of KGA and KHQ, indicated that a principal reason that talks with the local newspapers had fallen through arose from failure of the parties to agree on credit announcements. When these negotiations failed, he said, KGA had subscribed to UP service, and that although an approach was made by PA shortly thereafter, the station already had signed the UP contract.

Edwin M. Williams, UP vice-president, indicated that about one-third of UP's revenue, on a "comparable service" basis, came from radio sales. He identified an FCC exhibit, compiled under his supervision, listing 447 UP radio subscribers as of June 30, 1941, along with comparative lists of radio subscribers from 1935 to the present. He also identified exhibits covering the corporate organization of United Press Associations, E. W. Scripps Co. and the Edward W. Scripps Trust. Copies of the UP standard agreements with radio stations and publisher subscribers also were entered in the record.

Says UP Has No Exclusive Contracts

Mr. Williams declared that UP has no "exclusive" contracts with radio stations, nor with newspapers, although some of the contracts may be interpreted as being "restrictive".

Mr. Williams stated that "asset value" clauses have been included in some contracts since 1929. He declared that these clauses do not in effect preclude UP from serving another ownership in the same community, holding that it only gives a subscriber an equity for having built up the service in previous years. He claimed that only about 15% of the 1,498 newspaper clients of UP have the clause in their contracts. He said that he thought the asset value provision doubtless would hold for facsimile broadcasting and probably video.

(Continued on Page 56)
Chairman Fly was not present during the Friday morning session. Commissioner Paul A. Walker presided, with Mr. Williams remaining on the stand through the entire morning session.

He was questioned on a series of situations involving radio stations’ efforts to secure UP service in the face of alleged opposition of UP newspaper subscribers. In addition to the Bellingham case, where UP service eventually was supplied to both KVOS and the Bellingham Herald, somewhat similar situations in Tampa, Fla., Twin Falls, Idaho, Des Moines, Galveston, Texas, Nashville, Columbia, S. C., San Bernardino, Cal., and Dayton were reviewed.

From his line of questioning, counsel apparently attempted to show that in each of these cases radio stations’ difficulties in arranging for UP service arose mainly from the opposition of competing newspapers, which in most cases did not own a radio station themselves.

It was shown that an asset value clause existed in several of the contracts held by the objecting newspapers, although they were not strictly enforced and some of the stations eventually acquired UP service. Mr. Williams stated that where no UP contract resulted between the station and the press association, difficulty came merely because they could not agree on terms.

In a general discussion of the situation, Mr. Williams declared that UP has had objections from subscribing newspapers only infrequently, and in no case has the objection of a newspaper prevented a radio station from securing United Press service. Maintaining that newspaper subscribers have nothing to do with the service offered to radio stations, he pointed out that with UP serving some 530 stations, if the newspaper objection problems were as great, many more cases than those cited certainly would have arisen.

Scripps-Howard Papers Not A Factor

He declared that UP’s policy is to sell its service to any radio station on “proper terms.” He observed that although UP does not like to have newspapers object to extending service to radio stations, the press association tries to point out to publishers why they should not object in particular cases. He also denied that UP quotes rates to stations so high that it is certain the stations will not be interested in the proposition, observing that rates are generally kept on several factors, including power, audience, card rates, and cost of delivery.

FCC Counsel Cohn, pointing to the E. W. Scripps Co. as controlling stockholder of UP and the Scripps-Howard papers, asked Mr. Williams if UP salesmen ever offer “favorable relations with or publicity in Scripps-Howard papers”. Mr. Williams answered that they do not, since they cannot do so because UP has no relationship with these papers other than supplying a news service.

Cross-examined by Judge Thacher, Mr. Williams stated that UP serves radio stations in each of 19 cities in which Scripps-Howard newspapers are located, with more than one station served in several of the cities, i.e., in Washington, D. C., UP serves four stations, none of them newspaper-owned.

Pointing out once more that there were only 192 asset value contracts out of some 1,500 negotiated by UP, Mr. Williams declared that in 95% of the towns representing the largest possible radio stations “and it would be glad to serve stations in the other 5%”.

With Chairman Fly again presiding as the afternoon session opened, Mr. Williams observed, in referring to Mr. Judge Thacher, that if UP had listened to newspaper objections rather than following its declared policy, it could have extended service to the 530 radio clients it has today. He commented that although UP may have lost “a paper or two” because of its no objection policy, it has registered a gain each year since 1936 in both its newspaper and radio clientele.

Truman Green Outlines Tampa Situation

Appearing as a Commission witness, Truman Green, advertising manager of WMRC and station owner, was called for testimony regarding the situation.

He declared that the Greenville News-Piedmont, at the time textile broadcasting Co. was trying to secure service for its new station, license for which had not been actualized, granted in his dealing with UP on behalf of the paper the matter of exclusivity of contract was not discussed as such, although he said it was assumed some sort of agreement be afforded the paper through the contemplated agreement for the station.

James D. Poag, counsel for textile broadcasting Co., owning WMRC, Greenville, S. C., also appearing as a Commission witness, narrated that station’s difficulties in securing any wire press service because of alleged opposition of the Greenville News-Piedmont, which also operated the other Greenville station, WFLA. Mr. Poag declared that the Greenville News-Piedmont, with the textile broadcasting Co. was trying to secure service for its new station, license for which had not been actualized actualized, granted that “a complete monopoly on the dissemination of news in that community.”

Noting that the newspapers subscribed to AP and TFS for themselves, as well as UP for themselves and the radio station, Mr. Poag pictured his client’s futile efforts to obtain service from at least one of the four press associations. He charged that while WMRC was attempting to make a connection with one or the other of these services, he also signed a contract with Transradio Press, completely blanketing the outside news field in Greenville.

In each case, he said, WMRC was confronted with the problem of gaining a franchise with the News-Piedmont or WFLA, headed by Senator Roger C. Peace. He stated that Mr. Peace had saved up the news field so tightly that the new station could get no service at all, with Mr. Peace indicating that he wanted to do nothing that would jeopardize the primary venture of maintaining the newspaper property.

Under that situation, although UP service ostensibly was available, because of previous commitment, the rate to WMRC would have been “so prohibitive as to be out of the question.”

Reports Difficulty To the Commission

With WMRC’s only news coverage coming from its broadcast of MBS news programs, he further reported the reaction to the situation to Mr. Poag. When the Peace interests had purchased 49% of the WMRC stock, INS then was made available, the station charging the originally offered rate. WMRC still has this service.

Cross-examined by Judge Thacher, Mr. Poag revealed that INS service actually had been maintained only under contractual arrangement, the station on Oct. 2, nine days after WMRC had started operating. He also stated that subsequent an order in the subscriber’s section the holdings of the Peace interests in WMRC and this stock had been distributed among some 40 local investors.

Responding to a question by Commissioner Connolly, he indicated that the station probably could not afford more than the INS service, and that apparently it would have no difficulty in securing AP service.

Final witness of the session was Joseph V. Connolly, president of King Features Syndicate, of which INS is a subsidiary. Counsel for King Features Syndicate, Mr. A. Brennan, and Clarence J. Shearn, Jr., as Mr. Connolly took the stand, reserved the right to challenge the jurisdiction and findings of the FCC, although he did not oppose the appearance of Mr. Connolly, who originally had been a witness when the proceedings opened in July.

Mr. Connolly declared that INS policy was to provide identical service to both newspaper and radio subscribers, with no separate wires and providing each with the same volume of news. Mr. Connolly identified various series of exhibitions, showing INS radio clients from May, 1935 to 1941, with 159 listed as of July 11, 1941. He also identified a list of 10 so-called “exclusive radio contracts”, which he defined as providing that the service would not be sold to any other station, including new clients with the subscriber in some cases being allowed to drop the service.

FCC Counsel Cohn introduced a group of seven correspondence exhibits pertaining to the Greenville situation. Questioned on these documents, Mr. Connolly outlined INS’ side of the case, which revolved around a July 8, 1940, “asset value” contract with the News-Piedmont and WFLA. He explained that this contract had been superseded by a later agreement of July 10, 1941, which provided for INS newspaper service only, and which indirectly allowed sale of the service to WMRC.

