Better than we thought

One sponsor has been on WOR for 15 years; another for 14 years. Six have profitably used WOR for 13 years—two for 7 years—one for 12 years—one for 11 years, and nine for 5 years. The only reason why WOR is here to report these facts is the same reason why these people are still with the station: WOR sells a lot of things fast—at low cost—to more people—more often.

WOR . . . THAT POWER-FULL STATION
In Over 70 Midwest Cities

People Listen to WLS REGULARLY

Most people in radio and advertising know that WLS has a tremendous farm audience ... that it's probably the nation's dominant station in that field. Ask any big advertiser or agency man with an agricultural account. But don't overlook this, either: There are 70 cities with over 10,000 population in the WLS Primary Area—and WLS has a tremendous audience in these cities, too!

Last year WLS received a letter from one of every 3.4 families in these 70 cities—definite evidence of "action" listening in these city markets, too. There was a letter from one of every four families in Metropolitan Chicago, half the families in Bloomington and Danville, Illinois; Michigan City, Indiana, and Janesville, Wisconsin, and two out of three families in Niles, Michigan. Other cities, large and small, in the WLS Major Coverage Area responded in like manner.

People in the cities do listen to WLS and respond. They have confidence in WLS, the kind of confidence, too, that extends to any product associated with the WLS name.
CUT THE CLOTH
New England
TO FIT THE PATTERN...

The Colonial Network,
with 19 stations in key locations is
tailored to measure" for coverage and
"perfect fit" in the New England market.

Because each of these stations is an
integral part of the buying area where
it is located, loyal listenership is a local,
long-established custom.

This is the type of thorough, effective
acceptance that has delivered consistent
results over a period of years for scores
of national advertisers. That's why they
renew their contracts with The Colonial
Network year after year.

Right now is a good time to reserve
time for intensive, inexpensive promo-
tion on the network and in the market
of proven sales responsiveness... and
right at the bottom of this advertisement
is the information you need to get action.

Investigate before you make any
radio investment for fall and winter in
New England.

The Colonial Network
21 BROOKLINE AVENUE - BOSTON
EDWARD PETRY & CO., INC., National Sales Representative
Humpty Dumpty sat on the wall...

... BUT DIDN'T FALL.

In fact, eggs this year are higher than ever—over twice the 1940 price level. All dairy products are up. So are beef cattle. And hogs and sheep.

Nebraska farmers have money. Plenty. And they're spending it!

Reach them quickly, economically, through their station—KFAB.

KFAB sells farm and small town market, because it knows how!
CONVOY YOUR SALES

with

WFIL Charted Merchandising

MULTIPLY THE STRIKING EFFECTIVENESS OF YOUR SALES CAMPAIGN

It pays to buy WFIL—the only Philadelphia station offering merchandising cooperation tailor-made to meet individual sales problems. CHARTED MERCHANDISING! Unsolicited letters of commendation from agencies and advertisers conclusively demonstrate its "plus value." WFIL CHARTED MERCHANDISING has received national recognition winning both Billboard's and Canada Dry's "Information Please" top awards.

You can sell more effectively in Philadelphia when you use WFIL CHARTED MERCHANDISING plan. This year 52.5% more advertisers are using WFIL facilities as compared to a year ago. Join this growing army of new advertisers who have learned that WFIL's CHARTED MERCHANDISING plan is definitely helping them to do a more concrete Philadelphia market sales job.

NATIONAL REPRESENTATIVE—EDWARD PETRY & CO., INC.

NBC BLUE—KEY STATION QUAKER NETWORK
WHAT DO YOU KNOW ABOUT OKLAHOMA CITY?

If you have never stopped to look up the facts about Oklahoma City, listen to this: Oklahoma City alone accounts for nearly one tenth of Oklahoma’s total population—does nearly one fifth the State’s entire retail business—does nearly HALF its entire wholesale business. And remember—in effective buying income, Oklahoma City ranks ahead of Birmingham, Miami, and Nashville!

But Oklahoma City is only one dot on the KOMA coverage map. KOMA, near the center of the State, has primary in 40 of Oklahoma’s 77 counties—and this includes a lot of the very best agricultural and industrial counties in the State.

Best of all, KOMA is a merchandising station that actually does capitalize on the full potentialities of its territory. We’ve got some interesting case histories that will convince you better than ten thousand words. If Oklahoma is anything less than one of your best markets, let us show you what KOMA can do. “Ask your Agency to ask the Colonel”.

KOMA

5000 WATTS • C.B.S.

OKLAHOMA CITY

FREE & PETERS, INC.

Pioneer Radio Station

Representatives

Since May, 1932

EXCLUSIVE REPRESENTATIVES:

CHICAGO: 180 N. Michigan

NEW YORK: 347 Park Ave.

DETROIT: New Center Bldg.

SAN FRANCISCO: 123 Sutter

LOS ANGELES: 650 S. Grand

ATLANTA: 323 Palmer Bldg.

FREE & PETERS, INC.

Pioneer Radio Station

Representatives

Since May, 1932
Relief From FCC Up to Courts, Congress

Banning of All Option Time a Mystery; House Group Plans January Probe

AN ALL-OUT battle is under way against the FCC chain-monopoly regulations, now reduced to a ban on time options which threatens to cripple NBC and CBS while providing succor for MBS, with both the courts and Congress to be enlisted in the offensive.

While a Nov. 15 effective date faces the networks and all affiliated stations on the time option ban, industry spokesmen optimistically predict a stay, either on the FCC's own motion, through injunctive relief by the courts, or through Congressional intercession. Dislocations that would result to the industry, it was pointed out, are of such far-reaching magnitude that it is felt the Administration would not be disposed to risk such eventualities in these tense times.

Forced Through By Fly

Forced through the Commission under the spur of Chairman James Lawrence Fly by a 4-to-2 vote Oct. 11, the new rules in effect make every station a free agent, since no network may exclusively option time on any given outlet. Stations, however, can have "first call" on the time of a given network but the network would not enjoy the same privilege.

Indefinite postponement of the forced sale of the Blue, which resulted from the furor precipitated by the requirements of the original rules, developed, it is understood, with the consent of the White House. But the banning of all option time found no explanation in any quarter, other than statements by Chairman Fly that it would eliminate the tendency toward monopoly and result in public good.

Close on the heels of the announcements of William S. Paley, CBS president, and Niles Trammell, NBC head, that their networks would appeal from the FCC rulings on jurisdictional grounds, the House Interstate Commerce Committee last Wednesday at a special meeting decided definitely to begin hearings in January on the Sanders Bill (HR 5497) to reorganize the FCC and clearly delineate the limitation of its functions [Broadcasting, Oct. 13].

Simultaneously, Senator Wallace H. White Jr. (R-Me.), co-author of the existing radio act, took steps to have the Senate Interstate Commerce Committee reconsider his

COMPLETE text of FCC supplemental order on chain broadcasting, dissenting report and related statements will be found beginning on page 49.

Fly's Promise to the Senate

To Stay Net Rules if Appealed

IRRESPERSTIVE of what the courts or Congress may do to forestall the Nov. 15 effective date of the FCC's new rules and regulations applicable to chain broadcasting, attention is focused upon commitments made by FCC Chairman James Lawrence Fly to the Senate Interstate Commerce Committee last June during hearings on the White Resolution.

On several occasions during his examination, Mr. Fly said the Commission would be disposed to stay the operations of the proposed regulations pending adjudication of the Commission's power.

His statements to the committee become timely now that the die is cast, and the networks have announced their intention of filing suit (though Chairman Fly said he would be "surprised" if litigation were initiated).

Rely on Fly's Promise

Niles Trammell, NBC president, announced Oct. 12 that NBC in good faith and as expeditiously as possible, is ready to appeal the far-reaching questions raised by the regulations. He added:

"We rely upon Chairman Fly's statement that he will stay the operations of these regulations, pending the final outcome of the court proceedings."

The transcript of June 2 reveals that at one point Senator Clark (D-Idaho) asked Chairman Fly:

"If the broadcasting chains that feel themselves aggrieved by your regulations should decide to go into court and test out the question of jurisdiction, or whatever other question might be permissible, I take it from your statement that as long as the court proceeding was underdetermined you would not press the matter, even though an injunction or something of the kind might not be obtained from the court. In other words, you would not undertake to force the doing of something that could not reasonably be done within that limit in the interest of the industry. Do I make myself clear?"

To which Chairman Fly responded:

"Yes; I think you are clear. Now, as to the application of these rules to any station or to any (Continued on page 58)

York, where the networks are headquartered. To be brought in equity, the cases presumably will seek injunctive relief and a 'stay' of the regulations, pending their final adjudication.

Fly-Paley Battle

Bitter exchanges between Chairman Fly and CBS President Paley ensued immediately following release of the amended regulations Saturday, Oct. 11. NAB President Neville Miller also sharply denounced the regulations, with the industry generally (save for MBS) lining up solidly behind the minority opinion of Commissioners T. A. Craven and Norman C. Case. (For texts of majority and minority reports plus statements, see page 49.)

MBS officials made no formal statement apropos the regulations, though the network was represented as being "highly pleased". Broadcasters were pleased with the Commission's decision to issue broadcast licenses for two years instead of one, and with the indefinite postponement of the sale of NBC's Blue network. Utter confusion, however, prevailed over the banning of exclusive time options.

The view most generally expressed was that the large stations in each network would be in a position to pick the choice network programs, with other outlets forced to divide the leavings. While stations would be free agents, and theoretically could decide to work on a "first call" basis with a given network, few broadcasters thought the top stations in each market would be disposed to operate on that basis.

Rough On Sustainers

Deterioration of outstanding programs was also predicted, on the ground that no network would be disposed to spend money on other than revenue-producing features. Moreover, network spokesmen said the national public service feature, so important in the emergency, may be all but blocked out as a network undertaking because networks will not be in a position to option or clear time for nationwide presentations. Commercial time disposed of to other networks or for national or local spot could not be cleared easily or with-
out protest over independent stations which had no responsibility to a given network, it was said.

Moreover, on the sponsor side, industry spokesmen predicted that the time option ban would be reflected in an upsurge of national spot and transcription business. They pointed out that the inevitable confusion stemming from changes in network competition would make desirable spot placements, where stations could be picked in particular markets without regard to network affiliations, and without the expense of line charges, loops and connections would not be entailed.

Hearings Planned

As Chairman Fly and the network-heads engaged in angry exchanges, steps were taken on Capitol Hill looking toward revision of the Communications Act of 1934. Chairman Lea (D-Cal.), of the House Interstate Commerce Committee, called his committee together last Wednesday, Oct. 15. An agreement was reached to hold hearings on the Sanders Bill, as well as any other legislation which might be introduced, looking toward rewriting of the Communications Act. The hearings were scheduled to begin between Jan. 15 and Feb. 1, it was said, and probably will run three or four weeks, with the committee sitting for a year.

Chairman Lea stated that ample time would be given the FCC and the industry to prepare for the proceedings, and a date probably would be set before them in December. There was no opposition to the proposal that hearings be held, with the preponderant committee sentiment in favor of revision of the Communications Act. The Act now is nearly 15 years old. It was pointed out that terms of the original Radio Act, which became law in 1927, were carried into the Communications Act of 1934. During that span, radio has made swift progress and it is felt the law is not abreast of the art.

Whether the committee will seek to have the FCC stay the effect of any of the regulations, pending its inquiry, was not indicated, though there was some discussion of such a move. Moreover, there was a possibility the Senate committee might step in, particularly since it has pending before it both the White Resolution to stop the Commission in its tracks until there is a reappraisal of the law, and the White Bill (S-1806) to reorganize the FCC, setting up two separate autonomous divisions of three men each—one to handle broadcasting and related services, and the other common carriers. The chairman would be the executive officer.

The Sanders Bill is similar, in its organization provisions, to the White measure. Whereas the White Bill would clearly define the limitations of the FCC's jurisdiction, provisions were made in the Sanders Bill to give the FCC control over business aspects of broadcasting stations, the Sanders measure propounds a series of questions dealing with this subject, on which testimony would be sought to shape future legislative policy.

**White To Act**

Senator White, immediately following release of the Commission's regulations, sought to confer with Chairman Wheeler on reopening of hearings or reconsideration by the committee of his resolution. Last Tuesday, however, Senator White was called back to his home in Auburn, Me., to attend the funeral of a friend and was gone the balance of the week. It is expected he will take up the matter with Senator Wheeler early this week.

A consistent critic of the FCC because of its purported unauthorized forays into fields purposely closed to it, Senator White has repeatedly questioned the Commission's power to issue the regulations. He declared he would ask Chairman Wheeler to reconvene the committee as soon as possible, either to act on his resolution or on his bill to reorganize the FCC. In his resolution, he asked that the FCC regulations be stayed until such time as Congress investigated the whole subject of its jurisdiction, contending that the rules "constitute an attempt upon the part of the Commission to exercise a supervisory control of the programs or the business management of the policy to be employed by radio broadcasting stations".

The FCC majority sugar-coated its Saturday afternoon announcement of the modified rules with the statement that they were designed to achieve "a greater measure of stability throughout the broadcasting industry". Chairman Fly announced the Commission "will always stand ready, upon any appropriate showing, to review the rules in the light of actual operations".

The Craven-Case minority, however, reiterated previous objections to the original report, when issued last May, holding that they exceeded the Commission's power and that the public interest would be hurt rather than helped.

A talk in the majority's report of "non-exclusive options" was branded as "deceitful". There can be no such thing as a non-exclusive option, it was argued.

On Friday, the day preceding release of the modified regulations, rumor was rampant that Chairman Fly had conferred with the President on them. He did not have a date at the White House, however, and it was thought he probably had discussed the matter with the President by telephone.

It is understood, also, that at the Commission meeting on Saturday, at which the rules were adopted, considerable discussion was precipitated over "indefinite postponement" of the rule requiring NBC to dispose of the Blue. Chairman Fly, it is understood, insisted upon use of the phrase "indefinitely postponed", over the opposition of Commissioner Walker.

**SARNOFF SEES FDR But Talk Centered About Radio and Defense**

That NBC will appeal to the courts for a review of the legality of the FCC chain-monopoly regulations was reiterated by David Sarnoff, president of RCA and chairman of the board of NBC, following a luncheon conference last Tuesday with President Roosevelt.

Mr. Sarnoff said he did not discuss with the President the matter of the new regulations but that he responded to an invitation to review the use and development of radio for defense purposes. A colonel in the Signal Corps Reserve, Mr. Sarnoff spent an hour and a-half with the Chief Executive, and he indicated the application of radio to Army and Navy activities was the primary topic, with civilian defense radio also embraced in the conversation.

Apropos the FCC's chain regulations, Mr. Sarnoff said that the statement of Niles Trammell, NBC president (see page 51), represents the position of NBC. "We will appeal to the courts for a review of these regulations", he said.

The bulk of the 16-page report of the majority dealt with the controversial time option rule. This proved the only point in real controversy, with Sarnoff declaring his view that the negotiations between Chairman Fly and the network executives, which followed the June hearings on the White Resolution. The majority was willing to go along in justifying its position, striking at the hold of NBC and CBS over affiliate operations.

The Minority

Following release by the Craven-Case minority of its report expressing fear that the nation's radio system was so seriously impaired at a time when efficient service is most needed", Chairman Fly issued a second press release. In this he reiterated that the controversial objective of the amendments was to achieve greater stability. He talked about the benefits accruing from the two-year license period and the suspension of the rule requiring NBC to dispose of the Blue.

After Mr. Paley had launched his attack upon the rules and had charged that Chairman Fly had been "willing to make great concessions to those announced to the major networks, if they agreed not to contest the Commission's jurisdiction, Chairman Fly issued a third statement, asserting that the regulations contained "generous modifications not even discussed with Mr. Paley", and charged that CBS had consistently refused to submit to any form of regulation.

This brought another rejoinder from Mr. Paley that "Columbia's reputation is in its own keeping, not in Mr. Fly's", and that he did not believe "demagogic charges that we defy lawful and proper regulation will fool a public that has known us all these years".

Chairman Fly followed up his attack on networks at a press conference last Monday, Oct. 13. He said he would "be surprised if anybody goes to court" on the regulations, reiterating his view that the rules should be given "an actual trial through operation".

That 'Pressure' Crack

He said that most reaction has been "quite favorable" and that "a considerable degree of optimism" had been expressed by responsible persons in the industry and the Government. "We have got the basis of stable operations here, particularly in view of the open door policy", he asserted.

Asked about Senator White's comment that he would request hearings on his bill or reconsideration of his resolution, Chairman Fly said it was his impression that "that is all over". He said the matter had been completely discussed at all over the table, and now it's time to get down to brass tacks and see how it will work, not in terms of extreme (Continued on page 57)
ASCAP Modifies Provisions on Logging

Quick Return of Music Is Seen; Nets Ready

See Regional Meeting on Page 14

APPROVAL in toto of modifications in the station-per-program contract worked out in Chicago earlier in the week by ASCAP officials with officials of the newly-formed Independent Broadcasters Inc. was announced last night in Chicago by the ASCAP board of directors. These were said to clear up all objections raised to logging and reporting provisions, among others, made in the contracts.

At a meeting Friday at ASCAP headquarters in New York, Ed Craney, KGIR, Butte, a member of the IBI copyright committee, William J. Scripps, WWJ, Detroit, acting secretary of IBI, and Walter J. Damm, WTMJ, Milwaukee, perfected a letter covering the changes. They met with G. Paine, ASCAP general manager, and E. Claude Mills, chairman of the administrative committee.

A letter covering the changes previously was sent all stations Friday night (Oct. 17) by the committee, along with a covering letter from ASCAP. It was made clear that the changes were in the nature of interpretations, to be appended to the contracts. Mr. Craney procured approval of E. C. Pulliam, WIRE, Indianapolis, IBI acting chairman, and Hoyt C. Wooten, WREC, Memphis, copyright committee member.

It was explained to stations that this completed the committee's work on this phase of the problem and that it therefore would be unnecessary to call another IBI meeting for ratification.

Quick Action Seen

With the acquiescence of ASCAP to the wishes of the broadcasters who have rebelled most strenuously against ratification of the network ASCAP licenses, predictions were made that these contracts will be signed within the next few days and that ASCAP music will be back on NBC and CBS “before the end of the week.”

Officials of both NBC and CBS reported Friday that approximately 75% of their affiliates already had agreed to rebate to the networks 2% of their revenue from commercial network programs, to enable the chains to restore ABC music. It was deemed likely that granting of their demands for modifications in station contracts would lead most of the stations to give their approval to the network contracts, since what is held to be a feasible “pay-as-you-play” method now has been agreed.

With this favorable prospect, the ASCAP board again gave blanket permission to all networks and stations to use the Society's music as desired in connection with the broadcasts of football games during the weekend, the fourth successive week such permission has been granted. At a special meeting earlier in the week the board heard the plea of Saul Borsnstein, general manager of Irving Berlin Inc., for reconsideration of its veto of the release of the score of the Disney picture “Dumbo.” (Broadcasting, Oct. 15), but permitted its rejection to stand unaltered.

Meanwhile, Southern Music Co., which recently secured the score of the RKO picture “Playmates” and made it available for use by all broadcasters whether ASCAP licensees or not, repeated the process with another RKO picture, “Four Jacks & A Jill.” In each case the publishing house, which is an ASCAP member, secured the consent of the writers, as required under the consent decree, and notified ASCAP that it would be issuing licenses without charge all broadcasters without ASCAP licenses.

Film Rebellion

The agreement on per program contract changes was reached tentatively at a conference last Wednesday in Chicago, attended by members of the IBI copyright committee and the ASCAP officials [see page 14]. It is said to comply with virtually every suggestion advanced from the floor of the IBI meeting on Tuesday as conditions precedent to full acceptance of the much-revised ASCAP proposal for return of its music to the air.

It was freely admitted prior to the final conversations with the ASCAP executives that unless some agreement was consummated by Oct. 20 ASCAP would face a serious reorganization. Several of the more important publisher members, notably those owned by motion picture producers, were said to have decided to get performance of production numbers on the air with or without ASCAP because of the exploitation value reflected in their box-office receipts.

Tacit agreement on the changes was reached at the conference at the Drake Hotel Oct. 15, attended by Messrs. Mills and Paine for ASCAP and by Messrs. Craney, Eugene Pulliam, WIRE, Indianapolis, temporary chairman of IBI; Hoyt C. Wooten, WREC, Memphis, and Stanley Hubbard, KSTP, St. Paul, members of the IBI copyright committee. Others present were John Shepard 3d, president of Yankee-Colonial Networks, and Walter J. Damm, WTMJ, Milwaukee.

The memorandum on modifications reminded that time "is of the essence" and that the IBI committee would do everything possible to expedite earliest consideration of the revised proposals by independent stations.

Aside from the changes accepted in the station contracts, it was agreed the IBI committee, repre- sentatives of the transcription companies would meet as soon as possible to work out a clearance-at-the-source formula for transcription of the IBI page for the date the meeting has been set.

Contract Changes

Modifications in the station contract, approved in substance, were as follows:

(1) Warranty covering foreign repertoire—It was understood that upon application from a broadcasting station for ASCAP licenses" for the station in question, ASCAP will clear or refuse to clear a definite composition or list of compositions for a particular program or programs. If cleared, ASCAP's warranty fully applies for the particular cleared use only. ASCAP will endeavor as expeditiously as possible to adjust the entire foreign copyright situation with the various ASCAP members and ASCAP will endeavor to secure a definite warranty covering the entire repertoire of the British Performing Rights Society.

(2) Music logs under per-program licenses—To comply with objections made by the broadcasters to the burden imposed on stations incident to fulfilling requirements for musical logs as to both sustaining and commercial programs, it is agreed that Clause 5 of the "program contract" for the "commercial license" be interpreted so that the rigid requirements calling for minute description of each number performed at each station shall be eliminated, the requirement that FCC logs be supplied to ASCAP is eliminated.

As to reporting all library transcriptions, manufacturers will furnish ASCAP complete detailed lists of numbers recorded, showing the serial number of the transcription and a complete list of the numbers recorded. As to such transcriptions, stations may report simply the serial number of the record, name of the manufacturer and number of the cut which was played. As to transcriptions not so reported, within ten days after the ASCAP, the station will be obliged to furnish full details of titles, names of composers, authors, etc.

As to ordinary commercial phonograph records, if listed to stations on a non-commercial ratings, it will be sufficient for the station to report manufacturer's name or brand, serial number and side of record. However, if ASCAP has not listed the record on its usual service reports, the station is required to list the full details shown on the label.

Sustaining Programs

Detailed reports on compositions played on sustaining programs will not be required if the station has either a blanket sustaining license or no sustaining license. In the latter instance, however, if an ASCAP composition is discovered to have been sustaining, ASCAP will require the broadcaster to secure a definite warranty covering the entire repertoire of the British Performing Rights Society.

(3) Use of music at football games—Special consideration must be given to work out a plan for temporary regional networks set up for football broadcasts. As to the use of music used on commercial programs, or if only a "per-program" sustaining license it reports only on music used on sustaining programs.

BROADCASTING • Broadcast Advertising

October 20, 1941 • Page 9

WET ASSIGNMENT greeted Sieg Smith (left), special events announcer of WIS, Columbia, S. C., as he covered Army maneuvers. Aided by a private who held camouflage branches and radio equipment, Smith described destruction of a pontoon bridge.

(Continued on page 63)
Agreement Is Reached In AFV's Walkout

Sustainers Upset By Pittsburgh Discord

At 7:30 p.m. Friday, the Broadcasting was going to press, it was announced in New York that an agreement was reached by AFM and NBC, Pittsburgh, curtailing the supply of music available to these stations from their networks—CBS and NBC-Blue, respectively—produced one of the most mixed-up situations in radio history, with union and network executives issuing completely contradictory statements.

Focussing on the only point on which AFM and network spokesmen agreed last Friday was that negotiations had been resumed Thursday in Pittsburgh between the station and the AFM local in that city and that every effort was being made to effect an early settlement. Situation was complicated by the absence of H. J. Brennan, chief of the Pittsburgh stations, who was confined to his bed in Chicago after a gall bladder attack suffered Tuesday, his physician refusing to allow him to return to Pittsburgh. G. S. Waser, general manager of WJAS-KVQ, and R. M. Thompson, commercial manager, were handling the negotiations for the stations.

Substitute Sustainers

While negotiations in Pittsburgh continued, AFM also continued its protest by sending its 130 staff musicians to WEAF and WJZ, NBC New York key stations, from all sustaining program work last Thursday. Network officials reported program work continuing as usual and stated they had lined up substitute programs, both from New York and from the NBC affiliates throughout the country, which would be more than ample to fill vacancies in the network schedules created by the withdrawal of the New York musicians.

In pulling their men from New York, AFM had by Friday evening cut off all musical network sustainers on CBS and NBC Red and Blue networks originating from New York, Chicago, and Hollywood, and for NBC only from San Francisco. These are the network key contracts from which network programs originate, but before a complete blackout of sustaining music on these networks can be secured Mr. Petrillo will have to remove his restrictions on the studios of every NBC and CBS affiliate in the country, it was stated.

As Broadcasting went to press individual negotiations to determine what the next move would be. All AFM officials were reported to be "out of the office" and could not be reached, but it was believed unlikely that union officials would try to nullify the application of pressure on WJAS and KVQ until a settlement is reached. It was expected Mr. Petrillo would not hesitate to rally his men against commercial programs if he should consider that further step necessary to achieve a victory in Pittsburgh.

Various Versions

Confusion over details extended even to the cause of the dispute. According to one account, WJAS had agreed to employ a staff orchestra for 44 weeks and maintains that it has fulfilled that contract, while the union maintains the band has exceeded only a few original contracts and the starting date of the contract.

Another version is that the orchestra worked 15 weeks before the contract was signed and that the union is now asking for an increased number of men, while the stations insist that such request is proper until 44 weeks after the date of the contract.

First station affected was WABC, CBS key station in New York, whose staff orchestra walked out at 4 p.m. Wednesday, necessitating a substitution for the Columbia Concert Orchestra broadcast scheduled to air on CBS in Chicago, as well as WBBM, Chicago, and KNX, Hollywood, are other CBS stations which lost their staff orchestra for sustaining programs at midnite Wednesday, when the musicians at all stations in Chicago, Hollywood and San Francisco were also pulled. Strangely enough, however, staff musicians at WEAF and WJZ, New York, were not called out, but Friday night they were still supplying music for the Red and Blue stations throughout the country, including KVQ.

When this was pointed out to AFM, Mr. Petrillo in New York, it was learned that the men had been called out and if they were still at NBC they were not working, and finally if they were playing it was for local programs. Mr. Petrillo said network sustaining musical programs were going to the Pittsburgh station. "We are checking Pittsburgh and those stations are receiving no network music except on commercial programs," he declared. This statement was emphatically denied by executives at both CBS and NBC, who said that radio programs from various affiliated stations where the house orchestras were still on duty were being fed to their networks and so to WJAS and KVQ, although they could not state positively that these stations were broadcasting those programs.

Why NBC's men in New York were still working and why the men in other cities had been ordered not to play for Red network programs as well as for those on the Blue were unanswered questions at the weekend. But these were merely technical questions as both stations which began as soon as the union started to withdraw its men. In Chicago, the staff orchestra at WBBM, CBS outlet, was called out, but returned the following evening to broadcast a half-hour program at 11 p.m., going out officially at midnite. Conductor of the WBBM orchestra is Caesar Petrillo, brother of James C. Petrillo, national president of AFM and also head of the union's Chicago local.

AFRA Extends Practice Code, Drawing NBC, CBS Protest

AMERICAN Federation of Radio Artists on Oct. 15 put into effect changes in its code for commercial network programs, extending its provisions to cover originations from five new cities in addition to the original four and establishing a minimum fee for cut-in announcements, evoking immediate letters of protest from CBS and NBC.

No protest was reached from MBS nor from any advertising agency. In a letter to executive secretary of AFRA, who expressed surprise that the networks, which themselves produce only a few commercial programs and those only from the four major cities covered in the original code, should protest a situation which the advertising agencies who produce the programs involved have accepted without comment.

Affects Three Stations

Code originally applied to network commercials originating in New York, Chicago, Hollywood and San Francisco. Since last Tuesday it has included such programs coming from Cincinnati, Cleveland, Detroit, St. Louis and Washington, D. C., setting minimum fees for those cities at 20% below the minimums set for the major origination points. Since this differential scale has already been put into effect at all stations in cities where AFRA has contracts, the extension actually affects network programs from only three stations. Mrs. Holt explained—WCKY, CBS outlet in Cincinnati; WJZ, CBS outlet in Detroit, and WOL, CBS outlet in Washington. All other network affiliates in the five cities are operating under individual AFRA contracts, she said, so that in extending the code AFRA is merely taking a short cut to effect uniformity for network commercials nationally.

For cut-in announcements made locally on network commercial broadcasts, the union has established a minimum fee of $6, to apply to stations which have AFRA contracts, setting a higher minimum fee.

Network protests were sent to AFRA following a meeting of the radio committee of the American Asn. of Advertising Agencies Oct. 10 to discuss the code alterations, of which AFRA had notified all producers of network commercials, and which began as soon as the union started to withdraw its men. In Chicago, the staff orchestra at WBBM, CBS outlet, was called out, but returned the following evening to broadcast a half-hour program at 11 p.m., going out officially at midnite. Conductor of the WBBM orchestra is Caesar Petrillo, brother of James C. Petrillo, national president of AFM and also head of the union's Chicago local.

Played in Washington

One explanation advanced for the failure of AFM to call out the 130 staff musicians at WEAF and WJZ, NBC stations in New York, is that this action would have necessitated canceling the final broadcast of NBC's Good Neighbors series Thursday evening.

Final program originated from the Corning power plant in Corning, before an audience which included diplomatic representatives of the 21 American republics (Continued on page 67)
"Don't ask me where I got the dope, Chief, but there's no question about it... WKY is miles out in front in Oklahoma City! Not only that, Chief... it's actually right up at or near the top in rating among NBC-Red stations in 31 leading U.S. markets.

"Take afternoons from 3 to 5, for instance: WKY has the highest rating of the whole 31! During other periods of the day it's 2nd, 3rd, 4th, 5th... never lower than 7th among those 31 stations!

"The other Oklahoma City stations? Oh, them? They don't even come close to WKY at any time of day!

