50 YEARS AHEAD--

—but actually old-fashioned!

Progress is not merely indicated by change, but the simplification and improvement of existing conditions and things.

This is equally true of radio.

Compare WOR's method of handling its 50,000 watts with that of any station of equal power and coverage. It will be readily obvious that WOR differs from all others by its unique method of directing, multiplying and concentrating power.

WOR's directive-array system rivets its power on cities where people live; not dead-space. It tucks its power away from the ocean on the East and the sparsely populated portions of those states on the West. WOR's 50,000 watts are multiplied more than two times. They are specifically designed to reach more homes with radios—more powerfully—than those of any station anywhere!

We are now demonstrating this to more national advertisers than we did a year ago.
632,515 Letters—from January 2 to May 31

632,515 letters have been received at WLS so far this year—from January 2 to May 31. That's an average of 4,161 letters a day, including Sundays and Holidays.

We're mighty proud of such listener response, just as we are that WLS has averaged over a million letters a year for ten years. It proves that WLS gets results... year after year... from morning to signing-off time.

Pardon us if we repeat what we have said before: "It is more important to know where a station is listened to than to know where it merely can be heard." The WLS mail count is a definite answer to three important questions: Is the station listened to? Where are the listeners? And do they respond?

We'll be happy to send or show such a count to you... or you can get it from any John Blair man.

---

50,000 Watts
Clear Channel

870 Kilocycles
NBC Affiliate

THE PRAIRIE FARMER STATION, Prairie Farmer Building, Chicago

Burridge D. Butler, President
Blair Snyder, Manager

John Blair and Company, National Representatives
New England Offers Not Merely 3 Rings — But 18 . . . .

Each of these 18 rings represents a sales area giving a complete performance sure to satisfy any audience of time buyers.

The 18 stations of The Yankee Network give advertisers front row seats at these sales shows, which play the year 'round.

You get your money's worth and MORE — every day — rain or shine in the "big top" New England market — where normal population concentration of 131.8 per square mile (U. S. average 41.3) is augmented by 3,000,000 or more summer visitors, spending half a billion dollars, or 11% of the estimated annual recreational expenditures of the United States.

— where per capita food expenditure is 58% greater than the United States average.

— where retail sales per square mile are 3.99 times larger than the rest of the United States average.

Why be satisfied with one ring acts when your price of admission, a Yankee Network ticket, gives you 18-ring performance, covering EVERY important New England population and sales center EVERY show?

THE YANKEE NETWORK, INC.  
21 BROOKLINE AVENUE  
BOSTON, MASSACHUSETTS  
EDWARD PETRY & CO., INC., Exclusive National Sales Representatives

WNAC  
Boston  
*  
WTIC  
Hartford  
*  
WEAN  
Providence  
*  
WTAG  
Worcester  
*  
WICC  
Bridgeport  
New Haven  
*  
WNLC  
New London  
*  
WCBS  
Portland  
*  
WLBJ  
Bangor  
*  
WFEA  
Manchester  
*  
WSAR  
Fall River  
*  
WNBH  
New Bedford  
*  
WAHI  
Greenfield  
*  
WBRR  
Pittsfield  
*  
WLLH  
Lowell  
Lawrence  
*  
WLNB  
Laconia  
*  
WROD  
Augusta  
*  
WCOU  
Lewiston  
Auburn  
*  
WSYB  
Rutland

Here is the new 50 kw transmitter of WBZ. It is a duplicate of the unit which attracted nationwide attention when it was installed at KDKA in Pittsburgh.

WITH THESE OPERATING ADVANTAGES:
- Air-cooled tubes in all stages.
- Extremely low operating costs.
- Metal rectifiers throughout, except main high voltage rectifier.
- Inductive neutralization of the power amplifier.
- Equalized feedback.
- Compressed gas condensers.
- Complete elimination of fuses.
- Spare rectifier tube at operating temperature.
- Ease of adjustment.
- Unit construction throughout.
- Full automatic control.
- Relatively low plate voltages.
- Conservative operation of all tubes.
New 50 kw high-efficiency set now does for the Boston area what KDKA did for Pittsburgh!

Station WBZ, now wholly owned and operated by Westinghouse, establishes a new standard of service for listeners and advertisers in the Boston area.

1. The new 50-HG transmitter provides the advantages which attracted nationwide attention when this new high-efficiency equipment went on the air for KDKA in Pittsburgh.

2. The new location, at Hull, provides improved reception throughout the city of Boston and vicinity.

   This is a 100% Westinghouse station. All the broadcast equipment and the auxiliary apparatus are of Westinghouse design and manufacture.

   As a radio pioneer in the establishment of Station KDKA, and as owner and operator of radio stations throughout the entire history of commercial broadcasting, Westinghouse is in a position to render an outstanding service to station operators interested in superior transmission at moderate cost. For detailed information call your nearest Westinghouse office.
Pick the VITAL Spots!

Hang your Sales-Picture where it will get a REAL AUDIENCE!

Don't take our word for it. Proof is in performance. And one example of the way these 15 vital stations perform for advertisers is this:

A clothier in Troy, New York, recently used WGY to help "up" his sales. Result—men from 238 communities throughout WGY's vast territory traveled to Troy for clothing. The man's business was quadrupled! Profit for advertisers is the reason these 15 vital-to-sales spots have been used by advertisers more extensively this year than ever before.

Completely represented by NBC, these stations offer you a ready-made spending audience—one you can reach at low cost! One, or all, of these stations are available to you.

NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service
FREQUENCY STABILITY: Western Electric now makes another great contribution to the radio art—synchronized frequency modulation. This new system of carrier wave frequency stabilization is unique—gives the 503A-1 (1KW) Transmitter a stability of better than .0025%.

FREQUENCY RESPONSE: Flat within ± 1 db from 30 to 15,000 cycles per second.

NOISE LEVEL: Phase noise carried by transmitted wave is 70 db down unweighted from ± 100 KC swing.

DISTORTION: Typical measurements of r.m.s. audio frequency harmonic distortion with a distortionless F M audio monitor in the frequency range of 30 to 15,000 c.p.s. show less than 2% at a modulation corresponding to ± 100 KC swing. Distortion measurements include all audio frequency harmonics up to 36,000 c.p.s.

COMPACT UNIT: All apparatus is contained in a single, beautifully styled cabinet measuring only 44" wide x 39" deep x 78" high. In construction and arrangement, it is similar to the now famous 443A-1, which set a new high in accessibility and simplicity of control.

POWER OUTPUT: The 503A-1 is designed to serve perfectly for powers of 1 KW or less, or as an exciter for amplifiers for higher power. Its superior characteristics will carry through when you step-up—that's mighty important to remember!

FOR FULL TECHNICAL DETAILS, write to Graybar.

DELIVERY: Orders now being accepted for Fall delivery.

Ask your Engineer!
"See where Forbes agrees with our agency boys"

"Smart Suggestion, that plan of our advertising agency to put on pressure in Detroit and Cleveland. Forbes Magazine rates those two cities among the nation’s sales high spots."

"Yes, but smarter still that recommendation to use WJR and WGAR. Sales results show we’re hitting hard in Michigan and northern Ohio—getting bonus coverage in Indiana and Pennsylvania."

Things are Booming in the great industrial empire of the “Golden Horseshoe.” Men, machines, money—all move at accelerated pace. Like to make your sales boom here too? Easy! Reach the eight million prosperous prospects within our borders through WJR and WGAR, the Great Stations of the Great Lakes.

Something to sell motorists? Here’s your spot. Seven out of ten “Golden Horseshoe” families own autos, burn nearly as much gas as all New York state, buy more than three hundred million dollars annually in petroleum products.

Here’s Today’s Number One Market—Business analysts in mid-June tabbed the territory along the south of Lake Erie as part of the country’s best sales area; that between the lower reaches of Lake Huron and Lake Michigan as second best. Heart of this preferred selling region is the “Golden Horseshoe,” the super market blanketed by WJR and WGAR.

"HORSESHOE" DWELLERS HAVE A SWEET TOOTH
Tip to makers of sweets who may wonder where to launch tests on new yummy-yummers: “Golden Horseshoe” folks in one year consume as much candy and confections as the combined sweets lovers of Chicago, Philadelphia, Boston and Los Angeles.

WJR
THE GOODWILL STATION
Detroit
WGAR
THE FRIENDLY STATION
Cleveland

Basic Stations...Columbia Broadcasting System
Edward Petry & Co., Inc., Nat’l Representatives
President Is Expected to Name Coordinating Committee; No Change in Industry Operations Anticipated

RECOGNIZING communications as a key factor in war defense planning, President Roosevelt is expected to name a Defense Communications Committee of top Government officials to pilot and coordinate policy planning with private entities in broadcasting and common carrier pursuits during the current emergency.

Spearhead of the move to have the President name the committee by Executive order is Chairman James Lawrence Fly of the FCC. The move came coincident with activity on other fronts, including an already authorized $1,600,000 FCC expansion program under which it will hire a staff of 500 to 600 additional radio inspectors to man new monitoring equipment of sufficient scope to maintain a 24-hour air-watch against espionage and other possible anti-American radio or communications activity.

While loathe to talk about the present plans, Chairman Fly has assured broadcasting industry leaders that the Defense Committee project does not contemplate any change in the operating functions of the industry. Rather, it would coordinate future planning with the military and naval needs and with what he describes as impacts upon civil life in the event of war. State, War, Navy, Treasury (Coast Guard) and the FCC, it is expected, would be part of the committee, with subcommittees representative of the affected to be named.

Possible Setup

Though speculation as to the committee's personnel may be premature, particularly since the proposed executive order drafted by Chairman Fly is still running the gauntlet of various Government departments, it is thought the lineup might be:

1. Assistant Secretary of State Adolf A. Berle Jr., or Breckenridge Long, special assistant to Secretary of State Cordell Hull, as chairman.
2. FCC Chairman Fly as a member, or chairman, if a "junior cabinet" member is not selected. In that event, it is presumed that Thomas Burke, chief of division of international communications, will be the State Department member.
4. Rear Admiral Leigh Noyes, director of naval communications.
5. Commander Joseph F. Farley, chief communications officer of the U. S. Coast Guard (Treasury Dept.)

Subcommittees would be named by the Defense Committee chairman, but with the advice and counsel of the industries involved. For broadcasting, it is apparent that NAB President Neville Miller will serve. As a matter of fact preliminary phases of the proposal already have been discussed with him and with other broadcasters. Mr. Miller, F. M. Russell, NBC Washington vice-president, and T. C. Streibert, MBS-WOR vice-president, conferred with Chairman Fly June 28—the day following the FCC chairman's visit to the White House—while Harry C. Butcher talked with him June 24. It is understood the committee plan was fully discussed.

In addition to a broadcasting subcommittee, which apparently was not contemplated in the original Executive Order draft, there would be committees for telephone, telegraph and cables, as well as a Government technical subcommittee comprising officials of Government agencies identified with any phase of communications operations. Members of the present interdepartment Radio Advisory Committee, made up of representatives of 15 Government departments, might constitute this committee.

Survey Planned

These spectacular new moves do not constitute any fundamental change in the predetermined plans of the military establishments, it is apparent, insofar as communications are concerned. Rather, the functioning of the committee would be to formalize what has been going on since World War II took its serious turn last fall. Representatives of the various industries have been conferring with key communication officials since that time. Under the new plan, there would be established an emergency policy board, with the FCC officially pegged as a part of the coordinating operation.

Chairman Fly, it is reliably learned, discussed the whole project with President Roosevelt June 26, at which time he handed him a three-page draft of the proposed Executive order which would create the board. He also apparently proposed a revised clearance on the plan, now authorized, for the monitoring expansion program designed to "unmask" subterfuge and uncover subversive or "Fifth Column" activities via communications.

There is no imminent danger of curtailment of any essential service in which category broadcasting definitely falls. The committee, if and when appointed, will essay a comprehensive survey of the broadcasting and communications fields and, in conjunction with the advisory subcommittees, determine the most efficient means of coordinating all operation facilities from the standpoints of military, public and industry needs.

Present Army and Navy war plans alone affect communications (and these deal largely with point-to-point, international, telephone and ship, rather than broadcasting) would be revised to fit into the defense pattern as the events abroad dictate. Broadcasting's main niche is that of maintaining public morale, and it has been agreed that retention of the status quo is most desirable.

Geared for the Worst

All of the planning is geared toward actual war involvement and in correcting previous services. The eventuality. So far as civilian operations are concerned, including broadcasting and non-military communications, the FCC would function as the directing agency. Obviously, however, close liaison would have to be maintained with the military departments, both by the FCC and the private industries themselves. The bulk of this work, particularly in material and filling communications gaps, would be in the common carrier fields.

Aside from standard broadcast operations, such new services as FM and television also will be considered in the defense preparations. International stations already have been factors in the Governmental councils and are expected to figure in Western hemisphere solidarity plans of the Administration.

Chairman Fly had expected speedy action on his board proposal, but White House and departmental routine have delayed action. Moreover, there has been some tugging and hauling on the

(Continued on page 80)
Columbia Recording Planning Debut In Transcription Field on Large Scale

COLUMBIA Recording Corp., CBS subsidiary will enter the transcription field on a large scale about Sept. 1, according to William A. Schutt, Jr., general manager of CBS's transcription division. Completion of recording studios and installation of the new custom-built transcription recording machines will permit the start of experimental operations in Chicago and Hollywood early in August, while additional New York studios will be ready by September.

Present New York studios are already recording the CBS-Nag Worth tax-free library service, but lack of space has prevented CRC from undertaking additional contracts, the announcement stated. Processing and pressing plants for the manufacture of 16-inch transcription records are virtually complete in Bridgeport, Conn. and Hollywood.

Promotion Drive
Sample transcriptions, with constant frequency cuts ranging from 50 to 100,000 cycles on one side and the other three musical selections, will be sent to stations in the near future. Accompanying the discs will be a letter from Mr. Schutt advising stations how to adjust their equipment to get maximum quality from the records. A technical bulletin prepared by T. P. Rodman, director of research and development for CRC, will give station engineers details for constructing equalizers for faithful reproduction of the recordings. The new transcription will also be demonstrated to the broadcasting industry at the NAB convention.

An advertising campaign for the CRC transcriptions will be launched early in August, Mr. Schutt stated, with leading radio and advertising publications being used to inform advertisers and advertising agencies that CRC facilities are available for their use about Sept. 1. CRC studios are located at 799 Seventh Ave., New York; the Wrig ley Bldg., Chicago, and adjoining KNX in Columbia Square, Hollywood. Chester Boggs of the company's New York technical staff has been transferred to Hollywood, where he is supervising the installation of the recording equipment and general studio construction work.

Regional Sponsor Group Signs Dorothy Thompson

REGIONAL BROADCASTERS Assn., New York, in the interest of a cooperative group of sponsors, has signed Dorothy Thompson, journalist and author of the syndicated column "On the Record" for a 20-week series of news commentaries to start Sept. 29 on NBC-Blue, Sundays, 7:30-7:45 p.m. (EST).

Frederick Meyer, independent New York arranger, arranged the contract in cooperation with Stockton, West & Burkart, Cincinnati, agency which will represent the various firms sponsoring the programs in an interest of Associated Products, handling nationally known merchandise. Miss Thompson was last heard as a commentator during the crisis of August, 1939.

New Lever Series

LEVER BROS. Co., Cambridge, Mass., on July 10 starts a comedy series titled "The Adventures of Mr. Week" on CBS in the interests of Lifebuoy soap. The program, featuring dramatizations of the life of a humble, self-effacing hero, will be heard Wednesdays, 7:30-8 p.m. Agency is William Esty & Co., New York.

Lux Off for Summer

After the broadcast of July 8, Lever Bros. Co., Cambridge, Mass., will discontinue the Lux Radio Theatre, currently on 63 CBS stations, Mondays, 9-10 p.m., resuming the program on CBS Sept. 9 after an eight-week vacation. Agency is J. Walter Thompson Co., New York.
Boards Authorize Wide Catalog Purchases

GIVING Broadcast Music Inc. a virtual blank check with which to build up an industry-owned reservoir of music sufficiently formidable to permit stations and networks to forget ASCAP when current contracts expire at the end of the year, an extraordinary joint session of the boards of NAB, Independent Radio Network Affiliates and BMI in New York June 21 approved large scale plans which may see the acquisition of important catalogs now in the ASCAP fold.

The vote of confidence in BMI, now boasting a 300-station membership, and the decision to raise new funds came after the joint boards had unanimously condemned the proposed new form of five-year ASCAP contracts for stations and networks which would raise the ante from the industry by about 70% from the present round $8,000,000 figure: [See text on pages 34-37]. These contracts were mailed to stations June 18 to become effective Jan. 1, 1941, when existing 5% horizontal contracts for stations expire.

Network Interest

Signs were clear, however, that the trade group boards were determined to throw their lot with BMI and eschew the ASCAP propositions. This was particularly true with NBC and CBS, which tacitly agreed to substantial contributions to BMI, probably exceeding their present payments to ASCAP. Mutual Broadcasting System, however, remained a question by since its operating structure is such that it does not regard itself as a network in the sense of the older established units and feels that no one at MBS is in authority to sign contracts such as that proposed by ASCAP, an operation, which would exact a 7½% toll on gross.

Possible acquisition by BMI of the music catalogs of Robbins Music Corp., Leo Feist Inc. and Miller Music Inc., usually referred to as the M-G-M catalogs since the publishers have been the most active in the motion picture concern, was one of the primary topics of the joint sessions attended by 35 broadcasting executives representing practically all segments of the industry. Only directors absent were E. W. Craig, W. J. Donohue, Jr., and E. C. Crane, KGIR, due to the death of a close friend.

National Independent Broadcasters Inc., representing non-network stations, had been invited to the conference through its president, Harold A. Lafount, but arrival of the latter's daughter and family from England on June 21 prevented his attendance. He conferred with NAB President Neville Miller, however, following the sessions and was declared by Mr. Miller to be in agreement with the conclusions reached.

Negotiations for acquisition of the M-G-M catalogs have gone on for some time, with much of high industry officials, including CBS President William S. Paley, in the thick of the conversations. While no official statement was issued, it was indicated an option has been obtained to purchase these catalogs for about $4,350,000. Neither BMI nor M-G-M would admit that negotiations are in progress. The M-G-M catalogs would provide a solid source of music of proven merit, said to account for about 15% of all radio performances of ASCAP made during 1939 which earned the M-G-M concern more than $400,000 in ASCAP royalties.

Two Courses Authorized

Despite the absence of formal word from the joint sessions, which ended July 11, it is understood that a second course of action, following four other meetings on the subject, it was understood a resolution was adopted authorizing the BMI board to take either of two possible plans of action, pledging the united moral and financial support of all organizations represented to whichever course BMI decides to pursue. Immediately following the sessions, the BMI board, present at the time, turned the matter over to a new planning committee which Mr. Miller indicated would make the investigation about under the original BMI plan. Smaller stations would be benefited by paying on a sliding scale, over a three-year period, while the networks would pay an additional amount. Average station payments, it was held, would be considerably smaller.