Page 56 • October 13, 1941

FOR CHRISTMAS REMEMBRANCES

No matter how “overdressed” you may be you are never oversold on good will.

A New Bastian item that’s as personal as it is really unusual.

THE LUCKY COIN KNIFE

The New Knife Sensation That Will Carry Your Message with instant appeal to kids and adults alike!

- Popular handy light half-dollar size.
- Two mirror polished, razor sharp blades hinged like a regular coin case.
- Silver finished with your advertising trade mark, or with stock crest and personal initials.
- Furbished with or without matching chain pleasingly low quantity price.

FREE SAMPLE: Executives of rated concerns dispatched below to business letterhead will be sent for personal use, a free sample of this new Bastian item. Fill it in now and mail.

NAME _____ TITLE _____
FIRM ______________________ CITY ____ STATE ____
BASTIAN BROS. CO. 1500 Bastion St., Rochester, N. Y.
COCA COLA MEETS WITH MBS GROUP

TO DISCUSS promotion, publicity and merchandising plans for the new series of musical programs starting Nov. 3 on MBS under sponsorship of Coca Cola Co.—largest contract ever placed on Mutual for one producer—managers of 125 Mutual stations met last week in a two-day session at the Hotel Traymore, Atlantic City, with network officials, executives of the company and the D'Arcy Adv. Agency, which handles the account.

The meeting opened Oct. 9 with addresses by Price Gilbert Jr., Coca Cola's top cop, who headed in charge of advertising; James A. Farley, chairman of the board of the Coca Cola Export Corp.; Alfred J. McCaffrey, chairman of the MBS board; Alfred N. Steele of the D'Arcy agency; Steve Hannegan, who handles publicity for the beverage company, and Fred Weber, MBS general manager, who presided.

Following these talks, 10 Mutual station managers outlined briefly some of the publicity and promotion plans that are being put into effect for the programs, which will feature the nation's leading dance bands six times weekly. Mutual also scheduled two other sessions at the conference, both for the station managers—one devoted to an informal discussion of the Coca Cola program, the other to general network affairs—and closed the meeting with a formal dinner.

WCKY and KSTP Join NIB Membership Roll

TWO 50,000-watt stations—WCKY, Cincinnati, and KSTP, St. Paul—are among new enrollees of National Independent Broadcasters since the special convention of the group in Chicago last month.

A list of new NIB members released by its Washington headquarters, bringing the aggregate enrollment up to approximately 100, included also KMBC, Kansas City; WMC, Memphis; WDAY, Fargo; WPIC, Pittsburgh; KJRB, San Francisco; KWFT, Wichita Falls; WJJD, Chicago; WDGY, Minneapolis; WAIT, WGES and WSBC, Chicago; KXL, Portland; KQIR, Butte; KPRO, Longview; WTCO, Savannah; WELI, New Haven; WPEN, Philadelphia; WEW and WIL, St. Louis; KFOX, Long Beach, Calif.

Arthur Van Horn, newseditor of KFRC, San Francisco, has joined WOH, New York.

Third for Swing

Raymond Gram Swing, MBS news analyst, on Oct. 1 celebrated his third anniversary of sponsored programs on Mutual, New York, noting the station's ability to spot the commercial opening on his 10 p.m. broadcast and interpreting a few of his duties and his role in radio journalism. In addition to his five weekly broadcasts on MBS, Swing also does the weekend specialty programs for the BBC which are shortwaved abroad.

McEldowney Married

MARRIAGE of Lt. James R. McEldowney, of the sales staff of KLZ, Denver, and of Sheldon Peterson, KLZ news man, occurred last week. Lt. McEldowney, on active duty at Lowry Field and on leave of absence from the service, married Miss Priscilla Van Voorhees, of Oklahoma City. Mr. Peterson, KLZ's new Washington man, was formerly with the stenographic department of KLZ.

Blackout Oscillograph

Allan B. Du Mont Labs, Passaic, N. J., announces a new oscillograph which can be used under low light conditions or in total darkness if necessary, which, the announcement states "may be particularly desirable in certain military operations." Called Blackout Panel Type 208, the instrument has its record panel treated with a non-radioactive luminescent paint that retains its maximum luminosity for several minutes after exposure to ordinary light and can be comfortably observed for an hour or more after that, Du Mont explains, adding that the glow is the same color and intensity as that of the cathode-ray screen, which minimizes eye-strain.

WBWN Names Gellard

Samuel H. Gellard, formerly manager of WLTW, Brooklyn, and now one of the partners of WBWN, Brooklyn, has been named assistant general manager and sales manager of WBWN. The WBWN program manager is Norman Warenbud, formerly the station's assistant program manager on foreign language programs, and previously program manager of WLET, one of the stations changing to WBWN. Adrian Kent, formerly manager of WBWN, Brooklyn, another of the merger stations, has joined the WBWN announcing staff.

Pan American Concerts

CONCLUDING the series of 22 weekly Good Neighbor programs devoted to hemisphere solidarity and good will, the NBC Symphony Orchestra under the direction of Dr. Franz Black next Thursday will present a concert of music of the Americas at the Pan-American Union. Broadcast over NBC-Red will be heard from 10:30 to 11 p.m. and will be shortwaved to Latin American over NBC's international stations, WRCB and WWMN. At the time a testimonial will be presented NBC by ambassadors and ministers of the 21 Latin American countries for NBC's effort on behalf of inter-American good will.

Record Making Gift

When Hubert Aldafffer, NBC Chicago studio engineer, suggested to his colleagues at last week's Monday meeting, his colleagues set up portable recording equipment in church to catch their wedding ceremony, later presenting the couple with this articulate certificate.
Or Here's Something Just as Good

A Plaintiff Plea to Abolish Change In Time
By WILLARD D. EGOLF
Commercial Manager, KVNO, Tulsa

TIMEBUYERS want to be lied to. They won't help us go straight. They act as the "fence" for our "hot" spots and sell them to unsuspecting advertisers. The best we can say of them is that they take a spot advertiser's money and deal in "future". They have worse than no assurance of delivery. They have, in fact, every assurance of non-delivery! Aren't they unscrupulous? No! It's the best they can do. They must have something to sell in order to get the appropriation in the budget.

It's not their fault. It's not our fault. Who's fault is it?

It's the fault of Change of Time, the great deceiver, the one thing that makes a radio man ashamed of his business.

Some Choice Spots

Along about July 1, when we've barely recovered from Change of Time in the spring, the first inquiries begin to trickle in from our representatives.

"Sam Glint, of the Bulgy Agency, says that Amalgamated will offer a schedule of 10 one-minute day-time transcriptions on your station, to start effective with Change of Time, if you can furnish good ATC (After Time Change) availabilities. Sam says he must have your ATC availabilities not later than Aug. 15, etc."

Now, there's nothing wrong with Amalgamated's starting effective with Change of Time, except that Amalgamated is skipping radio for the whole month of September and probably spending that money with the newspapers. But we drove them to it several years ago, with the uncertainties of Change of Time. We can't holler now that Amalgamated and two or three hundred others withheld a few million dollars in radio billing each year for the month of September, until we get through clawing the spots off each other, like a pack of jungle leopards. Why shouldn't Amalgamated keep out of that scrum. It's their money they're spending.

But what happens? I'll tell you what should happen. An honest radio operator writes back and explains that it will be impossible to quote ATC times earlier than two weeks prior to Change of Time.

He means that, because "availabilities" include preceding and following programs and no one has any reasonable assurance what they will be—not even the networks.

The representative, however, replies that Sam Glint's hands are tied. He must have availabilities before he can get the appropriation approved. The station will probably lose the business. Too bad!

Here, the station operator may weaken. If he is strong, he thinks of the advertisers who are running with him at that moment and who will continue right through Change of Time. He owes allegiance to those advertisers. Normally they would move one hour later with Change of Time and retain the same relative positions as to preceding and following programs.