"That sort of puts WKY out in front, doesn't it Chief? No wonder they say 'It's WKY 3 to 1 in Oklahoma City.' I guess you know where to put your business now, don't you Chief?"
Superpower, Clear Channels Slated for Early FCC Probe

REAPPRAISAL of the clear-channel policy, embracing possible abolition of some powers for selected group of Class I-A stations, largely as a national defense measure, is expected to be the subject of a hearing soon to be called by the FCC.

A technical study on relocation of clear channel stations, prepared by the FCC engineering department, was discussed at the FCC meeting. It had been passed over for further consideration—possibly this week. It is understood to cover the pros and cons of retaining clear channels, or of breaking them down, in the light of improvement of broadcast service throughout the country.

Maximum Service

One phrase of the report is understood to discuss at length the virtues of a new allocation structure which would embrace some 25 stations powered to over 500,000 watts or more, strategically located to provide maximum service. By and large, the report concludes there would have to be a full-scale realignment of clear channels to set up such a structure, without regard to economic considerations but based solely on geography. Clear channels on the East and West Coasts would be eliminated entirely, since presumably maximum coverage could not be supplied with superpower at present locations.

Because of the controversy over clear channels and superpower, it is expected the whole issue must be set for hearing. There are now pending a half-dozen applications for the application of WSXO, experimental superpower transmitter of WLW, seeking changes in the transmitter to increase maximum operating power from 500,000 watts to 750,000 watts. The station operates with 500,000 watts during the early morning hours. WLW also has pending an application for increase in regular broadcast power to 750,000 watts.

On the other side of this picture are a batch of applications seeking a breakdown of East-West Coast clear channels, which forcibly placed before the FCC the whole question of redeployment of power. Breakdown of the 850 kc channel through granting of fulltime to WHDH, Boston, over the protest of station operators, was a step on the wave, is regarded as the first step in the direction of a change of policy.

There now is pending, also, the application of KGIR, Butte, Mont., to superpower for a Class I-A station on 660 kc, the clear channel occupied by WEFB, New York, NBC-Red key. Mr. Crane}

They seeks a Class I-A assignment on the channel without an antenna and proposes to reduce the status of WEFB to a I-B or II station. He seeks amendment of the existing regulations.

Wheeler Resolution

Another complicating factor is the so-called Wheeler Resolution, adopted in 1936, expressing as the sense of the Senate that power in excess of 50,000 watts should not be granted any standard broadcast station. The Commission, it is believed, would be loath to authorize power in excess of that output until there is a new expression from the Senate. It is felt the fact that a Senate hearing has been presented to Senate before any alteration of existing policy.

The clear-channel study, with emphasis on geographical location rather than the ability of the particular marketplace to support superpower stations, was ordered several months ago by the Commission at the instigation of Chairman F. D. Fee. While it has been discussed at several recent Commission meetings, the voluminous report of the engineering department, presented by Chief Engineer E. K. Jeteck, is expected to be submitted for official scrutiny until the meeting last Tuesday.

TELETEYPE INQUIRY ORDERED BY FCC

FCC last week, on its own motion, ordered an investigation into the legality of AT&T's interstate and intrastate line teletypewriter service. Hearings will be held in Washington.

The investigation is the outgrowth of a complaint filed last January with the Commission by Transradio Press [BROADCASTING, Jan. 20], charging that AT&T rates for this service are unreasonably high; that the ratio between the charges for 60-word messages and 40-word service is unreasonably high and that the ratio between the charges for duplex and simplex (w-way) and simplex (w-way) is unreasonably high. The complaint also pointed out that the present rates were set in 1916 and there has been no reduction since then, resulting from a change in the method of computing mileage.

AT&T in February denied [BROADCASTING, Feb. 24] Transradio's charges and asked the FCC to dismiss the complaint. No action has been taken. Transradio charges until last week when the investigation was announced.

INVISIBLE FLASHLIGHT was used to shoot this photo during a blackout. Warde Adams, assistant chief engineer of the FCC, returned to his desk last Tuesday after six months in the air. While it has been discussed at several recent Commission meetings, the voluminous report of the engineering department, presented by Chief Engineer E. K. Jeteck, is expected to be submitted for official scrutiny until the meeting last Tuesday.

GROSS ENDS STUDY OF BRITISH RADIO

GERALD C. GROSS, assistant chief engineer of the FCC, returned to his desk last Tuesday after six months in the air. While it has been discussed at several recent Commission meetings, the voluminous report of the engineering department, presented by Chief Engineer E. K. Jeteck, is expected to be submitted for official scrutiny until the meeting last Tuesday.

BROADCASTING, Oct. 9, 1941

FCC last week, on its own motion, ordered an investigation into the legality of AT&T's interstate and intrastate line teletypewriter service. Hearings will be held in Washington.

The investigation is the outgrowth of a complaint filed last January with the Commission by Transradio Press [BROADCASTING, Jan. 20], charging that AT&T rates for this service are unreasonably high; that the ratio between the charges for 60-word messages and 40-word service is unreasonably high and that the ratio between the charges for duplex and simplex (w-way) and simplex (w-way) is unreasonably high. The complaint also pointed out that the present rates were set in 1916 and there has been no reduction since then, resulting from a change in the method of computing mileage.

AT&T in February denied [BROADCASTING, Feb. 24] Transradio's charges and asked the FCC to dismiss the complaint. No action has been taken. Transradio charges until last week when the investigation was announced.

INVISIBLE FLASHLIGHT was used to shoot this photo during a blackout. Warde Adams, assistant chief engineer of the FCC, returned to his desk last Tuesday after six months in the air. While it has been discussed at several recent Commission meetings, the voluminous report of the engineering department, presented by Chief Engineer E. K. Jeteck, is expected to be submitted for official scrutiny until the meeting last Tuesday.

GROSS ENDS STUDY OF BRITISH RADIO

GERALD C. GROSS, assistant chief engineer of the FCC, returned to his desk last Tuesday after six months in the air. While it has been discussed at several recent Commission meetings, the voluminous report of the engineering department, presented by Chief Engineer E. K. Jeteck, is expected to be submitted for official scrutiny until the meeting last Tuesday.

BROADCASTING, Oct. 9, 1941

FCC last week, on its own motion, ordered an investigation into the legality of AT&T's interstate and intrastate line teletypewriter service. Hearings will be held in Washington.

The investigation is the outgrowth of a complaint filed last January with the Commission by Transradio Press [BROADCASTING, Jan. 20], charging that AT&T rates for this service are unreasonably high; that the ratio between the charges for 60-word messages and 40-word service is unreasonably high and that the ratio between the charges for duplex and simplex (w-way) and simplex (w-way) is unreasonably high. The complaint also pointed out that the present rates were set in 1916 and there has been no reduction since then, resulting from a change in the method of computing mileage.

AT&T in February denied [BROADCASTING, Feb. 24] Transradio's charges and asked the FCC to dismiss the complaint. No action has been taken. Transradio charges until last week when the investigation was announced.

INVISIBLE FLASHLIGHT was used to shoot this photo during a blackout. Warde Adams, assistant chief engineer of the FCC, returned to his desk last Tuesday after six months in the air. While it has been discussed at several recent Commission meetings, the voluminous report of the engineering department, presented by Chief Engineer E. K. Jeteck, is expected to be submitted for official scrutiny until the meeting last Tuesday.

GROSS ENDS STUDY OF BRITISH RADIO

GERALD C. GROSS, assistant chief engineer of the FCC, returned to his desk last Tuesday after six months in the air. While it has been discussed at several recent Commission meetings, the voluminous report of the engineering department, presented by Chief Engineer E. K. Jeteck, is expected to be submitted for official scrutiny until the meeting last Tuesday.

BROADCASTING, Oct. 9, 1941

FCC last week, on its own motion, ordered an investigation into the legality of AT&T's interstate and intrastate line teletypewriter service. Hearings will be held in Washington.

The investigation is the outgrowth of a complaint filed last January with the Commission by Transradio Press [BROADCASTING, Jan. 20], charging that AT&T rates for this service are unreasonably high; that the ratio between the charges for 60-word messages and 40-word service is unreasonably high and that the ratio between the charges for duplex and simplex (w-way) and simplex (w-way) is unreasonably high. The complaint also pointed out that the present rates were set in 1916 and there has been no reduction since then, resulting from a change in the method of computing mileage.

AT&T in February denied [BROADCASTING, Feb. 24] Transradio's charges and asked the FCC to dismiss the complaint. No action has been taken. Transradio charges until last week when the investigation was announced.
“Science says I Cheated!”

...but Nancy Booth Craig, WJZ’s famed “Woman of Tomorrow” finds a way to put 45 minutes into a half-hour...more or less!

1. "Would-be sponsors snorted when I explained that we couldn’t pack more than a bare 30 minutes into our half-hour! There must be a way, they insisted: Call in the Scientists! You see, they wanted to participate in The Woman of Tomorrow's 9 to 9:30 morning program on WJZ...and we had all the sponsors we could really talk about in 30 minutes! Besides, The Woman of Tomorrow is a very short half-hour (our listeners tell us)...one of the shortest on the air! We've been sold out for some time!

2. "Thousands and thousands of women had been writing in for months about the products I mentioned, these indignant late-comer buyers reminded me. They wanted to get their products in. Edgewise, even! They were very flattering. They said I had a Golden Touch that had skyrocketed sales for over 40 sponsors, in the world's richest market. They said females simply stormed the stores, after hearing The Woman of Tomorrow! Do something, they added...or ELSE!

3. "So Science to the rescue...but Science failed. And then—I worked it out all by myself! Like this: We've added another quarter-hour! From 12 noon to 12:15, Monday through Friday, in fact! Maybe that's not exactly the same as getting 45 minutes into a half-hour. Science says I cheated...but it works, doesn't it? And besides—noon time is a grand time to reach women! Already, some new contracts have been signed for this new period...but there's still room for a few non-competitive products, as we go to press!"

*Nancy's right—80% of all women in the area are available for listening, 12 to 12:15 P.M.

**Nancy's right again—but better work fast! Phone or wire your nearest NBC Spot Sales Office. First come, first served!"
Chicago Meeting Takes Firm Stand Against Superpower

FORTY-FOUR invited broadcasters representing the ownership and management of some 70 stations gathered in Chicago's Drake Hotel last Tuesday to vent their criticisms of the projected contracts which they believe their conviction that BMI must be preserved at all hazards and to take a firm stand against what some of them foresaw as the re-advent of “superpower” under the guise of national defense.

Meeting to set up a new organization of regional network affiliates, which will be known as Independent Broadcasters Inc., the group setup three committees—organization, copyright and superpower—which were ordered to begin functioning at once. Final organization plans, however, will be deferred until the next meeting at the same place to be called in about two weeks by the temporary chairman, Eugene C. Pulliam, WIRE, Indianapolis.

Protective Function

Mr. Pulliam, prime mover in the new association, was one of the five signers of the telegraphed invitation to 88 selected regional station owners to attend the Oct. 13 meeting after a group of 19 had met the week earlier to lay the groundwork for the organization [Broadcasting, Oct. 13].

The organization was originally projected as a “protective group” to represent the invited stations in their common problems, such as copyright, superpower and other union problems. The six-hour discussion of copyright and superpower last Tuesday was described as a “bridge of little union problems, which some of those attending asserted were matters of local jurisdiction anyhow, and no time at all was devoted to network-monopoly despite the fact that it had been added to the tentative agenda.

While Mr. Pulliam was designated temporary chairman and William J. Scripps, WWJ, Detroit, temporary secretary, it was indicated that a full slate of officers would be elected at the next meeting and that counsel and possibly an executive officer would be named. Most of the active duties, however, will be with the three committees, particularly the copyright and superpower committees, and it is planned to elect a board of directors of 22 members—three affiliates each from the four major networks.

Besides the 44 station men attending last Wednesday's meeting, telephoned registrants from almost 20 others unable to be present but endorsing the movement were received by Mr. Pulliam and the original invitation committee. This plus the fact that membership is now open not merely to a restricted invitation list but to all regions that are network affiliates but not network owned or operated has already drawn such strong support that a much larger turnout at the next meeting.

The organization committee, which will also function as the membership committee and which has already drawn in new members, comprises Walter J. Damm, WTMJ, Milwaukee, chairman; Henry Sla- Vick, WMC, Memphis; Ronald Woodyard, WING, Dayton; Campbell Arrowsmith, WATR, Norfolk; William M. O’Neil, WJW, Akron.

Copyright Group

The copyright committee, which spent last Tuesday evening and Wednesday in huddles with ASCAP, BMI, NBC and CBS executives who were in Chicago expecting to be called into the main meeting, comprises John J. Gillin Jr., WOW, Omsha; Hubert Taft Jr., WKRC, Cincinnati; Hoyt Wooten, WREC, Memphis; Stanley Hubbard, KSTP, St. Paul; Ed Crane, KGOR, Butte, and 2-Bar Network. Mr. Pulliam acted as temporary chairman of this committee, whose primary function, it was said, is to serve clarification of ownership of local copyright contracts, particularly the per-program contracts.

The superpower committee is headed by Mr. Crane and includes John E. Nierenberg, WABC, New York; John Damm, WTMJ, Milwaukee; John H. Kennedy, WOR, New York; and Mr. Scripps.

Mr. Pulliam is ex-officio member of both the copyright and superpower committees. Mr. Gillin and Mr. Shepard are members of the NARB committee. Mr. Kennedy is a member of the CBS committee of IRNA and a leading figure in that organization. Mr. Shepard and Mr. Damm are members of the BMI board.

The sessions, like those of the preceding week, were shrouded in utmost secrecy, as were the meetings of the copyright committee with the BMI officials who were in town for the occasion. At first it was expected that, following out the George B. Storer suggestion [Broadcasting, Oct. 13], a meeting would be called with such officials and hear what they have to say, but this was ruled out. Instead, caucuses were held and these were repeated at half-hour intervals with the officials concerned. President Niles Trammell and Vice-President Mark Wood were on hand for NBC; Executive Vice-President Edward Klauber for CBS; Vice-President Sidney Kaye and Carl Haverlin for BMI and General Manager John G. Paine and Administrative Committee Chairman E. Claude Mills for ASCAP—and all were seen by the IBM copyright committee whose spokesman said its main concern was “no question of price but rather a question of terms and definitions.”

When a suggestion was made in the main meeting that Mesara, Paine and Mills be called in, there was an immediate objection that they could not speak with authority, as evidenced by their parry- ing of questions at the recent NIB convention and their statement that they must go to their board before expressing opinions on certain of the subjects there brought up.

“Trick Clauses”

For the most part, it was learned, the expressed sentiments at the closed meeting were strongly opposed to the present terms of the station ASCAP contracts. The discussion, it was said, was largely along the same lines as the NIB copyright committee in particular the resentment expressed against the allegedly “trick clauses” in the ASCAP station contracts. Some opposition was voiced also against the 2-Bar’s proposed regulations that the network contracts and there was constant reiteration that “BMI” (Continued on page 60)
United Press began distributing radio news six years ago to an initial group of 14 stations.

Today the number of United Press radio news clients has reached the record height of 525—topping the total of all other news services combined. And today the rate of climb is faster than ever before.

United Press was the first—and is the only news agency—to establish a coast-to-coast wire service exclusively for radio, the first to provide a bonus of sponsorable wire features expressly for radio.

United Press radio news is pre-eminently first in usage because it is consistently first in service.
New Transmitter of WABC Is Opened; Island Plant Has Technical Innovations

The new 50,000-watt transmitter of WABC, New York key station of CBS, began regular operation last Saturday evening at 10 and 10:15 P.M., as scheduled. Switch was made during a local broadcast, but at 10:15 WABC joined the network for a dedicatory program featuring New York's Mayor Fiorello H. LaGuardia, as well as most of the CBS "name" talent, with Alexander Woollcott making his contribution from London.

The transmitter is located on Columbia Island in Long Island Sound, about a mile off the mainland, a site selected because it is in the center of New York, Westchester and Long Island population area and because it is completely surrounded by salt water.

Federal Equipment
A custom job, the transmitter was built by the Federal Telegraph unit of International Telephone & Radio Mfg. Corp., manufacturing subsidiary of IT&T, to specifications of WABC. Federal engineers also collaborated with CBS technicians in designing the unique antenna system. The 410-foot tower was constructed by the Pittsburgh-Des Moines Steel Co. Complete installation, from planning to operation, was supervised by James Middlebrooks, CBS transmitter construction chief, at a cost between $600,000 and $700,000, according to WABC's engineering department.

New Transmitter of WABC Is Opened; Island Plant Has Technical Innovations

Starting with a point of granite about the size of a 10-ton truck at high tide, CBS now has an artificial island 150 feet square.

From the white, one-story, 75-foot square transmitter building, housing both apparatus and personnel, rises the antenna tower, supported by four-yard-thick concrete columns. With the long without touching it, making the tower an independent structure.

Within the transmitter building are the main 50,000-watt unit and an auxiliary 5,000-watt transmitter. The Federal vacuum tubes in the main transmitter are water-cooled; the auxiliary transmitter is air-cooled so that a failure of the water supply would not completely cut off service.

The auxiliary unit can be used to provide driving power to the high power output amplifier in case of trouble develops in the low power stages of the main transmitter. Parts of the equipment are provided in duplicate.

Current at 4,000 volts comes to the transmitter by steel-armed cable, along a different route. A gasoline-driven generator is available. Program transmission lines are encased in steel cable and laid beneath the Sound in duplicate. If both fail, an emergency cable can be unreeled and hooked to a short terminal within 20 minutes and an ultra-high-frequency radio system connects the studio and transmitter buildings.

Rule On Time Signals
ANNOUNCEMENT of the requirement, as revised last June 13, to be fulfilled by stations wishing to rebroadcast Naval Observatory time signals has again been made by the FCC, complying with a desire of the Navy Department that they be released publicly at regular intervals to remind stations of the availability of the service. The FCC simultaneously released a schedule of the Naval stations in Washington, San Francisco, Honolulu, Puerto Rico and the Canal Zone transmitting the signals listing times of broadcasts.
As designers and manufacturers of the transmitting equipment for this great new broadcasting station, the Federal Telegraph unit of the International Telephone & Radio Manufacturing Corporation is proud to be associated with this magnificent project by the Columbia Broadcasting System, to bring to its millions of listeners quality and performance characteristics unsurpassed by any similar installation in the history of broadcasting.

International Telephone & Radio Manufacturing Corporation
1000 Passaic Avenue • East Newark, N. J.
Defense May Take All Radio Output

Billon Dollars Worth Of Equipment Said To Be Stated

STOPPAGE of practically all broadcast equipment production, to accommodate the requirements of the Army and Navy for communications equipment, is foreseen unless prompt steps are taken to keep the industry supply lines open as a national defense measure.

While no official announcement has been made, it is understood the Army and Navy are offering in excess of one billion dollars worth of communications equipment orders to the radio manufacturing industry—an amount said to be even greater than that budgeted for tank manufacture.

Irrespective of priority ratings for broadcasting and related fields, it is felt, the handling of this stupendous production will foreclose routine manufacture of broadcast equipment under existing regulations and procedures. Only by provision of a separate source of supply to accommodate the minimum needs of the military will the bottleneck be curtailed sharply.

FCC Chairman James Lawrence Flynn took cognizance of the situation last Monday, on the heels of the order of the Supply Priorities & Allocations Board banning all public and private construction projects using critical materials.

At his press conference, the chairman said “there is an awfully difficult problem to be met. New construction of ordinary broadcast stations in areas already adequately served will be faced with ‘definite impediments,” he asserted.

Military Needs

While the FCC has no plans under way to delay applications or grants, Mr. Flynn said he would not be able to issue new construction permits unless the military action would be necessary. The simplest rule of thumb would be to provide against any new grants unless there is a definite defense angle such as provision of service to an area not now receiving primary service, he said. Broadcasting already is pegged as a vital defense operation insofar as maintenance of public morale is concerned, as well as the most expeditious means available of keeping the radio services going.

What effect the SPAB order, plus the production bottleneck, may have on power increases and other modifications was described as questionable by the chief at the Office of Production Management [BROADCASTING, Oct. 13]. It was stated that priority allocations would be made after consultation with the DCB or the Defense Communications Board, of which Chairman Fly also is head.

The military project, which is said to involve also production of upwards of $60,000,000 in vacuum tubes and other electronics items, far surpasses the capacity of the radio manufacturing industry.

Details of the Army-Navy radio construction project, for military reasons, have not been divulged. But it was pointed out by observers that in modern warfare, two-way radio communications is the order of the day, whether tanks, planes, field forces and virtually every branch of military and naval power. This lesson, previously learned from the Nazi brand of mechanized operation, with radio serving as the eyes and ears for attacking forces.

As for priorities per se, it has been apparent since the emergency developed, that the most aggressive industries are getting preferred treatment. The broadcasting industry has gone to bat with SPAB officials. Unless there is a breakthrough, however, it is thought that less important industries, due to their diligence, will get preferential treatment.

The whole subject of radio priorities will come before the new DCB priorities committee when it meets with industry representatives Oct. 20 to form a plan for materials ratings. The meeting hopes to draw up a blueprint for priority allocations and ratings, covering the entire communications field.

The Priorities Liaison Committee, recently authorized by the DCB, there will formulate its recommendations to DCB for transmittal to Donald Nelson, OPM priorities director.

Under current procedures, priorities are being considered on individual application. As the FCC, for example, makes a new station grant, OPM seeks to determine whether the area at present has adequate service. If there is sufficient service, then there is little likelihood of authorization of materials for the construction unless some other defense angle is developed.

Purposes Studied

If, on the other hand, DCB certifies that the new installation is necessary to provide service in an area not now having adequate broadcast service, OPM, under orders to the radio manufacturer, would be the way for preferential treatment.

The DCB already has stated that it plans to authorize increased power in given localities to compensate for the curtailment of the broadcasting structure. Superpower has gone under consideration in this connection, though no formulation of policy yet has resulted. Chairman Fly stated that increases in power definitely have a defense aspect.

Radio’s Priority Is Affirmed But There Still Are Doubts

POINTING UP the uncertain effect of expedited priorities for commercial broadcast operations was an announcement last Thursday by Donald M. Nelson, Director of Priorities, of an amendment to Preference Rating Order P-22 reaffirming an A-10 priority rating for maintenance and repair materials in the commercial broadcasting and communications and including a large number of other industries beyond the 20 “essential industries” originally encompassed by the order when it was announced Sept. 10 [BROADCASTING, Sept. 15].

Although broadcast operations ostensibly become eligible for a desirable defense rating status in the priorities schedules—contrasting sharply with the non-defense ratings formerly accorded radio manufacturers—industry observers have expressed doubt that the A-10 rating amounts to all it is cracked up to be.

They point out that while commercial broadcasting definitely has been included among the essential industries acceded an A-10 rating under Order P-22, amendment of the order has included so many industrial plants that available supplies of material, even for maintenance and repair, must be split up to such an extent that radio’s position in reality is improved only a little, if at all.

Restrictions Imposed

On the other hand, it is pointed out, amendment of the order holds potential benefit for broadcasters since it definitely prescribes an A-10 rating for maintenance and repair parts—although the original Order P-22 did not. With the support of OPM’s practical administration of the plan extended only to repair parts, with no preference given to maintenance parts and operating supplies which probably would be held in store until an emergency arose at a station. Several stations are known to have had to secure special A-1 ratings to secure immediate delivery of transmitter tubes and such essential equipment when tubes suddenly burned out without replacements on hand.

The situation remains critical in other phases of the material supply picture as it affects radio. Manufacturers for domestic consumption appear to face further production cuts for certain, with Government orders for such items as vacuum tubes far in excess of actual production facilities [BROADCASTING, Oct. 13]. Receiver construction, in general outside whatever priority protection may be accorded other phases of radio construction, will suffer increasing curtailment, observers freely predict.

Under amended Order P-22, any plant or business qualified to use the A-10 rating can do so without making application to OPM. A station or manufacturer needing a repair order simply places his repair order with a supplier, writing on the face of the order the following statement:

"Maintenance, repair, or operating supplies—Rating A-10 under Preference Rating Order P-22, as amended, with the ter-"minal with which I am familiar."

The order provides that such purchase orders must be made up separately from all other orders, and the A-10 rating must not be used if the material can be obtained without a rating. OPM also pointed out in its announcement that misuse of the plan may result in strict punitive action, and emphasized that anyone using the plan should become acquainted with Order P-22, as amended.

In its definition the order provides that “maintenance”, “repair,” and “operating supplies” do not include material (1) “for the improvement of a producer’s property or equipment through the replacement of material in the existing installation with material of a better kind, quality or design; (2) for additions to, or expansion of, such property or equipment; (3) which is of a type not heretofore carried on the producer’s books.”
Philadelphia's 507,000 places of family dwelling have justly earned for it the designation, "city of homes". Today with latest available figures showing 102 radios for every 100 homes, Philadelphia rightly becomes "the city of RADIO homes".

Radio will reach people in Philadelphia for you quickly and surely. WCAU will do it quickly, surely and economically, for WCAU has 32.7% more regular listeners than any other Philadelphia station.

* The Only 1-A Clear Channel Station in Eastern Pennsylvania, Delaware, Maryland or New Jersey
Prompt Senate Approval Seen For Durr FCC Nomination

Early Decision by Committee Is Indicated as No Signs of Opposition Are Apparent

PROMPT Senate approval of the nomination of Clifford H. Durr, chairman of the RFC, as a member of the FCC, was foreseen last week by members of the Senate Interstate Commerce Committee.

Possibility of committee approval this week was seen, though no definite meeting has yet been scheduled. The nomination was sent to the Senate last Monday by President Roosevelt, confirming previously published reports (Broadcasting, Aug. 25, Oct. 6) that Mr. Durr would be named. Whether the committee will ask the 42-year-old Alabaman to appear in person for questioning is problematical.

May Poll Members

There is no indication of opposition. Because of the pressure of defense legislation, if the committee does not act this week, a formal hearing its membership may be polled, with a favorable report regarded as assured. Senator List (D-Ala.), one of the chief Durr sponsors, is a member. The problem of the chairman Wheeler to expedite consideration in the hope of confirmation this week.

Mr. Durr preferred not to comment on the appointment, other than to express his gratification. He said he was not familiar with FCC activities, problems or procedures, and therefore was not in a position to discuss current policy or other considerations involving broadcasting or communications. He said he is devoting his immediate attention to clearing his desk at the RFC, where he is assistant general counsel, and at the Defense Plant Corp., RFC subsidiary, where he is general counsel.

Friends and associates of Mr. Durr described him as a tactful, modest man, who expresses himself in no uncertain way once he has reached a determination on a given issue. He was described as a tremendous worker and as highly intelligent.

The White House apparently did not follow customary procedure by notifying the committee in advance of the actual transmission of the nomination.

Senator Hill announced Monday forenoon that he had been advised that the Durr nomination would be sent to the Senate that day. The committee, of which Senator Wheeler (D-Mont.), is chairman, had not been notified, however.

Precisely how Mr. Durr will fit in at the FCC, now split into two definite camps on major policy questions—Mr. Willard R. McAdoo, a former FCC and NRL dealer and a lawyer, Mr. Durr was represented as adhering more or less to the philosophies of his liberal brother-in-law, Supreme Court Justice Hugo L. Black. At the RFC, working under Jesse Jones, Mr. Durr has accumulated vast experience in administrative legal practice since he first joined the agency in 1933.

With Mr. Durr’s appointment there will be five lawyers on the seven-man FCC. Other barristers are Chairman James Lawrence Fly, former Gov. Norman S. Case, Paul A. Walker and Ray C. Wakefield. Commissioner T. A. M. Craven is an engineer by profession and a former Naval officer, while Commissioner George H. Payne has served in the newspaper and public utility fields and is a former Tax Commissioner of New York.

Rejected It Once

Mr. Durr succeeds Frederick I. Thompson, fellow Alabaman whose term expired last June 30 and who was not reappointed by the President. Mr. Thompson had served for two years, filling the unexpired term of former Commissioner E. O. Sykes. The new appointment is for seven years from June 30.

The next vacancy on the FCC occurs June 30, 1942, at which time the term of Chairman Fly expires. The Chairman of the Commission is designated by the President. Mr. Fly was named in 1939 to fill the unexpired term of Frank R. McNinch, former chairman, who resigned because of ill health.

Mr. Durr originally had been offered the post last year, but it was understood to have expressed little desire for it. Afterward, however, he was prevailed upon to accept but asked to be permitted to finish certain work at the RFC. He was selected from among a group of more than a dozen candidates.

Clifford Judkins, Durr’s assistant (FCC, was named its assistant general counsel. With the creation of the Defense Plant Corp. last August, he doubled as its general counsel. Mr. Durr was a member of the advisory committee of lawyers which studied and made recommendations for civil service employment of attorneys in the Government. He also is a member of the board of legal examiners created last June by Presidential order to deal with the problems of lawyers in civil service.

Mr. Durr served in the Fourth Officers’ Training Camp at Camp Pike, Ark., in 1918. He is a member of the Alpha Epsilon and Alpha Sigma fraternities. He is a Presbyterian. He resides with his family on Seminoy Hill in Alexandria, Va., Washington suburb.

FREE PRESS, AIR VIEWED AS VITAL

DANGERS of governmental censorship, which might lead to punishment of editors and broadcasters as well as those who express views, was pointed out by Mr. Roosevelt, editor of the New York Herald Tribune, in a recent address during a patriotic pilgrimage to Washington last week. Mr. Roosevelt’s speech was placed in the Congressional Record of Oct. 7 by Senator Capper (R. Kan.).

“Freedom of the press is, as a matter of fact, indispensable to freedom of speech and freedom of the air,” Mr. Roosevelt said. “When a government takes over control of what may be said in print or over the air, this control is not limited to what the publishers and broadcasters themselves may say. Government censors will hold these men responsible for what they print or allow to be broadcast—which means that they will be held responsible for what other people say, just as for what they say themselves.

“Not only will they not be permitted to air views of their own which they do not like but they will be forbidden to circulate the views of anyone else which rile the censors. In this manner government will easily assume control over everything which anyone may write or say. It is but a step from such censorship to the punishment, not only of publishers, editors, writers, and broadcasters, but also of any person persisting in expressing his own views or in circulating articles, pamphlets, books or broadsides which express his views.