With all parties in agreement, save for the undetermined position of MBS, it was thought a large-scale project would be carried to swift fruition. It is understood also that MBS might have a duly accredited official elected to the BMI board—probably W. E. Macfarlane, business manager of the Chicago Tribune and president of MBS.

Financing the Plan

The alternate plans, while not clearly defined, were said to encompass (1) acquisition of the M-G-M catalogs, or (2) speeding up of the present BMI operation of acquiring writers and independent publishers in its own right. To finance the M-G-M expenditure, industry representatives approved a three-year plan of assessment under which stations would pay to BMI an amount equal to from 2½% to 5% of its net time sales for 1939, exclusive of their payments to BMI. Roughly, it was estimated that this probably would total about $150,000 more than NBC and CBS are now paying.

If, however, BMI should not take up the M-G-M deal but should decide to proceed on its previous course of building more slowly by acquiring smaller catalogs, a second plan of financing is understood to have been authorized. This alternative plan calls for each member station, including the network M & O stations, to pay to BMI for the year following the expiration of their contracts, a sum equivalent to 2½% (probably less for small stations) of their 1939 net time sales, with the networks paying an additional one-half of 1% of their net incomes from the sale of network time.

Change of Formula

Present BMI licensees call for subscriptions from members totaling 50% of their ASCAP payments for 1937, one-fifth of which was to be paid in cash at the time of joining BMI, the remainder to be paid in contributions of an installment amount not in excess of 15% of the total amount during any one month. The ASCAP payment basis is discarded in the two financing plans for future periods, for BMI's term expires with the expiration of present BMI licenses next April.

To eliminate favoritism to certain new companies of BMI, its present license fee is paid by each company not existing on January 1, 1938.

The resolution is understood to state that the alternative plans are approved in general and not in detail and that the BMI board may modify them as it sees fit in so far as the essential plans are not altered which the expression suggests that if they are modified the changes include a classification of stations with a sliding scale of assessments, arranged to benefit the stations in the lower income groups.

The joint boards had opportunity to analyze the ASCAP contracts made public only a few days before the meeting. President Miller has revealed the analysis of the BMI contracts, to show each broadcaster precisely what privileges he would receive from the ASCAP proposals and what changes and obligations he will be obliged to assume in ac-

Clifford M. Chafey, WEEU; John A. Kennedy, WCHS; H. K. Carpenter, WHK; Eugene O'Fallon, KFEL; Harry C. Wilder, WSYB; Harry R. Spencer, KWO; J. H. Ryan, WSPD; Herb Hollister, KANS; Howard Lane, KGB; M. E. Tompkins, BMI; William J. Stanton, CBS; Ed Kirby, NAB; W. Walter Tison, WPLA; C. W. Myers, KOIN; Carl Haverlin, BMI; C. E. Arney Jr., NAB; R. P. Myers, NBC; John Elmer, WCBM; Walter J. Damm, WTMJ. Attending but not in picture were: William H. West, WTMV; Harold Hough, WABP; George W. Norton Jr., WAVY; Don S. Elias, WNNC; Mark Ethridge, WHAS.

BROADCASTING'S BIGWIGS gathered in New York June 21 for a joint meeting of the boards of NAB, BMI and IRNA. Photo, taken just before the session got under way, shows (seated, l to r): John J. Gillin, Jr., WJZ; W. J. La Fargue, WABC; Samuel R. Rosenbaum, WFLY; John E. Fetzer, KZKO; Neville Miller, NAB president; Edgar Bill, WMBD; Lenox R. Lohr, NBC; John Shepard 3d, Yankee Network; William S. Paley, CBS; Niles Trammell, NBC; Niel Morency, WTC; Standing (l to r): Donald W. Thornburgh, CBS Pacific vice-president; Earl H. Gammons, WCCO; O. L. Taylor, KGN; Frank M. Russell, NBC; Clifford M. Chafey, WEEU; John A. Kennedy, WCHS; H. K. Carpenter, WHK; Eugene O'Fallon, KFEL; Harry C. Wilder, WSYB; Harry R. Spencer, KWO; J. H. Ryan, WSPD; Herb Hollister, KANS; Howard Lane, KGB; M. E. Tompkins, BMI; William J. Stanton, CBS; Ed Kirby, NAB; W. Walter Tison, WPLA; C. W. Myers, KOIN; Carl Haverlin, BMI; C. E. Arney Jr., NAB; R. P. Myers, NBC; John Elmer, WCBM; Walter J. Damm, WTMJ. Attending but not in picture were: William H. West, WTMV; Harold Hough, WABP; George W. Norton Jr., WAVY; Don S. Elias, WNNC; Mark Ethridge, WHAS.

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Indepedently-Owned FM Net Covering 40 Markets Planned

Group of FM Broadcasters Inc. Members Launch Project, with Possible Start by Fall of 1941

PLANS to form an independently-owned network of FM stations, covering roughly 40 markets, were disclosed June 20 at a meeting in Chicago of a group of members of the FM Broadcasters Inc. 

Called by John Shepard, 3d, president of Yankee and Colonial Networks and FM Broadcasters, to consider the advisability of forming such a network, ostensibly to get started in the fall of 1941, the group of some 15 prominent broadcasters agreed to the appointment of several exploratory committees to study thoroughly the entire project. It was felt that in the light of the FCC Network Moratorium Committee's report, encouragement would be given formation of an independently-owned network, rather than establishment of nationwide FM chains by existing network companies.

Wire or Relay?

Preliminary plans, discussed informally, contemplated covering all major markets, possibly 250 to 300, with about 40 stations, strategically located. It was concluded that two-station coverage would serve the first 150 markets in the country, embracing a population of approximately 55,000,000. This was on the basis of existence of appropriate markets which might be covered by FM stations of substantial coverage.

Whether the network operation would be wire or radio relay, or a combination of the two, was discussed, but no conclusions reached. The FM engineers on the committee were delegated this question, while another committee, probably headed by John Shepard, vice-president of WOR and MBS, was assigned the task of working out the economics of such a network operation, including rates, attractiveness of an FM network to advertisers and other business considerations.

Programming of FM stations was a main topic, particularly since it has been indicated that the major networks may not be disposed to permit simultaneous transmission of commercial programs over FM outlets operated by regularly affiliated stations. William J. Scribner, general manager of WWJ, Detroit, and H. K. Carpenter, general manager of WHK-WCLE, Cleveland, were designated to serve as a committee to report on the program question, with additional members likely to be named later.

In connection with network programming, such questions as the desirability of setting up a central point of program production, or two or three distributing points were raised. An alternative suggestion was that of setting up a "round robin" rotation of status, with programs produced on the projected network would cooperatively supply the programs, each originating a fixed quota.

Discussion then turned to the launching of the project by September, 1941. As things stand now, however, the FCC has authorized commercial FM by Jan. 1, 1941. Such preliminaries as the issuance of rules and regulations governing the and the actual allocation of facilities to these areas sufficiently in advance of Sept. 1941, to permit actual operation must be considered.

It was indicated, based on conversations with FCC officials, that at least a majority of that agency would be disposed to favor ownership of an FM network by stations rather than by existing networks. Conference apparently agreed that operation of such a project would not prove profitable for several years and would have to be maintained in conjunction with standard broadcast operation.

Since only about a score of prospective FM stations were represented at the meeting, it was decided to invite other prospective licensees to essential markets to participate in the projected network venture. Both standing existing stations and prospective FM licensees, it was thought, might be contacted.

40 Stations, 56 Markets

In analyzing the projected network structure, the conference took into account the existence of seven metropolitan districts having populations of 2,000,000 or over, 39 with populations of some 250,000 to 2,000,000 and 50 with populations ranging from 100,000 to 250,000. It was concluded approximately 40 FM stations could cover these 96 markets.

After the preliminary exploratory studies are made by the three committees, it was indicated another meeting might be held in Chicago or some central point prior to the NAB convention scheduled for Aug. 7-8. Practically all of the broadcasters present agreed the NAB convention be shift from San Francisco to Detroit or Chicago, in view of the importance of the agenda and the possibility that attendance at San Francisco might be small compared to a central location.

Among those present at the session in addition to Mears, Shepard, Streibert, Scribner and Carpenter, were W. E. MacFarlane, WGMS-B; Edward E. W. Allen, Don Lee; Roger W. Cillip, WFL; Eliey Roberts, KKX-FKR; A. H. Kincheloe and Ed T. Swabney, WBEN-WEBR; Walter J. Damm, WMJ; E. A. Hanover, WHAM, Stromberg-Carlson; Don Davis, WHB; Eugene Pullman, WIRE; Hubert Taft Jr., WRCK.

NOT TOYS but real working microphones are these latest products of MBS engineers—excepting perhaps Elaine Bassett, of course. The GOP elephant and Democratic donkey, each wearing an MBS blanket, were to be used during broadcasts from both parties' conventions and presented to the National Chairman John D. M. Hamilton and James A. Farley for subsequent election campaigning. The camouflaged miles are non-directional, 15 inches high and 14 inches wide.

Film Debut of 'Opry'

STARS of the Grand Ole Opry program sponsored on NBC by R. J. Reynolds Tobacco Co. for Prince Albert tobacco, took part in a special program June 28 on NBC, as a warm up to the world premiere of the new Republic Pictures film: "Grand Ole Opry" was broadcast from Nashville at the Paramount Theatre in Nashville. The regular Saturday program was also presented, with Nashville's Municipal Square as part of the week-end celebration. WSM, Nashville, originator of the program, used gong-lantern intermissions for its invitation to the premiere.

ALL EYES were these technical experts as General Electric transmitted facsimile photos by frequency modulation waves, with a Soundphoto receiver coupled to a GE broadcast receiver at Massachusetts Institute of Technology. Watching are John Hancock (below), of International News Photo; and (1 to r) Harold DeMars, Yankee Network vice-president, and Walter Howey, editorial director of Hearst Boston newspapers, who aided in the project.
Swarm of FM Applications Is Expected

11 Stations Likely Maximum in Any One Market

A COUNTRY-WIDE stampede of applicants for radio’s new bonanza—in forms to be released with the promulgation June 22 by the FCC of new rules and allocations lifting the so-called "staticless" FM broadcast service on the high frequencies. 

Along with the new rules—more rigid than those governing standard commercial broadcasting—the FCC also has promulgated engineering standards and a new form of application. There is practically no limit as to the number of stations which can be allocated, because of the equalities peculiar to wide-band FM. There appears to be a top limitation of 11 stations in any single major market however, under the allocations.

Many to Apply

Preliminary soundings made at the FCC indicate that perhaps 300 applicants will file shortly with 100 stations within a short time. Nearly 200 such applications were pending prior to the revised allocation.

A Broadcasting, June 1, under which television channel No. 1 was diverted for FM through a swap in frequencies. All such applications, whose wide adjacent range of 200 kc, width each have been allocated for commercial FM in three separate categories.

These categories are for what might be described as local, with six frequencies designated for transmission of less than 25,000 square coverage rad of about 121/2 miles; 22 channels for metropolitan areas of more than 25,000 with coverage rad of about 31 miles; and the remaining seven channels for big coverage areas comprising two or more large cities or metropolitan areas with substantial adjacent rural area or in exceptional cases, one metropolitan district and a suburban or rural area. In this latter category presumably would fall such stations as the Mt. Washington outlet of John Shepard 3d, serving Boston, Worcester and other surrounding areas, and perhaps the Alpine, N. J. station of Maj. E. H. Anderson, father of wide-band FM. Such stations probably will cover areas 70 to 100 miles.

Because of the broad allocations, with 22 channels assigned in the Class B or the 31-mile metropolitan area category, it is indicated that not more than 11 FM stations can be allotted to any one city. That is because the rules specify, for interference reasons, only alternate channel allocations for use in the same general area. Moreover, this number might be reduced by one or two since stations in Class C or Class D areas, which are located near- by in contiguous areas meeting those classifications.

Under the rules, the requirement is that FM stations must devote at least one hour each day and one night to programs not duplicate the same area and high-fidelity character. This means that during other hours of operation (minimum of three hours during the day and three hours at night) stations can transmit programs broadcast over their regular standard broadcast transmitters (if any), or duplicate network programs.

There will be "horizontal competition," which means the situation existing in standard broadcasting. Moreover, there will be no part-time, limited-time, or timesharing stations. All FM stations will be licensed full-time on a parity-of-service basis. In other words, the first station granted in a particular area will in a sense set the standard for all new stations in that area since all will be licensed to cover the same geographical contour as nearly as technically possible.

Stiff Requirements

Stringent technical and licensing requirements may force many groups to subtitle their FM interests in the radio industry, to forsake their FM plans, it is thought. The new application form, in general, follows closely the drastic Form 301 for standard broadcast stations, which requires infinite detail as to financial qualification, character, background and financial responsibilities. The technical aspects, however, are radically changed to meet the requirements peculiar to FM.

Striking at multiple ownership and trends toward monopoly, evidenced also in other recent actions of the FCC, the rules prescribe that no person shall own or control more than one such station serving substantially the same area. To avoid "concentration of control," the rules describe that the Commission will consider the number of FM stations that can be accommodated in an area is only more than six FM stations to be "inconsistent with public interest.

As in the case of standard broadcasting, an FM station will run for one year from the date first licensed.

Multiplex Facsimile

A by-product of the wide-band FM allocations is the immediate availability of an industry innovation that may be multiplexed on the same channels. The rules specify that authority to broadcast facsimile images to the regular broadcast channel shall be accomplished without interference to the aural program or to stations already covered by facsimile service. Other multiplex signals also can be authorized experimentally under the rules.

While a top limit of 11 stations in a metropolitan area appears to be provided for in the rules, it is possible that several additional stations in the same area may be authorized to broadcast facsimile signals, because of the technical requirements. For example, Class B stations providing FM service to those 500 square miles and also one or more of the "super" stations licensed to serve several cities or large adjacent rural areas, or even Class A stations serving a suburban area only.

FCC Application Form Covering FM Includes Extensive List of Questions

CALL FOR FCC Form 319 if you want to file an application for a High-frequency (FM) Broadcast Station. The new form embodies all of the requirements of the old Form 101 (which has been described as impossible to answer without benefit of counsel, engineer, accountant, etc.) along with questions which tighten requirements all down the line. The form, approved by the FCC June 23, covers two-dozen pages, without map exhibits, etc.

Inquires Into Control

To ferret out any possibility of hidden control in corporations holding other station licenses, provisions of the standard form have been expanded. Such things as voting rights, proxies, etc. Only the engineering requirements are changed, is largely because there will be no time-sharing, power differential or directional operations. Applicants must specify channel sought for coverage.

In the program field, because of the new rules, the requirements are more significant than in the case of FM allocations, there are questions that will cause eyebrow raising. Applicants must describe fully the "cultural, economic and other characteristics" of the community in the area to be served which establish it as an appropriate service area for the proposed station. Use of transmission power, grouping of stations, the number of hours per day and night during which full fidelity capability of FM must be demonstrated, provided the recordings will give 15,000-cycles quality. In the case of live talent, remote control or network broadcasts are barred, since line limitations will not pass 15,000-cycle quality. Applicants must show how they can compete effectively (economically) with other FM stations which may exist in the same community. The forms probably will be available within a week.

While power allocations are not clearly delineated in the rules, since power and groupings are an eight-plus-channel antenna-gain constitute the three factors making for coverage of a given area. These engineering standards indicate power potential of from 50 to 50,000 watts. For example, it is expected that a station in the Class A category with a 15,000-watt effective radiated power of 12 1/2 miles, probably would use a transmitter of 50 watts with an antenna height of about 100 feet in a suburban-urban territory. In the case of Class B stations, covering a 31-mile average radius, the power with an antenna 20 feet above the surrounding territory would be about 1,000 watts. Such stations, however, depending on the "radiating index" might use power up to 5,000 or 10,000 watts.

In the "super" classification, it is expected that generally the power will not be less than 50,000 watts with the antenna located atop a mountain or some high elevation of perhaps 1,000 feet or more to give wide coverage.

Performance Data

In promulgating the new rules, which incorporate all of the basic rules governing standard broadcast operations, the FCC said that technical operation and progress of FM probably will bring about changes in rules and standards from time to time. Proof of performance by a station will be required under a provision specifying that within one year of the date of first regular operation continuous field intensity records above a radius of 10 miles must be submitted to establish actual field contours.

To ensure maximum development of high-fidelity transmission, the rules specify that stations must devote a minute of hour each day and one hour each week to programs utilizing the full fidelity capability of the system. That is interpreted to mean that during those periods must transmit signals with quality range up to 15,000 cycles. The average network program, broadcast for the limit of time, consists of the sincerity telephone lines, usually cut off at about 5,000 cycles. Direct local broadcasts, in many instances, reach to 10,000 cycles.

Under the rules and standards, FM stations must be located at a point best suited to provide service in the specified area. This will mean that many broadcast station applicants who are already licensed to locate their FM stations at new sites other than those used for their standard operations.

While Commission's action of May 20 provides for full commercial FM not later than Jan. 1, it is expected that a considerable number of "non-commercial" stations will be put on the air prior to that date. The Commission already has asked licensees on the former television channel No. 1 (Ch. 14) to file notices of assignee of spectrum in order to facilitate allocations for commercial use. It is precedent, has been has that some new station will be made without hearings upon (Continued on page 84)

(End of Item)
Campaign Started To Revive Index
Sales Managers Urge Trade Date at AFA Convention

STEPS toward reinstatement of a broadcast advertising index on a unit plan of volume measurement of sales in all categories, were discussed at the 192nd meeting of the Sales Managers’ Division of the NAB at a session held in conjunction with the semi-annual convention of the Advertising Federation of America in Chicago.

Long espoused by Paul F. Peter, NAB president, the revised business index is slated for action at the NAB convention in San Francisco in February. The Sales Managers’ Division will work in collaboration with the NAB Research Committee in headed by William R. Scribner, general manager of WWJ, Detroit.

Methods and costs will be studied exhaustively by the Scribners committee, of which Mr. Peter is secretary, and the data submitted to the Sales Managers’ Division for action prior to the convention. The latter committee is headed by William R. Cowles, managing director of WOAK, Detroit; Craig Lawrence, Cowles Stations; Charles C. Coph, WSM, III.; Barnie Lavin, WDAY, FM; and Ellis Atterberry, KCKX, Kansas City, Kan. The final draft will be submitted to the NAB board at its pre-convention meeting in San Francisco for consideration at the convention.

Political Discussion
In a discussion of political broadcast, the sales managers agreed that elimination of dramatizations was the best way to approach the problem. While they concluded, should be confined to speakers, announcements and bona fide political reviews. The danger of selling time on election days was broached and while no formal action was taken, it was agreed that the sales force would be endowed with such time sales. [For NAB board action see page 36.]