They're All Looking

But he knows that nothing is normal about Change of Time. Therefore many of them will be looking for availabilities just like the new advertisers. The regular customers want good positions, too, and deserve them, but again the operator isn't sure where they will be. He tries to explain this to the representative, who replies: "Aw, look, you can pick out 10 one-minute daytime availabilities from your present schedule and hold them for Amalgamated. Sam's gotta have these spots or it's too bad for your station!"

The station operator is weakening. He may inquire timidly: "But does Sam Glint realize that I can't promise to deliver those spots effective with Change of Time?"

The rep replies: "Sam is my sister and we don't talk about that."

The station operator is caught. Some of them go to the trouble of picking out spots themselves. Others say, "If I'm going in for this sort of thing, I'm going in strong. Here's our present schedule. Estimate what Change of Time will do to it and pick out the best spots you can." Pick out the spots that Sam will like, regardless of who's in there now. Make the Amalgamated crowd happy until you can get ATC schedules, then they can cry their eyes out when they see where they really are."

If the advertising manager of Amalgamated heard these conversations, what would he think? What would old Graypate think, the chairman of the board?

Somewhere, somewhere, would call it fraud, taking money under false pretenses.

How to Choose

Misrepresentation or at least a breach of faith is bound to occur if a station operator handles requests for ATC availabilities one at a time. Here's how to reply.

1. Regular advertisers continuing through Change of Time.
2. Advertisers who start prior to Change of Time.
3. Advertisers who file definite contracts beginning with Change of Time, without demanding definite times.
4. Advertisers who promise to issue contracts starting with Change of Time, if satisfactory availabilities are offered.
5. Advertisers who want to start at Change of Time, perhaps within 30 days. (These should be requested to wait until ATC schedules are submitted and approved by all concerned.)

The safest prescription is to abolish Change of Time. Radio is suffering untold agonies in the clutches of this monstrousity. Millions of dollars in revenue are being lost to broadcasters because Change of Time is deteriorating the quality of broadcast advertising. Time salesmen are being made to sell a deteriorated product, one that does not have year-round uniformity. This is the worst crime that an industry can commit against its salesmen. I hope that every sales manager will join me in a plea to the heads of our industry:

"Don't make me sell a deteriorated product! Abolish Change of Time!"

Last May, at the St. Louis NAB-Convention, there was a resounding salvo from the higher-ups: "Roosevelt will proclaim universal Daylight Saving Time!" This spacious umbrella, lifted over our heads then, has collapsed. I am reminded of the men in trouble who
cry out the name of the Saviour. A favorite retort in these parts is: "Call on somebody nearer to you!"

That's what we'd better do. Forget about Universal Daylight Saving Time. It would be only temporary, anyway. Forget about Franklin Delano Roosevelt in our emergency. Call on somebody nearer to us. If you don't think I mean the networks, who's that fellow looking down your throat?

SPONSORS RECORD

NEW SPOT SERIES

SEVEN new and two renewal orders for transcriptions have been received recently by NBC Chicago Radio Recording Division, according to Frank E. Ehlers, manager. New sales orders included a series of quarter-hour discs of Jack Armstrong, for General Mills, Minneapolis, through Knox-Reeves, that city; 400 one-minute spot announcements for William Wrigley Jr. Co., Chicago, through Wrigley & Rubens, that city; 75 new programs for Quaker Oats Co., Chicago (Aunt Jemima), through Sherman K. Ellis, that city, announcements for Shaker Co., Waukon, Ia., through Hal R. Makelim Production, Chicago; 3; four-quarter programs for the Loyal Order of Moose, Mooseheart, Ill., through L. W. Ramsey Co., Chicago; announcements for Piney Co, Fort Wayne, Ind., through Russel M. Seeds Co, Chicago, and for Burma-Vita Co., Minneapolis (Burma Shave), through Hays McFarland, Chicago.

Renewal orders are three quarter-hour Songs of a Dreamer discs for Northwestern Yeast Co., Chicago, through Hays McFarland Co. and a series for Omar Inc., Omaha, through the same agency.

In Iceland for NBC

BJORN BJORNASON, originally an editorial writer on the Minneapolis Tribune, who offered to cover Iceland for NBC prior to American military occupation of the island, has been named the network's correspondent in Reykjavik, capital of Iceland, and will be heard on the NBC-Blue News of the World round-up program. Son of a leading Icelandic family in Minneapolis, Bjornason speaks the language in addition to four others. His brother Val is a news commentator on KSTP, St. Paul.

DEFENSE MAY RESTRICT

Latin American Radio, Walter Bomer Asserts

FEAR of serious economic dislocation resulting in the closing down of many newspapers and radio stations in Latin American countries and consequent weakening of the Hemispheric defense effort, was expressed by Walter L. Bomer, vice-president in charge of export, Bristol-Myers Co., New York, in a speech before the Export Advertising Association, held in New York last Wednesday, if priorities forced the curtailment or cessation of flow of American advertising goods.

He said that on the average 45% of the income of radio stations and newspapers in Latin America comes from United States business. These stations and papers "depend in large part upon the revenue from United States advertisers for their maintenance as business institutions, and since the war, they are more than ever dependent on us," Mr. Bomer stated. "Only from the United States and Canada can they today buy their supplies of printing paper, foundry metal type, broadcasting equipment, replenishment parts and other essential supplies. Practically all other sources of these basic needs of KFWB radio to the west. Here again is illustrated the vital role that United States advertising plays in helping to maintain friendly media. Only through our advertising can they acquire the dollar exchange necessary to pay for the material required to keep their presses rolling, to keep their airwaves open."

GE's FM List

GENERAL ELECTRIC Co., Bridgeport, Conn., on Oct. 15 launches its campaign for FM sets (Broadcasting, Sept. 8), featuring five-minute transcriptions of Hazel Scott & the Golden Gate Quartette, on WBNR WWSW KJH WDRC WGY WHEC WRK and WTAG. Discs are played three to five times weekly and contracts are for 13 weeks. Other stations will be added. Maxon Inc., New York, handles the account.

OUT OF THE WOODS

Yankee-Colonial quick to tell

About Top-

CLAIMING a "first" in presenting the saga of the modern babe in the woods, 6-year-old Pamela Hol- lingworth, Yankee-Colonial net-works last Tuesday morning car- ried from North Conway, N. H., two on-the-spot nationwide network pickups, covering the rescue of the Lowell, Mass., tot after she had been lost for eight days and nights without food in the wilder- ness of Mount Chocorua.

At 8:30 a.m. the Yankee-Colo- nial special event crew at North Conway broadcast a special pro- gram from the scene to all affil- iated stations, followed at 9:30 a.m. by a pickup for MBS featur- ing appearances by the child's par- ents. Fred A. McLaughlin, Yankee-Colonial special events director, conducted the interview with the parents and Pamela's rescuers, Forest Ranger Bill Matson and CCC Leader Larry Ruyama.

WEEI, CBS station in Boston, also claimed a first with the news of the finding of the child. The broadcast was presented over the New England network of CBS from 9 to 9:15 Tuesday morning by Jay Wesley, special events an- nouncer, and Stuart Novins, who aired the news story from lines set up in North Conway, opera- tion center for news services, news- reeis and radio.

In Canada — It's the 'All-Canada' Stations

Lasso the Western Markets with 'All-Canada' Stations

In the Canadian West, every one of the 'All-Canada' stations has a tight hold on listener preference in the locality it serves—the best of all reasons why you should make sure you choose the 'All-Canada' stations to carry your advertis- ing to the rich markets of Western Canada this year. Ask your advertising agency or All-Canada representative.