Woolworth Querries

F. W. WOOLWORTH Co., New York (challenging its continued use of Lynn Baker Co., New York, has been querying stations directly on local rates for announcements of new store openings and local anniversaries). Last year Woolworth placed similar business through station reps, but the agency stated that the different type of promotion planned for the coming year would be handled directly and accurately executed through the direct contact route.
ALREADY UNAPPROACHED BY ANY LOCAL STATION IN AUDIENCE ACCEPTANCE

WBEN beams your message via a NEW transmitter to the Great Western New York Market

WBEN now operates on 5 KW day and night, with complete new transmitter and antenna installations geared to the compact Buffalo area of 400,000 families. But long before this increase in power and facilities, WBEN was outstanding in audience acceptance. All this means further supremacy in one of the nation’s major centers of inland industrial and agricultural production.
FOR 15,000,000 LISTENERS

A mile from shore, in the middle of Long Island Sound, stands a man-made island—sea-born foothold for a giant tower with a giant’s voice. This is WABC’s new 50,000-watt transmitter—the perfect voice of radio, serving 15,000,000 listeners as they have never been served in the past. Serving 10,000,000 of them with a signal two to ten times stronger than before!

The secret?

The secret is that mile—the most important mile in radio—the mile of salt water which surrounds this engineering miracle on all four sides.

That “salt-water-start” for a radio program, that first perfect mile, is like the first perfect skip of a stone—which sends it true and far.

WABC is the only 50,000-watt station on the eastern seaboard with this over-water start in all directions—east to both shores of the Sound—south through Queens and Brooklyn—north through New York and Connecticut—west through the heart of Manhattan and the homes of New Jersey.

Key station of the Columbia network, feeding CBS programs to 124 network stations and 120,000,000 listeners from coast to coast—the new WABC delivers those programs to the 15,000,000 nearest listeners with new strength, new clarity, new brilliance!

The New WABC, New York

KEY STATION OF THE COLUMBIA BROADCASTING SYSTEM
Station Operation Starting at 4 a.m. Is Permitted Under Revised FCC Rules

CLARIFYING its regulations covering early-morning broadcast operations, the FCC last Tuesday amended its rules to allow daytime facilities apart from certain specified exceptions and cases where undue interference would result, to start operating as early as 4 a.m.

Interference Clause

The new Section 3.87 of the FCC rules supersedes Order No. 74, issued by the FCC on June 10, 1940, which had drawn the criticism of some operators on grounds that it operated unfairly against them.

Under the new regulations, daytime stations may begin operating as early as 4 a.m. and until local sunrise—provided that time-sharing stations agree between themselves which shall operate first before local sunrise; that no Class II stations causing interference by use of the daytime facilities shall use them during the early-morning hours; and that Class II stations on I-A channels not assigned to this country under the Havana Treaty shall not transmit programs during these hours using the daytime facilities.

The rule also provides that stations causing interference through such early-morning operation shall, upon notice from the FCC, stop such operation, and that the period from 4 to 6 a.m. shall not be included in determining compliance with the rule requiring a specified daily operations period for daytime facilities.

Text of Changes

Text of the amended section of the rules and regulations follows:

Section 3.87 Program Transmissions Prior to Local Sunrise

(a) The provisions of Sections 3.6, 3.8, 3.10, 3.13 and 3.14 shall not prevent the transmission of programs between four o'clock a.m., local standard time, and local sunrise, of standard broadcast stations having authorized daytime facilities, provided:

1. Stations regularly sharing time during daytime hours under either a daytime sharing agreement or operating specified hours reach an agreement as to which of such stations may operate prior to local sunrise.

2. No Class II station causing interference by use of the daytime facilities (as determined by the Standards of Good Engineering Practice and the North American Broadcasting Agreement) may transmit programs during such hours using the daytime facilities.

3. Class II stations on I-A channels not assigned to the United States under the North American Regional Broadcast Agreement may not transmit programs during such hours using the daytime facilities.

(b) Any station operating during such hours receiving notice from the Commission that undue interference is caused and refusal of such operation during such hours pending further notice from the Commission.

(c) Nothing contained in outstanding instruments of agreement for such stations shall prohibit such operation except as herein provided.

(d) The period 4:00 a.m. to 6:00 a.m., local standard time, shall not be included in determining compliance with Section 3.71 of these rules.

 tăng trưởng

Industrial wealth! Agricultural wealth! And a population greater than Tennessee's largest city! . . . that's the rich Appalachian area. And WJHL is the only single advertising medium that offers adequate coverage of this market at one low cost.

1000 WATTS • 910 KC • NBC BLUE

Johnson City, Tenn.

W. Hanes Lancaster
Manager
“Mechanized Division”

“IT may surprise you to learn that the biggest company owned fleet of motor vehicles in industry belongs to the Bell Telephone System. This great ‘mechanized division’ of ours is made up of about 22,000 vehicles — trucks mostly, but along with the trucks, large numbers of other kinds of cars.

“Some of our heavier trucks are rigged up with earth-boring machinery—so that we can set poles quickly. Others have bodies especially designed to carry winches, derricks or reels for wire or cable. Each truck in fact is designed, equipped and bought for a particular type of job.

“Even more important is the fact that throughout the Bell System this special equipment is of uniform design. Repairs, replacements and substitutions can be made quickly without delaying the job. The common sense of this was shown in a recent emergency when 600 motor vehicles were mobilized in one area—from far and near and from many different Bell companies—and they all did yeoman service.

“With such equipment, the Bell System is prepared to act promptly to keep the lines open and ready for service—no matter what the test may be or where it may come.”

This quotation is from THE TELEPHONE HOUR, a regular program heard each Monday night over the N. B. C. Red Network. It helps to point out the value of uniform equipment in the unified telephone system which has served radio networks since the very beginning.
COLUMBIA
ACCOUNT
weekly Music
leased
Pacific Coast, which
students
Broadcasts
and
15
Standard
system
than
accompanied by a
affiliate.
show
by
schools.
Resumes
of
RIDGE
Lord
N.C.
California, San Francisco,
16
This
announcer, KFI,
and operating
the
station,
manager,
 gang. announcer, KIRO, Seattle; Harold
Musician.
KIRO, Seattle; Dorothy O'Neill.
station; Corky Corbin, program
K. R.
radio, NBC, Chicago;
Herbert
operations.
Standard
of
survivors
 tuyến
broadcasting compared to
Prof. Abbot's 43. A total of 89
are known to be employed in
radio-communication functions. This, of course,
does not include a large number of
former radio speech students who
use their radio training in other
occupations.

Founded in 1913
KWSU claims to be the North-
west's first
non-commercial station of the
College of Washington, accepta
Dr. Waldo
challenge to any insti-
tution to produce a larger list of
students
air
than the
U of Michigan's list [BROADCAST-
ing, Aug. 11]

Here is the list of Washington State College graduates who are
now professionally engaged in
radio broadcasting.

Ed Morrow, Chief, CBS European Staff. London; Art Gilmore, announcer, KNX, ANN, CBS; Jim Campbell, announcer, NBC, Chicago; Harry Stanton, staff artist, NBC, San Francisco; Malvin Merritt, producer, NBC, San Francisco; Lester Hatfield,
engineer, CBS, New York; James Hatfield, chief
engineer, KIRO, Seattle; Art Ed-
wards, announcer, KFJ, Los Angeles; William Mock, director of special events, KGW-KEX, Portland; Ore.; Ralph Rogers, program
manager, KGW-KEX, Portland, Ore.; Hartley Sater, announcer, KGW-
KEX, Portland, Ore.; Ede Butler, an-
ouncer, KGW-KEX, Portland, Ore.; now
in Army public relations.

Continuity, KON-KALE, Portland, Ore.; Clarence Hayward, announcer-producer, KON-KALE, Portland, Ore.;

Harvey Wilson, manager, KIQ-KGA. Spokane; Elroy Austin,
announcer, KIQ-KGA. Spokane; Louis Gillette, announcer, KIQ-KGA, Spokane; Dick Warner, an-
ouncer, KON-KALE, Portland.

Plowman, announcer, KOL, Seattle; Ruth Harris, staff artist, KIQ-KGA, Spokane; Claude Pinkerton, announcer, Spokane; Harold Zent, commercial dept., Spokane; Bill Gordon, business
continuity, KFPY, Spokane; Dick Green, com-
mercial dept., KFPY; Rule, announcer, KFPY, Spokane; Warren Green, sales manager, KIQ-KGA, Spokane.

Bob Gentry, announcer, KOMO-KJR, Seattle; Harold Mann, announcer, KOMO-KJR, Seattle; Reg Miller, announcer, KOMO-KJR, Seattle; Dick Bowden, an-
ouncer, KEVE, Seattle; Miriam Smith, continuity, KXIO, Seattle; Dorothy O'Neill.

Ken Milligan, announcer, KWIL, Spokane; Charles Harriett, opera-
tor, KUJ, Walla Walle, Wash.; James Nolan, announcer, KUJ, Walla Walla, Wash.; Bob Phillips, continuity, KIQ-KGA, Spok-
ane; Charles Foster, announcer, KIT, Yakima, Wash.; Jack Bernard, chief
engineer, KWLK, Longview, Wash.; Norman Mann, announcer, KRLC, Lewiston, Idaho; Robert D. Smith, general sales
manager, KWLK, Longview, Wash.; William Beas-
le, announcer-operator, KFJO, Spokane; Bill
Bates, engineer, KGW-KEX, Portland, Ore.;

LADIES OF THE RADIO and press from Washington went on a jen to
check out the various Naval Operating Bases in the U.S. how
it treats its young enlisted men. Before the junketeers left the Nation's
Capital, Ellinor Lee, women's activity director of WJsv, interviewed some
of the party on the deck of the steamer District of Columbia. Starting
at the left is Ann Cottrill, Newsweek; Miss Lee; Reverend Van Tufty, Michigan League of Home Dailies; Melvina Stephenson, Kansas City Star; Mrs. Louise Daniels, newly-appointed women's editor of the
Naval.
ASSOCIATED PRESS
INTERNATIONAL NEWS
TRANSRADIO NEWS

As the only station in New England and one of the few in the whole country subscribing to these three services, WTIC now offers its advertisers the most complete news available.

A few choice periods are now open for sponsorship as indicated in the following schedule:

**WTIC NEWS BROADCASTS**

**WEEKDAYS**

<table>
<thead>
<tr>
<th>Time</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:25-6:30 A.M.</td>
<td>(sold)</td>
</tr>
<tr>
<td>6:55-7:00 A.M.</td>
<td>(available—new)</td>
</tr>
<tr>
<td>7:25-7:30 A.M.</td>
<td>(sold)</td>
</tr>
<tr>
<td>8:00-8:15 A.M.</td>
<td>(sold)</td>
</tr>
<tr>
<td>1:00-1:15 P.M.</td>
<td>(sold)</td>
</tr>
<tr>
<td>6:00-6:15 P.M.</td>
<td>(available 3 nights)</td>
</tr>
<tr>
<td>11:00-11:15 P.M.</td>
<td>(available 3 nights)</td>
</tr>
</tbody>
</table>

**SUNDAYS**

<table>
<thead>
<tr>
<th>Time</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00-8:10 A.M.</td>
<td>(available)</td>
</tr>
<tr>
<td>11:00-11:15 A.M.</td>
<td>(available)</td>
</tr>
<tr>
<td>12:45-1:00 P.M.</td>
<td>(sold)</td>
</tr>
<tr>
<td>6:00-6:15 P.M.</td>
<td>(sold)</td>
</tr>
<tr>
<td>11:00-11:15 P.M.</td>
<td>(available)</td>
</tr>
</tbody>
</table>

**DIRECT ROUTE TO AMERICA'S NO. 1 MARKET**

The Travelers Broadcasting Service Corporation
Member of NBC Red Network and Yankee Network
Representatives: WEED & COMPANY, New York, Chicago, Detroit, San Francisco
TREKING northward after a successful season at WIS, Columbia, S. C., Winefred Bradford Bloom, director of Greensboro Furniture, N.C., for a visit some weeks ago.

Gil Hutchinson, station sales- man, thought the name sounded familiar. Bloom? Oh yes, it must be the heroine of an article in the July 14 Broadcast News titled "Mrs. Bloom's Boom Zoons Sears' Sales". That gave him an idea. He re- called that the Morrison-Neese furni- ture store was having trouble selling its budget line since installation of a fancy floor of expensive rooms.

W. W. Morrison, head of the big store, was interested when he saw the magazine article. He was sold when Mrs. Bloom was presented and offered her ideas.

Now Morrison-Neese is heard three mornings a week on behalf of the budget line. Monday morn- ing, reports Mrs. Bloom tells about the Budget Room of the Week. The Wednesday program consists of a straight, chatty copy; Fridays, the coupon drive about the store and its personnel.

"And does this informal, artistic creation that is Winefred Bradford Bloom's morning broadcast sell the listener's rhetoric? Incurably? WBIG. Its answer is:"

Others Present

"You can bet your life it does! Even though she has been at WBIG less than a season, she's al- ready taught the public that 'Mor- rison-Neese is as rife with real furniture bargains as any other dealer in town. And what is more, she has sold furniture. "One salesman traced $370 in sales directly to her, in one day. Another accounted for seven cus- tomers who, in the space of six or eight hours, had been drawn into the store. And, the Morrison-Neese switchboard girl is getting used to calls that run like this: 'Can you tell me if that Mrs. Bloom talked about yesterday is still there?' Winefred Bloom, who just happened to show up at Columbia, is selling 'em out at Morrison-Neese.""

Land o' Lakes Is First Northwest Net Sponsor

WITH Land o' Lakes Inc., Minne- apolis (creamery) as the first sponsor, the newly-formed North- west Network keying from KSTP, St. Paul, has gone into operation, according to Stan- ley Hubbard, KSTP director. The creamery company, largest cooperative in the world, purchased the 6:45-7 a.m. slot for six days weekly, directing the pro- gram to the farm audience. Campbell - Mithun, Minneapolis, handles the account.

The new hookup comprises, in addition to KSTP, WEBE, Duluth; WDAY, Fargo; KFYR, Bismarck; WEAU, Eau Claire; KROC, Rochester; KFAM, St. Cloud; KYSM, Mankato. This network will operate separately from the Minnesota Radio Network, on which Shell Oil Co. is sponsoring before-and-after of U. of Minnesota football games keyed from KSTP to WEBE, KROC, KFAM and KYSM.

Paquin Adding

PAQUIN, Inc., New York (hand cream), sponsoring the twice-weekly quarter-hourly "Singing of Glamour with Frances Scully on 6 NBC-Pacific Blue stations (KECA, KGO KPKX, KSGS, KWKQ, KWKH, KFRC); on Oct. 12 added KTSW, KMJ, KEX, KJR, KFSD) to the list. Sunday, 10:30-10:45 a.m. (EST), with program con- tinuing on KECA KGO, Thursday, 4:30-4:45 p.m. (EST). Sponsor, on Nov. 2 adds five additional stations (KHTY, KXCR, KXCR, KPAR); Sunday release with KEX KJR added Thursday, starting Nov. 20. Agency is Wm. Eddy & Co., Holly- wood.

MILLER RADIOPHIL Corp., New York, formerly Miller Studies, has petitioned for permission to transmit broadcasts in California, with Joseph E. C. Cannon of Los Angeles as agent. George H. Smith, secretary, stated of- fices will be maintained at 7000 Santa Monica Blvd., Los Angeles.

MRS. BLOOM駐外／ Greensboro Furniture Store Finds Radio

Solves a Merchandising Problem—

Coca Cola Starts Mexican Program

Foreign Network Series to Be Heard Four Weeks

SERIES of four special programs featuring Mexican music and Span- ish dialogue to be scheduled to start last Friday on the Mexican network of 27 stations hooking up with XEQ, Mexico City, under sponsorship of Coca Cola Co. Titled "Cuba Nights", the programs will probably be heard Fridays, 8-8:45 p.m., according to D'Arcy Adv. Co., New York, which was not sure of all details as BROADCASTING went to press.

Alfred Steele, D'Arcy account executive on Coca Cola, and George Zachary, director of The Pause That Refreshes on the Air, Coca Cola's programs on CBS, flew to Mexico last week to arrange the programs, which are acted before a studio audience and staged in a typical Mexican style.

Mutual Series

In view of the start Nov. 3 of the Coca Cola series on 125 Mutual stations, a memorandum to all outlets carrying the musical series asking them not to "schedule any dance bands 30 minutes immediately preceding and 30 minutes following any of the Coca Cola programs."

Signed by Adolph Opfinger, MBS program service manager, the memo quotes the clause in the Coca Cola-MBS contract specifically re- lating to this, as follows: "It is understood that no dance band pro- grams will be originated by and transmitted to the network within 30 minutes prior to or following the actual time of broadcast of the program. A similar request shall be made of each station in connect- ion with this and other operations."

Specific times covered by the agreement with the spinner when no orchestras should be scheduled will be between 9:45-10:15 p.m. on Fridays through Saturdays, and 10:30-11:15 p.m. (all EST) on Saturdays.

"Aldrich" Most Popular

WINNER in the "most popular program" classification in a survey of the entertainment tastes of children conducted by the magazine Young America was the "Aldrich Family", sponsored on NBC-Red by General Foods Corp. Only other radio classification in the survey, taken through 5,000 questionnaires distributed in urban, suburban and rural schools, was the "most popu- lar actor" poll, which showed Bob Hope and Jack Benny, followed by Erza Stone, star of The Aldrich Family.

FOURTH boxing center as a source of exclusive fight broadcasts has been signed by NBC with National Sports Enterprises Inc. of Cleveland for sponsorship by Adam Hat Stores of all bouts in the Cleveland Arena.
ARE YOU CAUGHT IN
1941's Most “Vicious Circle”?

1. **THE PRODUCTION CHIEF**
   reports that the rising prices of raw materials have added greatly to his own costs.

2. **THE PERSONNEL MANAGER**
   reports that higher hourly wages add still further to the cost of production.

5. **THE MANUFACTURER**
   is faced with the necessity of lowering his cost of distribution if he wishes to keep his profit margin from disappearing entirely.

4. **THE TREASURER**
   reports that with sharply increased production costs and virtually static prices, the margin of profit is fast disappearing.

3. **THE SALES MANAGER**
   reports only a slight rise in selling price and warns against attempting to pass increased cost of production on to the consumer.

Turn the page and find out how 47 well-known manufacturers are lowering their cost of distribution.
22 New Campaigns Start on
19 CONTINUE UNDER CURRENT

WE HAIL:

<table>
<thead>
<tr>
<th>Advertiser</th>
<th>Campaign Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bayer Aspirin</td>
<td>&quot;American Melody Hour&quot;</td>
</tr>
<tr>
<td>Bendix Aviation Corp.</td>
<td>&quot;The Treasury Hour&quot;</td>
</tr>
<tr>
<td>Bristol-Myers (Sal Hepatica)</td>
<td>&quot;Sedna Shure &amp; Orchestra&quot;</td>
</tr>
<tr>
<td>Brown &amp; Williamson Tobacco Corp. (Target)</td>
<td>&quot;Reno's Valley&quot;</td>
</tr>
<tr>
<td>Canada Dry Ginger Ale, Inc.</td>
<td>&quot;Dinah Shore &amp; Orchestra&quot;</td>
</tr>
<tr>
<td>Clark Candy</td>
<td>&quot;Service With A Smile&quot;</td>
</tr>
<tr>
<td>Mennen Company</td>
<td>&quot;Capt. Flagg &amp; Sgt. Quiz&quot;</td>
</tr>
<tr>
<td>Miles Laboratories (Alka-Seltzer)</td>
<td>&quot;Luna &amp; Almer&quot;</td>
</tr>
<tr>
<td>Pillsbury Flour</td>
<td>&quot;Musical Millennium&quot;</td>
</tr>
<tr>
<td>Pacquin's, Inc. (Cosmetics)</td>
<td>&quot;Speaking of Glamour&quot;</td>
</tr>
<tr>
<td>Pan-American Coffee Bureau</td>
<td>&quot;Over our Coffee Cups&quot;</td>
</tr>
<tr>
<td>Mrs. Roosevelt</td>
<td>&quot;Walter Winchell&quot;</td>
</tr>
</tbody>
</table>

Reynolds Tobacco Co. (Camels)
Serutan ("Pearson & Allen")
Dr. Earl E. Sloan (Liniment)
"Going Buster"
Standard Brands, Inc. (Fleischmann's Yeast)
"I Love A Mystery"
Standard Oil of Indiana ("Auction Quiz")
Time, Inc. ("March of Time")
Tricorn Cloche Co. ("William Hillman-Raymond Clopper")
Texas Co. ("Metropolitan Opera")
R. L. Watkins ("Dr. Lyon's Tooth Powder")
"Mondo Merry-Go-Round"
Weekly Publications, Inc. ("Ahead of the Headlines")
Wheeling Steel Corp. ("Wheeling Steelmakers")

And here's how the

STRATEGIC STATION LOCATIONS. Blue Network stations are located in the "Money Markets" where the buying power is heaviest. The Blue is designed to cover markets, not just areas, to provide sales where selling is most profitable.

JUDICIOUS USE OF POWER. The Blue has high power stations only where power is needed. Elsewhere it conserves its power and your budget.

UNIQUE SYSTEM OF DISCOUNTS. The famous "Blue Plate" system of discounts en-

WE CHERISH:

<table>
<thead>
<tr>
<th>Advertiser</th>
<th>Campaign Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anacin Co.</td>
<td>&quot;Just Plain Bill&quot;</td>
</tr>
<tr>
<td>Anacin Co.</td>
<td>&quot;Easy Aces&quot;</td>
</tr>
<tr>
<td>American Tobacco Co. (Pacific Coast)</td>
<td>&quot;Information Please&quot;</td>
</tr>
<tr>
<td>Boyle, A. S., Co.</td>
<td>&quot;John's Other Wife&quot;</td>
</tr>
<tr>
<td>Cal-Aspirin Corp.</td>
<td>&quot;Amanda of Honeymoon Hill&quot;</td>
</tr>
<tr>
<td>Carter Products</td>
<td>&quot;Inner Sanctum Mysteries&quot;</td>
</tr>
<tr>
<td>Cummer Products (Ensigne)</td>
<td>&quot;Manhattan at Midnight&quot;</td>
</tr>
<tr>
<td>Ironized Yeast Co., Inc.</td>
<td>&quot;Good Will Hour&quot;</td>
</tr>
<tr>
<td>Jergens, Andrew Co. (Jergen's Lotion)</td>
<td>&quot;Walter Winchell&quot;</td>
</tr>
<tr>
<td>Jergens, Andrew Co. (Woodbury Soap)</td>
<td>&quot;Parker Family&quot;</td>
</tr>
<tr>
<td>Kolynos Co.</td>
<td>&quot;Mr. Keen, Tracer of Lost Persons&quot;</td>
</tr>
<tr>
<td>Miles Laboratories (Alka-Seltzer)</td>
<td>&quot;Quiz Kids&quot;</td>
</tr>
<tr>
<td>Neighbors of Woodcraft</td>
<td>&quot;Grandpappy and His Pals&quot;</td>
</tr>
<tr>
<td>Phillips, Chas. H., Co. (Haley's M-O)</td>
<td>&quot;Amanda of Honeymoon Hill&quot;</td>
</tr>
<tr>
<td>Sun Oil Co.</td>
<td>&quot;Darrell Thomas&quot;</td>
</tr>
<tr>
<td>Swift &amp; Co.</td>
<td>&quot;Breakfast Club&quot;</td>
</tr>
<tr>
<td>Watkins, R. L. (Dr. Lyon's Tooth Powder)</td>
<td>&quot;Orphans of Divorce&quot;</td>
</tr>
<tr>
<td>Williamson Candy Co. (Oh Henry Bars)</td>
<td>&quot;Famous Jury Trials&quot;</td>
</tr>
<tr>
<td>Wyeth Chemical Co. (Freezone)</td>
<td>&quot;John's Other Wife&quot;</td>
</tr>
</tbody>
</table>
the Blue Network of NBC

CONTRACT—6 RENEW

Blue lowers your cost of Distribution!

encourages the use of the entire network. As you expand your list of stations you receive savings up to 20% of your total time cost, thus helping your talent budget.

MODEST TALENT EXPENDITURES. Radio’s finest sustaining schedules of news, sports and public service features, develops steady listening to the Blue. The result — Blue evening commercial programs have a C. A. B. average of 10 — yet their average talent expenditure is 44% less per quarter hour than their major network competition. And this fall’s lively new sponsored shows mean still higher C. A. B. ratings on the Blue!

. . .

These four factors explain why the Blue Network of NBC costs from 11% to 36% less per thousand listeners — a fact that is being recognized more and more often by thoughtful advertisers today. Why not follow the example of the successful clients listed here, and buy Blue to lower your cost of distribution?

NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service

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

WE WELCOME:

THESE 6 RENEWALS FROM ADVERTISERS, FOR WE HAVE LONG BELIEVED THAT A RENEWAL IS AS SINCERE A TRIBUTE AS A NEW CONTRACT

Adam Hats
"Boxing Bouts"
Modern Food Process (Scrapple)
"Oliveira Sautera"
Modern Food Process (Thrivo Dog Food)
"Moylan Sisters"
Ralston-Purina Co. (Cereals)
"Tom Mix Straight Shooters"
Welch Grape Juice Co.
"Dear John"
Williams, J. B., Co.
"True or False"

WE REGRET:

The contract-expirations of these 10 advertisers and hope that, as in many previous cases, they will return in the future

Axton-Fisher Tobacco Corp.
American Chicle Co.
Clapp, Harold, Inc.
Colgate-Palmolive-Peet
Emerson Drug Company
Lance, Inc.
Land o’ Lakes Creameries
Lever Bros.
Pacific Coast Borax
Pepsi-Cola
MANAGING editors and their wives from newspapers throughout the country, who were in Chicago attending the annual Associated Press Managing Editors' Association conference, were guests of WGN, Chicago, attending MBS Chicago Theater of the Air broadcast Oct. 28, when the operetta "Sari" was presented.

DURING the recent remodeling of its studios KFRC, San Francisco is utilizing studios at Photo & Sound Inc. and the Telenex Theatre to present its live talent shows.

WSB, Atlanta, is cooperating with the Georgia Educational Assn. in its meetings on audio-visual education. Speakers at various GEA meetings included WSB General Manager J. Leonard Reinsch, Production Manager Marcus Bartlett and News Editor Walter Pauchall. The regional GEA meetings precede the Audio-Visual Conference in Atlanta, scheduled for later in the fall.

KROD, El Paso, played a major role in the success of the Community Chest Drive which ended Oct. 9 with a campaign of numerous dramatized spot announcements. As a climax to the drive, the KROD Players presented a production that lacked on an actual case history from the files of the El Paso Social Welfare Corp.

WLW, Cincinnati, will take a leading part in activities of the annual convention of the Indiana Republican Editorial Assn. in French Lick Springs, Ind., Oct. 21-Nov. 1. Peter Grant, WLW commentator, is to be principal speaker at the annual banquet while three WLW artists—Paul Arnold, bartone; Lucille Norman, contralto; and Ronnie Manfield, tenor—will furnish entertainment.

WSYR, WFIL, WAGE and WOLF, Syracuse, all participated in a hour program for the Syracuse Community Chest Drive providing talent for the broadcast which also included a re-creation of the celebrated Liederhalle chorus from Liebermann Hall. Twelve five-minute transcriptions, prepared by the Syracuse U Workshop, will be used by the stations during the campaign.

WZL, Boston, and WRZI, Springfield, added five new sets and 12 new artists to its personnel during the first two weeks of October. Included are five new singers, all Massachusetts girls, who won their chance on the air through public auditions.

WELT, New Haven, celebrating its sixth birthday Oct. 16, still has two religious programs on the air that started with the station. They are a weekly 15-minute program feature of the Church of the Latter-Day Saints and the New Haven Council of Churches daily devotions.

KEY representatives of WLW, Cincinnati, assigned to field work met in Cincinnati Oct. 11 for a semi-annual conference conducted by Beulah Strawway, WLW director of merchandising and Joseph B. Haas, Attending were Robert Fuld, Indiana; Robert Williams, Columbus; Edward Pitch, Dayton; Edward Haskel, Fort Wayne; Gilbert O. H. Frederick, Cincinnati; and James Sandner, rural representative.

CICA, Edmonton, Alta., held a staff meeting Oct. 9 to bid farewell in several of its personnel. Manager Gordon Henry on the occasion made presentations to Joe Samuels, who left to become chief engineer of CJVI, Victoria, B.C.; Esther Magoon and Gladys McCrea, both resigning to be married; and Alto Magoon who has joined the Canadian Women's Auxiliary Air Force.

KBTM, Jonesboro, Ark., which on Sept. 22 joined MBS, announced in mid-October that it is constructing a new studio and office building, which is to be completed about Dec. 1. The new building, a one-story structure in the business district, will be of modern design and air conditioned.

RECENT CHANGES in the staff of WMOR, Mobile, have placed Ross Smith of WTH, program director, Edgar Boyd as office manager, and women's programs. Alaine Williams resigned as ad manager and secretary, and Don Webster as announcer.

CJLS, Yarmouth, N. S., has started two weekly 15-minute periods to the Canadian Army and Air Force. The Canadian and airmen write, produce and act in their own shows.

Heckler Piped

Canadian Broadcasting Corp. has a service to Canadian soldiers in Great Britain was interrupted Oct. 18 by a German heckler who could be heard between news items broadcast on one of the British Broadcasting Corp. stations for Canadian soldiers. The CBC cabled the news to London, where it goes on the air. The heckler was silenced towards the end of the newcast when Canadian piper played between news items, drowning out the Nazi heckler. According to Gladstone Murray, CBC general manager at Ottawa, the heckler broadcast from a station in occupied Europe.

WOCB, West Yarmouth, Mass., culminated its drive last week for funds to buy an ambulance plane for the RAF. The campaign, held solely amongst the Cape Codders, financed a two-tonned Gramman amphibian which was turned over to a representative of the RAF with appropriate ceremonies over the weekend. The $33,000 drive was under the supervision of Miss Harriet Allen, president of WOCB.

WOIL, Boston, has been granted permission by the FCC to remain on the air at extra hours—from 5 to 6 p.m.—in order to make special Federal Government announcements. The permission has been granted for the month of October.