Radio Party
A broadcasters’ cabaret party was under presentation at the scramble under the auspices of the Sales Managers’ Division at the Sherman June 25 in cooperation with NBC, CBS, MBS and Brown Left Without Portfolio
As Confirmation Is Deferred

Senate Committee Fails to Act on Renomination; FCC Gets Spanking at Hands of Committee

DUE TO failure of the Senate Interstate Commerce Committee to act on the renomination of Thad H. Brown, as of July 1, the tenure of FCC Commissioner Thad H. Brown, as of July 1, was in jeopardy of a possible “suspension” until the Senate, in its regular session, completed action. With his term expiring June 30, the postponement of action on his nomination until his term is about to expire, which situation in which an incumbent FCC member is temporarily without authority to act on any official FCC activities. Technically, his peculiar position will prevail until the Senate confirms his nomination or it is through this method the prospect forms a picture of the atmosphere of the station, the quality of programming being that of its personnel, and its ability to command the attention of the radio set owners within its listening area.

Federal Interference
Elisha Hanson, general counsel of the American Newspaper Publishers Assn., warned against Government attempts to “shackle” the radio industry. He said, sales management on improved practices, creating higher industrial efficiency, and higher purchasing power. Advertising reduces distribution costs and thus increases purchasing power, he said.

A resolution was adopted by the AFA offering its services to the AFA’s radio related to the defense program.

Paul Garrett, vice-president and producer of the famous “Barrier Motors,” was elected AFA chairman. Alon G. Borstein, advertising director of WGN, Chicago, and a member of the AFA executive committee, was elected assistant. President Taylor, of WGY, Schenectady, was elected chairman of the AFA committee, file an official statement rebutting certain allegations made at the hearing by the Commission’s general counsel. Conceivably the delay in Senate action could cause a “suspended animation” status for Commissioner Brown, and lose the benefit of the hearings held at the initial hearing June 12 [Broadcasting, June 15]. The proceedings climaxed with an appearance of Mr. A.S. M. Craven, at the call of Chairman Wheeler (D-Mont.), to testify in regard to an alleged “sham” party attended by the FCC members.

Although the more personal issues evolved by Sen. Tobey appeared to carry little weight with committee members, Chairman Wheeler and other members of the committee showed concern with several aspects of one of FCC actions.

Reprimand for FCC
The purported lackadaisical attitude of the FCC in taking precautions against companies by foreign interests through "dummymy stockholders," and an alleged "stock-rigging steal" among CBS officials that netted these officers "huge profits" at the expense of minority stockholders drew considerable committee interest, and testimony for little such things go on, and recommendations that something be done about it promptly.

Countering, immediately following the attack on CBS officers, Ralph F. Colvin, CBS general counsel, issued a statement, charging that the FCC was trying to "screw up" advertising, through the Federal Trade Commission, the National Labor Relations Board or any other agency.

Col. William T. Chevalier, publisher of Business Week, Reminded that advertising aids production and purchasing by breeding new wants and industrial advantage. Chevalier said, sales management on improved practices, creating higher industrial efficiency, and higher purchasing power. Advertising reduces distribution costs and thus increases purchasing power, he said.

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Views of Foreign Language Languag
Miller Says Stations Should Check Scripts Carefully
A QUESTIONNAIRE survey of stations broadcasting foreign language programs designed to devise methods of effecting self-regulation and thereby forestalling possible Government intervention during the war emergency, was begun in December 1942 by NAB President Miller. It was designed to be an effort to secure cooperation of the industry in the fullest sense. It was

A meeting of the NAB board in New York, June 27, was

Miller decided upon the preliminary questionnaire because of the charges of some stations carrying such programs.

As a result of the activities undertaken by NAB President Miller, it is expected that a voluntarily imposed code will be drafted to govern such broadcasts. Miller said that at the board meeting follows in full text:

Resolved, that the board of directors of the NAB recommends the establishment and maintenance of the public interest, convenience, and necessity in enforcing the use of their facilities only in promoting public interest, convenience, and necessity; and in promoting the public interest, convenience, and necessity.

The code will be considered and revised by station managers and appropriate measures should be taken to guard against deviation from approved scripts.

Mr. Miller's Statement
Following the board's action, Mr. Miller stated:

The board, mindful of the traditions of free speech and the value of foreign language broadcasting to reach a large and well-informed audience, recommends to all stations carrying foreign language broadcasts the following:

1. All scripts in foreign languages should be carefully read and appraised in the light of American national interest.
2. After the station's approval of such scripts, adequate and capable linguists in whom complete confidence may be reposed, shall be utilized to supervise such scripts on the air to prevent possible ad

DuPont's "Prof. Quiz" Film
A 30-minute commercial film for E. I. DuPont, featuring Professor Quiz and will simul

Mr. Holmes Mr. Arthur construction, designed to operate in the war zone under severe conditions. Special tires and chains permit travel over war-torn roads or fields. The interior is lined with sound-absorbing and insulating material. A crew of five can be accommodated in addition to equipment.

Mr. Holmes accompanied the first Canadian contingent overseas last December, and his experience while operating with the Canadian Active Service Force has been of great value to CBS engineers responsible for development of the recording van in cooperation with the Department of National Defense. Accompanying him overseas with the TV mobile unit are Gerry Wilmot, engineer, and Albert Thieker, commentator (1 and in photo, right) and Gerard Arthur, another CBC commentator.

Mr. Holmes was born at Aurora, Ont. At 19 he became a wireless operator on Great Lakes and trans

GE Spot Drive
GENERAL ELECTRIC Co., Cleveland, ran a campaign of 13 spot announcements on 54 stations throughout the country during the week of June 3 to promotional tie in for the week sale of GE incandescent lamps at a reduced price. Agency is BBDO, New York.

New Skelly Program
SHELL OIL Co., Kansas City, which has named Henri Hurst & McDonald, Chicago, as agency plans to start a national promotion in late July on NBC-Red or CBS. The program will feature Captain E. C. Hearne, news commentator. Details had not been completed as Broadcasting went to press.

WARTIME RADIO VAN
CBC Sends Military Unit for Service Overseas
A STURDY Army-type truck, equipped by Canadian Broadcasting Corp. and known as CBC Mobile Unit No. 3, has left Canada for duty overseas with the CBC overseas program staff. It is described as the first such unit ever constructed by any broadcasting organization for wartime broadcasting, and is equipped with recording apparatus to transcribe happenings with Canadian troops. These will be transmitted via CBC Overseas Broadcasts Corporation.

The charge of Arthur W. Holmes, CBC engineer (shown at wheel), the truck was built in Canada and outfitted by the engineering department. It is of standard army type 4466.

Gen. Foods Buys Roundup
GENEBLACK FOODS Corp., New York, on July 1 will start thrice-weekly sponsorship of the daily CBS Elmer Davis & the News on 87 stations for its Post Toasties. Mr. Davis, who became a CBS news analyst last September, is heard on CBS sustaining Saturdays and Tuesdays, is sponsored Fridays and Sundays by Gillette Safety Razor Co., and Mondays, Wednesdays and Thursdays by General Foods. Agency handling the Post Toasties account is Benton & Bowles, New York.

Pawtucket Gets Station
The FCC June 26 ordered adoption of its proposed findings and conclusions, issued May 28, granting the Pawtucket Broadcasting Co. a construction permit for a new regional outlet in Pawtucket, R. I. The new station, to operate with 1,000 watts fulltime on 1390 kw., is the fourth station in the State, the other three being located in Providence. The company's stockholders are Frank F. Crock, co-owner, and Howard W. Thornley, an chief engineer of WPRO, Providence. One-third of the stock was previously held by Paul Oury, time manager of WPRO, but he withdrew from the company.

District 2 Names Wheeler Director
Craig Relected at Meeting Held by 6th NAB District
CLARENCE WHEELER, general manager of WHBC, Rochester, was elected to a two-year term as NAB director for District 2 (New York State) at the meeting held in Rochester. He succeeds Col. Harry C. Wilder, president of WTRY, whose re-election was not contested. Mr. Wilder is also a member of the executive committee and his successor will be selected following the NAB convention in San Francisco Aug. 4-7.

At the New York session, Ed Kirby, NAB public relations director, discussed the question of including political broadcasting, the war situation as it may affect broadcasting, and other activities. Mr. Haverlin outlined the progress of BMI.

At Memphis Meeting
Attending the district meeting were: W. F. Johnk, WJOC, Arlington, Tenn.; F. C. Shelled, F. B. Binny, WFLC, Storm Lake, Iowa, M. F. C. Snow, WBBN, Chicago; H. E. Helwig, WHVR, Nashville; and executive committee member, was re-elected director, by unanimous vote. J. L. Miller, NAB labor relations director, and Carl Haverlin, BMI station manager, were guest speakers at the Memphis session. Unanimously adopted was a resolution offered by H. W. Stovick, WMC, Memphis, and seconded by H. Wheeler, WSMB, New Orleans, giving BMI a vote of confidence.

Agency Questionnaire
BUCHEAN & Co., New York, agency in charge of the Texas Co., conducted a survey of July 1 to out questionnaires to stations throughout the country requesting data on deejay and non-deejay programs for oil company sponsors and their programs. The agency reports almost 100% response to the survey, though, there are differences in the type of program used and for how long a period of time, and will use the study for future radio programs.

BROADCASTING • broadcast Advertising
July 1, 1940 • Page 15
Johnstone Plans Radio Setup for Democrat Session

Pre-Convention Pickups and Special Discs Included

DESPITE monopolization of broadcasters' attention since mid-June by the Republican National Convention in Philadelphia, preparations for radio coverage of the Democratic National Convention, to be held in Chicago starting July 15, are reaching their final stage, according to G. W. (Johnny) Johnstone, radio director of the National Democratic Committee. In general, the same network staffs and the same coverage techniques will be employed at Chicago as at Philadelphia, where the Johnstone committee had worked also.

Preliminary plans for radio coverage of the Democratic convention were set several weeks ago when Charles Michelsen, publicity director, and Oliver A. Quayle Jr., treasurer of the National Democratic Committee, went to Chicago to confer with network representatives. The general features of network participation were already fixed at that time, and subsequently Mr. Johnstone has been developing specific operations. In general, the arrangements will carry the major addresses and developments of the convention in full, in addition to commentary and news programs.

Pre-Convention Activity

Present plans call for pre-convention programs to start immediately after adjournment of the Republican convention, presenting Democratic party leaders and convention figures. As Broadcasting went to press, CBS and MBS had already arranged a series of these pre-convention programs. In addition, Mr. Johnstone distributed 150 transcriptions of quarter-hour talks by Senator Alben W. Barkley, Wallace and John M. Carmichael, chairman of the Federal Works Agency, to be broadcast from Chicago, for broadcast during the last week in June.

The Democratic convention will be held in the Chicago Stadium, 1932 convention site. Party headquarters and hotel accommodations located at the Stevens Hotel. Mr. Johnstone plans to place these headquarters divisions to Chicago, as well as branches in Chicago at the time, and to superintend preparations. Networks will also set up studios in the hotel for interviews with convention leaders and other special features outside the convention hall.

Although the smaller Chicago Stadium forces a reduction in space for working radio news staffs, compared with the large staffs accommodated in Philadelphia's Convention Hall, according to Mr. Johnstone, the desks and equipment of the major networks will be as full as at Philadelphia, Mr. Johnstone explained. The plan of layout and seating arrangements for the working radio press, D. Harold McGrath, superintendent of the Senate gallery, handled this assignment at the GOP convention.

Network staffs at Chicago will be essentially the same as those covering the Philadelphia convention, augmented by Chicago network personnel. (Broadcasting, June 15).

WILLIE ON WLW
Station Claims Scoop With Nominee's Talk

BREAKING through a schedule that had excluded even network appearances, WLW, Cincinnati, on June 26 claimed a clean scoop in its independent coverage of the Republican Convention in Philadelphia, when it carried an interview with GOP nominee Wendell Willkie, just before his name was placed in nomination at Convention Hall. This was to be Mr. Willkie's only microphone appearance during the convention until his actual nomination the night of June 27.

The program had been arranged June 23, upon arrival of the six-man WLW-WSAI crew, headed by Ceci Carmichael, covering the convention via direct wires to Cincinnati. Although the Willkie managers subsequently barred broadcast appearances because of his intensive schedule of delegate meetings, the WLW commitment was kept since it was set before the Willkie boom showed its full force. He participated in a 12-minute interview on Peter Grant's convention news program. On each of the networks, after preliminary notification, he spoke a few more briefs.

REGAL SHOE Co., Whitman, Mass., appointed N. W. Ayres & Son, Philadelphia, as agent. Radio will be considered.

To Hell With It?

NONE too fond recollections of the Mae West citations must have come to the mind of every station operator whose outlet was linked to the networks (and there were nearly 400 of them) for the GOP balloting the night of June 27. When Wisconsin's delegation was called upon to vote on one of the ballots, it was apparently not ready and the microphone clearly picked up the explanation of a delegate, "No, to hell with it!"

Not once but three times did this "profanity" remark go over all networks. Though utterly beyond the radio men's control, such an episode might give any broadcast executive the jitters were it not for the certainty that public opinion, as evidenced by reaction to the Mae West citations, would not for a moment permit the FCC to use this situation for any possible punitive action.

KSFQ to Petry


Commercials Lost In GOP Coverage

Networks Bring Convention at Cost Exceeding $250,000

IT COST the broadcasting networks well over $250,000, and their advertisers an equivalent amount, to bring complete coverage of the Republican National Convention to all listeners during the week of June 24. Commercial time cancellations, payments to contractors, station staff costs were the major items of expense.

Only preliminary cost estimates were available from the networks as Broadcasting went to press June 28, while the balloting for Vice-Presidential candidates was underway. And it was impossible to calculate with any degree of certainty what the total loss would be after commercial cancellations. All station affiliates had full network coverage available to them but were under no requirement to link into the networks at any particular time.

Mutual officials estimated that through Thursday, June 24, when Mr. Willkie was nominated, $150,000 of cancellations, including 11 hours, were available to the networks. CBS estimated 17 hours for the same period, during which all networks had cancellations. NBC-Red estimated 1% hours, including 6 hours of commercials. NBC-Blue estimated 1% hours, including 1% commercial hours.

Thursday the Worst

The network executives would make no estimates of Friday hours devoted to the convention since it was still in progress. Thursday was the heaviest period for commercial cancellations, both day and night. Mutual estimated $1,500 lost in commercial time and talent; CBS, between $100,000 and $150,000, due chiefly to 21 Thursday programs cancelled; NBC's, $150,000 to $150,000, including 23 Thursday programs cancelled.

Staff and equipment overhead, in addition to routine costs, were estimated by CBS at $25,000, by NBC about $10,000 and by MBS at about $8,000.

No estimates if costs were forth- coming for comment, since cancellations during the convention period via the National Democratic Convention included WLW-WSAI, Cincinnati, WIP and WPEN, Philadelphia, which have no speech orders to offsets lost in addition to its own local coverage.

RCA-NBC reported 30% hours devoted to televising the convention, mainly focused on the speakers' rostrum and piped via coaxial cable to the National Democratic Convention committee for televised coverage. RCA-NBC estimated $1,000 lost in commercial time and talent; Mutual estimated $1,500 lost in commercial time and talent; NBC-Red estimated 1% hours, including 6% hours of commercials. NBC-Blue estimated 1% hours, including 1% commercial hours.
Canada Lifts Ban From Transradio
CBC Acts to Start a Joint Station-Financed Service

By JAMES MONTAGNE

THE BAN on Transradio Press Service in Canada was lifted June 27 when the Canadian Broadcasting Corp. ruled that Transradio may continue to service its Canadian clients as hereafter.

The decision had been rendered by the board of directors of Transradio [BROADCASTING, June 15], which serves about 30 Canadian clients from its Canadian Bureau of Broadcasters.

The decision was made in response to a request from Transradio [BROADCASTING, June 15], which serves about 30 Canadian clients from its Canadian Bureau of Broadcasters.

In a move to appease Canadian Press associations, the board of directors of Transradio [BROADCASTING, June 15] has agreed to provide a unified news service based on reports from all press services, to be available for non-sponsored use by all Canadian broadcast services. Cost would be apportioned among private stations.

Canadian Assn. of Broadcasters was given to understand there will be no cessation of Canadian services despite this apparent move under which Canadian Press service to be handled by Transradio will be made available for a united news service based on reports from all press services to be available for non-sponsored use by all Canadian broadcast services. Cost would be apportioned among private stations.

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VARYING PHASES of radio's technique in covering the Republican National Convention in Philadelphia during the last week in June are evident in these pictures direct from the scene. Members of the NBC crew, and leading news commentators and correspondents discussed convention problems at a roundtable meeting at NBC headquarters in Philadelphia as the conclave got under way (upper left), in which the principals (1 to r) are A. A. Schechter, NBC director of news and special events; Howard L. Nussbaum, producer; Paul H. Hicks, special events announcer; Mark Sullivan, syndicate columnist; NBC Engineer Thompson; Earl Godwin, NBC Washington commentator; Raymond Clapper, Scripps-Howard columnist. Watching and listening at upper right is a CBS trio - John Fitzgerald in charge of special communications; Pat Lachner, of the CBS news department. At right Gov. Vandebilt, of Rhode Island, talks with the situation with Fulton Lewis Jr., MBS Washington commentator and one of MBS convention figures.

Petrillo Favors National Music Pact If Present Local Plan Proves Failure

By BRUCE ROBERTSON

I HAVE no immediate plans concerning the NBC music program, which is being considered by the newly-elected president of the American Federation of Musicians, stated shortly after his arrival in New York Mr. Petrillos new duties at the union's national headquarters. He immediately added: “I am not yet in a position to announce that there has been a new system of a national agreement. If the present plan does not work out, however, the union will be able to continue to make their own contracts.”

Cooperative Squawk

There are no plans at the moment for anything of the union's executive board as set for its next regular scheduled meeting in January, Mr. Petrillos said, “The resolutions which the recent AFM convention referred to the board for action are now being considered by the president's office, which has been authorized to handle them; it is stated, and action will probably be taken within the next few weeks.”

Chair of these resolutions affecting radio has been asked that network programs be required to network programs broadcast under local sponsorships. Stating that network programs are sold different sponsors in different cities “for less than the same number of days as the program was sold locally” and that “this is the worse kind of unfair competition, if the program was sold locally” and that “this is the worse kind of unfair competition, no such program could ever be made without the cooperation of the booking agency.”

Wired Services

Also referred to the board were a pair of resolutions prohibiting AFM members from working for companies such as Munir, which furnish hotels, restaurants, bars, etc., with wired music, on the ground that this curtails opportunities for employment among musicians. The convention accepted the recommendation of the law committee to extend the areas of protection, including the legal angles, be made before any action is taken. It is in this again that the bookkeeping and the legal aspects of resolutions to stop making any recordings and to require the discontinuance of recorded programs by the Canadian Broadcasters Corp. [BROADCASTING, June 15], the committee, it is declared, is killing the solicitation of any musical broadcasts originating outside of a regular studio (said to be unfair as it is practically a two jobs for a single wage) and to establish AFM scales for sustaining broadcasts commensurate with the extent of the networks.

Proposal of Mr. Weber that the broadcasters, since the broadcast companies, will not be reduced by 50% to 15% [BROADCASTING, June 15] was adopted, a reduction that would enable many local stations to accept out-of-town engagements which they previously were unable to take on because of the boost in costs of their commercial programs which this would entail. The adjusted price scale for transcription was also adopted and read by Mr. Weber.