THE ALL-CANADA 'WESTERN GROUP'

British Columbia
Edmonton ....... CJCA
Vancouver ........ CJAT

Northwest
Edmonton ........ CJCA
Lethbridge ....... CJOC

Central Canada
Winnipeg ......... CJRC
Saskatchewan .... CJAC

Western Canada
Saskatchewan .... CJAC
Prince Albert ..... CKBI
Calgary ............ CFRC
Regina ....... CJRM

Exclusive Representatives

U.S.A.-WEED and COMPANY
CANADA — All-Canada Radio Facilities Limited

October 13, 1941 • Page 59
Cities Report Increasing Use of Radio

One in Four Is Found To Use Broadcasts Regularly

INC creasing use of radio in reporting municipal activities to the local citizenry is revealed in a survey by David D. Rowlands, collector and administrative assistant of Downers Grove, Ill., in the magazine "Public Management."

Mr. Rowlands found that at least one in every four cities of 50,000 population or more has made more or less intensive use of radio in this manner. Among those cities found to be using the medium were Austin, Tex., Chicago, Cleveland, Cincinnati, Dayton, Grand Rapids, Los Angeles, Louisville, New Haven, New York, Oakland, Rochester, San Francisco, Springfield, Mass., Toledo and Utica.

Free and Sponsored

For the most part, Mr. Rowlands found in his survey response from 47 cities, the typical program is a series of talks by leading officials. But recently there has been a tendency to dramatize everyday happenings in city departments. A few cities, like Atlanta, Camden, Charlotte, Columbia, Dallas, Kalamazoo, Norfolk, Portland, Ore., and Racine, Wis., have used radio on special occasions during the year such as for delinquent tax collections, fire department week or in explaining proposed bond issues.

"In one-third of the cities," Mr. Rowlands states, "the city's using the radio was first suggested by the local radio stations. Radio stations invariably grant free or 'sustaining' time to cities. Several radio stations in Cleveland made spot announcements about city activities on commercially sponsored programs at no cost to the city. Only a few cities paid for radio time. Asheville paid $35 for each 15-minute broadcast while Boston paid regular rates for weekly broadcasts in the early evening hours. The 'Know Your City' programs of Asheville and Knoxville were sponsored by commercial concern and no expense whatever to the municipality."

Mr. Rowlands' article goes on to describe how radio has been used in various municipalities, and he winds up with this list of "suggestions based on the experience of cities in the use of radio in reporting to the citizenry over which he states may be helpful to municipal officials who plan to use the medium:

1. The radio programs should be entertaining as well as educational or informative. Radio listeners want their informative programs to be more than just pedestrian harrangues. A municipal radio program must be of high caliber, appeal to the widest group possible, and sustain interest.

2. Certain advantages are to be gained from a series of programs broadcast at regular evening hours over the same station. Various surveys indicate that the best time for getting a potentially large audience is from 8 to 10 p.m.; next best are the two hours immediately preceding the popular broadcast.

3. The municipal radio program should, if possible, be broadcast over the station which has the largest audience.

4. A single municipal official or employee should be assigned the responsibility for developing the program and making the necessary arrangements for its production. That official may be advised and assisted by a planning committee composed of representatives from various departments which are to be covered in the broadcast, a representative of the radio station, and perhaps one or more interested citizens. This group could help the person in charge to decide on the type of broadcast to be used, and assist in the selection of the participants to be selected. Assistance also may be obtained from the radio division of a local educational institution and the staff of local publishers.

5. Speakers or participants in municipal radio programs should be selected on the basis of their qualifications for radio broadcasting rather than on the basis of their positions. It may be desirable, of course, in many instances for city officials to appear on the program because they are well known and because of their knowledge of municipal activities. A good voice and ability to put across the information to the radio audience is just as important as the message that voice is intended to convey.

6. The script to be used should be prepared or edited by trained script writers and should be reviewed by persons trained in radio production and techniques. The content of the program or the series of programs must be sufficiently different from those now heard.

7. Considerable revision is frequently necessary to synchronize the program accurately to the "continuity" of the program, which includes the introductory remarks, the talk, skit, or other program which follows, and the final clearing announcements. In this connection, one of the principal advantages of prepared script is that the programs can be accurately timed and can be improved as a result of rehearsals.

8. Representative of the radio station should be consulted for rehearsal plans, especially if the program is to take the form of a drama or roundtable discussion. Quite frequently the radio station aids in the general preparation and production of the program, because a program without continuity lacks balance and may adversely affect the station's prestige. Some radio stations may be willing to make a record of the rehearsal, which would make it possible to criticize constructively the shortcomings that are evident in the preliminary program.

9. Most programs on the air have developed a style of their own. The same person each week introduces the speaker, explains the setting if a drama is scheduled, or conducts the interview—all of which makes for recognition of the program when it comes on the air. Definite listening habits also can be developed by outlining the programs that will appear in a series.

10. In the talk or the interview type of program special consideration must be given to (1) the selection of the material; (2) outlining and writing the speech; (3) delivery techniques. The subject must be sensible of logical treatment within the time allotted. Human interest stories, case histories, or humorous episodes should be included. A conversational style is desirable, generalization should be avoided, and the use of statistics restricted.

11. The opening paragraph of a talk largely determines whether or not the listener will continue to "tune in". The success attained by Cleveland's programs is attributable, some believe, to the type of story or anecdote which precedes the actual interview.

Other Tips

12. Offers of anything free—contest prizes, safety badges, or pamphlets—get more response or "mail pull" than merely a request that listeners write in suggestions or criticisms.

COCA COLA BOTTLING Co., Atlanta, is sponsoring all Georgia Tech football games through WSH, Atlanta, which has assigned Marcus Bertlett and Ernie Harwell to handle the broadcasts.
Mantle Lamp Discs

MANTLE LAMP Co. of America, Chicago, has placed its weekly quarter-hour transcriptions of Madame Curie's talks on the Farmwagon program, to WLS, Chicago. Chicago (Broadcasting, Sept. 1), for an indefinite period on the following stations: WNIX, KVOO, WFAA, WSM, KBG, WDAY, WBT, KPTO, KFMR, WLDB, EXW; 151, 500, half-hourly half of live talent on WBOI, 500; morning three-weekly half-hour on KMBI; one weekly half-hour at KSTP; early morning three-weekly half-hour on KMBI; one weekly half-hour on WBOI.

Full-O-Pep Spots

QUAKER OATS Co., Chicago (Full-O-Pep poultry feed), on Oct. 4 started the weekly half-hour transcriptions of Man on the Farm program, broadcasts live on WLS, Chicago (Broadcasting, Sept. 1). for an indefinite period on the following stations: WAPI, KOA, WJAX, WIOD, WSB, WBOI, W.nlm, KBER, WBC, WCCO, WDAF, KBOX, KORT, WSLR, WSYR, WTVB, WBBM, WEDU, KVOO, KXDA, WSM, WSM, KGNO, WAPL, WBAI, WTBS, WWSA, WRVA. Agency is Sherwood & Marquette, Chicago.

HIZZONER SAYS

Plenty on KSTP Forum, and So Do the Citizens

CITY GOVERNMENT and local issues are analyzed and discussed by Mayor John J. McDonough of St. Paul and his leaders each Tuesday on talk life in a new sponsored weekly half-hour forum of KSTP, St. Paul.

The series, Mayor McDonough's Forum, sponsored by Nash Coffee Co., Minneapolis, was placed through Erwin, Wasey & Co., Commercial copy is withheld during the course of the discussions on the broadcasts and condensed solely to opening and closing courtesy announcements.

Mayor McDonough and those participating accept no fee for their services, but rather as a matter of public information enlighten Twin City listeners on school affairs, city budget problems, defense industries and civic details.

Randolph Asks CP


IN ADDITION to his Sunday evening quarter-hour news program for General Foods Corp., New York, William L. Shiver, noted OBOI correspondent now in America, is conducting a Thursday evening quarter-hour program of news analysis on CBS.

FCC's Quickie

LATEST FCC move to speed up its operations is installation of Telautograph equipment in its meeting room, connecting with the license division and the minute clerk's office. According to unofficial explanations, just like that used by train dispatchers, is to be used in getting snappy service on license information and other filed facts for the Commission while it is still in business.