ZENITH Radio Corp., Chicago, has increased the power of its FM station, W51C, from 5 to 50 kw., providing coverage in the Chicago trading area of the FCC—stipulated to be 1086 square miles. Station is on the air every day with 16 hours of programming.

WBAL, Baltimore, has issued its rate card No. 16, covering its 500,000-watt operation. Advertisers placing business before Nov. 15 are protected at old rates for one year from that date.

INSTALLATION of a new $35,000 mobile control room and the construction of a new building for the WOCB building in San Francisco was scheduled to start this month.

Yarn TEST

FREDERICK HERSCHEr Co., Chicago (needlework yarns), new to radio, will start a test campaign on 50 stations Oct. 25, it was announced by Edwin A. Kraft, manager of Northwest Radio Advertising Co., Seattle. Daily 5-minute and 15-minute programs will be used.

**Studio Notes**

**Weyerhaeuser Company**

**550 Kilocycles**

**Meyer Broadcasting Company**

**BISMARCK, NORTH DAKOTA**

**JOHN BLAIR & CO., National Representatives**

**5000 Watts Day and Night**

**Page 32 • October 20, 1941**

**Broadcasting • Broadcast Advertising**
A LIVESTOCK MARKET PROSPERS
Use of Broadcasts Brings Improved Business
To Portland Union Stockyards

BACK IN MARCH the Portland Union Stockyards, along with eight commission firms of Portland, Ore., made “the smartest move in years” when the newly-formed North Portland Livestock Market News & Educational Foundation started a daily noon quarter-hour livestock market commentary on KEX, Portland. Now going full blast, the program not only has established itself as an outstanding farm service feature in the Northwest, but it has greatly increased the KEX rural audience.

Doing the Job
Harry Burdick Sr., president of the market, commenting on the results of the new radio series, indicated that it was “only starting with radio—he is convinced that radio is doing the job he wanted it to do, that his added business is directly traceable to the broadcasts. He estimates daily listeners at a conservative 250,000 and notes that more shippers than ever before are coming to the Portland market, some from as far as 500 miles distant. And he points out also that surveys are showing that the producers seeking cash outlets for their livestock are deriving a great deal of benefit from the program.

The story began in 1930, with a survey of Midwest livestock producers—in Iowa, South Dakota, Nebraska and Minnesota—by Livestock Marketing Service Inc., Chicago, for the Sioux City Central Public Market. The survey showed that farmers just did not know what a central public market was. They were living in the distant past, when there were no markets for public-price setting. But with the advent of the central public market system years ago, prices had become directly dependent on the principle of supply and demand. Price setting had been systematized for livestock, just as for any other produce. But still the farmer-producers were at the mercy of the buyer that called personally at the farms to do business.

Radio came into the picture when it became evident that if the farmer knew prevailing prices, he would be equipped to deal on equitable terms with stock buyers calling at his farm. Unless the producer lived near a city, the market news in his newspaper was too old to use when he was ready to sell. A daily radio program was started on KTRI, Sioux City, and WNAX, Yankton, S. D., about this time, covering daily market quotations, representative sales, and various educational features. The show was an immediate success, and soon there were 10 similar programs among the 69 public markets of the nation. The North Portland market was one of these pioneers.

Personal Survey
Before he decided to go on the air in Portland, President Burdick instructed his field representatives to make a personal survey among producers to determine if there actually was a demand for such broadcasts as were contemplated. Four men spent a month on the survey. Every farmer contacted, they reported, promised to listen to the program and offered to see that his neighbors tuned in, too.

The Foundation was organized as a separate corporation through which the group of sponsors could share the expense of the project. On March 3, 1941, the first program went on the air on KEX. Harry Burdick Jr., of the Livestock Marketing Service in Chicago, was sent to Portland to handle the announcing job. Although without radio experience, he proved to be a good man for the program. A special studio was set up in the stockyards with a KEX technician on the job.

Mr. Burdick Jr. writes his own script and does his own research. He arrives at the yards at 5:30 each morning, checks prices, looks over stock to observe condition, watches as many actual sales as possible, meets shippers and gets a complete picture of the day’s prospect. From the studio at noon he gets into a quarter-hour rapid-fire down-to-earth report of the price indications for cattle, hogs and sheep.

He also quotes at least 35 or 40 representative sales each day, using shippers’ names and other

POWERFUL SALES STIMULATOR!
KSD is the Listener Preference Station in St. Louis, as shown by its lead in Star-Program “Firsts” in 18 Nation-Wide Polls.
An outgrowth of the broadcast is the formation of cooperative shipping groups. In trying to get the producer to bring his stock to the market, an obstacle arose—the small diversified farmer, who now and then has a couple of hogs or sheep to sell, could hardly afford to ship anywhere. However, in his neighborhood are probably several others in the same fix; the market sent its representatives into the area, found a trucker with a large truck and then put him next to these potential customers. The producer was happy because he could pro-rate the expense of the haul, the trucker was happy because he was busy, and the market was happy because it had additional volume.

NATIONAL LIFE & Accident Insurance Co., Nashville, owner of FM station WATNV and W3RM, is the newest stockholder in American Network Inc., FM chain.

Texas, the largest producer, “talks turkey” to the nation each season, as carlot shipments of gobblers move to market. In the production of chickens Texas is second among the states. The two—turkeys and chickens—put more than $18,500,000 annually into the pockets of raisers down here. And this does not include the enormous revenue derived from the sale of eggs!

In the Lone Star state the big business of raising turkeys and chickens is centered in South and Central Texas—the same area in which Station WOAI has its primary coverage. This is only another reason why WOAI is on the “must” list of all shrewd advertisers when radio schedules are made up to reach the amazing aggregate of Texas wealth.

WDAS Service

WDAS is taking credit in Philadelphia for the break in the drought. After a month-and-a-half of a dry spell, a rain-making program was scheduled. The program department brought out all its Indian music and Pat Stanton, general manager of the station, read an old Indian prayer for rain. The announcer instructed listeners to turn on their radios to the fullest volume at a designated signal when the station brought out all its sound records of thunder, lightning and rain. Curiously enough, drops began to fall from the heavens the next morning and a few days later, a torrential rain fell. “Just a part of a public service,” explained Stanton.

ALMAN TARANTO

ALMAN TARANTO, buyer of radio and other media for Ted Bates Inc., has a particularly soft spot for New York’s famed luncheon group, the Radio Executives’ Club—at one of the Club meetings he met Ninette May Joseph, a BBDO timebuyer who now is Mrs. Taranto.

Al was born in New York on Sept. 4, 1915. He was educated at Lawrence High School on Long Island and later enrolled for a short term at Columbia U, which he left in 1933 to enter the business world. Earning his own living since he was a youngster in high school, Al has had a variety of jobs—among them soda jerking, caddying on a golf course and managing polo and skeet shooting.

He started his advertising career in 1936 with William Esty & Co. in New York. After holding forth progressively in the checking copy department and radio research and production sections, he was made timebuyer of the agency. In 1938 he was given the title of business manager of the radio department, answering to Dick Marvin, Esty radio director.

In 1940 Mrs. Taranto resigned from the Esty organization to accept the radio and media buying job at Ted Bates Inc., which handles such important accounts as Colgate - Palmolive - Peet (Colgate Dental Cream, Octagon Soap, Khek Packaged Soap, Palmolive Shave & Brushless Cream) and Continental Baking Co.

Al Taranto golfs, swims, plays tennis for hobbies and talks advertising incessantly.

Columbia's Station for the SOUTHWEST

KFH

WICHITA KANSAS

Call Any Edward Petry Office
At Great Lakes Station

PAUL HOLMAN FAUST, vice-president and radio director of Mitchell-Faust Adv. Co., Chicago, and radio director of the 9th Naval District, has announced that the following radio and advertising men are attached to the public relations office of the Great Lakes Naval Training Station, Chicago: John B. Morse, formerly account executive of Blackett-Sample-Hum-mer, Chicago, assistant to chief of staff; Ensign Dollard, formerly B-S-H copywriter; Norton Hughes Johnson, continuity writer of WMRO, Aurora, Ill., and assistant, same class.

WHEC Names McKinney

WHEC, Rochester, has appointed J. P. McKinney & Son its national sales representative, effective Oct. 11. With the addition of WHEC, Mc- Kinney now represents all radio stations owned by the Gannett Newspapers, including WDAN, Danville, Ill.; WJWT, Hartford; WENV, El-kins, WABN, WQNU, Olean; WHDL, Olean, N. Y.

 Canadians to Hold February Meeting

CAB Directors Lay Plans to Discuss Vital Problems

CANADIAN broadcasters will hold their next annual meeting at Montreal Feb. 2-3, according to Glen Bannerman, president and general manager of the Canadian Assn. of Broadcasters following a meeting of the CAB directors. NAB members are to be invited.

The directors met with the directors of the Canadian Assn. of Advertising Agencies, Assn. of Canadian Advertisers and Press News.

The joint meetings included discus- sions of rate structures, agen- cy-advertiser-media relations, and agency franchise requirements. Joint committees of the CAB, ACA and CAAA will be named soon.

News Problem

The meeting with Press News centered largely on changes to be proposed in the news sponsorship regulations of Canadian Broadcasting Corp. At the next CBC board of governors’ meeting at Ottawa in November, a joint committee of the CAB and Press News is to appear before the board with recommended changes. Press News, radio sub- sidiary of Canadian Press, Can- ada’s AP, now sells news to sta- tions for commercial sponsorship, giving the Dominion three news services, British United Press and Transradio being the other two.

The CAB directors voted to poll all Canadian stations about re- placement equipment, especially transmitting tubes. It is understood the OPM, at Washington, turned down a priorities rating for Can- dian stations for transmitting tubes, practically all of which come from the United States but are sold in Canada through Canadian subsidiaries. The CAB will make another attempt to procure a prior- ity rating at Washington through the Canadian priorities office at Ot- tawa. A form for emergency use of stations for transmitting equip- ment is also being sent out to CAB member stations.

War activities and the coming hearings on copyright fees were also discussed. BMI Canada Ltd. and the Canadian Performing Rights Society (Canadian ASCAP) filed 1942 tariffs by Oct. 31, with the Secretary of State at Ottawa. Canadian stations will then have till Nov. 30 to appeal the 1942 rates.

Du Pont Breaks

E. I. DU PONT de NEMOURS & Co., Wilmington, Del. (Five-Star anti-freeze), on Oct. 17 started a five-week campaign of chain-break announcements, three times weekly, on an undisclosed number of stations in 12 markets in the East and Mid-West. Stations will be added on a staggered basis until the middle of November, all for the same number of weeks. BBDO, New York, handles the account.
WCKY is doing the Real Job on \textit{Between Friends} with \textit{Swing School} doing the Network Job.
RADJO STARS ON WCKY

RHODES Singer

THE HAYMAKERS

BERNARD JOHNSON

WCKY ORCHESTRA

"Uncle Bud" 's General Store"

REX DAVIS "Newscaster"

AL BLAND "Morn Patrol"

LEN RILEY "Sportscaster"

BILL ROBBINS

Personal Shows

CBS FIFTY GRAND IN POWER... J.B. Wilson
Warts or Cancer

AMERICA is at the crossroads. The nation is on a war footing. Taxes are the highest in history. Ordinary peace time pursuits have been reigned to secondary status. The public is being exhorted to pitch in on the greatest national effort since the founding fathers established the Republic.

So the four-man FCC majority has concluded this is a good time to undertake a “novel experiment” with the broadcasting industry. If the network monopoly regulations prove onerous and don’t work, then the battered networks can limp back to the Commission for relief, the majority states. The industry as a whole is buttered up with the “concession” of two-year licenses. The “forced sale” of NBC’s Blue is “indefinitely postponed”.

But, says the majority, there shall be no exclusive network contracts or time options. It feels confident that a “healthier industry” will result. But, mind you, if it doesn’t then the Commission magnanimously will step in and, pronto!, back to the old system we’ll go.

Even if the question of the Commission’s jurisdiction were settled, such an action by an administrative agency without the advice or consent of its creator, the Congress, would be preposterous. But in time of national stress, to introduce so far-reaching a reform—which it admits is uncertain—is to gamble with a vital medium at the public’s expense.

The FCC’s majority’s grab for power is probably without parallel in regulatory annals. It has been dismaying of repeated expressions of members of Congress—of the authors of the statute itself—as to the limitation of its functions and has even defied the Supreme Court. It has talked to the industry about one set of regulations, and has voted out another. It has even questioned the rights of the parties to their day in court on the regulations, by attempting to reach a compromise if NBC and CBS would agree not to litigate.

Beyond that the time-option rule (which is a misnomer because it provides no options at all) constitutes something not even discussed during the protracted “conferences” of FCC Chairman Fly with the network executives. Minutes of the FCC reveal that on Aug. 1 the Commission authorized its “committee” negotiating with the networks to work out an option formula that would permit three hours of exclusive option time in each five-hour seg-

ment to a single network by stations in cities having four or more outlets; 2½ hours of each five in cities with three stations; two hours in markets with two stations, and even an allowance of 1½ hours of exclusive network time to a network dealing with the only station in a market.

But the majority kicked all of that overboard and ruled out options altogether. Yet, presumably for public consumption, it talks about “non-exclusive options”.

That is rank deceit!

There either is or isn’t an option. Under the rules a network cannot anchor to a particular station in any market. This means, purely and simply, that the cream business of each network will probably go to the first station in each market, with the remaining outlets scrambling for the leavings. It means, too, in unvarnished terms, that the incentive to produce sustaining programs will all but be destroyed.

Something probably overlooked by Administration executives “consulted” before the “two New York corporations” were cracked by the majority, is the fact that the free and easy access to networks on defense programming will exist no more, once the rules become operative. Networks will have no exclusive time options over guaranteed nationwide chains. So, it obviously follows, they won’t be able to clear time.

We have little doubt that NBC and CBS will procure injunctive relief from the courts, staying the effect of the orders. And we have no doubt whatever that the networks will appeal, even though the FCC’s majority’s spokesman says he will be “surprised” if they do.

But even before that becomes necessary, Congress should be prevailed upon to intervene. Talk about not breaking any “political pressure” by the industry, expressed on behalf of the FCC majority, is so much poppycock. The FCC is a creature of Congress. It exists by virtue of an Act of Congress. It is the responsibility of Congress to check its rampages. Besides, this majority spokesman, who talks about industry pressure, himself repeatedly has counseled with key men in Congress to thwart any legislative inquiry.

We do not contend there are no evils in the existing network-affiliate relationship. But we feel that they constitute private contractual relations and that the FCC, by statute, is foreclosed from considering them. We concur wholeheartedly with the views of the Craven-Case minority.

As one observer aptly put it, the FCC majority “is operating for cancer, when the industry has warts”.

Congress, we think, must be consulted on the cure.

Receiver manufacturers and even service men are feeling the priorities pinch. Yet broadcasting is labeled a sort of quasi-defense operation. Without working receivers radio circulation will be hit. There’s a job to be done on the receiving end, too.

To Avoid Chaos

IF COMPELLING NEED exists for independently functioning groups or associations within the broadcasting industry, and if NIB and the newly-forming Independent Broadcasters Inc. actually jell into well-integrated entities, the better part of discretion would appear to dictate that their membership—and their leadership especially—should avoid any semblance of outside interference.

Bluntly, we mean that these and any other groups that may crop into being should not allow themselves to be led by the halter or even aided by disruptive elements such as the FCC’s crackdown majority when it comes to wholly intra-industry affairs.

FCC Chairman Fly’s aversion to the NAB and its leadership has been manifested in various ways since the St. Louis convention. There was well-founded suspicion that he personally was espousing the NIB’s expansion from a local station group to a projected rival of NAB. Even at the Chicago convention of the new IBI his views were quoted on—of all things—the copyright problem with which the Commission cannot conceivably be concerned. His purported remarks were, to be sure, quite innocuous, but the mere fact that he was quoted at all didn’t set well with some of the broadcasters attending last week’s Chicago convention.

We’ve warned before in these columns against “divide and rule” tactics. Hitler has shown how favors carried or received today may end in disaster tomorrow. Broadcasting as a whole faces tremendous common problems, perhaps even self-preservation against one element in Washington which seems hell bent for Government ownership of at least part of the broadcast structure.

Without passing on the merits of individual organizations, we still think the NAB as a common front should be preserved and necessary reforms imposed from within. At informal IBI group meetings in Chicago the old idea of a “federation” of groups or associations under the NAB banner was freely discussed and favored in many quarters. The best suggestion we’ve heard thus far is that NAB be constituted into a sort of holding company of the various groups within the industry—NIB, IBI, IRNA, the Clear Channel Group and the networks. Each could have its own executive and organizational setup, but all would join battle under one banner in common causes.

Otherwise, no one will be able to speak with authority for the industry as a whole and chaos is inevitable.
BROADCASTING aboard the flagship radioed to "broadcasting" when the operator aboard the flagship radioed to "standing by until the band quits playing!" Started, Tison held his breath as he heard the strains of the national anthem over his earphones. (In those day 5-watt transmitters were used by the Navy during fleet exercises.)

After the war Tison returned to Cedartown expecting to enter business. He looked around and decided he just wasn't made for it. Maybe it was because at that time the U.S. Shipping Board was urgently in need of radiomen for its fast-growing merchant marine. With his Navy experience, Walt felt this was his place. In three years he crossed the Atlantic 12 times and made trips to South America, Cuba, Africa and where not.

While still at sea Ty began to follow with interest the early experimental operation of KDKA and other Westinghouse stations. Each night at sea he tried to catch their signals, study them, check them. It was his idea of recreation.

The day finally came when he decided to try ashore again. Back in Cedartown he rigged a "ham" transmitter and became an ardent member of the amateur fraternity. Day and night he stayed at the controls, hardly taking time to sleep.

One day, playing a hunch, he went over to Atlanta to see Maj. Cohen. The result was WSF, with Ty as manager.

In 1925, when WSF was switching to 1,000 watts a Florida developer flushed with boom profits bought the old 600-watt transmitter and shipped it to Clearwater, Fla. Ty went along to install it. This same 600-watt outfit went on the air as WGB, with Tison as manager, and after many vicissitudes wound up as WFLA-WSUW, owned and operated jointly by the communities of Clearwater and St. Petersburg. Ty guided these stations through the years, saw them grow in power, join networks.

In 1935 the City of Clearwater decided to liquidate its half of the station to retire some depression-ridden city bonds. Ty was on the spot. The baby he had nursed from infancy was about to go by the board. He thought it over, went to a Clearwater lawyer and started to talk radio as he had done more than a decade before to Maj. Cohen.

Then he made another sale. Jointly he and the lawyer bought up some $225,000 worth of the bonds, at the same time helping the city get rid of its outstanding indebtedness.

Under the new ownership WFLA was licensed to operate parttime, sharing with WSUW. But Ty continued to look after the general interest of the station, though his official capacity was general manager of the former.

In 1939 the lawyer associated with Ty sold his interest in the station to the Tampa Tribune. The split-time arrangement with St. Petersburg continued. But it soon became apparent that both stations would have to operate, if they were, a fulltime operation.

Out of many conferences came the application for the license in Tampa, which was granted in September, 1940 and which began operating under the new WFLA in January, 1941.

At this time Ty sold his part interest to the Tribune. The deal was a profitable one, and Ty became independent manager.

Through it all, however, Ty has continued to manage WFLA. It is his baby. In the early days they were only two people on the payroll, and Ty was announcer-engineer-flunkie Janitor. But from an old third-hand converted "ham" transmitter working part-time, Ty has watched it grow to a fulltime NBC-Red affiliate.

Ty is one of radio's true pioneers. He has combined his hobby and his life's work; they are one and the same. He has lived through the foresight, the confidence in the future progress and success of a new industry. He has helped to shape the band for countless others so that today, a veteran at 42, he smiles as he looks back—not without nostalgia—to the infancy of radio only two decades ago.

He has handled his old ham transmitter, which served both WSF and WFLA, put up as a museum piece, together with the old WLS speech input, at the Telephonian Institution in Washington.

Nor has Ty been too closely wrapped up in radio to lose his perspective. He has made himself a student of its very phase. A master at the commercial angle, he has studied carefully the effect of radio as a social force. "Radio," he says, "is a powerful tool. If properly handled it becomes one of our most powerful educating forces. Station managers should never forget this.

In addition to his managerial duties at WFLA, Tison is district director of the NAB, a former president of the Florida Assn. of Broadcasters, a Shriner and a Kiwanian.
BEHIND the MIKE

JAMES SIRMOMS, formerly chief announcer, has been named assistant program director of WFMJ, Youngstown, Ohio. Bob Wylie, announcer, has taken over the duties of chief announcer. Kathryn Leskey has been added to the script staff. Tom McKeen and Bob Mackall have been added to the announcing staff.

HUGH HOLDER, formerly of WJS, Winston-Salem, N. C., has joined the announcing staff of WWJ, Detroit.

BUD FINCH, recently honorably discharged from military service, on Oct. 15 resumed his place on the announcing staff of WEIR, New Haven.

MARCH 30

Announcer. Walter E. 40 Mackall, announcer, has taken over the duties of chief announcer. WJRT, New York, has named James Sirmoms, former chief announcer, as chief announcer. JAMES SIRMOMS, formerly chief announcer, has been named assistant program director of WFMJ, Youngstown, Ohio. Bob Wylie, announcer, has taken over the duties of chief announcer. Kathryn Leskey has been added to the script staff. Tom McKeen and Bob Mackall have been added to the announcing staff.

HUGH HOLDER, formerly of WJS, Winston-Salem, N. C., has joined the announcing staff of WWJ, Detroit.

BUD FINCH, recently honorably discharged from military service, on Oct. 17 resumed his place on the announcing staff of WEIR, New Haven.

WENDELL PALMER, formerly of the radio department of the Minneapolis Star Journal, has joined WTMJ, Milwaukee, as continuity writer.

MARIAN MARTIN, St. Louis writer and radio columnist, has been named to succeed Josephine Halpin as women's commentator on KMOX, St. Louis.

HOWARD L. EMICH, former program manager of WMAM, Marietta, Ohio, has joined the production staff of WHBF, Rock Island, Ill.

JOCKO MAXWELL, sportscaster of WWRN, New York, has signed with Football Xtra, national sports newspaper, to conduct a weekly column covering football happenings. Maxwell, who has been a regular on the program "Colony's Baseball World," will continue his duties.

MURILLO SCHOFIELD, former stage actor and freelance radio actor, has joined KOBC, Oklahoma City, as a new addition to the production staff of the radio station.

MARK LUCAS, announcer of WMAN, Mansfield, Ohio, left Oct. 15 to join the Army. He will be replaced by Charles Palmer.

C. W. LEMING, formerly freelance announcer of Seattle, has joined the announcing staff of KIT, Yakima.

ROY LOCKWOOD, former BBC director and producer and more recently with the British Information Bureau in New York, has joined the production staff of WABC, New York.

ROBERT WADE, assistant to Keith Kiglin, manager of NBC-Blue, is the father of his second boy, born recently in the Bronxville Hospital, New York.

WALLY SHELDON, announcer of WCAU, Philadelphia, and Betty Summer, were married in early October.

PARRY BAER has been named the director of the weekly CBS Screen Guild Theatre, Pittsburgh, Pa., and the national community chest drive, to be held Dec. 7 at the radio station.

JOHN W. HALLIDAY, associate director of the Farm Journal, has joined the new staff of KXAN, San Antonio, Texas, as publicity director.

HARRY W. PAYNE, former executive of KLYX, Oklahoma City, as publicity director of the Farm Journal, has joined the new staff of KXAN, San Antonio, Texas, as publicity director.

JANET KISTEMANN, traffic manager of KRBW, Portland, Oregon, recently announced his engagement to Miss Anne Hilliard, of Portland, Oregon, for December wedding.

ALAN HORT, announcer of WIP, Philadelphia, has joined WBNY, Buffalo.

HAL TGNIS, program director of WPGP, Atlantic City, is the father of a new daughter, born recently.

BOB TUTT, announcer of KBOV, Oakland, Calif., joined the staff of KBOV, Oakland, Calif., recently joined KSFO, San Francisco.

WILLIAM M. ADAMS, former director of the Farm Journal, has joined the staff of NBC, Pan American Airways, London, England, as general manager.

SHIRLEY S. WARD and Philip Van Dyke, Hollywood radio writers, have sold an original story to the Century-Fox film, "Rise and Shine," now in production.

MIKE PECAROVICH, Hollywood commentator, has been signed for a similar role in the Century-Fox film, "Rise and Shine," now in production.

CAREY CRONAN, news editor of the National Community Chest foundation, has been named publicity director for the Republican Party in the coming New Haven election.

WASH-ROOM TORCHES

Following the recent Kentucky-Vanderbilt football game at Lexington, Ky., Dick Bray, sportscaster of WLCV, Elmira, N. Y., was ready to go on the air with his regular after-game Football Scoreboard, quarter-hour only to find that the shades were down and the cushions were taken over the duties of chief announcer. WJRT, New York, has named James Sirmoms, former chief announcer, as chief announcer. JAMES SIRMOMS, formerly chief announcer, has been named assistant program director of WFMJ, Youngstown, Ohio. Bob Wylie, announcer, has taken over the duties of chief announcer. Kathryn Leskey has been added to the script staff. Tom McKeen and Bob Mackall have been added to the announcing staff.

HUGH HOLDER, formerly of WJS, Winston-Salem, N. C., has joined the announcing staff of WWJ, Detroit.

BUD FINCH, recently honorably discharged from military service, on Oct. 17 resumed his place on the announcing staff of WEIR, New Haven.

WENDELL PALMER, formerly of the radio department of the Minneapolis Star Journal, has joined WTMJ, Milwaukee, as continuity writer.
DICK MORRIS, formerly of WOAY, Wheelersburg, Ohio, has joined KOSI, Des Moines, as assistant news editor.

REG DARGG, formerly commercial manager at CKWZ, Vancouver, is now Administrative Officer of the Inspection Board of the United Kingdom in Canada at Toronto.

ROBERT PETRIE, formerly of KTVB, Boise, has joined the announcing staff of KROD, Portland, Ore.

HAL GILMAN, formerly on the production staff of the Chicago Radio Council on Education, has joined the announcing staff of WLS, Chicago.

H. EMORY ELLIS, formerly copy chief of the A. A. Klinger Agency, New York, and previously program director of WFTG, Atlanta City, N. J., has joined WAAT, Jersey City, as program director.

HORACE LOGAN, former announcer of KWKK, Shreveport, has left to join the Allie Mason Shell Loading Plant.

ED TAIT, formerly of KBFO, Longview, Tex., has joined the announcing staff of KMB, Shreveport. Paul Long, formerly of KTBS, has joined the announcing staff of its sister station, KWKK.

JAMES COX, newspaper and announcer of WNEW, New York, is back at work covering assignments in a plant east from his home to the west. He broke several bones in his neck while fishing recently, and is on the job though he'll be in the east three months.

FRANK J. DVORKA, graduate of U of Illinois and registered C.P.A. in Illinois, has joined MBS as assistant to Miles Lamphere, chief auditor located in the Chicago office.

DEAN SCHMITTER, formerly chief of production of KTBS and KWKK, Shreveport, has joined the Naval Air Force.

LOIS DASHIER, assistant to Lloyd Dennis, program director of WJZV, Washington, announces the engagement to Hal Elkiss, current of Frederick, Va. They met last April at the wedding of Ernest McFer, WJZV newsman, and Tom Fearn, secretary to Arch McDonald, sports announcer.

FRED FOX, in charge of radio for the San Francisco Community Chest, has joined KFSO, San Francisco, as a writer.

HECTOR CHEVIGNY, Hollywood radio writer, has had two original stories, Not All Geese Fly South and The Naturalization of Joe Mendos, published in recent issues of Saturday Evening Post and Liberty, respectively.

EDDIE DOOLEY, who conducts Football Parrotcast on WBS, Thursday, 11:30-11:45 p.m., last week started a new series of sportscasts three weeks on WNEW, New York, Thursday's, 11:30 p.m., and Friday's, 1:30 p.m.

Bob Considine is heard on the station Monday, Wednesday and Friday at the same time.

Eddie Evans has been promoted to production manager of KOMA, Oklahoma City, succeeding Jack Mitchell, who has gone to Chicago to handle a network show. Bob Duren has returned to KOMA after a year's absence to relieve Dan Bowers who is going to Chicago with Mitchell.

DICK MORRIS, formerly of WDNY, Champions, Ill., has joined the news and special events staff of WIBC, Indianapolis.

JAY ADAMS, at one time with Pennsylvania stations, has joined WHIS, Charleston, W. Va., as promotion manager.

Charlie Dameron, Cincinnati singer, has joined WCKY, Cincinnati, as vocalist and mc. of several WOKY programs. Dameron has been a featured artist on several transferred commercial programs, including a series for U. S. Tobacco Co. carried by Southern stations.

Dale Denney, formerly of KVAN, Vancouver, Wash., the Oregon Journal and International News Service, has joined KOIN-KALE, Portland Ore., as assistant news editor.

Robert Petrie, formerly of KTSN, El Paso, has joined the announcing staff of KROSS, Oglesby, Ill.

Mrs. Crystal Brown, formerly of the Fort Worth (Tex.) Tribune, has joined the continuity department of WSM, Nashville.

WHEC (CBS)

The Kodak City

This visualization—computed from the last week before closing date—re-emphasizes that WHEC is Rochester's favorite station with time buyers; both national and local buyers, by the way.

Nevertheless some periods still available!

You are invited to write, phone or wire.

BROADCASTING • Broadcast Advertising
SUNDAY AVAILABLE TO VIDEO OUTLETS

SUNDAY, heretofore barred as a regular broadcast day for commercial television stations under Section 4.261 (a) covering minimum operating schedules in the FCC television rules, may now be utilized in weekly operating schedules, the FCC announced last Tuesday in amending the rules.

The previous rule has stipulated that in compiling the weekly minimum transmission requirement of 15 hours, Sunday could not be used. This was done, according to the FCC, to avoid conflict with Sunday blue laws in certain localities. The amendment, it is felt, will enable localities not subject to blue laws to televise unhindered, although the new ruling does not necessarily supersede any local laws. Sunday television is deemed desirable since it provides larger daytime audiences for outdoor pickups as well as contrast to the weekday night and studio transmissions. The amended Section reads:

Sec. 4.261 (a) Minimum Operating Schedule. (a) The license of each television broadcast station shall maintain a regular program operating schedule transmitting a standard television signal for a total of 15 hours per week. There shall be at least 3 hours program transmission between 3 a.m. and 11 p.m. on six days of each week, including at least one hour program transmission between 7:30 and 8:30 p.m. on five days of each week.