Despite failure of the convention to adopt measures regulating recorded music, this subject will be carefully considered by the board and the president's office, it is understood, with a view to discovering what methods of control are legal and practicable. Mr. Petrillos, as the head of the Chicago AFM local, has long been one of the union's most vociferous agitators against "canned music" and at one time instituted rules in Chicago that would have driven all recording and transcription companies from the city if they had not been amended later in accordance with a national agreement.

Although he will make his permanent headquarters in New York, in accordance with a union law, Mr. Petrillos is retaining his residency of the Chicago local. His force there is so well trained and experienced, he stated, that they can handle almost any problem that comes up, and he will be free to fly flying trips back. His family is remaining in Chicago for the present, he said. As national AFM president, Mr. Petrillos salary will be $25,000 a year, as against $15,000, and $25,000 a year, as against $15,000, and $25,000 a year, as against $15,000.
Net-Monopoly Report Upsets Industry

**War Councils Are Held To Chart Procedure;**

**Paley Protests**

STAGGERED by the impact of the report of the FCC's Radio Monopoly Committee, which proposes to remake the whole fabric of commercial radio along economically liquidating network operations as they exist today, groups in the broadcasting industry were still holding war councils this week after release of the revolutionary document [BROADCASTING, June 15] to determine immediate courses of action.

While the committee itself perhaps expected favorable reaction of certain industry groups in the light of the frontal attack against networks, no cheers were heard from any industry quarter, save possibly the transcripts of stations with networks. Network affiliates reserved judgment and announced through their organization, Independent Radio Network Affiliates, that they would study the report closely. Likewise, independent stations, through National Independent Broadcasters, made no comment.

Save for a statement of William S. Paley, CBS president, regarding the report as "manifestly the product of bias and prejudice against network operations", no other comment was forthcoming from network quarters. It is clear, however, that both NBC and CBS proposed to fight the inferred recommendations from every angle:

**Contract Regulation**

Broadcasters generally, whatever their fad in radio, looked askance upon the suggestion that the FCC, under its existing authorities, can in effect take over contractual relations of stations with networks. They appeared to see in this proposal by the FCC (or at least its three-man Radio-Monopoly Committee) the threat not only to network efficiency and perhaps regulation profits.

**Mutual Broadcasting System**

was the only network of the three nationwide groups to have a member of the committee, because of its cooperative setup and erstwhile non-exclusive contractual arrangement with affiliates. Certain of the committee recommendations, particularly in connection with guaranteed time and non-exclusivity, coincided with the testimony given at the protracted hearings by MBS witnesses. However, no formal word was forthcoming from the MBS as to its reactions to the report.

Procedure to be followed by the Commission has not yet been determined since no final action on the proceedings of this nature. It was clear, however, that the FCC would not move summarily, and that oral arguments and filing of briefs would be afforded all parties affected. Whether these will come before the Commission itself or before a full Commission on new rules proposed to license networks and accomplish certain other of the inferred recommendations of the committee has not yet been determined.

While there has been little official expression on the report, it is nevertheless known that even the White House has taken cognizance of its importance. After White House aides had telephoned to him, President Franklin D. Roosevelt invited to come to the White House on his return from summer vacation, Stephen T. Early indicated June 18 that, while the report had not been seen at the White House at that time, a study would be taken of its existence. Mr. Early observed that as he understood it, the report was only that of a "subcommittee".

White House Cognizance

Because the report in effect involves a change in traditional policy in relation to an important industry, it was taken for granted that before any conclusive action is taken by the FCC as a whole, the entire matter will be fully discussed with President Roosevelt. It was frequently stated that where the proposed rules are promulgated, they will vary greatly from the inferred recommendations of the Brown-Walker-Thompson committee.

The report had repercussions in Congress, too, In hearings before the Senate Interstate Commerce Committee on nomination of Thad H. Brown to serve a seven-year term on the FCC, purported "stock-rigging" operations of CBS, based in large part on the committee's charge that the FCC could not control as financial transactions of RCA, were questioned. Because of charges leveled against CBS and allegations that the network produced a million dollars in the Paramount stock transaction of 1932, CBS has asked the committee to allow it to offer its own testimony [See page 14].

Paley's Rejoinder

Mr. Paley, in a statement June 20 to all affiliates, declared that a number of inquiries had been received from affiliated stations regarding the committee's report. He stated:

"Perhaps first of all, it should be emphasized that these publications reveal merely the views of a (Continued on page 74)"

**Monopoly Report Urges FCC Kill Disc Announcement Rule**

**Transcriptions Draw Strong Praise for Quality; Independents Declared at a Disadvantage**

ELIMINATION of the transcription announcement requirement, whereby transcriptions would be classed "alongside with personal presentations" is a characteristic of the inferred recommendations made by the FCC special committee on network-monopoly broadcasting in its ponderous report, close reading of the document reveals.

Tucked away on page 114 of the basic 138-page tome (the entire report covers 1,300 pages) released June 12 was found strong commendation of electrical transcriptions along with vigorous denunciation of purported efforts of NBC to stifle this competitive medium. Technical perfection of electrical transcriptions was praised by the committee. The full report awaits Commission consideration.

**Progress Noted**

Apropos announcement of transcriptions, it was explained the Commission now requires that mechanical records be identified as transcriptions or records by appropriate announcements before and after the programs. It is implied having been adopted in order that listeners may be apprised that mechanical records are being broadcast and that the program is a personal presentation. The committee continued:

"Many advances have taken place in the field of transcription. Industry. At the present time, electrical transcriptions are comparable in quality to personal presentations. It should be recognized that even in the case of personal presentation broadcasts, the voices of the performer are not made practical only as the result of an electrical process. Electrical transcriptions invite careful rehearsing, and permit great perfection of programs. It is worthy of consideration, therefore, whether transcriptions may not have earned for themselves a classing alongside with personal presentation programs. "The same considerations do not apply in the case of ordinary phonograph records which are not designed especially for broadcasting purposes. With respect to electrical transcriptions, the evidence in the record shows that they are so technically satisfactory that their use should not be discriminated against. "Transcriptions are of vital necessity to the small station. However, the public should be protected against deception through practices such as that of inferring that a performer is present in a studio when a broadcast is being made when, in fact, the performer is not present and an electrical transcription is being used."

Sources of Competition

The report stated that because of the high quality of transcriptions, and the potential sources of competition with the programs broadcast by personal rendition," It analyzed the 1938 situation and potential competition that were current at the time the investigation of networks was undertaken. The 327 independently-controlled stations were sold by the networks that year broadcast approximately half as many hours from commercial transcriptions as they did commercial hours received from the networks. In the case of non-network stations, use of transcriptions is even more extensive, with 76% as many commercial electrical transcriptions having been transmitted on 310 such stations in 1938 as against personal rendition hours.

Annual Volume

Declaring that the annual volume of business from recorded entertainment and other audio-matter is between 4% and 6 million dollars, the report stated: "All of this is done by about 25 companies, including NBC and RCA companies. An analysis of the report has been approved by the FCC, the report stated, including the "considerable" NBC, WFLS, Philadelphia, IRCA chairman, president, as he was in August, in advance of the NAB convention Aug. 4-7.

Previously, the board had authorized possible retention of the announcement rule to do such "discussions, it was decided to consider the entire matter at a special IRNA meeting to be held in San Francisco Aug. 55, in advance of the NAB convention Aug. 4-7.

All members of the IRNA board except E. W. Craig, WSM, Nashville, and E. C. Craney, KJIR, Baton Rouge, New York meeting. Samuel R. Rosenbaum, WFTL, Philadelphia, IRCA chairman, president, was included to give the report further study.

The board brought out that the largest single competitor of NBC in the transcription field is World Broadcasting System Inc. in 1938 among the 290 stations using its services only 31 were NBC outlets. During the year NBC had 198 stations using the service. About half of all commercial transcriptions sold by NBC in 1938 were broadcast by stations on its network while advertisers less than one-half were on CBS and MBS stations and one-third on other stations. The commercial transcriptions, 54% network advertisers, 91% of which were customers of NBC, and 46% to miscellaneous companies.

In citing the "competitive advantage of NBC because of its transcription policy", the committee stated:

"The record discloses many instances where advertisers using the (Continued on page 75)"

**IRNA Considers Monopoly Report**

Proposal for Special Session Before Convention Dropped

CONCLUDING that additional time is needed to study the effects of the report of the FCC special committee on the network-monopoly broadcasting. Upon affiliated stations, the Executive Committee of Independent Radio Network Affiliates at a meeting in New York June 21 decided to drop plans for a special membership meeting prior to the NAB convention in San Francisco in August.

The board held in abeyance a proposed meeting in August of former FCC general counsel, and William C. Klopovitz, former assistant to the FCC, who was retained to advise in the formation of standards of practice for the independent stations. It was decided to consider the entire matter at a special IRNA meeting to be held in San Francisco Aug. 55, in advance of the NAB convention Aug. 4-7.

Previously, the board had authorized possible retention of the announcement as a means of putting the job of establishing whether IRNA could legally engage in bargaining with network companies. Issuance of the far-reaching FCC committee report, it is reported, changed the entire complexion of the matter with the result that the special meeting was concluded to give the report further study.

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"The record discloses many instances where advertisers using the (Continued on page 75)"
HOW MUCH DO YOU REALLY KNOW ABOUT RADIO AUDIENCES?

1940 Iowa Radio Audience Survey gives you the most complete and authentic analysis of listening habits ever made among Iowa families!

Do YOU know what types of programs are preferred by Iowa radio listeners? Do you know when and how much they listen? Do you know what stations they listen to most . . . to what extent they depend on radio (versus newspapers) as a source for news . . . how well they remember advertisements heard on the radio as compared with advertisements seen in newspapers and magazines?

These and scores of other important questions are answered in detail in the 1940 Iowa Radio Audience Survey—an indispensable source of facts, figures and percentages compiled by H. B. Summers of Kansas State College from 9,001 personal interviews throughout every county in Iowa. Broken down by sex, age-group, educational status, income, etc., the figures give you the most complete and accurate picture of Iowa's radio families available today!

There's such a wealth of practical, authoritative, up-to-the-minute information packed between the covers of this monumental data book, you'll probably wonder how you ever got along without it . . . Copies are now available, without cost or obligation. Send for yours, now. You'll pronounce it the most helpful Survey you have ever seen.

WHO for IOWA PLUS!

DES MOINES . . . 50,000 WATTS • J. O. MALAND, Mgr.
FREE & PETERS, INC., National Representatives
Alb P :e KVR RCA Bldg. Red qu of sa m G l', Frey, N. D.; KRMC, R, TH CENTRAL SYSTEM, re- al network made up re- mained in the N. D.; Kiggins, William Devils Lake, eastern local sales. Wil- re- joined NBC in 1935, to bead his time be- tween Devils Lake, Rock, and each devoting the radio network to his district. The NBC program highlighting the NBC network and the stations included in its coverage.

Sunkt Spots

CALIFORNIA Fruit Growers Exchange, Los Angeles (Sunkist lemons), through Lord & Thomas, that city. Fort W. B. Mack in charge.

B & W Audition

BROWN & WILLIAMSON TO- BACCO Co., Louisville (Kool cig- ares), in charge.

Liked for Shorts

SHORT subjects department of Warner Bros. First Na- tional Studios. Hollywood, will continue to use a heavy proportion of radio perform- ance. Rehearsal average is around one-third of the cast, according to Gordon Hollings- head, who heads that division of the blue network. He found by experience that radio talent is well adapted to radio because of their style of delivery. Enumerat- ing performers like Ted Os- born and John Deering, Hollingshead declared that their micro-phones and prompters are second to none. The launching lines give the radio actors and actresses a clean edge over others for film shorts.

WESTINGHOUSE TAKES OVER MANAGEMENT AND OPERATION OF FOUR STATIONS JULY 1

WITH its organization completed the takeover of the four stations, West- inghouse July 1 officially takes over full management and operation of four of its stations. The takeover was made by NBC. All programming, sales and related activities of KYW, WBT, WBZ, and WBZA, in Philadelphia, and WBZ-WBTA, in Springfield, and KYW, Philadelphia, revert to Westinghouse Radio Stations Inc. after nine years of program-sales direction by NBC.

In addition, WOWO and WGL, Fort Wayne, owned by West- inghouse, will be directed from the new headquarters organization estab- lished in the Pennsylvania under the executive direction of Walter C. Evans, vice-president of Westinghouse Radio Stations and executive head of its radio division.

Like the first-quarter meeting were station manag- ers Leslie W. Joy, KYW; W. C. Swarey, WOWO-WGL; Vincent F. Miller, WVIA; and John A. Holman, KDKA. Press rep- resentatives present were James A. S Swenson, Kansas City, KCTV; W. D. Vann, WGL; Charles J. Glirsch, WBZ-WBZA; James R. Huntz, KDKA. Members of the headquarters de- partment of the new headquarters were James B. Rock, engineering and operations; Frank A. Logue, accounting; Gordon Hawkins, pro- grams; Griffith B. Thompson, sales; F. F. Nelson, international stations, and George Harder, publicity.

Mr. Evans will divide his time be- tween his own radio division, which in- cludes the new headquarters head- quarters, and the new broadcasting headquarters in KYW Bldg., Philadelphia. He will main- tain offices in both cities. Mr. Mil- lers and the remainder of the headquarters staff will be located in Philadelphia.

In addition to the six standard broadcast stations, Westinghouse also manufactures radio stations WPTT, Pittsburgh and WBOS, Boston, which are included in the organization pattern.

Mr. Miller was characterized as NBC-Blue outlets, while KYW is on the Red. It has been reported that NBC has agreed tentatively with Westinghouse to sell out Fort Wayne and Boston outlets to the Red Network, possibly in the fall of 1941 [BROAD- CASTING, May 15].

Westinghouse Shift

IN ORDER to coordinate its NBC program with its activities at the New York World’s Fair, Westing- house Electric & Mfg. Co. has moved Musical Americans from Fort Worth to New York for the summer, and has shift- ed the program to Thursdays, 9-10 p.m. The move was made in response to thousands of requests from visitors to the Fair as well as from New York for tickets to the program which was obtained from the Washington exhibit at the Fair. Fuller & Smith & Ross, New York, handles the account.
With a 37% improvement in business, Detroit's increase is more than twice that of eight other leading business centers in the nation.

These facts, coupled with the bonus summer potential, brought into the Detroit and WXYZ market by millions of summer visitors, make right now an ideal time for "cashing in"—by taking advantage of WXYZ's dominance at the lowest radio dollar rate.

WXYZ
KEY STATION OF MICHIGAN RADIO NETWORK
5000 WATTS Daytime . . . 1000 WATTS Nighttime
Basic Detroit Outlet for NBC Blue Network
Contest for Ideal Transmitter House
Brings WE 91 Designs From Students

THE first competition for the design of an ideal building in which to house a radio transmitter and its auxiliary equipment, conducted by the Beaux-Arts Institute of Design under the sponsorship of Western Electric Co., ended June 19 when the winners were announced and their designs displayed at the Institute's building in New York. Planned, according to F. R. Lack, WE executive, "to achieve a perfect wedding of radio broadcasting equipment and the building which houses it," the competition called for designs for transmitter buildings and sites appropriate for housing the new WE 91 transmitters. Announced Jan. 8 and closed June 1, the contest attracted 91 entries from 102 individuals representing 19 leading schools and universities. Indicating the widespread interest in the subject is the fact that the two schools sending in the most entries were New York U and U of Southern California.

Some Good Ideas

First prize of $250 went to Louis Shulman; second prize of $100 was won by Roger W. Flood, and Percy C. Hill took the third award of $50. All three prize winners were entered from New York U. A coincidence somewhat embarrassing to the judges, who, however, rated the entries without knowledge of either the name or school of the designers, each entry being identified solely by number until the winners had been selected. The five-man panel of judges included one practicing radio engineer, J. R. Poppele, chief engineer of WOC, and four prominent architects: Ralph Walker, of Voorhees, Walker, Foley & Smith; Ely Jacques Kahn; Alfred Felth-}

Groove Using 73

GROVE LABS., St. Louis (Chill Tonic—malaria remedy), on June 24 started a variety schedule of two to six weekly-hour local programs and also daily one-minute announcements in cities south of the Mason-Dixon line. Contracts are for three weeks placed by H. W. Kastor & Sons, Chicago. Stations releasing programs consisting of news, hillbilly groups, or musical acts.

WSPA WJRD KARL WWL WSMH KWKH WLL KXW KTVY WMG KDKO KTRE WMC. Announcing are being handled through WSPA WJRD KARL WWL WSMH KWKH WLL KXW KTVY WMG KDKO KTRE WMC. Broadcasting is from stations in Chicago, St. Louis, and Kansas City. Stations releasing programs consisting of news, hillbilly groups, or musical acts.

A RADIO engineer and four architects selected the winning design of a 1 kw. radio station in a contest conducted by Beaux-Arts Institute of Design under sponsorship of Western Electric Co. The radio judge was Jack R. Poppele, chief engineer of WOR, Newark. Members of the jury were (left to right) Alfred Felthheimer, of Felthheimer & Wagner; Mr. Poppele; J. Andre Fouilhoux, of Harrison & Fouilhoux; Ralph Walker, of Voorhees, Walker, Foley & Smith; Ely Jacques Kahn, all noted architects.

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BROADCASTING • Broadcast Advertising
YOU GET
More
FOR LESS!

WENR's new transmitter - 50,000 watts of power - clear channel - and increasingly popular program schedule assure advertisers a potential and profitable listening audience of 3,405,000 radio homes in the great Chicago market, the second largest in the United States... Add to this WENR's new and attractive discounts and you have the best radio opportunity that Chicago has to offer.

WENR
CHICAGO KEY STATION NBC—BLUE NETWORK
870 ON YOUR DIAL
Four New Stations Authorized by FCC

Grants to Omaha, Albany, Ga., Greenville, New Kensington

For full list of new stations authorized since Jan. 1, 1940, see page 32.

Four new broadcasting stations, authorized for new communities already having stations, were authorized by the FCC in its June 25 routine decision. All were granted without hearings. The new stations will be located in Omaha, Greenville, S. C., Albany, Ga., and New Kensington, Pa., respectively.

The Omaha construction permit was issued to MSB Broadcasting Co., Inc., authorized to broadcast on 1500 kc. Officers and stockholders are C. J. Malmed, president, cattle raiser of Nebraska and Iowa, and owner of citrus farms in Texas and Florida, 33 1/3%; John K. Mor- rison, vice-president, general manager and realtor, who is also part owner of KORN, Fremont, Neb., 25%; Arthur Baldwin, secretary-treasurer, Fremont insurance and real estate man, also part owner of KORN, 25%; John T. Spier, Omaha, 5%; Clark Stand- ford, chief owner and manager of KORN, 15%.