WTIC News Expansion

EXPANSION of the news department of WTIC, Hartford, Conn., was announced last week by the station with the appointment of a news editor and an assistant news editor as well as the addition of AF and INS wires to augment the station's present Transradio Press service. N. Thomas Eaton, for seven years with Transradio, is the new news editor; also, from Transradio, becoming his assistant.

Kelly Joins RAC

JAMES E. KELLY of Knox School, Minneapolis, who has handled baseball broadcasts for several years, has been appointed to take charge of the Chicago office of Radio Advertising Corp., station representatives, effective Oct. 15. RAC is exclusive national representative of KBAN, San Francisco; KDWM, Denver; WJTN, Jamestown, N. Y.; WCLE, Cleveland; WHKO, Columbus; WTOP, Toledo; KISQ, Seattle; WMBS, Utica, Pa.

Dr. Zwyorkin Honored

DR. VLADIMIR K. ZWORYKIN, associate director of RCA Laboratories, and inventor of the Iconoscope and Kinescope tubes which made electronic television possible, received the Rumford Award from the American Academy of Arts and Sciences at its annual meeting last Wednesday in Boston. The award is presented every two years for any important discovery or useful improvement in the fields of light or heat, made in any part of America.

Guests at Opening

CINCINNATI society figures interested in the arts were guests at a tea given by Mr. and Mrs. L. B. Wilson, owners of WCKY, at the Hotel Gibson in honor of the opening of the new Ohiobean Hayes series. The guests were invited to the opening series program and then were interviewed on their reactions to the show by Rex Davis, WCKY announcer.

Marion Kyle

MARION KYLE, 44, head of the Boston Observer agency bearing his name, died in San Francisco Oct. 7 from injuries received in an auto accident. Mr. Kyle for more than a year was an NBC San Francisco account executive, following which he was associated with Lard & Thomas before establishing his own agency three years ago. He was a member of the Lafayette committee during the first World War, receiving the Croix-de-Guerre from the French government.

Dr. Pepper Audition

DR. PEPPER Co., Dallas (beverages), has auditioned a new half-hour variety program for possible network sponsorship. Featuring Dick Foran and Martha Mears, vocalists, with the Texas Rangers, a transcribed version of the proposed show was produced by Hollywood executives of Benton & Bowles, agency servicing the account. The show was accepted to companies for official consideration.

Philip Morris Change

UNA MERKEL will star in a weekly skit, Nancy Bacon Reporting, which Nov. 4 becomes part of the Johnnie Presents show, sponsored by Philip Morris, Tuesdays, 8-8:30 p.m. on NBC-Red. The skit, relating about the adventures of a newspaper woman, replaces the dramatics of well-known short stories, now part of the show. The Biow Co., New York, handles the account.

It's as easy as this!

At New York's Grand Central Terminal just toss your bag to a porter and say "Hotel Roosevelt"... He'll escort you through our private passageway, direct to the Roosevelt lobby... Time-saving convenience and complete comfort... Satisfying meals... Attractive rooms with tub and shower, from $4.50.

HOTEL Roosevelt
BERNARD A. HINE, Managing Director

MADISON AVENUE AT 45th ST., NEW YORK
ASCAP
(Continued from page 9)

posall of the 2\% deduction, with the reservation (1) that it be limited to a month-to-month or 30-day basis only for the balance of Fort Industry's network affiliation contracts and (2) complete acceptance by all network affiliates. On the latter score, Mr. Storer said he felt it would be manifestly unfair for a single disenter or group of holdouts to enjoy immunity from this payment when the majority of loyal affiliates are willing to pay.

Mr. Storer had advised NBC he felt definitely that a meeting of individual network affiliates should be called at once, together with the representatives from each network and ASCAP, to express their respective positions. He pointed out that IRNA had endorsed the proposed network-ASCAP contract "without taking a referendum among its own members" and that therefore he regarded the affiliate-network meeting, including both members and non-members of IRNA, as necessary even at this late date.

He said also it seemed to him that this is a matter to be settled by all network affiliates assembled together "to prevent the application of pressure upon individual affiliates by networks".

G. Richard Shafto, general manager of WIS, Columbia, S. C., on Oct. 8 advised William S. Hedges, NBC vice-president, that his sta-

BRINGING HOME THE FISH are these members of the staff of WAAT, Jersey City. The combined catch amounted to 200 pounds and was taken in the Atlantic off Brielle, N. J., from the launch of Harold Paynton, rod and real editor of the Jersey Observer. In front of the haul (I to r) are Henry Dabrowski, transmitter engineer; Leser Giroux, transmitter engineer; Frank V. Brenner, technical director; Jay Stone, musical director, and Eugene Sywik, recording engineer. In the party, but not shown, was Anthony Castellani, chief engineer.

tion could not execute the refund agreement for several reasons. He said that while he found no disagreement in principle with NBC's request, he felt the unsatisfactory state of the local station license forms would make it "untimely and unwise" to aid in the return of ASCAP music to network programs".

Viewed As Premature
Enumerating his objections, Mr. Shafto said the decision of the networks to take ASCAP licenses on a blanket basis has apparently resulted in a local station per-program contract that is not be desired. Only through further negotiations with ASCAP by parties primarily interested in per-program licensing can the terms of the per-program agreement be made equitable, he commented.

Premature return of ASCAP music to the network will work to the disadvantage of stations endeavoring in good faith to negotiate a reasonable per-program contract", Mr. Shafto held. In the absence of a generally acceptable per-program license agreement, the premature return of ASCAP music is "unfair to the non-network advertiser".

Calling the per-program license agreement "impractical and inequitable", Mr. Shafto said that no manner of use of ASCAP music could possibly be obtained to the advantage of the broadcast user under the per-program contract in comparison with the blanket contract.

He observed he was inclined to the use of ASCAP music with a blanket, sustaining fee and a per-program commercial license. He said he was communicating with ASCAP regarding other phases of the operation not contemplated in any form of the existing license agreement, such as the feeding of local programs to WOLS, Florence, S. C., a WIS bonus station.

"As soon as we can negotiate a per-program license fee from the unincorporate and onerous requirements of the existing draft, we shall be pleased to reimburse NBC for ASCAP license fees to the extent which you have requested", Mr. Shafto concluded.

Lafount Protests Disc Ambiguities

Says ASCAP Pact Must Be Clarified to Suit NIB

NATIONAL Independent Broadcasters is opposing acceptance of the network ASCAP contracts until they have been clarified, according to NIB President Harold A. Lafount, who stated the license agreements as they now stand are ambiguous in many respects.

As a single example of the need for amplification, he cited the subject of clearance at the source for transmissions, which is not mentioned in the various station license forms but is covered by a letter from John G. Paine, ASCAP general manager, to Neville Miller, stating:

ASCAP will not decline upon request of any manufacturer of transmissions, or any advertising agency on whose behalf the transmissions are made, to issue its license covering public performance of specified commercially sponsored programs by all stations enumerated by the license upon "a clearance at the source" basis, under a formula providing that payment be made at the rate of 2 1/2% of the amount paid by the time, or 2% where only secondary use is made.

Many Inquiries

Mr. Lafount said he had received numerous inquiries from broadcasters pointing out that since the networks are asking their affiliates to rebate their share of the ASCAP network fees it may be expected that the transcription companies will do the same asking if stations which have taken blanket commercial licenses from ASCAP will be asked to pay 8% of their income from those cleared-at-the-source transcriptions in addition to the 2\% blanket fee, making a total payment of 10\% for the business.

The result would be to make the cost of accepting such business prohibitve for the stations, Mr. Lau-
fount declared.

If such a double charge is not intended, Mr. Clipp insists that the contracts shall clearly specify that the clearance-at-the-source principle will be applied only to stations which have not taken out ASCAP blanket commercial license, Mr. Lafount stated. This is only one of a dozen or more such ambiguities, he added.

BMI last week pointed out the requirement of the Government consent decrees accepted by both BMI and ASCAP that clearance-at-the-source be offered for transcriptions and that BMI has already established such provisions, applicable to all such discs recorded since Sept. 1, 1941.