Foreign Rule Extended

EXTENSION to Jan. 25, 1945 of the effective date of Section 4.45 of the Rules Governing International Broadcast Stations as it applies to WCBX, CBS shortwave station, was granted Oct. 14 by the FCC. Rule 4.45 provides that all international stations must operate with a minimum power of 30,000 watts.

For outstanding performance - strength to meet severest wind conditions and low initial cost use Wincharger Vertical Radiators. These superior radiators are already demonstrating their efficiency and economy in over 300 commercial broadcasting and police stations throughout the United States.

Built of uniform triangular cross sections to insure highly efficient radiation - designed and built to withstand 100 mile wind velocity - these tower type units of low cost service. Complete erection service, including lighting equipment, anchors, base and ground systems is available.

Write today for full details and quotations.

WINCHARGER CORPORATION
SIOUX CITY, IOWA

Page 42 · October 20, 1941

BROADCASTING · Broadcast Advertising
Norris ALBERT JARVIS, radio director of Norris-Patterson Ltd., Toronto, has joined James Fisher Co. Ltd., Toronto, as an account executive. He is succeeded as radio director by W. F. Ralph.

T. E. RACKSTRAW has been appointed radio executive at James Fisher Co. Ltd., Toronto, succeeding Don Bassett, who left to join Radio Centre Ltd., Toronto, program and recording producer.

LOUR GRIMM, formerly with RKO Radio Pictures, New York, has joined Cens & Associates, Hollywood, as account executive.

SLATTON POLLEYS LaDUE has been appointed Northern California manager of Howard H. Wilson Co., and Homer Owen Griffith, station representatives, and is headquartered at 681 Market St., San Francisco.

WILLIAM ROYAL, formerly radio director of Wheaton Adv. Agency, New York, has joined the production department of WMCA, New York, replacing Frank Danzig, who has joined CBS.

GEORGE SPARING, copy director, of Vanderbie & Rubens, Chicago agency, has been named vice-president in charge of creative promotion.


ERWIN, WASEY & Co. recently opened a New England office at 157 Church St., New Haven, John F. Barteau is in charge.

RUSSEI, M. SEEDS Co., Chicago agency, has established West Coast offices at 3080 N. Vine St., Hollywood, with Helen D. Woodman in charge.

RECENTLY SIGNED SPONSOR for 156 newscasts thrice-weekly on WXYZ, Detroit, Berry Bros., Detroit paint manufacturers, officials gathered with members of the WXYZ staff at a Berry Bros. dealer convention at the Detroit-Leland. Gathered about are (l to r), Arthur Kierman, president of Berry Bros.; Ross Mack, vice-president of Fred M. Randall Co., agency; C. E. Gunn, WXYZ; Harold True, WXYZ news commentator; Dave Anderson, sales manager of the paint company; Jack Greene, Berry advertising manager; Rod Hughes, of the agency.

J. A. GOFF, for many years manager of the Tacoma office of Pacific National Adv. Agency, died Oct. 10 after undergoing an operation Sept. 24. The Tacoma office of the agency will be handled through Seattle headquarters, according to an announcement by William H. Horsley, president.

On 'Martha Deane'

RECENT sponsors signing for announcements on the Martha Deane program on WOR, New York, are O'Dear Corp., Chicago (waxes and polishes), through H. W. Kastor & Sons, and Skinner & Eddy Corp., New York for Minute Man Soup and placed through H. B. LeQuatte Inc. & Co., New York (Savarin coffee), who came on the program shortly after it started a month ago, the show has three sponsors.

Pacific Group to Hear Ad Problems Discussed

EFFECT of the defense emergency on advertising will be the general theme of the annual convention of the Pacific Council, American Assn. of Advertising Agencies, at Hotel Del Monte, Del Monte, Cal., October 23-24. William H. Horsley, president of Pacific National Adv. Agency, Seattle, is convention chairman.

Speakers will include Carroll L. Wilson, director of the Bureau of Foreign and Domestic Commerce; Guy Smith, of Brooke, Smith, French & Dorrence and chairman of the A. A. A. A.; Leo M. Cherne, of the Research Institute of America; Col. Willard Chevalier, publisher of Business Week; Betina Wilson, fashion and beauty editor of Vogue magazine.

Series 32.8 Rating

MBS broadcasts of the 1941 World's Series, sponsored by Gillette Safety Razor Co., were listened to by 32.8% of the radio families in the United States, according to the Cooperative Analysis of Broadcasting. Figure is an average for all five games. Listening this year compares favorably with that of previous Series, the CAB states, pointing out that in 1933 the Tigers-Cubs series attracted approximately 35% of all set-owners; the 1937 Yankees-Giants series rated 25.3; the 1938 Yankee-Cubs games rated 33.2; the 1939 Yankee-Reds series, 21.3, and the 1940 Red-Tigers series, 25.2.

JOHNNIE O'HARA
FOUR STAR FEATURE

★ Mass Audience Acceptance in the great St. Louis market.
★ Continuous Sponsorship for five years with three sponsors.
★ Listener confidence proved with unusual sales results.
★ A six day feature on the "First in Sports" station.
**To Present** in terms of radio what we are defending in America and the need for defending it, MBS on Nov. 9 will start a series of Sunday evening half-hour defense programs as a joint presentation of the Office of Emergency Management and WOR, Mutual New York affiliate. Regulars on the series will be Clifton Fadiman, m.c. of the NBC-Red Information Please program, and Morton Gould, WOR's composer-conductor, as musical director.

Material for guest dramatic stars for the variety part of the show will consist of adaptations from plays and books by Lillian Hellman, Stephen Vincent Benet, R. E. Sherwood, and others. Interviews with OEM officials also will be featured. Arthur Kurlan, production director of the OEM Radio Section, will produce the series, under the supervision of Julius P. Seebach, WOR vice-president in charge of program operations, and Bernard C. Schoenfeld, chief of the OEM Radio Section.

**Making It Clear**

TO CLARIFY present issues rather than to create new controversies, is the purpose of the new weekly CBS Pacific Coast half-hour program, *What's It All About?* Produced by Chet Hunter, under supervision of Donald W. Thornburgh, CBS Pacific Coast vice-president, and Frances Farmer Wilder, network's Pacific Coast educational director, the series features round table discussions conducted by Dr. Leo C. Kooten, social scientist and lecturer. Persons prominent in educational circles take part in the discussions.

**Cancelled Bills**

SLANTED to the home folks with offspring at Kansas U, *KU Campus Quiz* has started on WREN, Lawrence, Kan. The show originates at Brick's, for 25 years the favorite coke hangout of the campus. The tea-time broadcast interviews with students, who identify themselves and outline their academic pursuits, ending up by answering a trick question, with right answers cancelling his bill with the management.

**In the Making**

TO ACQUAINT young people with the problems, methods, and opportunities offered in various fields of endeavor is the purpose of a new Saturday morning series, *Young Americans in the Making* on WEEI, Boston. Dramatizing the development of citizenship in the public schools, the programs are sponsored by the Massachusetts department of education.

**Citizens in Democracy**

STEPHENS College radio division is offering a weekly feature on KFRU, Columbia, Mo., dramatizing the stories of citizenship democracy. Program will be all student participation.

**Defense Health**

IN COOPERATION with the Washington Medical Society, MBS is presenting a Thursday evening quarter-hour series from WOL, Washington, entitled *National Defense Health Clinics*.

---

**Northwest Defense**

DESIGNED to speed the decentralization of national defense orders in the State of Washington, a new program, called *Everybody's Business* has been started over KJR, Seattle. It is believed to be the first organized effort of its kind in the country. Purpose of the series is to determine how cities throughout the state may participate in defense orders which now are concentrated in Seattle, Tacoma, and Bremerton. Each week a different city will be the subject of the broadcast, highlighting such information as mechanical equipment, manpower, transportation facilities, etc.

**Novels Dramatized**

DRAMATIZATIONS of the world's greatest novels is presented every Friday, 5-5:30 p.m. on WNYC, New York, starting Oct. 17. Presented in cooperation with the New York Public Library, the series, known as *Great Novels*, is the second in which the library has cooperated with the station. Last year *Life & Works* dramatized the lives and the most famous writings of great American authors on WNYC.

**Music While You Drive**

TRANScribed music for motorists is featured on a half-hour weekly show on WWNY, Watertown, N. Y. Sponsored by a local Stromberg-Carlson dealer, program is titled *Music for Motoring*, with selections of a mellow restful vein that would add to the pleasure of driving in the country side.}

---

**If WHAT YOU WANT IN BOSTON IS... most results per dollar spent!**

*This is the radio station for YOU!*

**GOING FULL TIME SOON!**

**BUY NOW at LOW DAYTIME RATES!**

---

**BOSTON'S "STAR SALES MAN"**

**Broadcast Advertising**
PUBLIC SCHOOLS IN Philadelphia are provided the transcribed This Is America by WFEN, Philadelphia, for history and social science classes. The series is sponsored on the station by Hershey-California Fruit Products, Pasadena, Calif., for its Contadina Tomato Paste. Mrs. Eleanor Brown, of Aaron & Brown, Philadelphia, agency handling the account, is having the 3½ x 7½ cuts to fit for school phonograph use. Although no commercial plugs are made in the class-room, teachers advise the students that the history series is broadcast over WFEN.

* * *

Cake Competition

COOPERATING with General Mills in a merchandising stunt for Light of the World, KROD, El Paso, is sponsoring a cake-baking contest. Competition closes at midnight on Halloween, with Betty Crocker's "midnight cakes" accepted—the recipe for the cakes being found in a sack of Gold Medal Kitchen-Tested Flour. Hundreds of mimeographed copies of contest rules have been distributed to grocers in the area, and prizes ranging from $15 cash to 12-pound sacks of flour are being offered. * * *

Dual Service

PROMOTING the addition of NBC Blue to its previous NBC-Red affiliation, WFBG, Altoona, Pa., carried a full-page advertisement in the Altoona Mirror, listing NBC programs carried by the station, along with program schedules. The ad also included an announcement of the dual NBC service by Roy F. Thompson, WFBG managing director, and a congratulatory message from William S. Hedges, NBC vice-president in charge of station relations.

* * *

Red's Pix

TO MERCHANDISE the new NBC-Red Raleigh Program among tobacco outlets, Brown & Williamson Tobacco Corp., Louisville, is distributing through salesmen a 10-page multi-colored brochure containing picture of Red Skelton, comedian, and the rest of the cast, and press clippings from the comedian's latest movie, Whistling in the Dark. Booklet was prepared by the agency, Russell M. Seeds Co., Chicago.

Tell Your Story in Sunshine Land...

The winter vacation land of the SouthWest offers you a big market that you can reach more easily and effectively over KROD. Let us tell you all the facts about the El Paso Southwest.

**General Electric**

1000 Watts (day) & 500 Watts (night) 600 kc
Columbia's Outlet to the El Paso Southwest
Dorrence O. Redford, Owner
Marie H. Tucker, Manager

**KROD**

**WGY**

50,000 WATTS SCHENECTADY, N. Y.

**Broadcasting** • Broadcast Advertising  October 20, 1941 • Page 45

---

**Merchandising & Promotion**

Plugged by History—Tested Cakes—Red and Blue, Both—Weekly News— Ponies—More Cake

**Joliet Weekly**

DEVOTED to local news items pertaining to the radio, motion picture and entertainment fields, WCFS, Joliet, III., has started publishing a new weekly, Daily Times. The eight-page page, 9 x 12 inches, is printed on newsprint and contains local advertising, along with station plugs.

**Shetland Ponies**

SUPPLEMENTING its advertising on WXYZ, Detroit, the Detroit & Eberling Creamery, Detroit, is conducting a weekly contest for school children who submit 30-word letters on the merits of the sponsor's product. Prize is a real Shetland pony.

**Birthday Cake**

WJZ, New York, let its friends help celebrate its 20th birthday last week by sending them pieces of birthday cake, each packed in a box resembling a miniature radio receiver, and with its dial set for WJZ.

**Video at Fair**

FOR THE second straight year, KDYL, Salt Lake City, demonstrated RCA television at the Utah State Fair. The RCA demonstration is the fair's biggest attraction, KDYL says. A baby show was televised along with other novelties. Attendance was larger than that at any other single feature at the fair.

**Even A Rainstorm**

WHEN we called on the Spaulding Bakeries a couple of months ago, we ran into some very sound questions.

"Can you show us how we can help sell our Table Queen Bread over WGY?" asked Mr. William S. Morris, manager of the Spaulding Bakery in Oneonta, N. Y.

"Can we obtain lasting, dependable results?" inquired Spaulding's Advertising Manager, Mr. Walter G. Larkin.

"Sure," we began not too modestly; "you'll get results on WGY or we're not the only 50,000-watt radio station within 100 miles of Schenectady!"

Naturally both gentlemen continued the conversation with requests for more solid facts and figures. The upshot was a contract for a morning five-minute period three times a week, featuring WGY's popular songstress, "Your Neighbor," Annette McCullough. After several weeks on the air Mr. Morris and Mr. Larkin had this to say:

"We have heard some splendid comments on our program to date and are pleased to report that we have also noted an increase in the sale of Table Queen Bread, and we expect the sale of it to continue to grow."

So do we.
Chatham
P. Duff
Atlantic Refining
Great Liberty
Bond
Megowan
Procter & Gamble
N.

thru
thru
Arthur

N.

(Chiclets, Dentyne),

Co.

Nap-studio

Cambridge

Co.

Emmett,

Canada.

nati.

Gardner Nurseries,

Girard, Kan. (family

Haldeman

(soap),

Dodge Division

Bulova

Ludens Inc., Reading,

Doubleday,

Oil Co.

Richmond Brothers, Cleveland

Kroger

St. Louis

KMMJ, Grand Island, Neb.

Steckley Hybrid Corn Co., Weeping
Water, Neb (seed corn)


Manhattan Brewing Co., Chicago, 104

as, thru J. Walter Thompson Co.

Material

W. H. Kastor & Sons, N. Y.

F. A. Stuart Co., Marshall, Mich. (pro-

weekly,

Kastor

and

Grocers

Washington

Oct.

15-

minute

week on WMCA

State of New Jersey, N. Y.

with

Grocery

Food Show

entertain-

entertain.

at

retail

At

Washington

American

of

A. B.

New York.

Vaccines

Chicago,

Co.

Wor, New York

Vickers Chemical Co., New York

Vicks

Chicago

Co.

U.

Hackett

Owens- Illinois

23,

20,

Oct.

Oct.

Sept.

6

KMMJ, Grand Island, Neb.

Steckley Hybrid Corn Co., Weeping
Water, Neb (seed corn) 8, thru W. J. Newens Inc., Neb.

Manhattan Brewing Co., Chicago, 104

as, thru J. Walter Thompson Co.

Material

W. H. Kastor & Sons, N. Y.

F. A. Stuart Co., Marshall, Mich. (pro-

weekly,

Kastor

and

Grocers

Washington

American

of

A. B.

New York.

Vaccines

Chicago,

Co.

U.

Hackett

Owens- Illinois

23,

20,

Oct.

Oct.

Sept.

6

KMMJ, Grand Island, Neb.

Steckley Hybrid Corn Co., Weeping
Water, Neb (seed corn) 8, thru W. J. Newens Inc., Neb.

Manhattan Brewing Co., Chicago, 104

as, thru J. Walter Thompson Co.

Material

W. H. Kastor & Sons, N. Y.

F. A. Stuart Co., Marshall, Mich. (pro-

weekly,

Kastor

and

Grocers

Washington

American

of

A. B.

New York.

Vaccines

Chicago,

Co.

U.

Hackett

Owens- Illinois

23,

20,

Oct.

Oct.

Sept.

6

KMMJ, Grand Island, Neb.

Steckley Hybrid Corn Co., Weeping
Water, Neb (seed corn) 8, thru W. J. Newens Inc., Neb.

Manhattan Brewing Co., Chicago, 104

as, thru J. Walter Thompson Co.

Material

W. H. Kastor & Sons, N. Y.

F. A. Stuart Co., Marshall, Mich. (pro-

weekly,

Kastor

and

Grocers

Washington

American

of

A. B.

New York.

Vaccines

Chicago,

Co.

U.

Hackett

Owens- Illinois

23,

20,

Oct.

Oct.

Sept.

6

KMMJ, Grand Island, Neb.

Steckley Hybrid Corn Co., Weeping
Water, Neb (seed corn) 8, thru W. J. Newens Inc., Neb.

Manhattan Brewing Co., Chicago, 104

as, thru J. Walter Thompson Co.

Material

W. H. Kastor & Sons, N. Y.

F. A. Stuart Co., Marshall, Mich. (pro-

weekly,

Kastor

and

Grocers

Washington

American

of

A. B.

New York.

Vaccines

Chicago,

Co.

U.

Hackett

Owens- Illinois

23,

20,

Oct.

Oct.

Sept.

6

KMMJ, Grand Island, Neb.

Steckley Hybrid Corn Co., Weeping
Water, Neb (seed corn) 8, thru W. J. Newens Inc., Neb.

Manhattan Brewing Co., Chicago, 104

as, thru J. Walter Thompson Co.

Material

W. H. Kastor & Sons, N. Y.

F. A. Stuart Co., Marshall, Mich. (pro-

weekly,

Kastor

and

Grocers

Washington

American

of

A. B.

New York.

Vaccines

Chicago,

Co.

U.

Hackett

Owens- Illinois

23,

20,

Oct.

Oct.

Sept.

6

KMMJ, Grand Island, Neb.

Steckley Hybrid Corn Co., Weeping
Water, Neb (seed corn) 8, thru W. J. Newens Inc., Neb.

Manhattan Brewing Co., Chicago, 104

as, thru J. Walter Thompson Co.

Material

W. H. Kastor & Sons, N. Y.

F. A. Stuart Co., Marshall, Mich. (pro-

weekly,

Kastor

and

Grocers

Washington

American

of

A. B.

New York.

Vaccines

Chicago,

Co.

U.

Hackett

Owens- Illinois

23,

20,

Oct.

Oct.

Sept.

6

KMMJ, Grand Island, Neb.

Steckley Hybrid Corn Co., Weeping
Water, Neb (seed corn) 8, thru W. J. Newens Inc., Neb.

Manhattan Brewing Co., Chicago, 104

as, thru J. Walter Thompson Co.

Material

W. H. Kastor & Sons, N. Y.

F. A. Stuart Co., Marshall, Mich. (pro-

weekly,

Kastor

and

Grocers

Washington

American

of

A. B.

New York.

Vaccines

Chicago,

Co.

U.

Hackett

Owens- Illinois

23,

20,

Oct.

Oct.

Sept.

6

KMMJ, Grand Island, Neb.

Steckley Hybrid Corn Co., Weeping
Water, Neb (seed corn) 8, thru W. J. Newens Inc., Neb.

Manhattan Brewing Co., Chicago, 104

as, thru J. Walter Thompson Co.

Material

W. H. Kastor & Sons, N. Y.

F. A. Stuart Co., Marshall, Mich. (pro-

weekly,

Kastor

and

Grocers

Washington

American

of

A. B.

New York.

Vaccines

Chicago,

Co.

U.

Hackett

Owens- Illinois

23,

20,

Oct.

Oct.

Sept.

6

KMMJ, Grand Island, Neb.

Steckley Hybrid Corn Co., Weeping
Water, Neb (seed corn) 8, thru W. J. Newens Inc., Neb.

Manhattan Brewing Co., Chicago, 104

as, thru J. Walter Thompson Co.

Material

W. H. Kastor & Sons, N. Y.

F. A. Stuart Co., Marshall, Mich. (pro-

weekly,

Kastor

and

Grocers

Washington

American

of

A. B.

New York.

Vaccines

Chicago,

Co.

U.

Hackett

Owens- Illinois

23,

20,

Oct.

Oct.

Sept.

6

KMMJ, Grand Island, Neb.

Steckley Hybrid Corn Co., Weeping
Water, Neb (seed corn) 8, thru W. J. Newens Inc., Neb.

Manhattan Brewing Co., Chicago, 104

as, thru J. Walter Thompson Co.

Material

W. H. Kastor & Sons, N. Y.

F. A. Stuart Co., Marshall, Mich. (pro-

weekly,

Kastor

and

Grocers

Washington

American

of

A. B.

New York.

Vaccines

Chicago,

Co.

U.

Hackett

Owens- Illinois

23,

20,

Oct.

Oct.

Sept.

6

KMMJ, Grand Island, Neb.

Steckley Hybrid Corn Co., Weeping
Water, Neb (seed corn) 8, thru W. J. Newens Inc., Neb.

Manhattan Brewing Co., Chicago, 104

as, thru J. Walter Thompson Co.

Material

W. H. Kastor & Sons, N. Y.

F. A. Stuart Co., Marshall, Mich. (pro-

weekly,

Kastor

and

Grocers

Washington

American

of

A. B.

New York.

Vaccines

Chicago,

Co.

U.

Hackett

Owens- Illinois

23,

20,

Oct.

Oct.

Sept.

6

KMMJ, Grand Island, Neb.

Steckley Hybrid Corn Co., Weeping
Water, Neb (seed corn) 8, thru W. J. Newens Inc., Neb.

Manhattan Brewing Co., Chicago, 104

as, thru J. Walter Thompson Co.

Material

W. H. Kastor & Sons, N. Y.

F. A. Stuart Co., Marshall, Mich. (pro-

weekly,

Kastor

and

Grocers

Washington

American

of

A. B.

New York.

Vaccines

Chicago,

Co.

U.

Hackett

Owens- Illinois

23,

20,
ART DRY CLEANING Co., Cincinnati, is sponsoring on WCKY, Cincinnati, six 15-minute newsmaster weekly, featuring Rex Davis. Agency is Allen, Heaton & McDonald, Cincinnati. National Schools, Los Angeles (diesel training), through Huber & Hage, New York, has contracted for sponsorship of daily 7-7:05 a.m. newscasts by Gordon Gray on WCKY.


GROVE LABS, St. Louis (Bromo Quinine), on Oct. 7 starts Todd Mun- der & the News, quarter-hour program, three times weekly for 22 weeks on WBBM, Chicago. Agency is J. Walter Thompson Co., N.Y.

LYON VAN & STORAGE Co., Los Angeles, is sponsoring weekly participa- tion in a late evening newsmast- er, An Hour, on KNX, Hollywood. Contract is for 52 weeks, having started in late September. Firm recently renewed for a similar period, participation in Art Baker's Notebook and Wanda's Garden Patch on KFI, Los Angeles. Radio schedule also includes six transcribed spot announcement per week on KBEV, Glendale; KDR, Santa Barbara; KGB, San Diego. Agency is Bredo, Hollywood.

PETER HAND BREWERY Co., Chicago (Meister Brau beer), has started quarter-hour weekly trau- scribed dramatization of short stories from Liberty magazine on WGN, Chi- cago. Company is now sponsoring 25 weekly programs on WGN. Agency is Mitchell-Yanoff Adv. Co., Chicago.

BOOKE HOUSE FOR CHILDREN, Chicago (publishers), on Oct. 13 starts participation three weekly for 26 weeks on the quarter-hour Every Woman's War broadcast five days a week on WBBM, Chicago. Agency is Presser, Fellers & Presser, Chicago.

PLANTERS NUT AND CHOCO- late Co., Wilkes-Barre (Planters mixed peanuts), through Goodkind Juice & Morgan, Chicago, affiliate of Raymond R. Morgan Co., Hollywood, started sponsorship of news programs five days a week on WHAM, Rochester, quarter-hour daily; WJR, Detroit, five minutes daily; WFAA, Dallas, five minutes daily.

ACME BREWING Co., San Francisco (beer and ale) recently substituted the transcribed Barrel of Fun program with Charlie Buggles on KPO with four weekly five minute programs. Agency is the All-Star Co., San Francisco.

PACIFIC MOLASSES Co. Ltd., San Francisco (Hawaiian cane molasses for livestock and poultry) recently started three participations weekly on the Farm Journal, conducted by Austin Fenger on KSFO, San Francisco. Agency is Gerth-Kielland Adv., San Francisco.

BRITISH CERAMICS & CRYSTAL, Ltd. Toronto (English china), has started Sunday evening Melody Lane and a twice-daily spot announcement campaign on CKOC, Hamilton, Ont. Account is placed by F. H. Rayhurst Co. Ltd., Toronto.

MAPLE LEAF MILLING Co. Ltd., Toronto (cereals, pastry flours), on Oct. 20 starts three-weekly 10-minute transcribed programs on a large num- ber of Maritime and Western Canada stations. Account was placed by Cock- field Brown & Co., Ltd., Toronto.

WESTERN CANADA FLOUR MILLS Ltd., Toronto (Pioneer Feeds), has started a spot announce- ment campaign on a number of Na- tional and Maritime stations. Account was placed by A. McKim Ltd., To- ronto.


RADIO, newspapers and magazines will be utilized by United Artists Studios in its $100,000 campaign to promote the Walter Wanger Production's film, "Sundown," which goes into national release Oct. 31.

fact, KTAR was invited to plan the entire ceremony officially dedicating Luke Field, new $4,500,000 Army Air Corps Advanced Training Base, near Phoenix. Cooperating fully Uncle Sam's Airmen joined in making it a sensational broadcast climaxed by the dedicatory reflec- tions of Sidney P. Osborn, Governor of Arizona. It was KTAR's 37th Special Event for the National Broadcasting Company... another example of the type of leadership that makes KTAR the preference of listener and advertiser alike in the rich Arizona market.
AMERICA—THE GUIDING STAR

Americans have come from many lands that speak in many tongues.

The guiding compass has without deviation pointed toward this country as a haven of refuge from persecution and intolerance.

Thus true Americanism and all that it means in life, liberty and the pursuit of happiness has found full expression over this radio station in the mother tongue of eight different nationalities.

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

WHOM

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

AMERICA’S LEADING FOREIGN LANGUAGE STATION
At the termination of these conferences, MBS on Aug. 14, 1941, filed with the Commission a petition requesting it to amend its regulations dealing with network option terminations and the duration of affiliation contracts. The Mutual petition was set for argument before the Commission on Sept. 12, 1941 and the Commission announced that at that time it would also hear any other network organizations that might be present to hear with respect to the Chain Broadcasting Regulations as promulgated, the Mutual petition, or any other modification of any of the existing regulations having any contract, or which those appearing desired to propose.

Action Awaited on Mutual Petition

The Commission further announced that the proposed promulgating Regulations would not be placed in effect with respect to existing affiliation contracts, or network organizations having any contract, or which require the disposition of the Mutual petition and of any other which might be filed. Oral arguments on the Mutual petition were heard before the Commission en banc on Sept. 12, 1941. Oral arguments were presented by representatives of MBS, NBC, CBS and the Colonial and Yankee Networks, and briefs were filed on behalf of certain nationwide network organizations.

After a careful study of the testimony presented before the Senate Committee on Interstate Commerce, the FCC has decided to amend three of the Chain Broadcasting Regulations.

Regulation 3.102. No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding with any network organization which prevents, or hinders another station serving substantially the same area from broadcasting the network programs in the network organization. Such regulation shall be implemented. When the station for the affiliation of the station with the network organization for a period longer than two years; Provided, That the station, arrangement, or understanding, or contract provided by, or entered into between, or any of the time covered by, or other time, to other network organizations.

The last paragraph of said order is hereby amended to read as follows:

It is further ORDERED, That these regulations shall become effective immediately: Provided, That regulations having any contract, arrangement, or understanding, or which require the disposition of the associate, or which prevent or hinder another network organization may not be entered into within 120 days prior to the termination of such arrangement.

Regulation 3.104. No license shall be granted to a standard broadcast organization having any contract, arrangement, or understanding with any network organization which prevents, or hinders the station from scheduling programs when the network organization requires that, or which prevents or hinders the station from scheduling programs. Provided, That no time shall be reserved or used by the network organization for the broadcasting of the station's programs.

SECTION 3.103. No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding expressing or implied, with a network organization which prevents or hinders the station from scheduling programs. Provided, That the effective date of Regulation 3.103 shall be suspended indefinitely and further order of the Commission providing said Regulation 3.107 in effect shall provide for not less than six months notice and for further extension of the effective date from time to time to permit the orderly disposition of properties.

T. J. Slowe, Secretary.

As used in this section, an option is any right, whether to negotiate or to enter into, to express or implied, with a station or a network organization which prevents, or hinders the station from scheduling programs. Provided, That no time shall be reserved or used by the network organization for the broadcasting of the station's programs.

SECTION 3.104. No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding expressing or implied, with a network organization which prevents, or hinders the station from scheduling programs when the network organization requires that, or which prevents or hinders the station from scheduling programs. Provided, That no time shall be reserved or used by the network organization for the broadcasting of the station's programs.

SECTION 3.103. No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding expressing or implied, with a network organization which prevents, or hinders the station from scheduling programs. Provided, That the effective date of Regulation 3.103 shall be suspended indefinitely and further order of the Commission providing said Regulation 3.107 in effect shall provide for not less than six months notice and for further extension of the effective date from time to time to permit the orderly disposition of properties.
Dissenting Opinion of Commissioners Case, Craven ...

from the smaller and less powerful stations, and that the elimination of territorial exclusivity would prevent a regular affiliation between a network organization and a station.

In order to clarify the meaning of Regulation 3.102 the Commission has determined to add the following sentence to that regulation:

This regulation shall not be construed to prohibit any contract, arrangement, or understanding between the station and the network by reason of which the station is granted the privilege of service upon the programs of the network organization.

We disagree with the supplemental rule’s time for Chain Broadcasting, in Docket 5060, for the same basic reasons previously outlined in our dissent in File No. 3532. We believe that the majority of this Commission. Any improvements which may seem desirable in the current broadcasting structure can be obtained in an evolutionary manner rather than by drastic measures than those proposed by the majority in the instant case.

Practical Business Aspects Are Important

We do not condone unreasonable restraints in the broadcasting industry of this country and, therefore, advocate that if any abuses of this nature exist they should be corrected forthwith either by voluntary action within the industry or else by action of the Government having legal jurisdiction in the premises.