The Greenville station will be licensed to Textile Broadcasting Co., with 250 watts on 1500 kc. Its president-treasurer and stockholder is Robert A. Jolley, head of the Nyhje Bottling Co., of Green- ville, and also president of the Royal Crown Bottling Co., of Charleston and Orangeburg, S. C. Jolley, who is also president and stockholder is Wayne M. Nelson, who is manager of and owns 60% of KFV, Pickens, S. C. The latter station’s sale to J. E. Lambeth, wealthy furniture manufacturer of Thomasville, Ga., was FCC approval [Broadcasting, May 1]. A rival application for the same frequency in that city, that of Greenville Broadcasting Co., was ordered set for hearing by the Commission at the June 25 session.

1 kc. in Albany, Ga.

The station in Albany, Ga., will be licensed to the Hackett Broadcasting Co., publisher of the Albany Herald, of which H. T. McIntosh is president, and will have 1,000 watts daytime only on 1210 kc.

The station in New Kensington, Pa., will be licensed to Allegheny Kiski Broadcasting Co., and will secure 250 watts daytime only on 1120 kc. Its officers and stockholders, all residents of New Kensington, are C. Russell Cooper, president, 14 1/3%; Dick M. Brown, secretary-treasurer, 14 1/3%; Donald Laird, treasurer, 14 1/3%; Frank H. Cooper, associate, 14 1/3%; W. H. Cooper, 14 1/3%; Dan J. Zelowie, 14 1/3%; J. C. Griffin, head of a local music store, and C. Russell and W. H. Cooper are his sons. Mr. Reeser, a real estate and insurance man, is mayor of the city, and Frank H. Reeco is city engineer.

Estate of New Kensington has filed a petition for rehearing by WLEU, Erie, Pa., to oppose the recent grant of a new local station in that city on 1500 kc. to Pittsburgh Broadcasting Co., Inc.

William H. Amessbury, Minne- apolis publisher of shopping and trade papers, has amended and resubmitted his application for WLEU for a station there, asking for 1,000 watts on 630 kc.

New Poughkeepsie Station Takes Air

Without President Roosevelt’s originally scheduled speech from his nearby Hyde Park estate, the new WVOH, Poughkeepsie, N.Y., 250 watts on 1420 kc., was formally inaugurated June 6 and as its first remit issue featured the 75th anniversary exercises of Vassar College. The President, due to the war situation, was unable to leave Washington in time for the dedication. Dr. Henry Noble MacCracken, president of Vassar and a former member of the staff, was among the notables participating.

The station, whose general manager and chief engineer is Clifford E. Coon, editor of the Pough- keepse Eagle-Newsp and Star & Enterprise morning and evening dailies, is RCA equipped with a Le- high 150-foot tower erected by Hartenstein-Zane Co., and Johns Manville acoustical treatment. It is located in the Hudson city’s famed Nelson House.

Mr. Coon announced the staff as follows: Frederic W. Ayer, formerly with WFS, White Plains, and WKnR, York, N. Y., executive manage- r; William Cope, former- ly with WTNJ, Trenton, and KOY, Oklahoma City, Kansas City, and Elizabethtown; Elizabeth MacLean, formerly with WTC, Hartford, and WABC, New York, to handle station’s activities; Chet, formerly with the Yankee Network, chief announ- cers; Hattie Kennedy, former- ly of WEVB, Roanoke, Virginia; S. Hibbard Ayer Jr. and Carleton B. Fitchett, salesmen; with WJWJ is George K., the boy of mr. Ayer and Jane Sanford, operators.

New Local in Cheyenne

Is Authorized by FCC

While two other applications for other facilities in the same community are pending, the FCC on June 18 authorized a new 250-watt station, KJOD, Cheyenne, Wyo. Licensee will be Western Broadcasting Co. of Wyoming, in which M. M. Smith, and half-owner of the local Wyoming Monument Works, is 25% stock- holder. WYBQ, the city’s other station, is the mother-in-law of H. L. McCracken, now with KJVS, Rock Springs, Wyo., is slated to become manager of the new station. Call letters will be KYAN.

Meanwhile, the Commission or- dered a hearing on the application of Ben J. Sallows, of Alliance, Ohio, for a station on 1205 kc., and 250 watts on 1210 kc., and ordered that it be heard in conjunction with the other applications of Paul R. Heitmeyer and H. E. E. Ingman, for a station on the same frequencies in Cheyenne. Mr. Heitmeyer is at present under the Commission on the Utah. and Frontier was formed by local newspaper interests.

Governor Seeks Station

Gov. FRANCIS P. MURPHY, of New Hampshire, is president-treasurer of the New Hampshire Broadcasting Co., Inc., which has applied to the FCC for a new station in Man- chester, 1,000 watts on 610 kc., and 5,000 watts on 610 kc. Dr. Murphy is a native of Manchester, and Edward J. Gallagher, publisher of the Laconia Citizen, are 5% stockholders.

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Broadcasting • Broadcast Advertising
Way back in 1933, KMBC's new integral plant-antenna was big news to advertisers! Now KMBC's new 544 foot Blaw-Knox antenna—broadcasting 5,000 Watts Day and Night—is news again! Newsworthy because it is a symbol of KMBC's constantly improved technical perfection...of program production showmanship that won Variety's 1939 Plaque...of our ability to produce effective results for advertisers in the prosperous Middle West!

National Time Reps:
Free & Peters, Inc.

National Program Reps:
George E. Halley
400 Deming Place
Chicago, Ill.

Columbia Artists, Inc.
485 Madison Ave.
New York City

Columbia Management, Inc.
Columbia Square
Hollywood, Calif.
Federal Tribunal

HEARS APPEALS IN RECORDBING RULING

RCA, WNEW and Whitman Argue Interests of Each

APPEALS of RCA Mfg. Co., Paul Whitman and WBO Broadcasting Co., operator of WNEW, New York, from the decision of Justice Vincent D. Leibell in the Federal District Court in New York regarding the right of manufacturers and performers to restrict the use of their record and radio recordings. On June 17, 1939, Leibell ruled that the recording companies were not entitled to prevent the use of recordings by broadcasters. This was overturned by appeal to the Federal Circuit Court of Appeals in New York, which restored the rights of the record companies. J ustices Learned Hand, Charles E. Clark and Robert P. Patterson heard the more than two hours of argument from attorneys for the three appellants.

Decision of Judge Leibell, issued July 24, 1939 [see page 51], found that RCA possessed a "certain right of a pecuniary nature" which was patented. Its records were broadcast without permission and that Whitman "became the owner of a large number of musical selections, had a common law property right in his rendition thereof, and that said records...were controllable only by broadcasting of his records."

Errors Claimed

RCA was granted permanent injunction by Leibell against WNEW and Whitman was enjoined from broadcasting a program "in such a manner...as to be injuriously inconsistent with the right of the broadcasting record company to prevent the unauthorized broadcast of its records."

The alleged refusal of RCA to accept any condition as to the time and manner of broadcast of an RCA record was not controllable by RCA under the doctrine of Clayton Act, as controllable by the broadcasters under the Sherman Act.

RCA's appeal to the Federal Circuit Court of Appeals was dismissed on June 17, 1939. Contract, negotiated through the New York Daily News, an AP member, was signed by Miss Bernice J. Davis, managing director of WNEW, and Whitman. WNEW's contract with AP was for a period of six months, with an option to renew for another six months, while such reservations were controllable only by RCA, the court ruled.

WNEW Signs Commercial AP Contract

FIRST New York station to sign a full commercial contract for 24-hour service from the Associated Press, with the right to use this news for either sustaining or sponsored programs, is WNEW, in which its present contract with AP printers was installed June 24.

Contract, negotiated through the New York Daily News, an AP member, was signed by Miss Bernice J. Davis, managing director of WNEW, and Whitman. WNEW's contract with AP was for a period of six months, with an option to renew for another six months, while such reservations were controllable only by RCA, the court ruled.

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WNEW Signs Commercial AP Contract

FIRST New York station to sign a full commercial contract for 24-hour service from the Associated Press, with the right to use this news for either sustaining or sponsored programs, is WNEW, in which its present contract with AP printers was installed June 24.

Contract, negotiated through the New York Daily News, an AP member, was signed by Miss Bernice J. Davis, managing director of WNEW, and Whitman. WNEW's contract with AP was for a period of six months, with an option to renew for another six months, while such reservations were controllable only by RCA, the court ruled.

Oberstein Named in RCA's Reply

Counter-Suit Seeks Damages From Former Employe

DAMAGES of $175,000 plus interest are asked of Eli E. Oberstein, president of the radio station that was RCA's WJZ in New York, to the estate of J. W. Williams Co., for its failure to pay him $150,000, plus interest. When RCA purchased the station from Oberstein, it was under the management of Beverly Miller, who was also employed by RCA, the company's president, and who is now suing RCA, and who was ultimately de
duced and on October 31, 1938, the court was asked to order Miller to deliver the station to any party willing to pay the asking price of $150,000.

In their answer, filed June 24, Miller said that Miller, as a result of the sale of the station to RCA in January 1939, received the sum of $150,000, plus interest. And that this sum did not include any interest due to Miller on the basis of his prior employment with WJZ. And that Miller was entitled to an additional sum of $150,000, plus interest, for the use of the station during the period between the sale of the station to RCA and the date of February 27, 1939, the date of the sale. And that Miller was entitled to an additional sum of $150,000, plus interest, for the use of the station during the period between the sale of the station to RCA and the date of February 27, 1939, the date of the sale.

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Detroit business and industrial indices have already climbed high this year.

Now, as the United States moves to secure its defenses, more than ever all eyes are turned on America's fourth city where many additional millions will be spent in an even greater industrial program.

WWJ time sales are reflecting the improved conditions in this increasingly prosperous area with the highest totals in this station's 20-year history. For with advertisers, as with radio listeners in Detroit—WWJ gets first call.

Have you made WWJ a must on your fall and winter schedules?
 Hint of Commercial Television
Noted in FCC License Grants

‘Monopoly’ Would Be Avoided Under New Ruling;
Agreement on Engineering Standards Sought

GIVING ONLY a promise of ultimate commercial operation of television, the FCC June 18 announced tentative approval of 23 applications for television stations distributing them to avoid what it called “monopolistic practices.”

Despite the promise of full commercial stations when the industry has developed uniform transmission standards, applicants found little solace in the Commission’s latest video action. It was another in a series of moves by the Commission cropping from its action of May 26, when it suspended previously adopted rules proposing “limited commercial operation” beginning Sept. 1. The suspension, which has drawn both congressional and press criticism, was based on the contention that RCA standards governing television development was its intensive merchandising and sales campaign in New York.

Seek an Understanding

Privately, it was predicted in Commission quarters that engineers of the industry might well call together soon in the hope of reaching an amicable understanding on transmission standards, under which the Commission would promptly authorize full commercial television. But, it was pointed out, that until now television is still in the experimental category under the rules.

Some skepticism was expressed in industry circles in regard to " heavy investment by station applicants in line with the Commission’s tentative authorizations, particularly in view of wolfpack revocations and the possible economic influence of the European war. The general situation, plus the lack of authorization whereby a television transmitter would be enabled to recapture at least a portion of the investment already made, was seen as a definite deterrent in any large-scale building operations.

Moreover, engineers have averted that video equipment has not yet been developed for use on the higher channels allotted to television and that this likewise might retard prompt building and development of stations assigned to those bands. The new rules parallel closely those originally adopted by the FCC, except for the commercial ban and for the total elimination of the so-called Class II stations theory on the more practical and regulalry programs with authorization to recapture program costs. The rules are also considerably shorter, since the Commission has dropped all of the Class II stations have been removed.

To guard against “monopoly,” the Commission said that persons shall directly or indirectly control in this group more than one station which will serve the same general service area. These provisions apply only to stations which transmit programs for public reception, since there is also a provision for stations which will be used primarily for laboratory research or training and will not be required to put on a regular program to receive.

Precedence for FM

In its latest action, the FCC again gave precedence to FM which was accorded the original No. 1 television channel in the allocations of May 20 authorizing full commercial operation of FM. Under the new allocations, former television channel No. 2 (56-58 mc.) becomes television channel No. 1. The new channel No. 2 ranges from 60-66 mc. Channel 3 (66-72 mc.) through channel 7 (102-108 mc.) are the same as persons under the rules.

In Group B there are 11 bands of 6,000 kc. each set aside for television but there are not regarded as presently workable except for relay purposes in view of lack of commercial use. It is provided that any 6,000 kc. band above 300 mc., excluding the band 400-401 mc., may be used for television.

Of the 23 applications before the Commission for the FM channel, the FCC stated that it will consider 19 remaining applications and outstanding license applications in the immediate future. Of the 19, there are 15 new applications and four existing licenses under the old rules which will be considered. In each case, the Commission said, the applicant may supplement his application with evidence showing that a grant will result in development of a uniform, practical television standard of acceptable quality.

Of the 23 stations tentatively granted, all but five are authorized to furnish television programs to the public, the others to engage in laboratory research. This Commission said that when the industry has developed uniform transmission standards offering a satisfactory level of performance “these standards will be adopted by the Commission as a basis for regular commercial television operation.” Meanwhile it added that with the authorization each station will undertake to carry on substantial research and experimentation on the different engineering problems of broadcasting. The “instrument of television for widespread public service.” It observed that when the completion of the project stations “it is possible that far more television broadcast stations than any other nation in the world.”

The motion picture theatrical industry was amply provided for in the tentative grants, with a half

IN THE first demonstration of the “television-telephone” at the General Motors World’s Fair exhibit, Charles F. Kettering’s voice and picture appears on the screen while talking with Ernest L. Foss, RCA engineer.

Television - Telephone
Is Shown by RCA, GM

FIRST public demonstration of “television-telephone” was staged June 17 at the formal opening of the Previews of Progress show at the General Motors New York World’s Fair exhibit. Set up by RCA television and GM Research Laboratories engineers, the apparatus consists of a standard portable television receiver or “corporately connected by coaxial cable with a 12-inch screen experimental television receiver. A push-button telephone is coordinated with the television circuit so that when the telephone instrument is lifted at the receiving end, the image of the person answering the call flashes on the screen.

According to GM officials, the apparatus could be used to transmit information of a secret nature intended only for the ears of a specific individual, and with the addition of television broadcasting equipment using ultra-shortwave frequencies, the television-telephones could become as widely used in the future as the present-day phone service.

Radio

In Philadelphia, Philco was given channel No. 3 and WCAU No. 5. However, RCA in Camden, across the Delaware from Philadelphia, was given No. 5 on a laboratory basis.

In Cincinnati Crosley Corp., operating WCKY-TV, was given the channel No. 1. General Electric Co. was given No. 3 in Albany.

Laboratory research licenses tentative applications were awarded to Philo T. Farnsworth for Fort Wayne on channel No. 3; to Purdue U, West Lafayette, Ind., for No. 3; to DuMont Laboratories, Inc., for No. 4, and to Iowa State U, Iowa City, for No. 1 and 12.

Others to Be Considered

Pending applications which the Commission said it would consider upon satisfactory showing were those of: Boston Edison Co., Boston; R. E. Eaton, Des Moines; Travelers Broadcasting Service Co., to operate WTVTS, N.D.; No. 1 of Hartford; Midland Broadcasting Co., (KMBC) Kansas City; Earl C. Thompson (KFI-KECA), May Depo and Jewelers, Los Angeles; Milwaukee Journal (WTMJ), Kansas State, 1st, and Radio-Television Inc., New York; NBC, Philadelphia; Henry Walczak, Springfield, Mass.; Grant Alexander, Sacramento; and KSTP, St. Paul. All of the foregoing are for program transmission.

In addition, the laboratory research applications of General Television Corp., Boston, Iowa State U, Iowa City, First National Television, Inc. and Radio-Television Inc. (WQXR, New York), also await amendment prior to consideration.

FCC’s Statement

In its formal announcement accompanying the new rules, the FCC added:

“All licenses will be on a basis of experimentation tending to promote the development of television and to assist the engineers of that industry to reach an agreed uniform system of transmission standards which will permit the early and general commercialization of television. Until such time as the FCC has established no charges—either direct or indirect—may be made for the transmission of any type of television program.

“First and foremost, the Commission stipulates that no person, directly or indirectly, shall operate or control more than three stations. That is, to have at least one channel in the main seven channels constituting Group A (56-60,000 kilocycles).

“At the same time, the Commission also states that no person, directly or indirectly, shall operate or control more than three public utility television stations in this important group of channels, or operate or control more than other nation in the world.”

(Continued on page 68)
"The present world situation makes men almost seem futile. The Radio Pulpit gives hope and encouragement to those who need it most."

"As faithful listeners to the Catholic Hour... we feel a deep obligation for your generosity... in making this broadcast possible."

"Our sincere appreciation for the exceptionally fine Passover Festival program."

"Thank you for the pleasure you have given me and many other shut-ins."

"Sincere thanks for all the time your corporation gives to religious programs, whether Jewish or Gentile, Catholic or Protestant."

MORE THAN EVER THESE ARE DAYS FOR WORSHIP

AND AS EVER NBC SERVES THE PUBLIC INTEREST

With the world in a state of turmoil, new thousands each day are finding solace and peace in worship... Thousands whose circumstances make going to church or temple impossible... Thousands, who, as a result, have turned to NBC's religious broadcasts.

Ever since its inception, NBC has brought to American homes religious services for all faiths. And that this public service has proved beneficial to listeners may be seen from the thousands of letters they send us each week.

Excerpts from some recent mail are provided above. We are proud to be so ably serving so many. For to NBC, religious programs are a public service and we present them with the sincere belief that in this way radio serves the public interest.

NATIONAL BROADCASTING COMPANY
World's Greatest Broadcasting System
A Radio Corporation of America Service
Horizontal Boost To 940 kc Group
10 Stations Get 5 kw. Night; WAAT Is Awarded Fulltime
HORIZONTAL increases in power for stations on the 940 kc channel, three of which procure 5,000 watts fulltime and the fourth 1,000 watts fulltime in lieu of a 500-watt daytime assignment, were approved June 25 by the FCC along with six other 5,000-watt authorizations. Cooperative development of directive antenna systems which will enable each station to increase substantially its coverage pattern, particularly at night, while at the same time avoiding interfering made the horizontal boost possible.

Stations benefiting from the 940 boost are WAVE, Louisville; WDAY, Fargo, N. D., and WCSS, Portland, Me., all of which are authorized to use 5,000 watts fulltime. WAAT, Jersey City, now operating with 500 watts daytime on 940 kc, was given an increase in power to 1,000 watts fulltime. All of the stations are represented by Paul M. Segal, Washington attorney.

In a press release June 25 the FCC said that through the medium of the Commission, the stations "work out a directional antenna that will enable them to cover more territory yet, at the same time, not 'collide' with one another's transmissions."

Other Boosts
At its meeting June 25, the FCC also granted six other stations increases in power to 5,000 watts unlimited time by inserting special construction permits were WIK, Cleveland, on 1390 kc, with directional antenna; KLRA, Little Rock, on the same frequency and under similar construction; WFBM, Indianapolis, on 1250 kc, with a directional antenna; KABR, Aberdeen, S. D., on 1390 kc, with directional antenna; WNEL, San Juan, P. R., on 1390 kc, with antenna changes.

At its meeting June 18, the FCC granted KPH, Wichita, an increase in power from 1,000 to 5,000 watts, on 1390 kc, with directional antenna; WNL, New London, Conn., and KDB, Santa Barbara, Cal., were granted increases in power from 100 to 250 watts on 1500 kc.