Both NBC and CBS last week reported that favorable responses from stations were coming in satisfactory, although the number received to date was not specified.

CHANGES IN STAFF

EFFECTED BY WFIL

ROGER W. CLIPP, vice-president and general manager of WFIL, Philadelphia, has signed a contract extending his term as general manager of the station, Edward C. Obrist comes in on Oct. 20 to become assistant program director, succeeding James Allan. Mr. Obrist is now with Ralph H. Jones Co., Cincinnati, and previously held the station with WSYR, Syracuse, for two years and seven years with WBEN, Buffalo, as producer and writer. He joined the agency in 1937.

To broaden the activities of the WFIL press department, Mr. Allan has been promoted to the position of director of public relations. In addition to publicity, he will handle special events and public service features. He had served as program director of WFIL for the last two years, coming from a similar post in WIP, Philadelphia.

William B. Caskey, now director of sales promotion, will step into the newly-created position of assistant program director of the station. In addition to his executive duties in his new job, he will continue to supervise sales promotion. Prior to joining WFIL, Mr. Caskey was an executive with N. W. Ayer & Sons.

The re-alignment, according to Mr. Clipp, is in anticipation of increased activities of the station, especially in public service features and special events.
ASCAP Appeals Decision of Court
Asks Reversal of Ruling to Retain BMI as Plaintiff

ASCAP has filed an appeal with the Appellate Division of the New York Supreme Court from the ruling of Supreme Court Justice Aaron Steuer denying ASCAP's motion to have BMI eliminated as a plaintiff in the Marks-BMI suit against ASCAP to determine whether the publisher or the composer of a musical number holds the performing rights [BROADCASTING, Sept. 29].

ASCAP has also asked that it not be required to file an answer to the suit until its appeal has been heard and decided, a move which evoked charges of stalling from BMI executives, who claim that ASCAP, fearing the results of the suit on the morale of its membership, is attempting to prevent it from coming to trial until contracts with NBC and CBS have gone into effect.

BMI has added five new stations to its list of subscribers: WWPG, Lake Worth, Fla.; WGDM, Stockton, Cal.; KFBA, Helena; KRIC, Beaumont, Texas, bringing its total to 722 stations, 66 of which have joined BMI since negotiations between ASCAP and the networks got under way, BMI reports.

Songwriters Suit Active

Further action is indicated momentarily in the suit for $1,217,500 damages filed last April in New York Supreme Court by 14 songwriters against the NAB, NBC, CBS and BMI, the plaintiffs to seek examinations under oath of all executives involved before the trial. The two networks, Sydney Kaye, BMI executive vice-president, and other officers and directors of the companies have already been served, and last week papers were being served on other of the defendants, notably BMI.

The group of songwriters, including 13 ASCAP members and one nonmember, charged in the suit that the defendants conspired unlawfully to acquire control of the songwriting business at the time of the ASCAP-BMI disagreement, forcing NBC and CBS affiliated stations to buy BMI stock and play BMI music, and issuing "false and misleading statements" about ASCAP. Three months later, Daru & Winter, counsel for the group, filed a brief with the Senate Interstate Commerce Committee requesting "an investigation of the so-called radio music war and all related matters."

FOOTBALL GAME COOPERATION

Stations and Schools Make Tieup With Army in Paying
Tributes to Alumni in Service

RADIO BRANCH, Public Relations Bureau of the War Department, is contacting sponsors of football broadcasts, radio stations and schools throughout the country suggesting a tribute to alumni who have entered the Army since graduation.

Edward M. Kirby, chief of the radio branch, has written over 100 schools throughout the country urging that one football game on the school's schedule be dedicated to the soldier-alumni and that appropriate ceremonies be held at half-time which would be broadcast directly from the field. Seven schools and nine stations have already set games while 24 schools have promised to participate, although the particular game has yet been decided upon.

T. F. Stone, who is the War Department contact on arrangements, expects many more schools will participate before the season is over. Elmer Layden, commissioner of the National Football League, has sent copies of Mr. Kirby's letter to the owners of the 10 professional teams in that league as well as to the presidents of the American Football Assn. and the Dixie League.

The games and stations already set are:

General Mills Cereal

GENERAL MILLS, Minneapolis, is marketing a new ready-to-eat cereal, Cherrie-D ata. Through the agency, Blackett-Sample-Hummert, Chicago, tests have been made with quarter-hour transcribed children's daytime serial, Treasure Island in a few selected markets. Although results have not been revealed, it is understood further radio will be used.

Radio Executive Club Opens New York Season

HOLDING its first luncheon of the 1941-42 season, some 85 members of the Radio Executive Club of New York met Oct. 8 and voted annual dues of $3 for all New Yorkers while out of town stations wishing associate memberships will pay $1.50.

Johnny Hymes, Lord & Thomas, president of the club, announced luncheons would be held every Wednesday throughout the year at Stouffer's Restaurant, 46th & Fifth. Guest speakers from all branches of business will appear. Visiting station executives were John Runyon, KRLD; Ben Ludy, WIBV; Ken McAllister and Alex MacDonald, WGY; Harold Cassill, WGNY; Mrs. S. B. Berk, WAKR.

Concerts for Sale

NBC-BLUE is offering advertisers a package deal for the NBC Symphony concerts at $500,000 for the 24-week period starting Nov. 4 when Leopold Stokowski becomes guest conductor. That price is fixed minimum, and the deal is not subject to any discounts to advertisers sponsoring other NBC-Blue programs. It is also exclusive of the cost of the announcer and commentator. The concerts started Oct. 7 with Samuel Chotzinoff as commentator, and will be heard throughout the season Tuesdays, 9:30-10:30 p.m. on about 100 Blue stations.

FIRST FM CLUB in Pennsylvania was organized by W47P, affiliated with WWSW, Pittsburgh. Listeners are admitted if they inform the station of the time and content of an FM program. The reverse side of this two-color membership card, drawn by Cy Hungerford of the Pittsburgh Post-Gazette, contains signatures and membership data.
ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

OCTOBER 4 TO OCTOBER 10 INCLUSIVE

DECISIONS

OCTOBER 4

MISCELLANEOUS-NEW, WBRY, Waterbury, Conn., granted motion amend application to increase 10 kw to 100 kw. New, WJHD, Providence, R.I., granted motion amend application to increase 10 kw to 100 kw. WILKES-BAUGH, Muncie, Ind., granted motion amend application to increase 10 kw to 100 kw. WLIB, New York, granted continuance Oct 6 hearing for 60 days. WPIL, Houston, granted petition for rehearing hearing at date of Oct. 8.

OCTOBER 7

WNAX, Yakima, Wash., granted-converted transfer of license to estate of Henry P. Dines; discontinued hearing as to date of Oct. 8.

WJBO, Hammond, Ind.—Granted converted voluntary assignment license to Paleontological Broadcasting Corp.

WFKA, Manchester, N.H.—Granted converted transfer of license to estate of Adeline B. Riles.

WNJO, Wilming. N.C.—Granted motion to increase 3 kw to 1 kw.

WKNX, Davenport, Iowa.—Granted motion from hearing docket; continued hearing.

WJNO, Elkins, W. Va.—Amend new station 1450 kc 250 w.

WTMC, DESMOINES, Iowa.—Amend-converted hearing, Oct. 15.

KGUL, Safford, Ariz., license renewal (Nov. 14).

WJNO Transfer

CARRYING out the terms of the will of Jay J. O'Brien, New York sportsman and broker, who owned 66 2/3% of WJNO, West Palm Beach, Fla., his widow, Laura O'Brien, has applied to the FCC to transfer the WJNO holdings from the O'Brien estate to her two sons, the steppsons of Mr. O'Brien. Attorney George A. Knapp, with whom Louis Marshall Hemenway, employe of Standard Brands Co., and John Hylan Hemenway, who is connected with Ritter & Co., Wall Street firm, deal is a transfer involving no money. Mr. O'Brien died in April, 1940. The remaining 33 1/3% of WJNO is held by John R. Beacham, West Palm Beach attorney.