Likewise, we subscribe to the doctrine that there is a legitimate diversification in the control of the radio broadcasting channels. It is for this latter reason that we believe the ultimate separation of one of the two networks now operated by NBC, with the purpose of improvement of benefit to the public.

In this respect, however, we believe that the Government should not legislate to dispose of its property on an unsound business basis when such enterprise has rendered good service to the public and particularly when, as in this case, the Government itself has previously given its tacit approval and encouragement to the enterprise. Consequently, we welcome the fact that the majority has suspended the effective date of its original regulation (Sec. 3.107) to force the sale of one of the networks now operated by NBC.

I personally object to the modified regulation, 3.104. Ostensibly this regulation permits options to be taken by a network on an impractical basis. In reality, however, an affiliate must be free to option identical time to all networks regardless of affiliation.

Under such conditions it should be obvious that absurd complications and difficulties in broadcasting would be the result and in the conduct of business. It is true that another regulation permits an affiliate to contract for a network's programs. It is obviously reasonable for the network to obtain first call on the affiliate's time. However, the latter is specifically prohibited by the regulation.

We are aware that the regulation originally promulgated, the majority intended to recognize the practical business situation in broadcasting. We believe that this new regulation does not accomplish this purpose and that network affiliates have no substantial option privileges under this regulation. We believe that stations should be able to utilize the same principles and the same option policies as is done in ordinary business.

The time has come to create stability in the industry rather than instability. We believe that service to the public would be enhanced if an affiliate of a network license the three year license period to the legal limit of three years. Network companies should be able to contract for regular affiliates with which they can engage in business in accord with sound business principles. In addition we believe that an improvement in the existing situation can be obtained if network affiliates are free at all times to exercise final judgment as to whether or not any program offered to them by the network will serve public interest in the community served by the station. We also believe that the affiliate should have equal power with the networks to terminate the affiliates' contract on due notice.

Options of Time Held Not Indispensable

The option-time regulation promulgated by the Commission on May 2, 1941 (Regulation 3.104), prohibited all optioning of time by stations to networks. That regulation was based upon the finding of the Commission that the optioning of time by licensees of stations restricted their freedom, interfered with their ability to serve local program needs, hampered attempts to serve local programs, national spot, and other non-network programs, and seriously interfered with competition in network programs.

Notwithstanding these serious restraints, imposed upon stations, the Blue network and CBS only 1% of the optioned time of stations on the basic Red network and only 1% of the Blue network. The CBS and NBC utilize only a fraction of the valuable broadcast hours available to them by the NBC option for most of its affiliates covers 8 or 8½ specified hours per week. The NBC option covers the entire broadcast day. Upon 28 days' notice, NBC and CBS may call upon their outlets to carry network commercial programs during the optioned time and to move whatever other programs they may have scheduled during those periods.

In 1938 NBC used for network commercial programs only 7% of the optioned time of stations on the basic Red network and only 19.4% on the Basic Blue network. NBC and CBS used only 39 per cent of the optioned time of its basic stations. The Commission found that the practice of optioning time and use was an abuse which seriously interfered with the non-network programs of station licensees and restricted the broadcasting of programs of other networks.

The Commission is not convinced by the contention of NBC and CBS that the optioning of time by network stations is indispensable. In point of fact, most of the time is not used by the networks. Indeed, the optioning of time is unnecessary to network operations, particularly since the chain broadcasting regulations, now in force, provide in Section 4.31 of the original N.B.C. as herein amended, place any restrictions on the bona fide purchase

Page 50 • October 20, 1941  BROADCASTING • Broadcast Advertising
of station time by networks. Networks have heretofore successfully operated without option time. However, it is clear that some option time for network programs in order to clear the same period of time over a number of stations for network programs will operate as a business convenience.

Within certain limits, it should be possible for stations to operate option time for network programs without interfering too seriously with their local program requirements, with their local and national spot business, and without restricting the access of competing networks to those stations. The Commission believes that the option-time regulation as herein amended accomplishes that result.

**Day Is Divided Into Four Segments**

Under the amended regulation the broadcast day is divided into four segments: 8 a.m. to 1 p.m.; 1 p.m. to 6 p.m.; 6 p.m. to 11 p.m.; and 11 p.m. to 8 a.m. A station is required to present three hours each segment to one or more network organizations on a non-exclusive basis.

The regulation provides that the hours covered by option may be specified hours; for, if a roving program were permitted, it would be effectively prevented from scheduling any non-network programs during any of the hours on which such roving program might conceivably settle. Stations are prevented by the regulation from optioning any specific period, but are required to subject to call on less than 66 days’ notice.

The call period currently being used is 25 days. This lengthening of the call period will give stations greater freedom in scheduling local and non-network national programs during the hours of the broadcast day which are subject to network option; for such programs, even though subject to be moved, may be assured of at least eight weeks of continuous broadcasting. Not only will the increase in the call period will seriously affect national network business for the networks have pointed out that theirs is a long-range business and that large-scale national advertising network programs are carefully planned and arranged for months and even a year or two ahead of the actual commencement of the broadcasts. Under such circumstances, it does not appear that a 25-day call period will impose any serious hardship upon national network operations.

One of the results of the amended option-time regulations is that during at least two specified hours within each of the important three segments of the broadcast day—morning, afternoon and evening—a station may not option time for network programs, so that non-network programs may be scheduled within these hours without fear of removal as a result of network options. During the night segment, from 11 p.m. to 8 a.m., a station may option up to three hours for network programs. For the most part, such programs would be scheduled during those hours which have been local programs; but some networks, Colonial, for example, have originated programs during the early morning or late evening hours which

**GRAPE MEAN DOLLARS** to California’s wine industry and so a bumper crop is news to KROW, San Francisco. The station carried three news items from the annual Lodi Grape Festival held 100 miles from San Francisco, all sponsored by the Shewan & Jones Winery. Aiding in the broadcasts were (1 to r), Frank Watson Jr., vice-president of the festival; George M. Steele, mayor of Lodi; John R. Chapell, KROW news editor; James Creszenzi, president of the Lodi Chamber of Commerce; Leon E. Munier, of California Wine Institute.

This is an all-important consideration in the many cities which contain only three full-time stations to which all four national networks seek access. Where a station options the same period of time to several networks, the mere existence of the option will not preclude network competition; for that period of time will be available for sale by all the networks holding the option. The first network which is successful in selling any particular period under option will, of course, reap the benefit of the option as long as the time remains sold.

Although they have used only a fraction of that option time of their outlets, CBS and NBC have been able to prevent a competing network from using the unused time of their affiliates simply because those periods are under option to them. Under the amended option-time regulation, NBC and CBS will be able to exclude other networks only in the event and to the extent that they actually utilize the time under option.

**Sees More Competition Among Networks**

The non-exclusive option should be instrumental in fostering competition between networks and at the same time should make it possible for a network organization to clear time over a number of stations for a network program. Without any optioning of time, the greatest obstacle in the way of clearing the same period of time over a number of stations for a network program would be the fact that many of the stations might have scheduled local and non-network national programs during various periods of the broadcast day.

During whatever period of time is included within the non-exclusive option, local and non-network national programs will be subject to the option time device and other networks may option time in support of the non-exclusive option against those advanced in opposition, the Commission has come to the conclusion that the non-exclusive option appears to be a particularly appropriate solution of the problem of non-network national programs and at the same time fostering competition in the network field.

The Commission has rejected the proposal, suggested but not qualifiedly recommended in the petition, to permit a station to option exclusively to one network the particular periods of time utilized by that network for non-network national programs over the station during the preceding year. An exception of this kind merely removes a station from the station-network market with respect to all the time it covers.

The Commission believes that such a severe restraint upon competition is inconsistent with the freely competitive system contemplated by Congress in the Communications Act of 1934. An exclusive option, to the extent that it encompasses the most valuable broadcast hours, approaches the effectiveness of a non-exclusive option by denying other networks access to a station, and is therefore objectionable. The Commission has given in the Report the elimination of exclusive affiliation.

Nor is the fact that a network exercised an exclusive option over a period of time over a station any real justification for placing that time under option. A network which has a contract for a commercial program with a sponsor and which has been sending that program to one of its affiliated stations throughout a season already has an almost insuperable advantage over a network which must have an exclusive option over its affiliated stations on the periods under consideration for commercial network programs would effectively destroy the possibility of competition for those periods.

**Multiple Network Operation by NBC**

The Commission has determined to suspend indefinitely Regulation 3.100 which provides that no license shall be granted to a standard broadcast station affiliated with a network organization which maintains more than one network. Separate ownership of what are essentially competing networks of NBC is so generally recognized to be desirable that we believe a further inquiry would be fruitless in the face of a legal mandate. Any policy requiring the sale of substantial properties should be applied consistently. It is the Commission’s belief that the semblance of ownership of NBC is necessary to the preservation of fair values, and the Commission wishes to avoid the semblance of ownership of NBC to effect a forced sale.

In addition to suspending this regulation, the Commission has found it necessary to place the regulation in effect. It shall provide for a period of at least six months between the announcement of the effective date, and for further extension of the effective date to time if forced to do so by circumstances. As amended, the paragraph setting forth the effective date of the
IN radio, too, it's Better to be Lower

A low frequency station has a longer wave-length. A longer wave-length means a stronger signal. WMCA at 570 kc has the lowest frequency of any station in New York. Aided by its preferred dial spot WMCA with 5000 watts is able to reach over 12,500,000 people with a signal strong enough to sell them.

WMCA
FIRST ON NEW YORK'S DIAL

Where
POWER
Means
PEOPLE

The biggest CBS shows — plus the best local entertainment make our 5000 watts penetrate to more people in the Dayton area.

WHIO
IS THE
DAYTON MARKET
BASIC CBS • 5000 WATTS
G. F. HOLLINGBERY CO., Representative

Tubes X-Rayed
INSTEAD OF waiting until a tube gives trouble, engineers of KSST, St. Paul, are applying the physicians' technique of diagnosing the illness before the 'disease' manifests itself. A specially designed X-Ray machine has been set up at the 50,000-watt transmitter. The machine is equipped for both fluoroscope and photographic operation. Principal defect unearthing by X-Ray examination is filaments which have become unhooked from their fastenings. Heat warped grids also have been discovered before the tube revealed any outward sign of trouble.

When one's mission is excellent public service, problems like the one above manifest themselves almost daily. The FCC makes it possible for tubes to render any outward sign of trouble.

Miller Condemns FCC's Net Rules

Clubs They Merely Are the Former Ones in New Dress

TEXT of statement Oct. 12 by Neville Miller, president of the NAB, in commenting on the FCC's new network rules follows:

For all practical purposes, the so-called "modified" rules now issued by the Commission are just as dangerous to broadcasting as the original regulations promulgated in May of this year. As the Commission majority says, these rules if enforced "will be certain to result in deterioration of the present excellent public service programs now rendered to the nation by the radio industry."

Legal Authority

The Commission has announced that it will not at this time require NBC to dispose of one of its two networks and that NBC will be given six months' notice if the Commission changes its mind. Did the Commission ever have the right to compel an broadcaster to dispose of his property? The law says that it has not.

The Commission announces that in the future it will grant broadcasting licenses for two years instead of for one year as in the past. The law says that licenses may be granted for three years and as the minority members of the Commission point out, this is just the time to enhance radio's service to the public by extending the license period to the legal limit of three years.

In a New Dress

The Commission is apparently attempting to create the impression that it wants to aid the broadcasting industry and that it has substantially amended or revised its original drastic rulings in response to widespread public demand. The fact is that the new rules are merely the same old regulations in new dress. They threaten the future continuance of orderly broadcasting not just as seriously as did the original regulations. And they threaten that service at a time when radio is playing a vitally important role in our program of national defense.

Apart from the manifest danger to broadcasting service in the United States, the Commission's latest action raises a serious pub-

ANNOUNCEMENT!

We take pleasure in cooperating with the American Association of Advertising Agencies by reinstating our 2% cash discount, effective immediately.

We appreciate the business given us in the past, and hope this step further warrants your support.

1230 KC
WJBC
BLOOMINGTON—NORMAL
The Voice of Central Illinois
Represented by International Radio Sales

Page 52 • October 20, 1941

BROADCASTING • Broadcast Advertising
War of Statements and Replies Waged By Fly and Paley Over Network Rules

A BATTLE of statements between FCC Chairman James Lawrence Fly and CBS President William S. Paley developed Saturday and Sunday (Oct. 11 and 12) following release of the FCC's chain-monopoly regulations.

Chairman Fly first issued a statement, released by the FCC press room, commenting on the regulations and asserting that the Commission "stands ready to meet with the parties in interest and to make such further modifications as will accomplish the basic purposes".

When Mr. Paley later announced that CBS regarded the regulations as a direct threat to freedom of the air and announced that CBS promptly would appeal, Chairman Fly released a second brief statement alleging that CBS had refused to submit to any form of regulation.

Paley Describes 'Tempting' Offers

Mr. Paley countered with a "reply to the reply" and referred to "demagogic charges" that CBS defined lawful and proper regulation. He repeated his previous statement that the modifications made were not substantial and that "far more tempting ones were offered to the major networks by Chairman Fly, provided we would surrender our rights to contest the legality of the new regulations".

The statements of Chairman Fly and Mr. Paley, in the sequence in which they were issued, follow in full text:

James Lawrence Fly, chairman of the FCC, today (Oct. 11) stated that the controlling objective in the amendments to the chain broadcasting regulations has been to achieve a greater measure of stability throughout the broadcasting industry. The Chairman expressed the thought that the extension of the period of all broadcasting station licenses from one to two years would tend to produce more stable conditions generally and to lessen the procedural difficulties involved in more frequent renewals. The same consideration led to a like modification of the rule limiting the duration of network affiliation contracts, extending that period from one to two years.

In regard to the suspension of the earlier rule requiring NBC to dispose of one of its two networks, Mr. Fly said: "I believe there has been general acceptance of the principle here involved. In the light of existing conditions, however, the Commission has felt that every opportunity should be extended the company to arrange its affairs and to negotiate the disposition of one of its networks without there being any form of legal compulsion. It is important that at this juncture nothing be done which will materially affect the values of properties or render unstable current operations of any network."

Provision Governing Option Time

The chairman further stated that similar considerations have led to a modification of other of the rules pertaining to the relations of the individual stations to the networks. A period of three out of the five hours of each segment of the broadcast day may be committed to network operation by placing those hours under option to one or more networks on a non-exclusive basis. While additional time may be purchased by the networks or committed outright to them, it is hoped that sufficient time will remain...
available within the two-hour period to meet the needs for local public expression and other local interest.

Chairman Fly further stated: "The Commission has engaged in long study of these matters and in extensive discussion with the heads of the networks. It will carefully observe the operations from month to month in the future and will always stand ready upon any appropriate showing to review the rules in light of actual operations. It is our intention to foster wholesome competition and to provide the diversity in the control of the channels of information which is so essential to our democracy.

"At the same time, we recognize that there must be a continuance and indeed an extension of network operations and that those operations must be upon an efficient and profitable basis. Whenever it may be shown that in the course of actual operation these regulations fall short of any one of these basic objectives, the Commission stands ready to meet with the parties in interest and to make such further modifications as will accomplish the basic purposes."

Called Threat to Freedom of the Air

Following is the CBS statement with regard to the FCC regulations issued Oct. 11.

CBS will appeal promptly to the Federal courts to stay the usurpation of power by the FCC which Columbia regards as a direct threat to freedom of the air and therefore as dangerous to the public.

Columbia will ask the court to enjoin the Commission from enforcing a set of disruptive regulations originally announced on May 2, and now ordered to be effective Nov. 15. Changes announced by the Commission today fail to avert the evils inherent in its original action.

The Commission, in announcing the modifications today, talks of stability when in reality it is creating instability and only creates confusion when it talks of promoting competition whereas it is merely forcing chaos. These regulations forbid arrangements between networks and stations which are necessary to the orderly and successful conduct of network broadcasting in this country.

"From the moment these regulations were issued, Columbia has emphasized that the American people are greatly satisfied with the present machinery of broadcasting and do not want it wrecked. Columbia has further contended that the present radio law does not give the Commission the power to institute the drastic, revolutionary changes in radio it now seeks to make. Without the justification of any public outcry against the present system, the Commission has chosen a time when the utmost energies of the broadcasters should be bent toward discharging their important part in the national emergency to weaken and undermine our whole structure."

Refer to Offer of Greater Concessions

"Chairman Fly was willing to make greater concessions than those insubstantial ones announced today provided the major networks would agree not to contest in the courts the jurisdiction of the Commission. Columbia, however, believed it owed a duty to itself and to the public to have its day in court, since it is sincerely convinced that if the Commission can exercise the powers it now seeks to exert, its grip on broadcasting will be so throttling that freedom of the air will be a thing of the past, just at a time when the minds and hearts of most Americans are set on preserving essential liberties at home as well as abroad."

"I want to bring home to the public that the Commission is stretching its loosely defined authority far beyond any area of regulation it has ever attempted to invade before. Never in all the 14 years the present law, in substance, has been on the statute books has the Commission claimed to have, or sought to exercise this drastic power. Thus it is 'moving in' to render broadcasters more and more subservient to it. Soon the broadcasters will not be able to call their souls their own. Imagine a free press surviving under similar encroachment on newspapers and magazines, and you will have some idea of what is happening to radio under the cloak of an unjustified cry of monopoly."

"Columbia believes, and in the past has sought to show, that these
new regulations were unnecessary, unlawful, and definitely destructive of freedom of the air. Further, it has been shown that the high standards which the major networks have been able to maintain solely because they were able to build on a stable basis and to profit by the public goodwill they could create, are seriously threatened.

"There is only one possible solution for the present unfortunate situation—a staying of the new regulations and the enactment of a new radio law which will definitely delimit the powers and duties of the FCC and which will embody such changes as the Congress may want to make in the light of modern developments in the art of broadcasting. Columbia is dedicated to doing its utmost to bring about this solution."

Fly's Reply to Paley Statement

Responding to the statement of William S. Paley, Chairman Fly stated:

"It is hardly appropriate for me to engage in a contest in exaggerations of advocacy. The new rules contain generous modifications not even discussed with Mr. Paley. The public ought to know, moreover, that CBS has always refused and continues to refuse to submit to any form of regulation regardless of the public interest reflected therein. The public ought to know also that no member of the Commission has ever questioned the propriety of the company going to court on any issue concerning the Commission."

Paley's Reply To Fly's Reply

Following is Mr. Paley's reply to the reply made by Mr. Fly to Mr. Paley's initial statement:

William S. Paley, president of CBS, tonight (Saturday) replied to an attack on CBS made in a statement by Chairman Fly of the FCC. Chairman Fly's attack, as quoted by the Associated Press, was in reply to a statement issued by CBS earlier today in connection with the action of the FCC in amending regulations on chain broadcasting.

Mr. Paley's reply to Chairman Fly follows:

"Columbia's reputation is in our own keeping, not in Mr. Fly's, and we do not believe that demagogic charges that we defy lawful and proper regulation will fool a public that has known us all these years.

"I repeat that the present modifications are not substantial and that far more tempting ones were offered to the major networks by Chairman Fly, provided we would surrender our rights to contest the legality of the new regulations."

PREMIER RADIO Enterprises, St. Louis, has announced the recording of a new series of hillbilly transcriptions, for Drug Trade Products, Chicago, through Benson & Dell, Chicago.

Universal's Annex

UNIVERSAL MICROPHONE Co., Inglewood, Cal., is erecting a two-story factory annex. Of composite material construction and semi-blackout design, main floor will be given over entirely to production and testing facilities of national defense orders as well as complete assembly lines for microphone orders designated by the Army Signal Corps. Second floor will be for storage.

"The Boss says this Tom Wheeler talks Horse Sense"

Tom is a big shot in a big field—agriculture. His reputation rests not alone on his important work for 33 years as editor of the Indiana Farmer's Guide—his devotion to the farmer has won recognition from such figures as the late President Coolidge, Vice-President Wallace and Secretary of Agriculture Wickard. But more vital, he has always had the farmer's confidence and esteem. Tom Wheeler is now a WOWO personality, and his commentaries are exclusively heard on the new WOWO noon program, "FARM HOUSE". Wheeler's daily broadcasts are another evidence that WOWO uses specialists for its public service programs. The whole story on Tom Wheeler is awaiting your call at NBC Spot Sales. Get your copy of it today.

CHOICE PERIODS AVAILABLE!

Write for WWDC's choice open periods. WWDC is Washington's big buy ... bonus booster signal, economy rates, alert programming in America's most prosperous market.

E. M. Spence
Gen’l Mgr.
Washington,
D. C.

WWDC

WESTINGHOUSE RADIO STATIONS Inc. • KDKA KYW WBZ WBZA
WOWO WGL WBOS • REPRESENTED NATIONALLY BY NBC SPOT SALES
NBC Relies on Fly’s Promise
To Cooperate in Court Ruling

FOLLOWING is the full text of the statement issued by NBC President Niles Trammell Oct. 12 on the FCC’s chain-monopoly regulations, as amended.

“We regret exceedingly that in these critical days when NBC is making every effort to assist the national defense program and is giving every cooperation to the Government through its domestic and international broadcasting facilities that a part of the FCC should insist on disrupting our operations and on revising the whole method of network broadcasting.

In the FCC statement of Oct. 11 announcing new rules to govern the business relations of the American broadcasting industry Chairman Fly referred to his discussions with the various representatives of the established network organizations. It should be added that these discussions resulted in utter disagreement as to the Commission’s powers and as to the practicability of the new regulations.

Reference to Minority Report

It is significant that the minority report issued by the dissenting commissioners of the FCC clearly states:

“We remain convinced that the majority of the Commission exceeds the power delegated to the Commission in the Communications Act of 1934,” and further adds: “We fear that the nation’s radio service may be seriously impaired at a time when efficient service is most needed . . . the present is not the time to force revolutionary reforms upon an industry which has served the public interest of the nation, particularly when such reforms bear no relation whatsoever to the national defense effort.”

In the hearings held before the Interstate Commerce Committee of the Senate in June of this year on the subject of Senator White’s resolution aimed at a review of the orders issued by the FCC, Senator White declared:

“Of course, what troubles me about the situation is that I see in these present regulations the very definite suggestion of an attempt on the part of the Commission to do pretty nearly whatever it wants to do, if it says it is in the public interest. It is pretty hard to see if we accept these regulations as constituting within the authority of the Commission why the Commission could not assert almost anything as being in the public interest and then going ahead to do it.”

I said in my own testimony last June—and I quote from the record, “I want to make it clear, however, that I am not opposed to the proper regulation of broadcasting under the licensing powers authorized by Congress and administered by the FCC which is a creature of Congress. Such regulation is essential.”

Regulation by Man, Not Law, Is Urged

The position of NBC has been consistently that it does not oppose regulation by the Government but that such regulation should be through the processes of law. We have at all times expressed our willingness and desire to cooperate with the Commission and with Congress in any modification of the existing radio law which the progress of the art may make necessary or desirable.

However, we feel that regulation by an administrative commission pursuant to no fundamental guiding law is regulation by man and not by law. The conception of Chairman Fly as to what the existing law is differs diametrically from that of any or all his predecessors. Conceivably that of his successors in turn may again vary sharply.

The broadcasting industry cannot operate on a stable basis and adequately serve the public if it is to be governed by bureaucratic fiat instead of by law.

Chairman Fly in his testimony before the Senate Interstate Commerce Committee earlier this year declared, “Now, as to the application of these rules to any station or any group of stations, where the matter is taken into court upon one rule or upon two rules or upon more rules then nothing will be done that licen- ce until the matter is finally adjudicated by the courts. That has been our consistent policy in the past and it will be in the future. I am talking about good faith and an expeditious movement into the courts to get the legal matters decided.”

In good faith and as expeditiously as possible NBC is ready to present to the courts the far-reaching questions raised by the new FCC regulations. We rely upon Chairman Fly’s statement that he will stay the operations of these regulations pending the final outcome of the court proceedings.
RECORDED QUACKS in lieu of artificial decoys was the inspiration of Neel McGinnis, KSTP, St. Paul, engineer, who lugged 250 pounds of recording to the site prior to the opening of the hunting season. But after feeding several loaves of bread to the birds and being rewarded with some fine contented quacks, the game wardens at the last minute decreed that utilizing a transcription of the ducks' voice to lure the fowls would be the same as using live decoys, an illegal method. Now Mr. McGinnis sits in his blind with only a squeaky caller which is reported to be driving the game away.

any further representation on their behalf with especial care".

Considerable surprise was manifest over the majority's action in bodily tossing out exclusive time options. It was ascertained that the FCC on Aug. 1 had authorized Chairman Fly, acting as a committee for the Commission in negotiating with the major networks, to compromise the time option controversy by allowing three hours of exclusive option time in each of three 5-hour segments to networks in cities having 4 or more outlets; 2½ hours to cities having three outlets; 2 hours to those having 2 outlets, and 1½ hours in cities with only a single outlet. Why the majority decided upon discarding exclusive options entirely was not explained.

The Commission's action with reference to the forced sale of the Blue was viewed as indicative of the position it would take in connection with the question of multiple ownership where overlapping service is concerned, since the situations are on all fours. In other words it was thought the Commission would make a pronouncement of policy along the same line, and then essay to knock off the multiple ownership situations one at a time, within reasonable limits to avoid "forced sales".

Meyer Discs
MEYER BROTHERS DRUG Co., St. Louis (Sherleton B1 tonic), has transcribed its quarter-hour Meyer Brothers Minstrels, live daily on KWTO, Springfield, and is using the discs thrice-weekly on WSMB, New Orleans, and KARK, Little Rock. Sponsor is also participating on MJB Show six days a week on KWK, St. Louis. Agency is Jimmie Daugherty Inc., St. Louis.
Fly's Promise
(Continued from page 7)

Because station signing.
also This ing,
write added
Farmers equipment electrical, designing and structural angles.
knowledge -Knox
or
low
of
its
strength-Knox
is
its
appearance
brings
at
your
service
at
any
time.
Radiator
make
time.
A
-Man Fly interposed: "If a station wants to litigate this, sir, that is quite all right. We shall be happy to join in the litigation and leave the station on the air until the litigation is completed. All we want is good-faith litigation: To have him move in and proceed expeditiously with the litigation. Then if these regulations are sustained, as I am sure they will be, the station will still remain on the air. All it need do is conform to the regulations laid down. The station will not be in jeopardy. This is not a wrecking operation; this is a minor operation upon some few small clauses in these contracts. That is all it is, except for the Red and the Blue."

When Chairman Wheeler (D-Mont.) asked whether he understood Mr. Fly to mean that "you will not attempt to purge a station because of the fact that it went into court," Mr. Fly responded:
"Oh, absolutely not."

During other colloquies, relating primarily to the "forced sale" of the Blue Network, Chairman Fly said repeatedly that ample time would be given for disposition of the property, if NBC proceeded "in good faith."

New P & G Serial

PROCTER & GAMBLE Co., Cincinnati (Duz), on Nov. 3 will replace The Goldbergs on NBC-Red, Monday through Friday at 11:30-11:45 a.m. with The Bartons, current NBC-Blue sustainer. The program, written in Hollywood by Harlan Ware, former Chicago newspaperman, is a dramatic serial of a typical American family in a mid-western town, and will be broadcast out of Chicago on 47 eastern stations. The cast includes Dick Holland, Jane Webb, Bill Bouchey, Fern Parsons, and Kathryn Card. Agency is Compton Adv., New York.

NBC'S NEWEST vice-president, Harry C. Kopf, manager of NBC central division was hailed by central division sales staff when one of the resourceful members brought back this regal banner from the Veiled Prophets convention in St. Louis, and during Kopf's absence placed it across the wall of his office. The new vice-president entered into the spirit of the prank with a smile from v to p.

Gen. Olmstead Is Named As Chief Signal Officer

BRIG. GEN Dawson Olmstead was nominated Oct. 16 by President Roosevelt as Chief Signal Officer of the Army, succeeding Maj. Gen. Joseph O. Mauborgne, who retired recently from active duty after a four-year term. Gen. Olmstead will be ranked as a major general, and has been acting chief signal officer for several months.

A native of Corry, Pa., Gen. Olmstead was graduated from the U. S. Military Academy June 12, 1906. After serving with the 15th Cavalry he was transferred to the field artillery and later detailed in the Signal Corps. During the World War he served for a time as Signal Officer of the 83d Division and served on the staff of the Inspector General of the AEF.

NEW ORLEANS

soon will be

5000 WATTS

Day and Night

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

Page 58 • October 20, 1941

BROADCASTING • Broadcast Advertising
New WHN Plant To Begin Nov. 1
50 kw. Transmitter Located At East Rutherford, N. J.

ABOUT the first of November, WHN, New York, will begin emanating its programs from the twin towers of its new transmitter at East Rutherford, N. J., less than six miles airborne from Times Square, with 50,000 watts power, instead of the station’s present 5,000-watt transmitter at Astoria, Long Island. Move will mark another major step in the history of the station, which went on the air March 18, 1922, from Ridgewood, N. J., with 250 watts on 760 kc.

New transmitting apparatus is Western Electric throughout, including not only the main 50-kw. transmitter but also the auxiliaries of 5-kw. and 1-kw. units which are housed side by side in the 60-foot square transmitter building.

Shortwave Receiver
Modern throughout, the building contains a studio, workroom, sleeping quarters for emergency use and a two-car garage in addition to lobby and control room. A built-in shortwave receiver will pick up European programs direct.

A motor generator will provide emergency power and a microwave, beam from studio to transmitter, will allow radio transmission of programs should the regular line connections be broken. Live and transmitted programs can also be originated from a special studio in the transmitter building.

The 409-foot Blaw-Knox towers rest on concrete blocks, which in turn are supported on pilings, averaging 62 feet in length, driven into the salt marsh on which the transmitter is grounded. Antennas are directional, away from Philadelphia.

Cost $250,000
Installation, costing about $350,000, is being made under direction of Paul Fuelling, chief engineer of the station. Jansky & Bailey are consulting engineers. Construction is said to be the most rapid of any 50-kw transmitter in the country, ground having been broken April 16.

WHN’s FM station, W6NY, is also well along and this transmitter, located at Clifton, N. J., is to be ready about Thanksgiving. Here also the Western Electric supplied the apparatus. The towers, 600 feet above the Hudson River, were furnished by Blaw-Knox Co. W6NY will operate with 1 kw. at first, but will probably install a 10-kw. transmitter in the spring.