UNCLE SAM'S armed forces threw up a sandbag barricade in front of the KYW Bldg., Philadelphia, as part of the defense recruiting program. Here Bill Lang, KYW, announced, interviews enlisted men and recruits in a daily five-minute, with a p. a. system carrying the program nearby.

IN JUST THREE days, Lieut. James E. Cox, formerly of WKY, Oklahoma City, organized a Recruiting Day Parade in Miami and started a radio recruiting drive that brought high praise from the Army. Capt. James R. Williams, Miami recruiting officer, describes plans for Southeastern Florida radio executives. Left to right are R. D. Tigert, manager, WFTL; Port Lauderdale; Capt. Williams; Charles Green, program director, WAT, Miami Beach; Norman MacKay, manager, WQAM, Miami; Recruiting Sergeant Ozzie Wilson; Lieut. Cox, who brought the operators together.

RECRUITING DRIVE A SUCCESS
Southern Florida Stations Quickly Beat Quota—As Campaign Gets Professional Touch
GETTING square behind the U. S. Army recruiting drive, Southern Florida radio stations received official plaudits for bringing about the phenomenal success of the campaign for Army recruits in that area. Through untiring cooperation by five Southern Florida stations, the Miami recruiting station by mid-June had exceeded its quota and was working on an open-quota basis, establishing an example that drew nationwide attention in Army circles and putting the Miami station in front of all other stations in the Fourth Corps Area.

Much of the credit for the successful Miami drive was given to Lieut. James E. Cox, a reserve officer and formerly publicity director of WKY, Oklahoma City, by Capt. James R. Williams, recruiting officer for Southeastern Florida. Lieut. Cox volunteered his services to Capt. Williams on June 11. Within a three-day period he contacted a station operators in the Miami area and secured virtually carte blanche cooperation, revised and livened up the hackneyed spot announcements supplied by the War Department, and organized a "Recruiting Day Parade" which was held June 14 in conjunction with Flag Day.

Advised that stations would appreciate tips for special events such as the parade, Lieut. Cox arranged several features. WIOD, Miami, and John McCloy, manager, WAT, Miami Beach, Norman MacKay, manager, WQAM, Miami, Recruiting Sergeant Ozzie Wilson; Lieut. Cox, who brought the operators together.

WARM, SCRANTON,
IN JUNE 15 DEBUT
HAVING as its slogan "It's WARM in the Boro of Anthracite," the new WARM, Scranton, Pa., authorized for construction last January by the FCC began operating June 15 under the management of Lou Poller, former manager of Jexup, Pa., who owns the station with Martin F. Memolo, attorney. The station, RQA equipped, operates with 250 watts on 1370 kc, and was erected under the supervision of Frank Marx, chief engineer of WRJO, New York, and Dr. Frank Keat, of the Washington Institute of Technology.

In the air are Charles R. Capps, former WMCA program director; Lawrence Memkin, formerly with WLW and WYXZ, producer and commentator; Hal Barton, formerly of WIP and WTJN, announcer; Al Paulsen, former WIP and WOR, announcer; John L. Sullivan, formerly with NBC, WATG and WORC, announcer; Robert Shepard, formerly with WHY, WEDY, WCNW and WNZK, announcer; Richard Dunham, formerly of WBNY and WCNW, announcer; Ferdinand Liva, formerly concert master of the Scranton Symphony Orchestra; and musical director; Maynard Fischer, of Harrisburg, staff organist.

On the air is Al Charles, formerly with United Laquer Corp. and Fabro Chemical Co. Joseph Pielch, formerly Transcription Co. of America, Langlois & Wentworth and WBT; William E. Wilburn; Emanuel Gell and Norman Dobbs; Chief engineer is Adolph Oechslein, until recently chief engineer of WQAQ, Scranton, and formerly with WBAX, S. Thomas Persival, formerly of WPG and WJOY, Bergenfield, N. J.; WGBI; Francis McKernon, formerly of WGBI, and John Quinn, recent WGF, Bottletree, Oxford, and NBC Thesaurus library are used.

Certo Spots
GENERAL FOODS Corp., New York, throughout the month of June is conducting a campaign of daily spot announcements for Certo, bottled fruit nectar, in New York State stations. The campaign ties in with the strawberry season by promoting Certo as an aid in making strawberry jelly. Stations are WIBX, Utica; WSYR, Syracuse; WHEC, Rochester; WGR, Buffalo, WNBF, Binghamton, and WNY, Elmira. Agency is Benton & Bowles, New York.

MBS on June 23 started American Radio Watchers as a sponsor sustaining feature. Sundays at 2 p.m. The program is sponsored every winter by American Bird Products, Chicago. This fall the company released a new program Oct. 13 on 11 MBS stations.

started a series of talks on WQAM and WIGO, the results were fair, not up to what was expected, and the recruiting officer with whom was to have made these spot announcements was uncooperative. The War Department was also uncooperative. Station managers proved anxious to have anything done, in cooperation, revised and livened up the hackneyed spot announcements supplied by the War Department, and organized a "Recruiting Day Parade" which was held June 14 in conjunction with Flag Day. Station managers proved anxious to have anything done, in cooperation, revised and livened up the hackneyed spot announcements supplied by the War Department, and organized a "Recruiting Day Parade" which was held June 14 in conjunction with Flag Day.
The Wrigley Building Grill and Restaurant, 410 North Michigan, are among the most popular eating places in Chicago for advertising purposes.

"What's that? WSM received 40,870 letters from 30 states as the result of seven announcements, made in the afternoon. What were they offering... hundred dollar bills?"

"Hardly. One table-model radio, and a picture for each letter was the whole offer. This is just another proof that WSM has coverage, and what's more they have listeners too. Remember, WSM doesn't cost... it pays."

HARRY L. STONE, Gen'l. Mgr.

WSM
NASHVILLE, TENN.

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

BROADCASTING • Broadcast Advertising

July 1, 1940 • Page 31
EAVESDROP: On demonstration long distance phone calls in New York City, Bldg. at 69-12 New York World’s Fair (left) June Hynd, of the NBC women's department, and Miss Margaret Cuthbert, chief of the NBC's Women's Division. Miss Hynd was touring the grounds preparatory to starting a series from the fair.

14.5%: Frank H. Recco, city engineer, sec- retary, 49.5%; John H. Posey, president, 60%; director, 26%; William J. Zelophe, 14.5%; J. C. Cooper, local manager, 49.5%; director, 26%; WOR, New York; 500; vice-president and general manager, 49.5%; Urban J. Durack, 60%; president, 60%.

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He's thinking of powerful backhands, of lithe forms, of poised power. He's thinking of a shot that skims the baseline. He's thinking of soft lobs, smashing serves. He's thinking tennis.

And what's he thinking when he reads

BROADCASTING? He's thinking Radio.

Small wonder everyone thinks Radio when he reads BROADCASTING. It's 100% Radio all the time... nothing but Radio. It blankets your prospects. It's the fast, sure, economical way to sell your story. BROADCASTING will work for you!
AGREEMENT made between the Ameri- can Society of Composers, Authors & Publishers and the National Broadcasting Company (hereinafter referred to as “Society” and ...泌 as “Licensee”) as follows:

1. The parties grant to Licensee and Licensee accepts for a period of five years from ... be broadcast over one or more stations, for performance in the locality where such stations are located, for any period, including ... broadcasting facilities, the right to license such performing rights.

2. Licensee will pay to Society as consideration for the granting of such right, during the term hereof, a license fee of the annual gross amount paid for the use of each station so licensed by Licensee and all other stations in the same market, to Licensee for the use of such musical compositions contained in Licensee’s repertoire hereby or hereafter licensed during the term hereof, subject to no deduction of any kind, and from time to time Licensee agrees to accept such an amount as Licensee may receive for any such musical compositions contained in Licensee’s repertoire hereby or hereafter licensed, without regard to whether such amounts are paid in payment of the license hereunder or otherwise.

3. The license herein granted shall be construed as granting Licensee the right to broadcast to the public in the locality in which Licensee has a license to broadcast, certain programs containing music which the gross amount paid for the use of such musical compositions contained in Licensee’s repertoire hereby or hereafter licensed shall be determined and paid to Licensee in the manner prescribed herein.

4. The within license in the limited to the performance of musical compositions contained in Licensee’s repertoire hereby or hereinafter licensed during the term hereof copyrighted by Licensee, composed of which Licensee shall have the right to license the performing rights hereof granted to Licensee, during the term of Licensee’s License, or at or from any broadcast station which Licensee shall hereafter own or control, and the right to aggregate such licenses, to be paid to Licensee for the use of such musical compositions contained in Licensee’s repertoire hereby or hereafter licensed during the term hereof, and such right shall be exclusive and non-transferable.

5. The license herein granted to Licensee is to be solely broadcast to the public through the air, and not to the public through wire or cable. The license herein granted to Licensee shall be non-transferable, and no part of such license shall be transferred by operation of law.

6. Licensee shall be entitled to broadcast the within licenced音乐 compositions in any broadcast program and at any time during the term hereof, subject to no deduction of any kind, and from time to time Licensee agrees to accept such an amount as Licensee may receive for any such musical compositions contained in Licensee’s repertoire hereby or hereafter licensed, without regard to whether such amounts are paid in payment of the license hereunder or otherwise.

7. Licensee agrees to comply with the conditions of this agreement, and to pay to Society, as provided herein, quarterly, by the fifteenth day of each quarter, the royalties on the use of such musical compositions contained in Licensee’s repertoire hereby or hereafter licensed, to be computed at the rate of five percent of the annual gross amount paid for the use of such musical compositions contained in Licensee’s repertoire hereby or hereafter licensed, during the term hereof, and paid quarterly, such royalty to be paid in five equal monthly installments, in advance, on the fifteenth day of each month, subject to no deduction of any kind, and from time to time Licensee agrees to accept such an amount as Licensee may receive for any such musical compositions contained in Licensee’s repertoire hereby or hereafter licensed, without regard to whether such amounts are paid in payment of the license hereunder or otherwise.

8. Licensee agrees to use in the performance of any musical compositions contained in Licensee’s repertoire hereby or hereafter licensed, only renditions given during the term hereof and made by LICENSEE to Society in such year on all sums over and above ... $1,000,000 dollars ($1,000,000) to Society in such year on all sums over and above $1,000,000 dollars ($1,000,000).
A 25-WORD CAPSULE FROM OKLAHOMA'S BIGGEST DRUG CHAIN

WE LIKE WKY BECAUSE:
While using WKY almost daily for 12 successive years, we have seen it spark-plug sales in one department after another in our twenty stores.

VEAZEY DRUG CO.

Veazey Drug Company has tried its own prescription and found it an effective tonic for increasing sales. Veazey's began using WKY twelve years ago when its stores numbered eight. Today twenty modern, busy stores make up the chain serving every section of greater Oklahoma City. And today Veazey's repeats a statement of October, 1930: "We have been highly pleased with results, both from general publicity and direct results. Thanks for the co-operation given us through WKY during the past year."

WKY • OKLAHOMA CITY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.
THE DAILY OKLAHOMAN AND TIMES * THE FARMER-STOCKMAN * KVOR, COLORADO SPRINGS * KLZ, DENVER (Affiliated Mgmt.)
REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.
Ban on Political Dramas Is Urged by NAB Board

A BAN on dramatization of political broadcasts to prevent recurrences of unhappy incidents in former campaigns was advocated by the NAB board of directors in a motion adopted at its meeting in New York June 22, after a full discussion of the events to be met during the political campaign.

The motion urged that political broadcasts be limited to speeches, interviews and announcements and the broadcasts of any bona fide political meeting. Also discussed was the suggestion that stations refrain from the sale of time on election day. While the board felt this was desirable, it nevertheless took no formal action, leaving that determination in the judgment of individual station operators.

A FIVE-MINUTE news period has been inserted at 10 p.m. on the WLS National News Dance. This is the first deviation from music and comedy in the 16-year history of the program.

Guestitorial

WHAT ABOUT SPOTS?

By WALLY RODDA

WBBC, Birmingham

How can spots be presented and not be offensive to the listener, do a job for the advertiser and play their part in general in the daily routine of the local station?

Transcription spots have played a large part in the national spot time on local stations in recent years. These have gone to every extreme to be different in their presentation. Some are dramatized, some are either entirely sung or have product theme songs, others offer impersonations, etc.

Any one of these as a one-time spot is excellently produced and gains listener attention with a smile or two and still a product is being plugged. Unfortunately, they are repeated and repeated until the novelty has worn off and they become a source of annoyance to the listener.

On the Wane

One minute has been the set time. The gradual passing of the hour shows of old, one-minute spots are on the wane in most localities. There is an opportunity for transcription companies to hold their place in the field by recording shorter spots. Not fancy and novel, but a sincere message, well worded and concisely delivered. The shorter they are, the better listening time can be assigned them by stations, whereas they now must be relegated to times when the preceding program can be cut early or the following program entered late. This usually means that the programs surrounding the spot are unimportant. One-minute jobs can never be scheduled where the network allows only 20 to 30 seconds for a break, yet a lot can be said in those few seconds with a well-written commercial.

Some accounts still demand the old ballyhoo delivery. If the announcer shouts his message into the microphone, the dial will be turned before he gets a second chance. An announcer is in reality a salesman and when he went to the door of a house and as soon as it was opened started shouting his wares in the face of the lady of the house, he would probably have said doo airmail his face.

Another danger lies in length. Don't ask your listeners to endure lengthy dissertations concerning a product. Don't press them beyond the saturation point. Some accounts insist on long spots. If this is true, the salesmen who wishes to keep the goodwill of that account should explain why you need to do more harm than good.

Finally, much of the problem of spots lies in the actual scheduling itself. Many times it seems impossible to avoid scheduling spots in sustaining musicals when enough station-break openings aren't available. Nothing is more annoying to the listener than to have your selection suddenly fade, with the announcer coming in with a plug. Between selections isn't half so offensive as over the music.

Hormel Plans Complete

With Jack Smalley, Hollywood manager of BBDO supervising, and Wayne Griffin, that agency producing, George A. Hormel & Co., Austin, Minn., on July 1 starts for 22 weeks the Burns & Allen Show, on 60 NBC-Red stations, Monday, 7:30-8 p.m. (EDST), with West Coast repeat 6:30-7 p.m. (PST). The program will include Bubbles Kelly, comedienne stooge; a vocalist and Art Shaw's orchestra. John Medbury, Harry Heim and Willie Burns, original writers for Burns & Allen, have been augmented with the additions of Hal Block and Art Phillips. Dan Lussier is the BBDO staff writer. John Hie stand will announce. New show replaces the five-weekly quarter-hour program, It Happened in Hollywood, which George A. Hormel & Co. sponsored on CBS until June 28. Burns & Allen were sponsored on CBS by Lehn & Fink Products Co., New York (Hinds Honey & Almond Cream), the contract expiring June 28.

Spots for Bost

BOST TOOTHPASTE Corp., New York, currently is running a test campaign of five transcribed one-minute spot announcements weekly on WFAA, Dallas, and WBAL, Baltimore, with fragrant dentifrice. More stations may be added if the test proves successful. Erwin, Wasey & Co., New York, handles the account.

REAP YOUR HARVEST

IN INDIANA'S "BRIGHT SPOT"

Here is the richest, most diversified market in all Hoosierdom—a blending of urban and rural population far more prosperous and responsive than average. Fourteen cities of 10,000 and over are dotted in an agricultural empire of over seven million square miles of cultivated land. It will soon be harvest time in Indiana—your harvest time, too, if you use the facilities of WOWO. Ask for folder now.

Westinghouse Radio Stations, Inc.

FOR Your HARVEST

IN INDIANA

FREE AND PETERS, INC.
NATIONAL REPRESENTATIVES
10,000 WATTS, 1140 Kc.
NBC BASIC BLUE NETWORK

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shall be reclassified from Group "1" to Group "3", then Licensee shall pay a sustaining fee of $2 ... If such reclassification shall be from Group "2" to Group "3", then there shall be an increase of 33%-1/3% in the sustaining fee therefor formed.

In case of reclassification of Licensee into Group "2" or Group "3", when the gross amount paid Licensee for the use of its broadcasting facilities (on which Licensee has paid or receives payments to) shall equal the sums paid to Licensee since the one immediately preceding such reclassification, no further payments shall be made by Licensee to Society on so much of the next gross sums, the re-classification and age on which shall be the sustaining fee required to be paid under such new classification.

No all sums in excess thereof the percentage payable by Licensee shall be paid to Society.

SECTION C.

Anything in the foregoing notwithstanding and in no event whether or not there has been any change in classification from one Group to another, if in any year there shall be a material increase or decrease in Licensee’s sustaining power, number of hours per day, coverage, or a material change in the time when the broadcasts take place or in frequency, then Licensee’s sustaining fee shall be changed to conform to that of stations in the same classification, that shall generally be comparable to Licensee in operating power, number of hours per day, coverage, and frequency and coverage, such change to be effective upon the commencement of the next year of the term of this agreement.

SUBDIVISION V.

(a) "Broadcasting" as used in this agreement, shall include transmission by means of television or any other mode of transmitted sound in synchronized relationship or simultaneously with visual images or for the purpose of being received or reproduced in connection with visual images.

(b) "Broadcasting facilities" as used in this agreement, shall include the use of personnel regularly employed in the operation of the station and the transmission of any nature whatsoever contracted for and used by the station in the scope of its business.

"Personnel" shall include, in addition to all personnel associated in any manner with the operation of the station, all persons such as dramatic actors, actresses, singers and musicians, who are not separate or in groups or in orchestras or a band form.

"Station" shall include the studio described in Article 6 subdivision (6) "Service" shall include service of every nature, and without limiting the generality of the foregoing, shall include, for instance, the use of government, and services shall not be deductible from the gross amount paid for the use of the station’s broadcasting facilities. The foregoing shall apply whether such personnel or services are employed or furnished directly by Licensee’s station or by any person, firm or corporation directly or indirectly controlled by or a subsidiary of or affiliated with the station or Licensee.

Whether in person, group, or other collective body of dramatic actors, actresses, singers and other artists or musicians, whether separate or in groups or in orchestras or a band form, are furnished by the station (i.e., the advertiser) pursuant to an express written contract with the station, and any such person or group is not regularly employed in the operation of the station but is actually engaged by the station or any such sponsor or for a specific program and is actually paid separate therefor and provision for the charges for furnishing such service has been separately added to and included in the charge made to the sponsor by the station.

In this event Licensee shall have the right to offset the actual bona fide direct cost thereof to the gross amount paid for the use of broadcasting facilities provided that in no event shall the amount allocated as the payment for broadcasting facilities be less than the highest rate charged for a similar given period of time over Licensee’s station. If, however, the gross amount paid for the use of its broadcasting facilities by the sponsor shall be less than the highest rate charged as aforesaid, then the percentage payable by Licensee shall be computed upon such gross amount paid for the use of its broadcasting facilities.