PRAISE FOR LEAR

General Gets Orchard From

KTBS, Shreveport

LIEUT. GEN. BEN LEAR, commander of the Red Army (Second) which protected Shreveport during the recent maneuvers, was awarded the 257th orchid presented by the weekly Orchida to You program, heard over KTBS. Gen. Lear was cited in the script as being a leader whose personal attributes of courtesy, zealfulness, and high morals were exemplified in his men.

Both KTBS and KWKH were in the thick of things as their city was threatened by the attacking Third or Blue Army led by Lt. Gen. Walter Krueger. Soldiers moved in, slept in the studios, patrolled the foyers, fired anti-aircraft guns from the roof, and dis- carded their rifles to battle Third Army attackers with their fists as the latter attempted to capture the stations by entering through a fire escape.

Although the attackers entered the city and the battle raged furiously around the KTBS and KWKH studios, there were never captured. A company led by Capt. Barney Oldfield of KELD, El Dorado, Ark. fame (BROADCASTING, Sept. 22) sailed into the Radio Station and broadcast uninteruptedly during the battle.

To Fete Gen. Mauborgne

VETERAN WIRELESS Operators Assoc. and the American Signal Corps Assoc. will serve as co-sponsors of a testimonial dinner to Maj. Gen. Joseph O. Mauborgne, who retired Sept. 30 as chief signal officer of the Armory. Dinner will be held Oct. 25 at the Officers Club on Governor's Island, New York.

JEAN PATRICK, woman commentator who during the New York World's Fair conducted interview programs from the Fair studios of WWRL, New York, has been awarded the "de Merite Lebanese"—a diploma award and silver medall from the president and secretary of state of the State of Lebanon, Asia.

WIP'S FM Slogan

FIRST COMMERCIAL FM contract in Philadelphia was signed Oct. 4 by Benedict Gimbel Jr., president of WIP, for FM station WP49PH, and the Harry M. Dittman Adv. Agency, Philadelphia, for Adkins Ortho stores of Phila- delphia, Chester, Pa., Allentown, Pa., Wilmington, Del., and Trenton, N. J., in a $50,000 construction contract for the FM transmitter and antenna to build the Gimbel Bldg., housing the station, and expects to start operation around the first of the year.

WILLIAM L. KLEIN, owner of United Broadcasting Co., WIP's FM transcription and production firm, has applied for a station in Savannah, Ga., and Park, Ill., suburb of Chicago. Request for the 250-watt fulltime operation on 1490 kc.

Statement of The Ownership, Management, Circulation, etc. Re- quired by the Acts of Cong- ress of August 24, 1912, and Oct. 31, 1925.

OBF OF BROADCASTING Combined With BROAD- CAST ADVERTISING, published weekly at Washington, D.C., October 6, 1944.

Be fore, a notary public in and for the District of Columbia, known to Norman R. Goldman, who has been duly sworn, testifies and says that he is the business manager of BRAD ADVERTISING, and that the following is, to the best of his knowledge and belief, the statement of the ownership, management (and all other pertinent facts) required by the Act of August 24, 1912, as amended by the Act of March 3, 1925:

1. That the names and addresses of the publishers and managing editor, and business manager are:

Publisher — MARTIN COBBL, Washington, D.C.

Editor — SOL TARNOFF, Washington, D.C.

Managing Editor — J. FRANK BEATTY, Washington, D.C.

Business Manager—NORMAN R. GOLDMAN, Washington, D.C.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also the names and addresses of all officers and all other stockholders owning a one-twentieth (1/20) or more of the total amount of stock. If not owned by a corporation, the name and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.)


3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages or other securities are: None.

4. That no person to whom any of the foregoing paragraphs refer has any control or ownership of any stock in the company or corporation, either directly or indirectly.

SIGNED:

NORMAN R. GODMAN.

Sworn to and subscribed before me this 2nd day of October, 1944.

(SEAL)

NATHAN SHINO

Notary Public.

(My commission expires November 1, 1943.)
Opening of KPRO
Slated for Oct. 24

Riverside Station Is Delayed
By Defense Priorities

DIFFICULTY in obtaining equipment due to national defense priorities has postponed until Oct. 24 the starting date of the new KPRO, Riverside, Cal., originally scheduled to go on the air last Friday, according to W. L. Gleeson, general manager and chief owner in the new enterprise.

KPRO was authorized by the FCC last May with issuance of a construction permit to the Broadcasting Corp. of America for a 1,000-watt fulltime outlet on 1440 kc. Principals in addition to Mr. Gleeson, who is owner of the Progressive Optical Co. and associated with the Miller Adv. Agency, Oakland, as well as 54% stockholder in KPRO, are E. W. Laine, with the same optical firm, and H. H. Tolan Jr., secretary to his father, Congressman Tolan, 29%; John B. Smith, attorney, 2%; Loyd C. Davis, attorney 2%; Phil Davies, 26%.

Equipment Ordered

Transmitter and input equipment for KPRO have been purchased from the Collins Mfg. Co. and microphones, turntables and recording equipment from RCA Mfg. Co. Antenna is a 366-foot Truscon self supporting tower located 1 1/4 miles north of downtown Riverside.

Gleeson, who will be commercial manager, announced Harry D. Black, sportswriter of the Riverside Press and Enterprise and formerly a publicity man, has been named assistant commercial manager. Other recent staff appointments include Howard Ray, formerly of KTSM, KOB, and WJAY and national radio manager; Billie J. Johnson, former secretary of the Riverside, formerly of KUSM, Riverside. Hap Holcomb, 1940 graduate of the U of California, news and sports announcer; Robert McGaughey, formerly of KYCA, KOY and KPPO, announcer-techni-

Showmanship
That Wins
Intermountain Audiences

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Levine to Manage Artists for NBC

All Deals Off, Says Trammell
In Making Appointments

STATING that “current negotiations for the sale of NBC’s talent divisions have ceased,” Niles Trammell, NBC vice-president and general manager, made an announced appointment of Marks Levine as managing director of NBC’s Concert Division and O. O. Bottorff and D. L. Cornetet as president and vice-president respectively of Civic Concert Service, Inc., a wholly owned subsidiary of NBC.

Daniel S. Tuthill, who for some months has been negotiating with NBC for the acquisition of the talent divisions, with the deal supposedly near culmination, will continue as an executive in the network’s program and talent sales department, the announcement stated.

Praised by Trammell

Mr. Levine has been associated with the Concert Division for more than 12 years in various key positions, and in a letter to the artists under NBC’s management Mr. Trammell stated that much of the success of NBC in the artist management field was directly attributable to Mr. Levine’s untiring efforts. Among the many names active in the concert field handled by NBC are, Kirsten Flagstad, Gladys Swarthout, Fritz Kreisler, Sergei Rachmaninoff, John Charles Thomas, Ezio Pinza, Giovanni Martinelli, José Novotna and Efrem Zimbalist.

Civic Concert Service, sponsoring Civic Music Assns. in several hundred leading cities throughout the country, has brought to those cities prominent stars such as those listed above and also the major American symphony orchestras under Koussevitzky, Rodzinski, Ormandy, Goossens and other leading maestros as well as the general managers of the Civic Music plan 21 years ago, Mr. Bottorff subsequently became vice-president and general manager, a position he held until his new appointment as president of the service. Before joining this organization he had been director of audience promotion for the Chicago Opera Co.

In their new capacities Levine and Bottorff are taking over positions formerly filled by George Engles, who recently resigned as NBC vice-president, managing director of the NBC Concert Service and president of Civic Concert Service [BROADCASTING, Sept. 15], reportedly to set up his own talent bureau, although he has made no announcement of future plans as yet.

Mr. Cornetet has been with Civic Concert Service for 10 years, most recently as general manager in charge of the western division, with headquarters in Chicago. He will continue to operate from Chicago as vice-president.

Mr. Hurok, independent booking agent for many top ranking artists, will continue his affiliation with NBC’s Concert Division, through which his artists are booked for appearances outside of New York, it was stated.