LOOKING UPWARD as the new 50,000-watt plant of WHN, New York, rises into the skies are (1 to r) Herbert L. Petey, station director, along with Tom Kennedy, New York Times radio editor, and James LaMarque, Graybar sales representative.

R. B. Davis Ponders
R. B. DAVIS Co., Hoboken, N. J. (Cocomalt), after being off the air for a few years, may again consider using the medium, depending on the results of a test recently completed on WEEI, Boston. Company went off the air when it did not get desired results and decided not to use radio again. The agency, Murray Breese Associates, New York, through the test hopes to convince the company to return to radio advertising next year.

AT LAST A GOOD PAPER BASE RECORDING BLANK

MANY recording engineers have rejected the idea of using paper base discs for recording. You may feel that way about them, too. But we think you may change your mind when you see the new, improved Presto Monogram Disc. We sent samples of this disc to a few stations in July. In every case they started to use them immediately in quantity.

They are not as smooth as our glass or recoated aluminum discs and we don’t recommend them for reproducing delayed broadcasts but they’re ideal for reference recordings. They’re lightweight, easy to file, safe to handle or mail anywhere and the price is 40% less than our standard discs.

The base of the Monogram disc is cardboard—the flattest, smoothest stock obtainable. The coating material is exactly the same as our highest grade discs. They cut with the same needle pressure and angle. Surface noise is nil.

The Monogram disc is made in all sizes up to 16”. It’s worth knowing about. Order a sample carton of 10 from your distributor today.
must be preserved”. Certain of the broadcasters present repeatedly asserted their belief that “we can get along without ASCAP!” but the prime movers were quick to declare they were not proposing to “gang up” on ASCAP in any way but rather to “get the best terms possible by negotiation”.

From a reliable source it was learned that a raising-of-hands revealed that two NBC affiliates present, two CBS and three MBS affiliated stations had notified their networks they had already agreed to go along on the new network contracts.

Prominent in the floor discussions were said to have been Messrs. Damms, Gillin, Shepard, Hubbard and Wooten.

Several of the broadcasters frankly stated after the meeting that they came as “interested observers” and as “listeners” and declared they doubted the need of a permanent organization. Throughout the proceedings there ran charges of “network domination” of NAB, but the leadership studiously avoided any semblance of a break with the NAB.

“I don’t believe that was the will of the meeting”, said one broadcaster. “My feeling is that the general sentiment opposes sub-

Full Attendance
at CHICAGO MEETING

Eugene C. Pulliam, WIRE, Indianapolis
John J. Gillin, Jr., WOW, Omaha
Henry W. Slawick, WMC, Memphis
William Gillispie, KTUL-KOMA, Tulsa-Oklahoma City
William M. O’Neill, WJW, Akron
Edward C. Combee, KYEO, Tulsa
Arthur Church, KMB, Kansas City
Lester Lindsey, WFTV, Indianapolis
H. J. Bremen, WJAS-KVQ, Pittsburgh
Robert M. Thompson, WIAS-KVQ, Pittsburgh
Stanley Hubbard, KTSP, St. Paul
Luther L. Hill, Iowa Broadcasting System
Hubert Tait, Jr., WHER, Columbus
Dorance D. Roderick, KBOD, El Paso
J. Daemen, WMCL, Muncie, Ind.
Les Johnson, WHBF, Rock Island, Ill.
Wiley F. Harris, WJAX, Jackson, Miss.
Gilmores N. Humm, WLAF, Lexington, Ky.
Edgar T. Bell, WKY, Oklahoma City
Gary V. Grubb, WKY, Oklahoma City
Norman Thomas, WDBO, Chattanooga
John McCorkin, WKRK-KTBS, Shreveport
Willmar H. Haven, WMSB, Richmond
W. A. Bewry, WMHC, Richmond
Campbell Arnoux, WTAR, Norfolk
G. T. Hayman, WTCL, Minneapolis
George M. Berbach, KED, St. Louis
William J. Scripps, WWJ, Detroit
C. D. Brewer, WWJ, Detroit
Harry Sneakster, WWJ, Detroit
Horst Wooten, WREB, Memphis
Robert F. Wallace, WWJ, Detroit
Ronald Woodyard, WING-WIZE, Dayton-Springfield
Ed Craney, KGIR, Butte
Moore, Murphy, WPEC-WEAU, Dubuque-Eau Claire
W. Bridges, WREB-WEAU, Dubuque-Eau Claire
Ben Lody, WIBW, Topeka
Gene O’Fallon, KFSF, Denver
H. M. Wall, WIBG, Indianapolis
George R. Jauder, WTAG, Waco
Gordon Gray, WJJS, Winston-Salem
Walter M. Koessler, WROK, Rockford

SQUASH AND CHEESE-CAKE
motif inspired the press relations department of WJR to take this shot. The squash at left is a normal one weighing 1½ pounds. The squash at right is what happens when Duncan Moore, WJR commentator, shoots the colchicine into his flora and upset their mutations. It weighs 30 pounds. Squash holders are Miriam Eldred (left) and Lilian Meteker, of WJR.

Mutual Villains
When in Doubt as to what name villains should have in some of MBS’ dramatic programs, the authors have been lately solving the problem of late by tagging them with the names of people who work at WOR, Mutual New York outlet. “Arthur Hale” was the name of the villain on a recent Bull-dog Drummond program, and “Avery Giles” acted eerily on The Shadow last week. The real Arthur Hale, of course, is the Confidently Yours news reporter on MBS, and Avery Giles is a member of the WOR continuity department.

The reaction to this was that the copyright problem was no concern of the FCC’s, being purely an internal business problem. The interjection of Mr. Fly’s name into the proceeding led one broadcaster to remark privately that he was more than ever convinced that “reform” in the conduct of industry affairs should come from within the NAB rather than through any diverse independent organizations; he expressed the belief that the latter course simply played into the hands of the “divide and rule” plans of what he called “the Washington boys”.

THE HEART OF NEW ENGLAND

MORE PEOPLE
are listening
MORE HOURS

Recent surveys show that the WLAW audience is growing... growing in a market of more than 400,000 radio families... the important Merrimack Valley area. You’re missing worthwhile EXTRA radio coverage in New England if WLAW is not on your list.

WLAW
LAWRENCE, MASS. 5000 WATTS • 680 KC.
Columbia Affiliate
THE KATZ AGENCY, Inc.

KIRO Announces the Appointment of Miss Hazel Kenyon as Educational Director

Miss Kenyon, who has achieved a national reputation in the field of education, brings a wealth of experience to augment KIRO’s program of greater public service.

KIRO
CBS Affiliate
50,000 WATTS
SEATTLE
PACIFIC NORTHWEST’S FIRST SUPER POWER STATION

BROADCASTING • Broadcast Advertising
Proof That the Public Regards "FM" as More than a Strange Radio Symbol

W47A started operation July 17 with 36 sponsored programs, none less than 15 minutes long. It serves the Capitol District of New York State—covering 6589 square miles—16½ hours daily, 18½ hours Saturdays.

Owned and operated by the Capitol Broadcasting Co., Inc.—devoted solely to FM—it is the first commercial FM station unaffiliated with any broadcast interest. W47A is also the first station in the country to get a construction permit from the F.C.C. for STL equipment. It will operate on 331 megacycles with W2XEO as the call letters. This studio-to-transmitter equipment is being built by G.E. and will soon be installed.

General Electric offers the only comprehensive line in FM today—broadcast and relay transmitters, receivers, tubes, frequency and modulation monitors, high-gain turnstile antennas, and crystals. G.E. is the only manufacturer of FM broadcast transmitters and receivers operating an FM station as a proving ground. To benefit from actual operating experience look to General Electric for all your FM needs. Just get in touch with the nearest of our 80 offices.
WEBC, KDAL, Duluth, Take Over New Facilities

DULUTH'S two radio stations — WEBC and KDAL — went to their new facilities Wednesday with gala programs celebrating the events. WEBC went to 5,000 watts fulltime on 1320 kc., while KDAL formerly operating with 250 watts on 1490 kc., shifted to 610 kc. with 1,000 watts fulltime, using a direction to protect WDAF, Kansas City. The old transmitter building of KDAL has been sold, subject to Washington approval, to the FCC field monitoring service, but the tower and transmitter will be utilized as an auxiliary.

Extensive newspaper advertising, along with other promotion, was used by WEBC in a 10-day campaign preceding its Oct. 15 increase. A full-hour inaugural show climaxed the promotion campaign which covered northern Minnesota and Wisconsin. Transcribed messages from radio figures, including NBC President Niles Transmell and former WEBC performers, with networks on other stations and congratulatory transcriptions from Minnesota and Wisconsin officials featured the inaugural show.

Cooperating with local newspapers, WEBC promoted a full-page of congratulatory messages, with WEBC accounts taking newspaper space to congratulate the station on its power increase. The station also ran teaser ads and general promotional copy over the 10-day period. A principal stunt of the campaign was "a 'program" by the station of a Duluth girl and a Superior, Wis., boy who were born on June 19, 1914, when WEBC first went on the air. Called the WEBC Twins, the youngsters toured the studios and transmitters and participated in the inaugural show.

UNIVERSAL LISTENING
New Gadget Permits Check
On Many Stations-

NEW radio invention which eventually will allow listeners to one station to note what kind of program is being carried by others without tuning them in, was described by Dr. Oreestes H. Caldwell, editor of Radio Today and NBC commentator on its Radio Magic series in a talk last week before a neighborhood group at Rye (N.Y.) High School.

In warfare, the new device called "panoramic radio" by its inventor, Dr. Marcel Wallace, will allow a pilot to listen in simultaneously on a dozen wavelengths to detect the presence of enemy signals or friendly navigation guides. Hereafter, of course, it has been necessary to tune in successively one station after another to get bearings, with the danger that a sought-for station may be missing.

In addition, a pilot flying blind can, on his instrument board, "watch" his own plane clear unseen mountain peaks and passing planes. A submarine commander can proceed into a harbor, the outlines of which appear on a cathode-ray screen, with his ship at the center, as revealed by subsonic echoes from surrounding underwater banks and obstacles.


KVOO, Tulsa, last Tuesday was authorized by the FCC to operate unlimited 25,000 watts night, 50,000 watts day, using a directional antenna at night on 1370 kc. The special service authorization is subject to the same conditions respecting a directional antenna as the original draft. It holds a construction permit for 50,000 watts unlimited time.

WPTC, Fayetteville, N. C., was granted a modification of license to shift in frequency from 1370 kc., 250 watts daytime only, to 1370 kc., 250 watts unlimited time.

Phone Hour Audience

THE Telephone Hour, sponsored by Bell Telephone System, New York, will be presented before a studio audience for the first time in over a year-and-a-half of broadcasting, Mondays, 8-8:30 p.m. on NBC-Red, when NBC completes one of its two new special theatre studios now being constructed in Radio City. To seat approximately 450 people, the new studios are of latest acoustic design and with finishing touches under way, the Telephone Hour will move in for its first public appearance in a few weeks, according to N. W. Ayer & Son, New York, agency handling the account.

MBS Sacred Series

FIRST major sustaining religious series to be offered on the network, Mutual's Radio Chapel, started on a nationwide MBS hookup Sunday, Oct. 5. Heard 11:30-12 noon on Sundays, the series is produced in cooperation with organized Protestant, Catholic and Jewish religious bodies. Well-known religious leaders of the country are to appear on the program each week.

GENERAL TIRE & RUBBER Co., Akron, Ohio, is charged in a complaint by the Federal Trade Commission, announced Oct. 12, with misrepresenting certain quantities for General automobile tires in radio continuities and other advertising.
licences covering such particular broadcasts.

Upon receipt of such request, ASCAP will quote a fee to be paid by the originating stations. These quotations will be in dollars instead of percentages. Remaining to be settled is the question of what disposition ASCAP will make about sustaining fees for unlicensed stations receiving only such football broadcasts.

Arbitration Clause

(4) Arbitration—In connection with the subject of arbitrating monetary claims which ASCAP might make against stations under the proposed contracts, or interpretations of any of the clauses in the contracts, this committee concluded that to write an arbitration clause into the contract itself might infringe upon station rights in the courts in their respective states, and therefore came to the conclusion that in their best interests it is well to leave out any arbitration clause, thereby saving the stations all their legal rights in their respective states.

Participation Provision

(5) Participating programs—Apropos the question whether ASCAP would make a claim for compen-

sation on programs such as "early program clubs" which run from 7 to 7:15 a.m., using music, and then are interrupted by a sponsored 15-minute straight news program, after which the second half of the club program is broadcast for the balance of the period, ASCAP agreed it would not expect to be compensated for the revenue derived by the station from the straight non-musical sponsored "news" program.

It was understood that ASCAP does not demand compensation in respect to spot announcements made on "station breaks".

(6) Auditing—ASCAP agreed to notify stations at least two weeks in advance of making an audit, and if, for any reason, it is inconvenient to the station to receive the auditors on the proposed date, AS-

CAP will reasonably postpone the audit.

(7) Anti-ASCAP Laws—After vigorous argument that paragraph 13 of the proposed "local station program commercial license" should be deleted because it would place the station in a position of being a "watch-dog" for ASCAP, it was agreed that the provision should remain as written, since it was understood that ASCAP must have the right to withdraw from any state in which it finds under a state law it is impossible to do business and must therefore have the right to terminate licenses in such states.

It was pointed out by ASCAP, however, that this paragraph does not mean stations must seek to kill any and all legislation in their state that might affect ASCAP, but that stations in their own interest would seek to prevent enactment of statutes affecting proper conduct of their business.

Restricted Numbers

(8) Restricted Listing—Whereas the present contract reduces the stated limit of restrictions on compositions from some 1,800 to 500, IB in had suggested the restricted listing be reduced to about 250. It was agreed that the list may remain at 500 but if, after experience, this is found to be unduly burdensome or restrictive, ASCAP will make every effort toward satisfactory readjustments.

(9) Mr. Damm raised the question whether WTJM, as the wholly-owned subsidiary of the Milwaukee Journal, in making a commercial announcement on behalf of the Journal would be required to set a value upon such an announcement if incorporated in a musical program, and pay ASCAP on it. It was clearly understood that as to an-

nouncements made by owner-licen-

see in their own behalf, no compen-

sation would be expected. It was also distinctly understood that as to deals made by broadcasters in the nature of trades for service or merchandise, such as hotel background announcements in return for rent, ASCAP should be paid with a reasonable value placed on the time, as provided in the contract.

After considerable discussion, it was understood that as to pending unsettled deficiency claims against stations, these should stand, and that ASCAP might in justice exercise its discretion as to stations which have been habitually delinquent so far as offering them the terms of the new contracts is concerned. It was understood, however, that such stations, once the new contracts have been effected with other stations, might very well, under the terms of the consent decree, demand such licenses.

**ANNOUNCER WANTED**

For sports and special events. Apply to WSCS, Charleston, S. C.

---

**McKay Heads NBC Press**

JOHN McKAY, recently director of public relations and special events of WFIL, Philadelphia, has been appointed manager of the NBC press department, effective Oct. 20. A graduate of the U. of Calif ornia, McKay has an extensive background in newspaper work and publicity. He spent 10 years with the San Francisco Bulletin, the last four as political editor and feature writer. For the last eight years he has been engaged in public relations activities and for seven years he has taught contracts and corporate law in addition to his other activities. Earl Mulin will continue as assistant manager of the department.

**WFMJ, Youngstown, O., has signed for the full radio news report of the Associated Press.**

---

18,000 Employed in WICHITA Aircraft Plants

A new high of 18,000 employees in Wichita's aircraft factories is expected to be reached by October 1st of this year.

Additional thousands will be added as new plant facilities now being constructed are completed. Now is the time for you to start getting your sales message across to this vast army of well-paid labor.

And there's no better way to do this than to use the "Pioneer Voice of Kansas", KFBI. START NOW! 5000 watts day • 1000 watts nite

---

**Psst! . . . to Sell the Tri-City Market You Need that "Inside Pull"**

"Inside Pull" is a mighty helpful thing to have boosting your product — especially when you have the "flush" Tri-City market at stake. We’re a regular “part of the family” in every home in the area of 1,741,442 prosperous people. That’s because, for them, we are the single source of faithful 5000-watt service 18 hours daily. "Outside" voices register all too lightly compared with this "right-at-home" listening preference. Reach enough why your message on WHBF has that all-important "INSIDE PULL". We have the proof—you’ll want it handy. Write Howard H. Wilson Co., Nat'l. Reps.
Radio Regulatory and Labor Problems Considered at Regional NAB Meetings

KEYNOTING the first of a series of 17 regional meetings of the NAB throughout the country, NAB President Neville Miller addressed the seventh district session in Louisville, Ky., Oct. 9-10, warning station executives of serious problems on the legislative, regulatory and labor fronts.

Mr. Miller pointed out to the 60 broadcasters representing 20 stations from Kentucky and Ohio the unlimited opportunities and responsibilities offered by national defense to broadcasters in matters of morale and assisting Government agencies.

Gathering was also addressed by Karl Haverlin, BMI director of station relations, recounting the history and success of BMI with a statement that BMI licenses to date are now held by 724 stations; Edward M. Kirby, chief of the radio branch of the War Department, who complimented radio on its excellent coverage of the recent Army maneuvers; and Harold Ryan, seventh district director, calling for a free discussion of industry problems with ASCAP; Frank Pellegrin, NAB director of broadcast advertising, conducting a seminar with station sales managers.

Attendance also included: L.M. Brockington, assistant to the prime minister of Canada; William O. Aldridge, WPAY; Leon D. Callahan, SESAC; Harry Callaway, WHAS; Eugene Carr, WGAR; W. Lee Coulson, WHAS; J. F. Cox, WAVE; Warren G. Davis, WCMJ; Robert E. Dunville, WLW; Philip E. Dusenbury, WPAY; Joe Eaton, WHAS; Ralph G. Elvin, WLQK; O. E. Fields, WMAN; E. F. Flanigan, WSPD; Russell Gohring, WBNS; Credo Fitch Harris, WHS; Charles Harris, WGRG; Sheldon B. Hixson Jr., NBC; Stanley P. Kettler, WHIZ; Jane M. LeGate, WQH; Nathan Lord, WAVE; Ben McIntosh, WGRG; Leonard Nasman, WFMJ; William Orr, WBNS; Willis B. Parsons, NBC; John F. Pett, WGAR; George Patterson, WAVE; Howard J. Perry, WGRG; R. J. Pirkey, WAVE; R. Potter, WQMI; Jack Harris, War Department; Jack Price, WBNS; J. H. Ryan, WSPD; Arch Shakti, WQTL; James Sheehy, WHAS; Alex Sherwood, Standard Radio; J. Porter Smith, WGRG; Neal A. Smith, WQMI; C. E. Schindler, WGRG; Dean Upson, WGRG; Ralph Wentworth, Lang-Worth; George L. Young, WSPD.

Eight District

General discussion of industry problems marked the NAB 8th District meeting in Grand Rapids, Mich., Oct. 13-14. Featured were talks by Mr. Miller; Karl Haverlin, BMI station relations director; Mr. Kirby; Leon Callahan, general counsel of SESAC; Ralph Wentworth; and Milt Bink, Standard Radio.

The following attended the meeting, at which John Fetzer, WKZO, Kalamazoo, district director, presided: J. B. Conley and Frank Toove, WOWO-WGL, Fort Wayne; Lester Lindow, WBN, Indianapolis; J. J. Flanagan, WIBC, Indianapolis; G. B. McConnel, Robert Bauman, and A. R. Jones, WISH, Indianapolis; R. H. Swintz, WSBO, South Bend; George Jackson, WBOW, Terre Haute; Dan Jayne, WIEL, Battle Creek; Mr. and Mrs. Howard Loeb, WQDI, Flint; Leonard Versusius, WLAV, Grand Rapids; Owen Urdige, WJR, Detroit; Ray F. Hamilton and J. R. O’Harro, WKZO, Kalamazoo; Grant F. Ashbacker and W. C. Wester, WKBJ, Muskegon; Angus Piff, WHLS, Port Huron; Jack Harris, War Dept.; W. B. Parsons, NBC Teletype, and Sheldon Hixson, NBC.

A highlight feature of the District 10 meeting in Omaha, Oct. 15-16, attended by about 40 broadcasters, was the sales managers’ conference, presided over by Sam Bennett, of K-MBC, Kansas City. Jack Harris, director of news and special events of the radio branch of the War Department Bureau of Public Relations, also participated in the conference of news editors, another feature of the Omaha meeting. John J. Gillin Jr., general manager of WOW, Omaha, and 10th District director, presided at the general session.

Tom Connolly, manager of CBS program promotion, addressed the sales managers’ meeting Oct. 16, along with Frank Pellegrin, director of the NAB department of broadcast advertising. Mr. Pellegrin also addressed the Omaha Advertising Club on “Retail Selling by Radio.”

Attending the sales managers’ meeting were: Craig Lawrence, KGKO, St. Louis; V. J. L. Barrows, KNGB, Art Weaver, COBO, KFAB; Merle S. Jones, KMOX; Al Ramsey, Andy Anderson, J. C. Rapp, KMA; Morgan Sexton, KKOS; J. M. Lofman, COBO, KFAB; Howard O. Peterson, WOW; Harold W. Fulton, Hale Bondurant, WOW; Buryl Lott, KORT, WOW; J. Gillin, WOW; Holly Shively, John Blair & Co.; Wm. B. Quarton, WMT.

A set of rules for coming district meetings, as released by the NAB last Friday, follows:

District 1—Oct. 20, Hancourt Hotel, Williamsburg, Va.
District 2—Oct. 20-21, Onondaga Hotel, Syracuse, N.Y.
District 3—Nov. 5-6, Henry Grady Hotel, Atlanta, Ga.
District 4—Nov. 17-18, Savannah Hotel, Memphis, Tenn.
District 5—Nov. 17-19, Nicollet Hotel, Minneapolis, Minn.
District 6—Dec. 11-12, Baker Hotel, Dallas, Tex.
District 14—Dec. 8-9, Denver, Colo.
District 15—Nov. 28-29, San Francisco, Cal.
District 16—Nov. 24-25, Los Angeles, Cal.
District 17—Dec. 1-2, Seattle, Wash., or Portland, Ore.

The District 3 meeting will not be held until after the first of the year, the NAB indicated.
Results by Radio Explained to AFA
Allison Tells Advantages at Tulsa Advertising Session

RADIO, newspaper, direct mail, outdoor and advertising men of other allied interests met in Tulsa Oct. 16-18 for a discussion of mutual problems, in connection with the Advertising Federation of America's three-day tenth district convention.

Neville Miller, president of the NAB; M. F. Allison, Cincinnati, promotion manager of WLW, appearing for J. D. Shouse, Crosley vice-president, and other radio men called for direct action to improve the merchandising angles of radio advertising and campaigns.

Allison's Talk
In a talk, "How to Get Results from Radio Advertising." Mr. Allison expressed no magic formula for radio campaign successes, but declared the focal point of most successful radio is directed toward outstanding retail merchandising.

"I refer," he said, "to merchandising campaigns that jar everybody out of their lethargy from the very first day... a campaign that sends salesmen singing on their jobs... a campaign that awakens dealers from the moment the store opens in the morning until they sneak a close at night... a campaign that so closely identifies product-program and dealer that the customer finds it almost impossible to buy anything but your product, at your price.

"Probably radio's biggest reason for success is the fact that intelligent advertisers have diligently merchandised it," he said. "It is entirely possible that other media, except for radio's one inherent advantage (the 8 to 1 radio advantage in impressions per dollar spent in advertising over newspaper and a 12 to 1 advantage over a magazine) could have done the same thing. The most successful radio advertisers have demonstrated that radio advertising works best when you keep everlastingly at it and it's up to the advertiser, the management, the agencies, the radio program department and their promotion staffs to keep everlastingly at it, too. Hand in hand, such a program will get results."

Vaporizer Spots

Big Lloyd Yoder, former Carnegie Tech All-American football player and a West Coast grid official while with NBC in San Francisco, is now one of the Rocky Mountain section's best-known officials. Here he is (at right) in conference during a recent game between Denver U and Brigham Young U.

Longines Tunes
LONGINES - WITTNAUER WATCH Co., New York, during the past two weeks has added five stations to its list, carrying the World's Most Honored Music programs which are now on a total of 154. Schedules vary from one half-hour show to six quarter-hour shows weekly. New stations are WTCN, Milwaukee; WBT, Charlotte; KXOK, St. Louis; KDKA, Pittsburgh, and WENR, Chicago. Agency is Arthur Rosenberg Co., New York.

Six Join Mutual
SIX STATIONS, on Oct. 16 joined MBS as affiliates of the North Central Broadcasting System, bringing Mutual's total number of outlets to 180. New stations, all on unlimited time, are WHDP, Calumet, Mich., 1400 kc., 250 watts; in Wisconsin, WSUA, Wausau, 1400 kc., 250 watts; KPZL, Fond du Lac, 1400 kc., 100 watts; WIBQ, Wisconsin Rapids, 1340 kc., 250 day and 100 night; WHBY, Appleton, 1230 kc., 225 watts, and WHBL, Sheboygan, 1330 kc., 1,000 day, 250 night. On Oct. 15 WRNL, Richmond, replaced WRVA as the Mutual affiliate in that city.

Shell Jingles
SHELL OIL Co., New York, is conducting a campaign urging motorists to "winterize" their cars with Shell products. One-minute jingles describe six specific steps to be taken on about 95 stations, most of which are used on a year-round basis for announcements. Starting in northern states and proceeding south two weeks in advance of cold spells, the campaign will end in Florida about Dec. 1. Agency is J. Walter Thompson Co., New York.

Ludens Schedule Has 108 Stations
LARGEST fall and winter spot campaign in the company's history, comprising one-minute live and chain-break announcements 3 to 10 times weekly on 108 stations, is being launched by Ludens Inc., Reading, Pa., for its mentholated cough drops. Campaign got under way on six stations Oct. 5 with others being added on a graduated scale until Nov. 17.

In addition company is starting one 15-minute news weekly each on WLW, Cincinnati, and WABC, New York, and five-minute musical programs three-weekly on KDKA, Pittsburgh, and twice-weekly on KNX, KARM and KSFO. Contracts run 13 to 26 weeks. Agency is J. M. Mathes Inc., New York. Spot list includes:

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Power</th>
<th>Network</th>
</tr>
</thead>
<tbody>
<tr>
<td>WOKO</td>
<td>Miami</td>
<td>10000</td>
<td>CBS</td>
</tr>
<tr>
<td>WMBR</td>
<td>Miami</td>
<td>5000</td>
<td>CBS</td>
</tr>
<tr>
<td>KBHT</td>
<td>Miami</td>
<td>5000</td>
<td>CBS</td>
</tr>
<tr>
<td>WLW</td>
<td>Miami</td>
<td>5000</td>
<td>CBS</td>
</tr>
<tr>
<td>WJAR</td>
<td>Miami</td>
<td>5000</td>
<td>CBS</td>
</tr>
<tr>
<td>WGAC</td>
<td>Miami</td>
<td>5000</td>
<td>CBS</td>
</tr>
<tr>
<td>WCPG</td>
<td>Miami</td>
<td>5000</td>
<td>CBS</td>
</tr>
<tr>
<td>WTAG</td>
<td>Miami</td>
<td>5000</td>
<td>CBS</td>
</tr>
<tr>
<td>WTAZ</td>
<td>Miami</td>
<td>5000</td>
<td>CBS</td>
</tr>
<tr>
<td>WSHB</td>
<td>Miami</td>
<td>5000</td>
<td>CBS</td>
</tr>
<tr>
<td>WRAK</td>
<td>Miami</td>
<td>5000</td>
<td>CBS</td>
</tr>
<tr>
<td>WMBR</td>
<td>Miami</td>
<td>5000</td>
<td>CBS</td>
</tr>
<tr>
<td>KGGM</td>
<td>Miami</td>
<td>5000</td>
<td>CBS</td>
</tr>
<tr>
<td>WGMB</td>
<td>Miami</td>
<td>5000</td>
<td>CBS</td>
</tr>
<tr>
<td>WPGM</td>
<td>Miami</td>
<td>5000</td>
<td>CBS</td>
</tr>
<tr>
<td>WTPR</td>
<td>Miami</td>
<td>5000</td>
<td>CBS</td>
</tr>
<tr>
<td>KROV</td>
<td>Miami</td>
<td>5000</td>
<td>CBS</td>
</tr>
<tr>
<td>KGIM</td>
<td>Miami</td>
<td>5000</td>
<td>CBS</td>
</tr>
<tr>
<td>WFFC</td>
<td>Miami</td>
<td>5000</td>
<td>CBS</td>
</tr>
<tr>
<td>KWGM</td>
<td>Miami</td>
<td>5000</td>
<td>CBS</td>
</tr>
<tr>
<td>WKIP</td>
<td>Miami</td>
<td>5000</td>
<td>CBS</td>
</tr>
<tr>
<td>WTVF</td>
<td>Miami</td>
<td>5000</td>
<td>CBS</td>
</tr>
<tr>
<td>WTTK</td>
<td>Miami</td>
<td>5000</td>
<td>CBS</td>
</tr>
<tr>
<td>KXOK</td>
<td>Miami</td>
<td>5000</td>
<td>CBS</td>
</tr>
<tr>
<td>WATC</td>
<td>Miami</td>
<td>5000</td>
<td>CBS</td>
</tr>
<tr>
<td>WSMN</td>
<td>Miami</td>
<td>5000</td>
<td>CBS</td>
</tr>
<tr>
<td>WMBR</td>
<td>Miami</td>
<td>5000</td>
<td>CBS</td>
</tr>
<tr>
<td>WGBF</td>
<td>Miami</td>
<td>5000</td>
<td>CBS</td>
</tr>
<tr>
<td>WHIB</td>
<td>Miami</td>
<td>5000</td>
<td>CBS</td>
</tr>
<tr>
<td>WBNB</td>
<td>Miami</td>
<td>5000</td>
<td>CBS</td>
</tr>
<tr>
<td>WCHB</td>
<td>Miami</td>
<td>5000</td>
<td>CBS</td>
</tr>
<tr>
<td>WSRB</td>
<td>Miami</td>
<td>5000</td>
<td>CBS</td>
</tr>
<tr>
<td>WCHS</td>
<td>Miami</td>
<td>5000</td>
<td>CBS</td>
</tr>
<tr>
<td>WKBG</td>
<td>Miami</td>
<td>5000</td>
<td>CBS</td>
</tr>
<tr>
<td>WXML</td>
<td>Miami</td>
<td>5000</td>
<td>CBS</td>
</tr>
<tr>
<td>WTVR</td>
<td>Miami</td>
<td>5000</td>
<td>CBS</td>
</tr>
<tr>
<td>WCHU</td>
<td>Miami</td>
<td>5000</td>
<td>CBS</td>
</tr>
<tr>
<td>WCPG</td>
<td>Miami</td>
<td>5000</td>
<td>CBS</td>
</tr>
<tr>
<td>WCAO</td>
<td>Miami</td>
<td>5000</td>
<td>CBS</td>
</tr>
<tr>
<td>WAFI</td>
<td>Miami</td>
<td>5000</td>
<td>CBS</td>
</tr>
</tbody>
</table>

Visual element: Map of stations, list of stations, and a diagram labeled "Ludens Schedule Has 108 Stations."
30,000,000 Living Within FM Reach
Growing Listener Response Is Claimed by FMBI
MORE than 38,000,000 people live within a half mile listening distance of at least one FM station operating on a regular schedule according to results of a survey recently completed by FM Broadcasters Inc., national trade association of the high-frequency outlets.