(b) With respect to athletic events, such as baseball, football, hockey, boxing, racing, and other athletic events, Licensee shall have the right to deduct from the gross amount paid for the use of its broadcasting facilities such extraordinary expenses as shall be necessarily incurred for such special events, such as special line charges, technical personnel and extra engineers, but no part of the cost of the general and regular operation of the station shall be deductible, and in no event shall the amount allocated as the payment for broadcasting facilities hereunder be less than the highest rate charged for a similar given period of time over Licensee’s station.

(c) "Gross amount paid for the use of its broadcasting facilities", as used in this agreement, shall mean all payments made (whether in money or in any other form) by the sponsor or advertiser for the privilege of using Licensee’s broadcasting facilities.

The percentage payable by each such sponsor shall be applicable to the gross amount paid by the sponsor for such broadcasting facilities as defined without exception, and the percentage thereof payable to Society, which said statement shall be rendered under oath and accompanied by the remittances due Society under the terms hereof.

(d) In the event that advertising commission is paid to an independent agent, the amount paid the agent shall include the studio. The foregoing is subject to the deduction of commission hereinafter provided for in Subdivision (d) and for any amount received for rebroadcasting such programs as are exempt from payments under Subdivision (e).

(e) When payment is made in any form other than money or negotiable instrument, than the fair value of the commodity or other property involved or service furnished shall be included in the gross amount paid, on which the percentage is applicable, provided, that, in no case shall such amount be less than the highest rate charged for a similar use of Licensee’s broadcasting facilities.

(f) Licensee shall not be required to account for any sums received from political broadcasts, nor shall it be required to account for sums received from radio programs where the amount paid is solely in recompense for the costs of lines, wire charges, and technical personnel.

(g) Licensee shall have the right against the gross amount paid for the use of its broadcasting facilities by the sponsor of any news program the actual cost of such news program to the station provided that if the cost to the station of such news program covers costs for which there are no sponsors, Licensee shall have the right to charge against the gross amount paid by the sponsor of such news program only such proportion thereof as such sponsored news program bears to all the news programs controlled by the station, and provided further that in no event shall the amount allocated as the payment for broadcasting facilities be less than the highest rate charged for a similar given period of time over Licensee’s station. If, however, the gross amount paid for the use of its broadcasting facilities by the sponsor shall be less than the highest rate charged as aforesaid, then the percentage payable by Licensee shall be computed upon such gross amount paid for the use of its broadcasting facilities.

(h) Licensee shall have the right to deduct from the gross amount paid for the use of its broadcasting facilities such extraordinary expenses as shall be necessarily incurred for such special events, such as special line charges, technical personnel and extra engineers, but no part of the cost of the general and regular operation of the station shall be deductible, and in no event shall the amount allocated as the payment for broadcasting facilities hereunder be less than the highest rate charged for a similar given period of time over Licensee’s station.

When you think of
UNIQUE institutional campaign was started June 18 by WNEW, New York, when the full back page of the New York Times was utilized to urge the public to "Escape with WNEW". Copy reads in part:

"It is the duty of your newspaper to give you the news... all the news, however terrible its import. It is the duty of your magazine, with more time at their command, to analyze and interpret. But the duty of your radio station, as we of WNEW see it, is different. That duty is to provide escape, good entertainment, rest and recreation for your heart and mind.

"When you tune in WNEW-1250 on your disk—this is what you will hear: Good entertainment...24 hours a day. News... affecting our station or any other station... instantly it is known. But told simply... plainly... nothing with held... nothing added... just as it is received from the worldwide press associations.

"You will not hear names endlessly repeated. You will not hear it speculated upon... imaginatively word-painted, constructed or interpreted... dramatically. You will not hear it dinned over and over into your ears.

Campaign, placed through the Bown Co., New York, will include a series of advertising, with in other dailies from New York and New Jersey, each advertisement aimed at the paper's type of circulation.

Personal Blotters

RTSA, San Antonio, each month sends to local clients special blotters carrying each client's printed name, a calendar for the month, and a brief sales message.

LONG MAY IT WAVE

PROMOTING patriotism, WCKY, Cincinnati, recently started distributing 50,000 American Flag buttons on request from listeners. American flags are on display in every WCKY office and studio; the national anthem is heard four times daily on the station; a daily broadcast is conducted from recruiting offices to stimulate enlistments, as well as other programs in behalf of the Red Cross war relief appeal. Movie trailers plugging the station's programs and personalities also are started in 21 theatres in the WCKY primary area, according to L. B. Wilson, president and general manager. The trailers will play up WCKY's public service features, with at least one appealing directly for support of the American way of life.

Plug for Dr.

TO MERCHANDISE Young Dr. Malone, which began over KROD El Paso, June 17, Merle H. Tuck er, manager, sent 500 letters to grocers in the El Paso territory to notify them of the program and campaign. The show is sponsored by General Foods in the interest of Post's 40% Bran Flakes. Suggestions were given the grocers how best to display the product and arouse interest in the CBS serial.

WIDER COVERAGE

For Your New FALL PROGRAMS

WFBL goes to

5000 WATTS NIGHTS!

effective about AUG. 1st

Consider WFBL's increased coverage when planning your fall schedules—reach more people in a greater area at the SAME LOW RATE!

About August 1st WFBL steps up its power from 1000 to 5000 watts nights. Choose Central New York's most popular station—increase your sales with this increased market.

Write today for rates and time available. WFBL, Syracuse, N. Y. or Free & Peters, Inc.

ONONDAGA RADIO BROADCASTING CORP.
Syracuse, New York

MEMBER BASIC NETWORK, COLUMBIA BROADCASTING SYSTEM

National Representations, Free & Peters, Inc.

FROM reconditioned furniture and left over pieces of wood, this replica of the Magic Kitchen will be constructed for exhibition at a display of toy products sponsored in E. St. Louis by the auxiliary of an American Legion post. Some 2,000 clubwomen visit the Magic Kitchen month and clubs are booked solid six weeks in advance.

Free Lubrication

PARKWAY OIL Co., Philadelphia, is using daily spot announcements on WCAU, Philadelphia, to call attention to its newspaper campaign to promote safer driving conditions. Each week, a "safety scout" selects the city's safest driver as recipient of a $50 award. In addition, listeners are advised to watch the Parkway newspaper announcements for the listing of 50 license tag numbers, representing safe drivers selected by the safety scout. Each identifying the license number receives free lubrication service at any Parkway service station. Campaign started June 22, is being directed by J. M. Korn & Co., Philadelphia agency, and is to be carried on indefinitely with the possibility that additional local stations will be added to carry the spot announcements.

Stanback Sample

THE marketing department of KGKO, Fort Worth, recently mailed to 100 Dallas-Fort Worth druggists special letters on behalf of Stanback Headache Powders, advertised on KGKO spots. Enclosed in each letter was a sample of Stanback, with the notation: "For your use if you're not stocked with Stanback, why do calls begin coming in?" Each letter also included the KGKO-created slogan: "Yours for standing back of Stanback." KGKO-and WRAP, both owned and operated by the Fort Worth Star-Telegram, have taken over a large display window in the local Medical Arts Bldg., to be used for station and client promotion, according to Albert Halin, WRAP KGKO merchandising director.

Windows at Fair

TWO large display windows, available a week at a time for manufacturers, are being installed in the Crosley Bldg. at the New York World's Fair, one to be used for displaying drug products advertised on WVL, Cincinnati, and the other for grocery products. William Oldham, WVL promotion director, arranged the use of the window in cooperation of the stations, which also will incorporate novel lighting effects.

Camera Contests

WFIL, Philadelphia, Camera Club is sponsoring two monthly photography contests in July and August, in cooperation with Woodside Park Foundation. Each contest will be open to one of two areas: the distribution of particular and application cards, also available at newsstands, are the only entry. Cash and merchandise prizes will be awarded for the best shots submitted taken at the park.

Baseball Tickets

CARDS good for baseball tickets were attached to 10 of 50 balloons released over Cincinnati at the Great Balloon Flight Weekend. The contest winners on WSAI, Cincinnati, Manager Dewey Long has indicated that similar balloon promotions will be released at other baseball games. Balloon copy plugs WSAI programs in general as well as the playground feature.
L. B.'s "Studio Plane"
PUBLICIZING its elaborate "Studio Plane" mobile unit, WCKY, Cincinnati, has published a color folder describing the accommodations and public service functions of the auto-trailer combination. The folder is inserted in all WCKY mail. A miniature broadcasting plant on wheels, complete with microphones, transmitter and recording equipment, the "Studio Plane" incorporates a glass-enclosed observation tower; telephone; shower and lavatory facilities; kitchen; Pullman-type berth; reclining seats for eight passengers; air-conditioning and heating; window screens, with a LaSalle coupe as motive power. The unit, to be ready for operation July 15, will be used at fairs and community gatherings, where it will be open for inspection; in promotion campaigns with civic groups and fraternal orders, and will meet trains and planes on which famous persons arrive. Special dedication ceremonies are planned for July 15, with Mayor Stewart and other civic leaders participating.

BROCHURES
KSFO, San Francisco—"Story of San Francisco", 100-page book-bound, comprehensive analysis of Bay area radio.
MBS—Brochure describing Mutual's new package discount plan for advertisers desiring national coverage, titled, "How Mutual Adds Floodlights to Its Sales Sunlight".

COWLER, Stations (KSO-KYT, WYAN, WMT)—Ring-bound presentation with breakdown statistics on consumption of petroleum products by farmers in "America's Money Belt" area.

WORLD BROADCASTING SYSTEM—Grey folder "A Seat For You Front Row Center", enclosing World advertisement in Broadcast, June 1

NBC—14-page red-and-white booklet "2 People With Millions of Friends," announcing availability of 150 quarter-hour episodes of Betty & Bob, recorded by NBC Radio-Recording Division.

WJJD, Chicago—32-page album of personalities and programs.

Plug for Portables
USING two special quarter-hour programs weekly, WFAA, Dallas, is promoting automobile and portable set listening, with continuity directed to motorists and vacationers particularly. The programs are modeled after NAB promotional copy on auto and portable sets. Craig Barton and his orchestra are featured on the program.

Photo Tips
A PHOTOGRAPHIC supply concern, Dury's, sponsoring a series on amateur photography on WSIX, Nashville, is distributing special cards bearing photographic facts. The cards state that additional photo information can be obtained by listening to Dury's programs on WSIX.

WXYZ, Detroit—Mailling folder on Plymouth Quartz success.

WCBS, Springfield Ill.—Four-page legal-size coated stock which is enclosed in file-size heavy covers on which is printed new coverage map, etc.

During January and February 1940, the Bureau of Agricultural Economics reports a cash income for Our Family of over $138,000,000. Even projecting these two low-income months throughout the year, it makes a mouth-watering market.

But 1940 is going to be one of the best years Our Family has ever had! Conditions never looked better!

Because our friendly, neighborly recommendations get fast, positive results, you'd better plan to let WIBW start telling the 1,321,980 members of Our Family* about YOUR product.

*In Kansas and adjoining states.

OUR FAMILY
HAS A
Golden
Cash Income
Ray Dady and his "SIDELIGHTS on the NEWS"

A ST. LOUIS KWK FEATURE

for more than 5 years

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BROADCASTING • Broadcast Advertising

NAME Harrison Hollway

Director of District 16

HARRISON HOLLWAY, general manager of KFI and KECA, Los Angeles, June 17, was elected director of the NAB representing the 18th District comprising stations in Southern California, Arizona and New Mexico. He succeeds Donald W. Thornburgh, CBS Pacific Coast vice-president, who retired due to failing health last year.

Mr. Hollway has been active in NAB affairs for more than a decade. He will succeed Mr. Thornburgh at the NAB Convention, scheduled to be held in San Francisco Aug. 4-7.

Industry to Seek Wage Act Relief

Definition of "Executive" to Be Argued at Hearing

Efforts to relieve the broadcasting industry of some of the provisions of the Fair Labor Standards Act of 1938, were taken by the National Association of Broadcasters (NAB) at hearings held in July 25 in Washington.

Many stations, particularly smaller ones, have found it difficult to comply with the definition of "executive," established under the wage and hour rules, through the Act. The regulations prescribe that bona fide executives, professional workers, outside salesmen, and others in similar classifications, shall be exempt from overtime provisions of the Act. In its interpretations of October, 1938, the Divi-ision held that executives must be paid $30 per week and direct work of others as the head of a department, have the power to hire and fire, or make recommendations on retention or release of personnel.

The interpretation further specified that executives "shall do substantial amount of work of the same character as performed by non-exempt employees." It is in this provisions that much hardship on stations, since chief announcers, chief engineers, and program department heads in many cases perform operating functions along with members of their staffs. Joseph L. Miller, NAB labor relations director, already has filed an appearance for the July 25 hearing before Harold Farber, assistant director of the hearings branch of the Division. Mr. Miller on June 20 sent to all stations a questionnaire soliciting data to be used in the industry presentation.

Pointing out that many stations are under a severe handicap because of the executive definition, Mr. Miller urged all stations to respond to the questionnaire as expeditiously as possible. "If the industry is interested in having this burden lifted," Mr. Miller said, "it is essential that the NAB have as close to a 100% questionnaire response as is possible." Mr. Miller pointed out that the industry has experienced no real difficulty in connection with the interpretation governing salesmen, professional workers, and others in the overtime exemption category. He pointed out that other industries also have had similar experiences and that the broadcasting industry is one of the rare series on the same subject based on petitions to redefine "executive" and one of the terms used to describe employees exempt from minimum wage and maximum hour provisions of the Fair Labor Standards Act.
Moving of WREN Opposed by FCC

Shift to Kansas City Denied Under Proposed Ruling

PROPOSED denial of the application of WREN, Lawrence, Kan., to move its transmitter so as to more effectively serve Kansas City, Mo. with its new studios in that metropolis, was announced June 21 by the FCC in a ruling likely to have a bearing on future station removals, if finally sustained.

The Commission said the primary purpose of the WREN removal was to obtain a larger population coverage of Kansas City and its environs "in order to increase its advertising revenues and serve as a more effective outlet of the Blue Network." If the transmitter is moved as proposed, the Commission said WREN would deliver satisfactory service through the Kansas City metropolitan area, but its service to Lawrence and other small communities in Kansas would be "less satisfactory, and some rural portions of the present service area would be entirely deprived of service."

Present Service

Declaring that the Kansas City metropolitan area is already served by at least six stations, the Commission said the essence of the proposal is to move the station to a large metropolitan area, which already receives service from an ample number of stations.

Answering the argument by WREN that as a station on a regional frequency it should serve the metropolitan district of Kansas City primarily, the Commission said that it does not follow that a station assigned to a regional frequency must serve a metropolitan area regardless of other considerations. Classification of stations under the Commission rules and engineering standards "is purely for the administrative convenience of the Commission in allocating frequencies and is not a source of any right in licensees or applicants," the Commission said.

Apropos the second contention of WREN that the increase in coverage which would result from the removal would make the station a more effective outlet for NBC-Blue programs, the Commission said this is related "merely to the private interests of the applicant and NBC than it is to the interests of the communities involved." It added that the more fact the station hopes to better itself financially by moving from a small city to a large city "is not a controlling consideration in determining whether public interest, convenience or necessity would be served by permitting such a move."

The Commission concluded that notwithstanding the fact that the areas which would lose service or obtain an inferior signal are smaller in population than the areas which would gain a service or obtain a better signal from WREN, it is "unable to find, from the evidence submitted, that the detriments to the former areas are outweighed by the proposed benefits to the latter areas, or that the proposed change is responsive to any need which is substantial enough to overbalance this consideration."

Live Broadcast or PRESTO Recording?

SO LIFE-LIKE LISTENERS CAN'T TELL THE DIFFERENCE!

- Many stations now contract to take programs for delayed broadcast, because their crowded schedules won't permit them to broadcast the program as it comes over the wire line. They record from the line... broadcast when time is open.

The engineers responsible for recording these programs know that their Presto recordings bring in thousands of dollars in added revenue to their stations. They take pride in the fact that listeners cannot hear the slightest difference between their Presto recordings and programs broadcast direct from the wire lines or studio. That is why they insist on using the finest recording equipment and PRESTO Q DISCS, proven by every test to have the lowest surface noise and widest frequency response range of any disc made.

Illustrated is the Presto Dual 8-A turntable equipment recommended for radio stations. Recent installations include NBC, New York (4) ... WOR, New York (4) ... Department of Interior, Washington (3) ... WTIC, Hartford ... WGN, Chicago ... Westinghouse Short Wave Stations, Pittsburgh ... WBNY, Buffalo, NBC-Washington and WKBN, Youngstown (2 tables, each) ... WHDH, Boston, WHO, Des Moines (1 each).

JUST OFF THE PRESS! Our new catalog gives complete performance data on the entire Presto line of recording equipment and discs. Send for your copy today!

PRESTO EQUIPMENT USED BY DEPARTMENT OF INTERIOR, WASHINGTON, D. C.

PRESTO RECORDING CORPORATION
242 West 55th Street, New York, N.Y.
World's Largest Manufacturers of Instantaneous Sound Recording Equipment

BROADCASTING • Broadcast Advertising
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FEATURING new radio writings and experimental production technique, NBC-Red on June 21, began a weekly dramatic series, Listen's Playhouse, as a cooperative enterprise of the NBC script and production divisions. The series is handling chiefly by Albert N. Williams, author of several radio plays in prose and verse, and authors of "Hatred" and "Festival!"-Ronald MacDougall, author of "The Ineffable Essence of Nothing," and John L. Touche, author of the widely acclaimed "Ballad for Americans" who directed the work. The series will be periodically guest writers and directors. The next section in heard Saturday, 8:30 p.m. (EDT).

Sylvan Journeys
"FOREST Travel for Stay-homers" is the theme of a new series of summer programs based on imaginative trips to national forests in every part of the country, which started June 21 at the National Farm & Home Hour, June 26, at 12:30 p.m. on NBC Blue. Programs are conducted by Elizabeth Pitt, specialist in the U. S. Forest Service, discussing how national forests serve the public by protecting watersheds, growing future timber, providing free opportunities for outdoor recreation in areas of great natural beauty, and providing a home for much of the big game left in this country. George Washington National Forest in the Blue Ridge Mts. of Virginia was the scene of the initial program. Others scheduled are Wallows in Oregon, Pisgah National Forest, in North Carolina, Mark Twain in Missouri, and Tongass in Alaska.

Amid the Ladies
FEATURING its own woman newshawk in newswriting with a feminine slant, KROW, Oakland, Calif., has started Girl Reporter, Melba Reed, the Girl Reporter, personally covers not only weddings and receptions but also more spectacular attractions on fire and police runs. Recently she was made a fully accredited news reporter when she was issued a press card and badge at ceremonies at the office of the Oakland chief of police.

Rang the Bell
THE Amateur Hour of KROD, El Paso, which began operating in May, started with a bang recently. Five minutes after conclusion of the first program in the series, Bob Knox, amateur tenor, received a scholarship offer from a prominent voice in the Texas College of Mines & Metallurgy. The instructor never had met Knox, hearing him sing for the first time on the program. The feature is sponsored by Car Parts Depot and The Music Mart of El Paso.