Radio Gives Time; Army Buys Space
Newspaper, Magazine Fund; Navy Lauds Space Test

THE ARMY, through the recruiting service of the Adjutant General’s office, is placing a campaign amounting to between $100,000 to $300,000 in newspapers and magazines, currently urging enlistment in the Air Forces and flying cadets. It is similar to one placed last year by the same office through N. W. Ayer & Co., Philadelphia.

Simultaneously, spot announcements, transmissions and live programs are being handled by some 700 radio stations at the request of the Army. Time on the stations is given free of charge in the interest of national defense.

Navy Statement

The Navy Department, which had placed a newspaper test campaign a few months ago in Indiana, Iowa, and Missouri, last week announced that enlistments in the test area increased almost fourfold as a result of the campaign. The new campaign, reminiscent of a newspaper advertising came in a letter from Capt. F. E. Whiting, director of Navy Recruiting to William Th. Thomson, director, Bureau of Advertising of American Newspapers Assn.

The letter failed to state that virtually every station in those States had contributed free airtime to sponsored contests and live programs in the interest of Navy recruiting. Nor did it mention billboards or the fact that many theatres in the area carried pictures directly or indirectly urging enlistment.

Capt. Whiting’s letter was in response to one from Mr. Thomson who reported that the newspaper campaign had brought in the way of additional enlistments. A compilation of the figures released in the letter shows that in May the total for the new enlistments in those States was 371. In September the total was 1,048. The first ad was run the week commencing July 7 and the last in the last week of August. The newspaper campaign, placed through BBDO, is now running in 16 States in the last two months in Michigan and Wisconsin, to be added shortly.

More on Marlin List

MARLIN FIREARMS Co., New Haven (razor blades), has recently added to its extensive schedule the following stations carrying one-minute announcements 2-21 times each week: WGBF, WJZX, KJEN, WENV, WZEE, WAPN and WTAG. In addition company has been conducting one-and-one-week testing of announcements two to six times weekly on WAAT, WIP, KALE, WSW, KJBS and WLY. Craven & Hedrick, New York, handles the account.

Navy Buys Space

New York Watch for Mac-Ark’s Clouds

“The Blue Network” presidential spot, announcers for the first time in its 17-year-old history, has announced that four spot commercials, including three borrowed from the Mac-Ark agency, will be broadcast during the presidential address on Sept. 15.

A. T. Stillman, who has been director of the Blue Network since its inception, stated that the spots are to be broadcast during the address to the Congress of Industrial Organizations.

New Yeast Series

IRONIZED YEAST Co., Atlanta, on Oct. 13 starts sponsorship of “The Helping Hand” on four CBS stations (WBWB WABC WJR WMJ) Monday through Friday, 3:15-3:30 p.m. Featuring John J. Anthony, conductor of the Good Will Broader Sunday, 10-11 p.m. on 52 NBC Blue stations for the same sponsor who continues in that capacity, the new show will present dramatizations of true-life problems. Dan Hancock will be the announcer, Ruth Borden, the writer and Elsie Thompson, organizer, will play the incidental music. On Oct. 27 the program will shift to 3-3:15 p.m. Ruthrauff & Ryan, New York, handles the account.

Mutual Theatre in N. Y.

OPENING of “Mutual Theatre” for the first broadcast of the new Coca-Cola broadcast on Nov. 3 [BROADCASTING, Sept. 28] was assured last Wednesday when CBS signed a long-term lease on the former Maxine Elliot Theatre, 109 West 39th St., New York. “Mutual Theatre” seats 963 and will be re-decorated. A study estimated costs of $500,000. Broadcasters of all types will originate there, though MBS stated that Coca-Cola holds preferred position. All the six-a-week Coca-Cola shows during the first four weeks of their run will come from the new theatre, and it is estimated that 60% of the entire series will originate there.

Naval Reserve Discs

PUBLIC Relations Office of the First Naval District has released to New England radio stations the first of its series of Marine Reserve programs on the duties of the Inshore Patrol and Class M-2, the newest branch of the Navy. The first program features interviews with officers of the service with a musical background of Lou Bonick and his orchestra, a girl trio and other entertainers. Following programs will follow the same format, bringing other officers to the microphone as well as outstanding names of New England.

NBC RELAXES RULE

FOR TIME SERIES

TO COOPERATE with Time Inc. and Young & Rubicam in making the March of Time, which returned to the air last week as a half-hour Thursday evening Blue Network program, as effective as possible, NBC has relaxed its rules against dramatizations of war scenes and impersonations of world figures.

Series will also on occasion utilize recordings of speeches and of songs and music necessary for authentic radio presentation of current events, although recordings are usually forbidden from the networks except as sound effects.

Everything possible to make these new March of Time broadcasts realistic and impressive will be done, according to NBC, where it was explained that when the sponsor is a public company with full realization of its responsibility to the public it is entitled to special consideration in instances where application of the customary network rules would adversely affect the program. Each such radio presentation will be considered as it arises on its own merits, it was stated, with decisions being made as necessary from week to week.

Stere-Kleen to Expand

STERE-KLEEN Co., Jersey City, N. J., recently started participated in 21 Club, Monday through Saturday, 9-11 p.m. on WORL, Boston. Company last week finished test participation on Yankee Network News Tuesday and Thursday 7-7:15 a.m. Extension to other markets is contemplated in the near future. Redfield-Johnstone, New York, handles the account.

“Quick, Tony, Round Up the Quartette—I’ve Got the Manager of WOOF in the Chair!”

Drawn for Broadcasting by Sid Hix
"YES...we listen to WLW

... every last one of us," say the Harvey Hoewischers, whose farm is located near Sidney, Ohio.

DAD SAYS:
"I've listened to WLW for a good many years, and if there's ever been a loyal booster of the Nation's Station, I'm one of 'em. Even tho' I am quite an active member in the Belgian Breeders Association, much of my work centers about the farm. And so, I'm naturally interested in all the new methods of farming. WLW makes it possible for me to get these new ideas, gives me the market and weather reports. Why... I don't think I've missed that Weather Observer, Jim Fidler once... since he's been on the air."

MOTHER SAYS:
"Well, I'm quite a stay-at-home. I enjoy sewing and listening to the radio. And when I say Radio... I mean WLW for I hardly ever listen to any other station. I have lots of favorite programs. One that I like especially well, 'Boys Town.' I never miss it. I know that there must be thousands of Mothers like myself who are mighty grateful to WLW for their fine programs."

SON SAYS:
"I graduated from Ohio State last year, majoring in Agriculture. I thought when I left school that I'd really have the 'jump' on Dad when it came to new farming methods. But... WLW had the jump on me. I soon found out that Dad was 'right on his toes'... when it came to employing time-saving-devices on the farm. Since then, I've got an 'earful' of sound farming ideas by listening to 'Everybody's Farm Hour.'"

DAUGHTER-IN-LAW SAYS:
"I'm being quite frank when I tell you that I wasn't accustomed to getting up at the crack of dawn when I came to live on the farm. But now... I really look forward to Hal O'Halloran and 'Top Of The Mornin' on WLW. I'm sure that in a few short weeks I'll be as WLW-minded as the rest of the family because we listen every day."

YES—PROGRAMS WITH A DISTINCTIVE SECTIONAL FLAVOR PLUS CLEAR CHANNEL FACILITIES MAKES WLW A FRIEND TO FARMERS IN THE MIDWEST!
The RCA Type 1-K consists basically of the Type 250-K Transmitter plus a matching amplifier unit. This arrangement permits efficient, convenient operation at 1,000 Watts, 500 Watts, 500/1,000 Watts, or 250/500 Watts... Stations already equipped with the 250-K need to add only the amplifier unit (RCA Type MI-7185). Extremely low operating costs, too, help to make the 1-K your logical choice. Thanks to its RCA-engineered Class B Modulation, it draws only 4800 Watts from your power-line, while operating at average program-level with 1,000 Watt carrier. Write for complete data and literature, yours on request.

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