The study, conducted among the 17 commercial stations already on the air, shows that they may hear programs that are from 60% to 100% exclusively FM.

Of the 17 stations, 15 of which are operated by standard broadcast stations, FMBI points out there is surprisingly little duplication of the programs heard over the AM parent outlets in the same area. The breakdown reveals that 80% of the FM programming is already exclusive with the duplicating occurring largely with network and local shows demanded by listeners.

Listener Response
Although the FCC has authorized a total of 59 commercial FM stations so far, 42 are still in the construction stage. The other 17 are on the air in such cities as New York, Chicago, Milwaukee, Los Angeles, Detroit, Boston, Hartford, Pittsburgh, Nashville and in a large portion of New England.

Schedules of these stations range from 8 to 20 hours daily with 13½ hours as the average, according to FMBI's survey.

Growing listener interest on a steadily increasing scale is reported by the FM stations with public reaction, as evinced by the sales of receivers and fan mail, in an "enthusiastic and promising" stage. Widest set distribution, the FMBI research states, apparently has been undertaken by General Electric, Stromberg-Carlson and Zenith, although mentioned as leaders in 12 major markets.

WXYZ Changes
H. ALLAN CAMPBELL, general manager of WXYZ, Detroit, has announced the promotion of James G. Riddell, formerly WXYZ traffic manager, to assistant sales manager, and H. Earl Moore, formerly office manager, to studio manager. Lambert B. Beuweeke, formerly of KYW, Philadelphia also has joined WXYZ as sales promotion and advertising director, and David H. Halvorsen of WOOG-WASH, Grand Rapids, Mich., as traffic and continuity chief.

Hartford Store's FM
TUCKER'S RADIO & APPLIANCE Store, Hartford, Conn., Oct. 1, started the second sponsored program heard on W65H, Hartford FM outlet. The half-hour recorded request feature was placed by Julian Gross Agency, Hartford. 'WXYZ's first commercial feature, sponsored by Watkins Brothers and featuring Otto Neubauer at the piano and solovox, started early in October.

New England FM
Is Set For Hearing
Three Applicants Seeking the Same Class C Channel
THREE applications for the 43.5 mc. FM Class C Channel in the New England area were designated for consolidated hearing when the FCC last Tuesday ordered the requests of W65H, Hartford, W57A, Schenectady, and Radio Voice of New Hampshire Inc., Manchester, N. H., to be heard jointly.

W65H, owned by WDRC, is already the holder of a construction permit for a new FM station on 46.5 mc., although W65H is operating commercially on the frequency under a special authorization, while W57A, General Electric owned, is permittee for an outlet on the 43.5 mc. channel.

Seek Choice Assignment
The application of The Radio Voice of New Hampshire Inc., licensee of standard broadcast station WMUR, Manchester, is for a construction permit for a new Class C station on 43.5 mc., proposing to cover an area of 20,290 square miles. W65H and W57A propose to serve 13,944 sq. mi. and 15,851 sq. mi., respectively, if their modifications are allowed. As all three are in the same service area the Class C assignment can only be granted to one.

The FCC at the same meeting disapproved petition of WDRC Inc., against the Commission's grant of last June 17 authorizing a new Class C FM station to New York Municipal Broadcasting System on 43.5 mc. However, on its own motion, the FCC ordered that the New York construction permit be reissued and the present arrangement on the 43.5 mc. channel to serve the same 3,900 square mile area. Action automatically changes the call letters from W39NY to W35NY.

FIRST COMMERCIAL FM contract in Philadelphia, was penned last week by Samuel Feld (left), general manager of Adams Clothes Store, chain of men's furnishing stores in the Philadelphia area, with Benedict Gimbel, Jr., president of WIP, Philadelphia, and its FM adjunct, W40PH, soon to go into operation. In the background lending his smile of approval is Harry Dittman, head of H. M. Dittman Adv. Agency, Philadelphia, handling the Adams account.

PREMIUM TESTING Sponsors Are Offered New Service by WLV
A PREMIUM testing service will be offered network and spot advertisers by WLV, Cincinnati, effective Nov. 15. Premiums will be submitted two weeks before the offer to a selected group of houseswives chosen from the Consumers' Foundation and representing all economic classes. The group will be asked to evaluate premiums and results of the pre-tests will be made available to advertisers using premiums. The service also "will include the privilege of cut-in announcements by network advertisers referring to premium appeals while all such announcements will not be considered as commercial copy in WLV continuity," the station announces.

REL FM'S PIONEER MANUFACTURER
NEWS! NEWS! NEWS!

The REL DL line of FM transmitters employs the new Armstrong phase shift modulator.

Only REL FM broadcast transmitters give you the advantages of this latest Armstrong development.

RADIO ENGINEERING LABS., INC.
Long Island City, N. Y.
AFM Walkout (Continued from page 10) and the British ambassador, and Vice-President Henry Wallace. Since the symphony musicians are employed as staff members of NBC in New York, withdrawal of this group would have canceled the broadcast, with possible Governmental repercussions.

Mr. Petullo lost another round in his legal battle with the American Guild of Musical Artists for jurisdiction over instrumental soloists last week when New York Supreme Court Justice Julius Miller granted the Guild's motion for examination of Mr. Petullo before trial, ordering the musicians union chief to appear in court Oct. 24 and to produce books and records necessary for the examination. Guild is suing to enjoin Mr. Petullo and his union for interfering or threatening to interfere with AGMA members.

Plough Spots
PLough Inc., Memphis (aspirin, Brethrem), is currently sponsoring a three-weekly quarter-hour early morning program, titled "Aspirin Clock" on 32 Don Lee stations, Monday, Wednesday, Friday, 7-15-7:30 a.m. (PST). Contract is for 52 weeks, having started Sept. 29. Series features recorded music with light commentary by Bill Davidson, Hollywood announcer. Agency is Lake-Spiro-Shurman, Memphis.

Elgin for 4 Weeks
ELGIN WATCH Co., Elgin, Ill., through Wm. Esty & Co., New York, on Dec. 5 starts for four weeks a series of Christmas programs featuring Shirley Temple, child film actress, on 70 CBS stations, Friday, 10-10:30 p.m. (EST). Series will fill in for the four weeks' layoff of Louella Parsons' "Hollywood Premieres" on that list of stations by Lever Bros. Co. (Lifebuoy). Richard Marvin, agency radio director, negotiated the deal.

Cosmetic Discs
NATIONAL TOILET Co., Paris, Tenn. (Nadinola cream), has started a campaign of one-minute inac- scribed dramatized announcements six days weekly on 21 southern stations: WOPI WALA WSFA KARK WMBB WQAM WPLA WSF WWL KWKH WJDX WBTM WMBW WBC KXRM KTHO WOAI WBT WRAA. Agency is Roche, Williams & Cunyngham, Chicago.

McCarthy, Fibber McGee Lead Hooper's Ratings
WITH all radio listening showing a sharp increase during the first part of October, Charlie McCarthy with a rating of 23.3 still heads the list of the "first 15" programs listed in the C. E. Hooper national ratings on evening programs, issued Oct. 16.

Second is Fibber McGee, whose ranking of 27.7 was achieved on the second broadcast of the fall series. Third place with a 25.0 rating went to the Aldrich Family, followed by Bob Hope with 25.4, as checked by Hooper on his second broadcast. Fifth on the list is Coffee Time and sixth is Lux Radio Theatre. Walter Winchell and Jack Benny, who battled for first place during May and June, now are seventh and eighth on the list, respectively. Following Benny are Time to Smile, One Man's Family, Mr. District Attorney, Major Bowes, Burns & Allen, Rudy Vallee and Kay Kyser.

More Lorillard
P. LORILLARD Co., New York (Old Gold cigarettes), has sponsored a new network show on a coast-to-coast NBC-Blue hookup starting Nov. 3, 7-7:30 p.m., with a repeat 11-11:30. No further details were set by the agency, J. Walter Thompson Co., New York, as Broadcasting- two went to press. In addition, company on Oct. 15 started sponsorship of Tony Wabman, a 1:5 p.m. six-time weekly recording and sports results program, on WINX, Washington.

THREE SPOTS DAILY— ONE NIGHT TIME FOR A YEAR.

WMBG has run four spots daily for one client for a year this month. The contract is being renewed for another year; and additional time is also being negotiated for.

Why? Because WMBG got results.

WMBG offers you the Red Network audience—5000 watts daytime—1000 watts night and equal density of coverage at lower rates. Before you buy—get the WMBG story.
ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

OCTOBER 11 TO OCTOBER 17 INCLUSIVE

Decisions . . .

OCTOBER 14

NEW, E., Bedeke, Fresno, Calif.—Granted CP new station 1340 kc 250 w untl. facilities to be vacated by KARM.

NEW, W., Richard F., Long Beach, Calif.—Granted CP new station 1290 kc 50 w untl. to exchange with KGMU.

WFNC, Fayetteville, N. C.—Granted special service authorization untl. with 25 kw to exchange with WWNC.

CFZG, Jersey City, N. J.—Granted CP new station 1040 kc 2 kw untl. with 40 kw.

WMSJ, Madison, Wis.—Granted CP new station 1580 kc 10 kw untl. with simulcast of WIBG.

NWSZ, Detroit, Mich.—Granted CP new station 1480 kc 2 kw untl. with simulcast of WXYZ.

WJYI, Oklahoma City, Okla.—Granted CP new station 870 kc 2 kw untl. with simulcast of KGFM.

WJYI, Oklahoma City, Okla.—Granted CP new station 870 kc 2 kw untl. with simulcast of KGFM.

KIQD, Chicago, Ill.—Granted CP new station 1290 kc 5 kw untl. with simulcast of WLS.

OCTOBER 15

NEW, Associated Broadcasters Inc., San Francisco—Granted CP new international station KFRC, 680 kc with WCRX and WCRR, 9570 and 11780 kc with WBOG; 1350 kc with WRL and WBBM.

WBOG, Chicago, Ill.—Granted CP new station 1350 kc 10 kw untl.

KOBM, Rapid City, S. D.—CP 1290 kc contingent on WTCN shift increase 1 kw N 5 kw N new directional transmitter.

KWHN, Havre, Mont.—Granted CP new transmitter.

KVOS, Tucson, KGGG, Albuquerque, and KVOH, Santa Fe, N. M.—Granted CP new station 1260 kc 5 kw untl. (consolidated hearing, Dec. 22).

Applications . . .

OCTOBER 13

NEW, New Jersey Broadcasting Co., Newark—Amended application for CP new station FM 481 kc 5 585 kc sq. mi. 11,194,000 pop.

KYTH, Hobart, Ind.—Granted CP new transmitter.

KOBM, Rapid City, S. D.—CP 1290 kc contingent on WTCN shift increase 1 kw N 5 kw N new directional transmitter.

KWHN, Havre, Mont.—Granted CP new transmitter.

NEW, Pale Alto Radio Station, Pale Alto, Calif.—Granted CP new station 1370 kc 1 kw untl.

NEW, The Associated Broadcasters Inc., Springfield, Mass.—Amended application for CP new international station 6140, 9070, 11780, 15210, 17250, 15400 kc 10 kw untl. on 17250 share other with WBOG.

WBMX, Waterbury, Conn.—Amended CP to request 1690 kc output power change equipment.

WMRR, Jacksonville, Fla.—Amended CP, change 1490 kc directional N 5 kw.

WASK, Lafayette, Ind.—Amend CP, new station 1450 kc 250 w untl.

OCTOBER 16

WBPH, Philadelphia, Pa.—Modification CP new station to 465 mc.

WQAL, Akron, Ohio.—Granted CP new station 1500 kc 5 kw untl. CP equipment changes increase 250 w.

WPAU, Thomasville, Ga.—CP install new transmitter.

NEW, Trusty Kinney, Greenville, Texas.—Granted CP new station 1360 kc 2 kw untl.


WJYJ, Minneapolis—Relinquishment control by John P. Devaney, deceased, transferred to increases capital stock 1,000 shares.

NEW, WHFC, Inc., Cicero, Ill.—Amend CP new station 1530 kc 2 kw untl.

15,880 sq. mi. 6,111,622 population.

RFXJ, Greeley, Colo.—Amend CP to 920 kc.

NEW, Associated Broadcasting Co., Honolulu—CP new station 1340 kc 250 w untl.

Tentative Calendar . . .

WBGO, Glenwood, Ga., modification license 1 kw 1 kw D Hist. Knoxville (Nov. 21).

Page 68 • October 27, 1941

HIGH COURT GRANTS APPEAL TO ASCAP

THE U. S. Supreme Court last Monday granted a review of the Washington anti-AFP judgment of Judge P. Buck v. Case. Although no date was set, it indicated that argument would not be heard for three weeks. The case was appealed after a three-Judge Federal District Court in Washington had held ASCAP to be a combination in restraint of trade within the Sherman Antitrust Act, and that under the doctrine a court of equity could not invoke the aid of a court of equity to enjoin enforcement of the Washington anti-ASCAP law.

The Supreme Court also refused to review the decision of the New York Court of Appeals in Weber v. Opus. On Tourist, Inc., on ground that the record did not show that the Federal question presented by the appeal for determination was necessarily decided by the lower court.

The New York court had decided that a musicians' union does not have the right to influence the stagehands' union to order stagehands not to work for a touring opera company because it used recorded music and refused to hire musicians. In enjoining the acts of the musicians' union, the New York court decided that no "abor liber dispute" was involved within the meaning of the New York Anti-Injunction Act.

A SPECIAL list of college songs, football marches and patriotic music has been released to radio by SERAC.


WBYN and ABTU Settle Differences on Oct. 10

STRIKE of the Associated Broadcast Technicians Unit of the International Brotherhood of Electrical Workers against WBYN was settled the evening of Oct. 10, with the men returning to work that same evening, less than 36 hours after they had walked out after the previous day. Settlement was along the lines previously agreed to by station and union, it was reported, with the management submitting to ABTU demands that one employee, described by the union as "not a qualified technician in any sense of the word," be assigned to other work.

George Heiler, executive secretary of the New York local of the International Federation of Radio Artists, sat in on the conference. APRA will shortly begin negotiations with WBYN.

John Lapp, labor counsel for the Rural Electrification Administration, had agreed to arbitrate the differences between ABTU and CBS over wage increases for technicians at CBS Station WOR. No date had been set last week for Mr. Lapp to hear arguments.

NAM Case Arbitrated

COMPLAINT of Laurence Hammond against National Assn. of Manufacturers that it was unfair to American Arbitration Assn., which handled down a decision giving properity and origination rights to the NAM for its NBC-Red program De For America, and unluding Hammond's claim for full payment as former producer of the series. The program will be discontinued Oct. 25 by the NAM upon notification from NBC. The decision is understood to have a prospective sponsor for the 7-7:30 p.m. period.

Network Changes

LEYER BROS. Co., Cambridge (Rinso), on Oct. 8 added 15 stations to its program. CP WIBG, 1450 kc N Hoboken, N. J., W6HY, 50 kw in Hoboken, was, Wed., 8:30-8:40 p.m. Two of the new stations are KGMB, Honolulu, and KGTO, Dallas, which receive reruns of the network programs of the broadcasts, repeating them from the program record. Agency: Rotherstadt & Rynen, N. Y.

LEWIS-HOWE MEDICINE CO., St. Louis (Tums), on Oct. 11 added 18 stations to its program, WIBG, 50 kw in Hoboken, to rerun Your Treasure Chest, making a total of 58 NBC-Red stations. Tues., 8:30-9:00 p.m. to be aired by station KFI, Los Angeles, Calif. Agency: State-Gohle Adv. Agency, Chicago.

PARKER PEN Co., Janesville, Wis., (Quink), on Oct. 12 shifted transmission of its NBC-Red program from 8:30-9:00 p.m. to 7:30-8:30 p.m. (EST). Agency: Bincett-Sample-Hummmert, Chicago.


PROCTOR & GAMBLE Co., Cincinnati (Dus), on Nov. 3 substitutes for The Barstons for The Goldberg's on NBC-Red, Mon., Thru Fri., 11:30-12:30, and adds 11 stations, making a total of 47 stations. Agency: Comptou Adv., N. Y.


Discs for 150

EX-LAX Inc., Brooklyn (Jests, etc.), on Oct. 8 announced that it will sponsor a two-hour disc-record program, Saturday evenings, 8-10 p.m. Title: Live to the Party, program heard by Dollar Phillips, m. C. Company is also in the midst of an extensive spot campaign on more than 150 stations. Joseph Katz Co., New York, handles the account.
Help Wanted

Engineer—With first class license, draft station, and expected salary, at once. WSLI, Ogden, New York.


Announcer—Combination Announcer-Engineer. broadcasting, sales, audience research. Box 28A.

Salesman—Established MBS affiliate. Southeast, offers excellent opportunity to produce. Drawing account plus commission. Will consider only experienced, aggressive, sober sales man who wants to advance. Write full details concerning yourself to Box 41A, BROADCASTING.

Producer—With confidence and ability to produce in a good market near New York. We want to sell time rather than announcements on a station programmed to refined tastes, specializing in good music. Perhaps the man for this job is currently employed but seeking a steady salaried position in which his earnings will reflect his ability. Give full details in first letter, with copies enclosed. Our own employees know of this ad. Box 46A, BROADCASTING.

Situations Wanted

PROGRAM DIRECTOR. Excellent EXPERIENCE. Box 34A, BROADCASTING.

Experience Announces. Copywriter—Desires change from home town. Draft exempt. Box 81A, BROADCASTING.

Sports Announces—New employed 050KW wishes connection to build real sports department. Box 40A.

Program-Production Man—Fifteen years' experience. Now with CBS. Needs position. Wishes to make change. Box 31A.

Recording Engineer—Ten years' experience with leading radio concerns (wax-acetate recording). Presently employed, Draft exempt. Go anywhere. Box 88A, BROADCASTING.

Idea Man. Announcer—Narrator-writer wishes to identify himself with a station where the accent is on radio requirements. Box 36A, BROADCASTING.

Commercial Manager—Proven sales record on local and national accounts. Managed regional and basic network stations— anxious to make permanent connection. Box 44A.

Announcer—Good commercial, newscaster, Mutual and NBC Blue experience married…now employed NBC Blue. Studio Control Operator. Good reason for wanting change. Box 45A, BROADCASTING.

Sex Talk

TINY ring-bound booklet titled "Small Talk About Sex" has been issued by WBBM, Chicago, to prospect its sustaining Every Woman's weekend program [Broadcast, Sept. 29]. Booklet uses a light approach on biography of Lorraine Hart, commentator, and describes market with cartoon illustrations.

Minit-Rub Plans

DINAH SHORE will be the singing star of the new Bristol-Meyers show for Minit-Rub to get under way Sunday, Nov. 2, 9:45-10 p.m. on 162 NBC-Blue stations [Broadcasting, Oct. 6]. Under exclusive radio contract to Eddie Cantor who is heard for the same sponsor, Wednesday, 9-9:30 p.m. on NBC-Red, Miss Shore comes to the new show with the comedian's consent but will continue her role on the Cantor Time to Smile show. Name band which is also scheduled to be featured on the program has not yet been chosen. Agency is Young & Rubicam, New York.
Industry to Present Radio-Press Case

FCC and Counsel Hold Sessions to Agree On Procedure

With plans being formulated for early presentation of testimony by industry witnesses, through the Newspaper-Press Committee, the FCC's newspaper-ownership inquiry tumbled along to completion of the press association phase of the investigation last Thursday. FCC witnesses are scheduled to be heard again when the proceedings resume Thursday, Oct. 23, but conferences during the last week indicated the FCC is disposed to have the Newspaper-Press Committee begin its case as soon as possible.

Conference Held

Counsel for the FCC and the industry held a half-day conference last Friday, acting upon a suggestion of the FCC that counsel get together to agree on a basic list of newspaper stations which could serve as the basis of statistical analysis. The suggestion came after a 40-minute conference Thursday morning, attended by the Commission en banc and counsel.

Another meeting of counsel is scheduled for Oct. 22, after which the FCC will set a date for the industry presentation. Participating in the conferences were Thomas E. Harris, FCC assistant general counsel; David D. Lloyd, head of the FCC newspaper investigating section; Judge Thomas D. Thacher, chief counsel, and Sydney M. Kaye and A. M. Herman, associate counsel of the Newspaper-Press Committee; Louis G. Caldwell, counsel for WGN, Chicago.

At the Thursday session the FCC heard testimony of J. V. Connolly, vice-president of Radioscope, and David L. Lloyd, of the FCC newspaper investigating section; Judge Thomas D. Thacher, chief counsel, and Sydney M. Kaye and A. M. Herman, associate counsel of the Newspaper-Press Committee.

Exhibits Identified

With Commissioner Paul A. Walker presiding, in the absence of Chairman Fly, who was attending a Defense Communications Board meeting, the Thursday morning session was given over to the concluding appearance of Mr. Connolly, who first testified at the inquiry during its opening days in July.

Mr. Connolly was questioned by FCC Special Counsel Marcus Cohn, handling the press association phase of the investigation. Mr. Connolly spent most of the morning identifying newspaper stations that carried exhibits covering correspondence between INS officials and newspaper and radio station executives.

Following his previous task, Counsel Cohn introduced a series of exhibits indicating the apparent difficulties of radio stations in securing press association service in the face of local newspaper opposition [Broadcasting, Oct. 13]. Mr. Connolly identified letters, telegrams and memoranda tracing development along this line during recent years in Bloomington, Ill., Savannah, Ga., Corpus Christi, Tex., and Des Moines.

Only One Side

Pointing out that FCC counsel was emphasizing cases where there was newspaper opposition, stemming from asset value agreements or exclusivity provisions contained in their contracts with news services, Mr. Connolly observed under cross-examination by Judge Thacher that the FCC did not ask for cases in which newspapers had waived asset value agreements to allow the press associations to serve radio stations.

Cross-examined by INS Counsel T. A. Brennan, Mr. Connolly stated when INS started its radio service six years ago, newspapers generally opposed the move from a competitive angle, considering both advertising revenue and circulation. “However, since then the experience of the use of news on radio stations has been such as to convince newspapers that radio’s use of news helps rather than hinders circulation,” he declared.

He said he thought the action of Associated Press in making its news service available to radio stations through Associated Press has finally dispelled any telling newspaper opposition to extending service to broadcasters. He indicated that radio sales represent about a third of INS’ receipts.

Moore Testifies

Herbert S. Moore, Transradio president, opening his half-day appearance, briefly sketched his newspaper experience leading up to founding Transradio in March, 1954. He said he has been majority stockholder since its organization.

The press-radio agreement signaled the apparent end of independent newspaper service for radio, Mr. Moore observed, pointing out that Transradio had been serving the primary radio news service despite difficulties and considerable opposition growing out of the agreement.

“Since its start, Transradio has been beset by hindrances, some traceable directly to rival press associations, he indicated. Citing the barring of radio correspondents from such places as the press galleries of the national and State capitol, Mr. Moore declared that despite these inconveniences and injustices, radio reporters finally won out after exercising “a little subterfuge” and perseverance. He pointed to organization of the radio press galleries in Congress as an outstanding achievement along this line.

Questioned by Counsel Cohn about alleged pressures exerted on foreign news services by the established American press association as a Mr. Moore said this definitely had been the case, to the detriment of Transradio and broadcasters, since as far back as 1954. He said such “pressure had been brought on Havas, Reuter’s and Exchange Telegraph Service.

RNA Organization

The editorial side of the operation of Radio News Assn., which he described as a wireless news service, is controlled by Transradio, Mr. Moore declared, although RNA otherwise operates as an independent entity, making its own contracts and selling its own service. He said 49% of its stock was owned by Transradio, with the remaining 51% distributed among a group of New York business and news men, including himself. RNA provides a complete news copy service, immediately usable for broadcasting, rather than skeletonized news, he commented.

Among exhibits identified by Mr. Moore was a compilation showing 111 stations served by Transradio, 12 Transradio newspaper clients and 10 RNA station clients, as of June, 1941. Other exhibits included lists of stations granted “exclusive privileges” by RNA since March 1, 1934 and 30 radio clients granted “exclusive privileges” by Transradio during the same period.

Responding to Counsel Cohn, Mr. Moore termed Transradio reports probably the “most listenable” in the business. He cited several Transradio news-beats, at the invitation of Counsel Cohn, commenting that while Transradio has had its share of difficulties, it also has not lost its share of instances where it did not report incorrect facts on outstanding news stories, as he said had been done by some others.

Open Door Policy

Speaking of the 1935 damage suit brought by Transradio against NBC, CBS, INS, AP, UP and ANPA, stemming from alleged effects of the press-radio agreement, Mr. Moore said the affair, which had been settled in 1937 with a cash payment of $125,000, with both networks agreeing to an “open door policy” regarding press services.

He declared that Transradio’s policy is to discourage exclusive contracts, instead persuading the news agencies to his contrary with “first refusal” provision covering exclusive service in his area.

Asked about alleged efforts of the other news services to buy up control of Transradio, Mr. Moore declared they had attempted to thwart Transradio’s development in “a variety of ways”, including purchase of stock. He said that during the years Transradio had averaged “just over in the black”, although it has experienced “some very severe losses”.

Mr. Moore, through his line of questioning, led Mr. Moore into a discussion of two cases in Zanesville, O., and Nashville, Tenn., where newspapers took Transradio service after they could get no other because of opposition by the competing local papers, Judge Thacher arose repeatedly to challenge Mr. Moore’s presentation of such cases, which he said involved only a quarrel between two newspapers. Chairman Fly finally indicated to Counsel that the cases could not be considered pertinent to the inquiry.

Mr. Moore then briefly recounted situations in Baltimore, Buffalo, Indianapolis and Evansville, Ind., in which, he alleged, contracts of Transradio cancelled their contracts after local papers made “offers too attractive to turn down” to give newspaper publicity to the station if it agreed to use UP or INS, as the case may be. He also briefly reviewed Transradio’s position in the Greenville, S. C., situation.

Page 70 • October 20, 1941

Drawing for Broadcasting by Sid Mix

“I’m Sorry But You Can’t Possibly See Him Until Captain Midnight Is Over!”

BROADCASTING • Broadcast Advertising
A Visit to the Georgetown 4-H Fair

Recently the 4-H Club boys and girls of Brown County, Ohio, held their annual fair at Georgetown. WLW's roving reporter visited these busy youngsters, snapped them with prize winning projects, noted their comments on The Nation's Station.

Russell Pride, young 4-H farmer, exhibits a prize winning Jersey heifer. Says Russell: "I listen to Everybody's Farm because it helps me with my Club projects."

Pretty Mary Nehus, 16, smilingly reports her achievement, first prize dress-up dress. Mary shows seriousness in her 4-H Club work, likes Newscaster H. R. Gross.

Billy Snider, a healthy young American, displays a prize winning lamb. "Lazy Jim Day is my favorite on the WLW Boone County Jamboree," Billy says, "I never miss him."

Mrs. Albert Liggett and daughters Caroline, Mary Ann, and Mary Jane walked off with four prizes. Mrs. Liggett particularly likes WLW's Sunday morningdevotional programs.

CLEAR CHANNEL
WLW
THE NATION'S MOST MERCHANDISE-ABLE STATION

REPRESENTATIVES, New York—Transameri-
an Broadcasting & Television Corporation.
Chicago—WLW, 250 N. Michigan Avenue.
San Francisco—International Radio Sales.
Thanks to Radio Research

Thousands now Look as they Listen!

On the New York air, these nights at 8:30 o'clock, it's television curtain time. It is estimated that 5,000 television receivers—all front-row seats—are lined up, mostly in homes and public places, to see the shows—the matinees and evening performances—15 hours of entertainment a week from the NBC studio stage and from fields of sport.

Study of statistics gathered by the NBC pioneer television station WNBK, which began commercial programs July 1, reveals that the video audience in the Metropolitan area already numbers about 18,000 in the afternoon and 30,000 in the evening. On the average, more than 55% of the sets are turned on in the daytime and 80% at night. Seeing by radio is as simple as listening, as far as the receiver manipulation is concerned.

The programs range from fashion shows to prize fights, from spelling bees to a Wild West rodeo, from baseball to travelogues, and from football to illustrated news; while songsters, dancers, magicians, dramatists and bands add to the variety. That people can sit sixty miles away and look in on Madison Square Garden to watch the rodeo. To see a bucking bronco throw its cowboy rider across the wavelengths is one of the wonders of this age.

Electronic research in RCA Laboratories has put the television shows into space. Electronics—that science which makes miraculous use of infinitesimal bits of electricity—is continuing radio's advance across the threshold of the 'Television Age.'

The main gateway through which television has emerged to become a service to the public is RCA Laboratories. It is from this magic realm that new wonders in radio sightseeing will come to give this and future generations new and dramatic visions.

RCA LABORATORIES

Other RCA Services: RCA Manufacturing Co., Inc. • Radiomatic Corporation of America • RCA Institutes, Inc. National Broadcasting Company, Inc. • R.C.A. Communications, Inc.