Amateur Songwriters
AMATEUR songwriters air their compositions and receive criticisms of their work on the new Song Writers Clinic of KGVO, Missoula, Mont. Composers who can sing may present their works themselves, with staff vocalists handling the rest. Margaret Fischer Castle, staff pianist, and Jimmy Barber, KGVO program director who also has composed several original songs, offers constructive criticism of songs broadcast.

Back Stage
BACK-STAGE interviews with personalities of stage and motion picture world are carried by WIP, Philadelphia, with the re-emergence of a weekly program from the Bucks County Playhouse, summer theater located in New Hope. Pa. Heard on Fridays, the series will be under the direction of Becky Gardner, Hollywood scenario writer associated with the theatre.

Straw Hat
Scouting for All
DESIGNED for the physically handicapped as well as boys who live in remote areas where there are no local organizations, a weekly program, "Scout Trot of the Air," has been started on KFI, Los Angeles, under supervision of Jimmie Van Dine, special events director. Each week a different troop is in charge of the broadcast, conducting its regular meeting and also demonstrating some activity of the Scout activity. Physically handicapped, phoning in their questions, will be answered by various scouts who present them with membership credentials. Active youngsters, from remote areas, are brought to the Troop's next meeting for the ceremony.

Angling Dope
TIPS on where fish are biting and preferred baits are offered North-west sportsmen by Hale Byers on Fishermen's Luck, which started June 21 on WCCO-AM, Minneapolis, under sponsorship of Hamm Brewing Co., St. Paul. The program features a fishing quiz, with Byers asking questions on angling and fishermen in the audience giving the answers. After each broadcast, four studio audience views a half-hour fishing movie. Listeners sending in useful questions receive prize per question. The program also features a fishing contest, with prizes of fishing tackle for the angler turning in the biggest catch.

Where They Bite
WHERE the big ones are and how to catch them is the theme of The Fishinder program, recently started on WVOA, San Francisco, under auspices of Sportmen's News, fishing and hunting paper. Each Friday night Al Accardi and Bert Frazier, tell listeners the results of their angling in Northern California regions.

Yankton Round-Up
COOPERATING with 4-H Club groups, WNAK, Yankton, S. D., has started a new weekly transferred show, The 4-H Club Round-Up. Club leaders and the boys hearing the program are interviewed by Charlie Worcester, WNAK farm specialist, with material prepared at various State college centers.

When Pittsburgh's KDKA some weeks back sent cigarette lighters and lighter fluid to a large number of folks in the trade, "Chip" Robertson, radio director of Ralph H. Jones Co., in Cincinnati, acknowledged the gift with the remark that he would not be surprised to receive a chunk of a KDKA transmitter—or even a live monkey—from the station. Forthwith, KDKA Sales Manager W. E. Jacks on wired: "Monkey and transmitter on route; typical KDKA service." And sure enough, here's what Hinter Robertson said he wouldn't be surprised to see—a monkey perched atop a transmitter segment.

Sports Queries
DRAWING upon baseball fans and local sports experts, Jerry O'Leary has started his Baseball Fan Inter- ests quiz feature on WAB, Boston and Colonial Network. Each interviewee has a chance to go from first base through second and third to home plate by successfully answerring a series of questions. First base rates a silver dollar, second two, third three and home five dollars, with strikeouts along the line knocking out the cash award in favor of a pair of Community Opticians sunglasses. Contestants may stop at any point between questions by dropping out of the game for no more questions. The questions are evenly divided between baseball and general subjects, all sent by listeners.

Quiz of the News
A Quiz program titled News Quiz—the Headline Sweepstakes, recently was started on KSFO, San Francisco, under sponsorship of Langendorf-United Bakers. The program originates each Friday night from the Orpheum Theater, with Dean Maddox as m.c. He is assisted by five announcers, who rove through the audience. Maddox propounds questions based on news. Anyone in the audience is eligible to provide the answer. Cash is offered winners. Amount is handled by Leon Livingston Agency, San Francisco.

News Background
FIVE members of the faculty of St. Louis University, all expert historians, discuss the background of present world complications on the new Look at the Facts series heard Monday and Friday evenings on WEW, St. Louis. Conducted by the school's department of history and government, the series presents Arthur T. Jones, WEW news editor and program director, as m.c., with Rev. Fr. Wallace A. Burk, S.J., station director, as advisor.
Mail for Missionaries
DESIGNED specifically to transmit messages from relatives in the United States to American missionaries in far-away lands, General Electric's international short-wave station KGEI, located on Treasure Island in San Francisco Bay, has started the weekly Missionary Mail Bag. Relatives and friends are invited to send the station greetings to be broadcast to their loved ones. Messages, limited to 50 words, are aired by Norman Paige, chief English-speaking announcer of KGEI.

Debs Day
HIGHLIGHTED with tributes to four New Orleans citizens who have made noteworthy accomplishments during the preceding week. Radio Periscope started recently on WWL, New Orleans, under direction of Jimmie Willson, WWL program manager. In addition to music by orchestra and chorus, the program presents interviews with local debutantes. Each deb is given $10 for her appearance, with the understanding the money will be turned over to her favorite charity.

Stage Stuff
REGULAR half-hour Sunday night broadcasts of Let's Take Stock on WMEC, Richmond, have opened up each week's program to members of the Shelton-Amos Players, playing a summer stock theatre engagement in Richmond. Playing up each week's regular show, Laura King, president of the New York Theatre Alliance Forum, interviews members of the cast, technical director, stage hands, scenic artists and others in the company.

Who's Your Family
FOLLOWING a four-week test locally, WOL, Washington, on July 1 was to start the weekly Who Are You? feature on MBS. The program, based on genealogy, traces family histories through narrations by one Dr. Pedigree and dramatized incidents. Mary Hamilton Clark, Washington genealogist, writes the scripts and handles research for the program. Different family names are traced each week. The feature is heard on CBS Mondays, 7:30-7:45 p.m. (EST).

Music Cognition
A MYSTERY song contest, with listeners sending in favorite songs to be hummed or played, is carried on CFRB, Toronto, for Kavanagh Food Ltd., Toronto. Listeners sending in most correct names of songs heard on the program are eligible for one of the 16 sets of Parker pens and pencils given away each week.

Peach Selling
TO PROMOTE sale of the 1940 Georgia peach crop, WSB, Atlanta, in mid-June started the half-hour weekly It Happened in Georgia, to continue through the peach season. Along the same line the New York peach market report is presented listeners on the 4 o'clock news cast, and on various WSB farm programs.

Out of the Past
SOMETHING different in musical programs is presented by WELI, New Haven, on its weekly Do You Remember series. Produced by Bud Finch, the show features tunes of the past which never attained widespread popularity and salutes the composers.

The Merry Side
EMPHASIZING the lighter side of current events, KHJ, Los Angeles, has started a weekly quarter-hour program, Once Over Lightly, which gives a humorous slant on news of the day. Featuring Hugh Brundage as commentator, the program is written by Eric Strutt. The Life of Byron, a weekly half-hour program, based on the English poet's life, has been started on KHJ by the Celeste Rush Players. Series is written and produced by Miss Rush with Norman Watson featured as Byron.

Tickets for Tunes
IN A TIE-UP with local Segall-Pizar motion picture houses, WPEN, Philadelphia, has added a "Tune Teaser" contest feature to the daily 260 Club participating program. At 3:15 p.m. daily, five recordings are played, listeners invited to guess the titles. In addition, the names of the six cooperating movie houses are mentioned. Five pairs of movie tickets are awarded daily. In return the theaters are mentioned at least once during the program.

Anything Goes
KECA, Los Angeles, has started a new Saturday night amateur program which runs from a half hour on, depending upon the talents who volunteer to participate. Titled Tune Out Time, the weekly show is unhearsed and without auditions, talent volunteering from the studio audience. Willard (Doc) Hall, is m.c. with Helene Hill, pianist, acting as accompanist. John I. (Bud) Edwards, station production manager, produces.

Weather for Farmers
ON A NEW three-minute weather roundup spot on the 7:15 newscast on WLW, Cincinnati, Jimmy Fidler, recently appointed meteorologist of the station, runs through the highest temperatures of the preceding day in chief U. S. cities: weather conditions in the WLW area at broadcast time, with the preceding day's rainfall and such, and the U. S. weather forecast as released at 6 a.m. for the area. Directed to farmers, the new service is designed to aid them in making their plans for the day.

Kelly's Kids
A PROGRAM series designed to bring out the talents of young entertainers titled Jolly Joe's Junior Jamboree, was started June 22 as a Saturday morning feature on WGN, Chicago. Joe Kelly, for many years a radio star, has charge of activities which include singing, speaking, imitating, tap dancing and instrumental.

Racing Quiz
TED WILLIAMS, noted turf expert recently heard on KNX during the Santa Anita racing season, on June 24 launched a series of programs, Stump the Horseman, on WIND, Gary, Ind. Williams interviews jockeys, trainers and owners and invites listeners to send in questions on turf history and current activities in an effort to stump his expert guests.

COLUMBIA's Station for the Carolinas
Delivering a 2,000,000 people market with more retail sales than Maine, New Hampshire, Vermont combined.
Broadcasters' World Program

BLUE BOOK
Service Subscribers

World Program
THE library service idea—along with every other important improvement in the field of radio recording—originated with World, and that initial leadership carries on today. World's library is internationally famous...recognized everywhere as the finest repertory of music ever recorded for radio.

You as an advertiser want the best—in transcriptions as in art, plates, typography.

So consider this. World vertical-cut Wide Range transcriptions enjoy these conclusive endorsements:

1. Leading stations vote World quality a 9-to-1 preference; station engineers, a 12-to-1 preference.

2. FM stations turn to World as the one recording source for the extra “Wide Range” that FM demands.

3. Fortune Magazine points to World as the outstanding source of recordings that give “true high fidelity.”

4. Leading scientists in the field of sound term World recordings the most perfect vehicles of sound transmission.

Member stations of World Program Service—utilizing the World Library of over 3,000 musical numbers and a varied portfolio of professionally-built program continuities—build radio programs in endless variety for local, regional and national advertisers. Pick your nearest World station and hear auditions of several World programs designed to promote your type of product.
Chain Shackles

IT DOESN'T take great prescience or genius to addulge that the honeymoon is over in broadcasting. Events of the last year or so have made the lot of the broadcaster increasingly difficult. Copyright, labor, musicians, artists have converged upon the industry with unabated vigor. These, coupled with the tightening grip of Government regulations, have given every station owner practically a new crisis a week.

But all these are secondary to events directly ahead, quite aside from the uncertainties of conditions that may be provoked here by the war in the rest of the world. On that score, we can do no more than accept the repeated expressions from high official quarters, both civilian and military, that commercial broadcasting will remain in status quo even in the event of involvement.

Broadcasting now approaches a fight for its economic existence. This crops from the new philosophy of the FCC, reflected in many of its recent actions. In FM, in television and in what we regard as the untenable report of its Network-Monopoly Committee, there are unmistakable signs of great changes ahead accompanied by new assaults upon free, private, competitive enterprise, which has been the lifeblood of radio's meteoric development.

FM, offering allocation opportunities under which apparently ample station facilities can be provided in every city, town and hamlet, certainly portends unlimited competition, not only among stations of that class but with established standard stations. Yet the FCC Network-Monopoly Committee proposes to inhibit and restrict operations of existing networks by banning here and controlling there, even proposing to arrogate to the Commission control of network affiliation contracts.

A critical analysis of the committee's report, shot through as it is with half-baked conclusions and innuendos, would require columns. The most pertinent industry observation we have yet seen is that of CBS President William S. Paley, who made bold to say that the over-all impression given by the report is "one of fashioning language in accordance with judgments predetermined before the hearing."

The report obviously sought to satisfy smaller, independent operators by employing the old come-on of sharing the wealth through soaking the rich. But the committee shot its mark. By proposing to take over supervision of network contracts and of station and station network revenues, it treads upon forbidden ground.

Assuming the legal authority exists to interfere with business policy (and the law and the courts have been explicit that it does not) it would be but a step for the Government to fix rates and regulate profits.

The very premise upon which the committee bases its "crack the rich" idea—exclusive network affiliation contracts—is fallacious. If contracts were non-exclusive, so that any network could schedule programs on any station, it is obvious that it would gravitate to the biggest station with the best signal at the lowest rate per listener in the major markets.

Thus, it seems, the rich would get richer and the poor poorer.

The report, born after a two-year confinement, during which two of the original committee members left the FCC, aside from obvious bias, is a remarkable reflection of conditions existing in 1938—before the authorization of commercial FM, which in itself is a manifestation of how radio's swift pace outruns such conditions. It employs ancient statistics. It was made public by a three-man committee—less than a majority of the full FCC—whereas the original was five, with majority of the Commission's membership of seven.

There is reason to believe that the Administration is none too pleased with the FCC's conduct in the handling of the report, particularly when the keynote at the White House in these parious times is cooperation with industry. Certainly it is at utter cross-purposes with industry-cooperation program for its undertones and overtones are such as to infer that mere business success is contrary to the public interest.

In some industry quarters we can understand why, at first blush, there might be the reactions favorable to the report. There are those who feel the networks have been anything but even-handed in their operations over the years. Independent transcription companies have felt the pinch of network competition to the point where operations have become extremely hazardous. But inequities and shortcomings can be cleared up without handing over to a Federal bureau the keys to the safe of every station.

The future of FM should be appraised, at first hand, of the facts. It should not be swayed by what has been branded by actual parties as a biased, prejudiced and colored report. There should be oral arguments before the Commission undertakes to promulgate proposed new rules rather than after, because even the accuracy of certain of the committee's "facts" and the truthfulness of some of its conclusions have been challenged.

Radio and Printed Word

SOON to be published is a book Radio & the Printed Word, an impartial study financed by the Rockefeller Foundation and carried on for two years by the School of Public & International Affairs of Princeton University. For a preview of some of its findings, significant in the extreme to radio and laying once and for all the ghost of radio encroachment on the newspaper, we are indebted to Matt G. Sullivan of the Gannett Newspapers.

"The findings," Mr. Sullivan reported, "seem to prove that radio listening is not reducing newspaper reading, but rather is increasing it, and there appears to be less and less likelihood that radio can ever displace reading." Since the first newspaper broadcast in 1920, news reporting on the air has increased tremendously—yet daily circulations have jumped from 27,790,000 that year to 39,870,000 in 1939, an increase of 42.7% as compared with an estimated increase in population of 24.3%.

Even habitual non-readers who at first depend on radio grow into newspaper readers; the Princeton study will show that the greater the interest in news the greater the preference for the newspaper over radio news, according to Mr. Sullivan, whose company is itself a major operator of radio stations as well as chain newspapers. It remains for us to see if the text of the study itself to learn whether radio news diminishes in interest commensurately, but in the light of station and sponsor experience of recent years that would seem doubtful indeed.

Mr. Sullivan uses 1940 Broadcasting Yearbook figures to show there are 814 stations (now near 850) and that 269 (now more than 275) are identified with newspaper ownership. He urges publishers to give careful study to FM because of its possibilities for many more stations. He sees no danger in facsimile to newspapers in general. His report, as a whole, is another proof of the thesis we have long expounded—that radio and the press enjoy a natural affinity and there is no reason whatsoever why they should not continue side by side as free, competitive yet cooperating media for the dissemination of news and advertising.

Forgotten Business

IT HAS ALWAYS seemed odd that radio set manufacturers and dealers, whose very economic existence depends upon what broadcasters broadcast, are just about radio's poorest customers for time. The substantial bulk of the manufacturers' advertising dollar goes to newspapers and magazines.

Manufacturers are just beginning to merchandise FM receivers. They see in it a means of gearing up production of higher cost units. Yet we hear that in their sales meetings around the country, these manufacturers are urging double-trucks in newspapers and magazines, with nary a mention of radio time. Without proof of new models being sold, and vice versa. It seems to us there is a real job of coordination or salesmanship or mutual self-help to be done in these kindred operations.

In FM, for example, the new FCC rules require stations to devote two hours daily to "high fidelity". How better could manufacturers promote their new FM sets than by sponsoring FM quarters which will give the listener maximum performance?
We Pay Our Respects To —

Personal Notes

R. T. CONVEY, president of KWW, St. Louis, in mid-June was elected a vice-president and member of the board of directors of the Associated General Managers' Assn. at its annual convention in St. Louis. Rea Newson, general sales representative for the Associated General Managers' Assn., is convalescing from an emergency appendectomy performed in June.

J. HOWARD WORRALL, president and manager of the Hawaiian Broadcasting System, recently visited Percy L. Deutsch and A. B. Samrock, president and station relations manager, respectively, of World Program Service, at their New York headquarters, to discuss operations of World Program Service on stations KHBC, Hilo, and KGMB, Honolulu.

WAILES was called upon many times last summer for libel, which he vigorously denied it. Four years ago, WAILES had his first contact with broadcasting. Tenor soloist with a male quartet, he sang frequently over a Memphis station. It appears from the record that the harmony was tolerably acceptable, for the program was sponsored by a clothing store.

Lee Wailes has his taste of life the hard way, too. Once as summer vacation nomads, he and a college friend set out for California. Inadvertently they made certain of adventure by leaving all ready cash at home. Things broke badly and they found themselves stranded in Albuquerque, N. M., but by sheer luck and determination, they worked their way west._with the coming of the breaks, they finally made the Coast.

Now a mature and circumspect broadcasting executive, Lee never accepted a money-d disastrously well, but decided that he didn't want to remain a bank messenger. Notwithstanding such choice assignments as driving both the Bolling and the Ambitious to go places, he joined the training class in statistics, accounting, and sales, and the Colbran School opened in September, in St. Louis, he applied for the job of KWW, Philadelphia. He joined NBC to handle sales in the New York, Baltimore and Washington areas.

Harvey Streuthers, of the sales department of WOCO, Minneapolis, on June 21, assumed the duties of the station.

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John Simon, formerly with KGW, Seattle, joined the sales staff at KYA, San Francisco.

Bob Shyvan has joined the sales staff of KBOO, Minneapolis, in connection with the Minnesota's other Bob Dehaven, production manager of WTCT, Minneapolis.

Warren L.уппе, commercial manager of KBBM, Chicago, Ill., has resigned to join his brothers, Lloyd C. Thomas, in the operation of KGFW, Keokuk, Iowa.

In his climb to executive ranks, Lee Wailes has accumulated one of the most loyal groups of friends of any man in radio. What's more, he always has the support of his associates, as well as the respect of the industry as a whole.

ALFRED J. JACOCKER, president of the board of directors, and chairman of the board of MBS, and Theodore Granik, director of the MBS American Broadcasting System, have been elected to the board of trustees of the Associated General Managers' Assn., the first non-profit medical insurance group licensed in New York state.

EDWARD CLAUSER, CBS executive, has been working on a system originating from a gall bladder operation since last April 17, on June 25, June 25, he was doing a bit of fishing at Tarrytown, N. Y.

Frank W. Wozencraft has resigned as general solicitor of RCA to become general counsel of RCA Communications Inc., common carrier subsidiary.

Lolislie H. Peard Jr., newly named sales manager of WHAL, Baltimore, is the father of a boy born June 21.

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William S. Hedges, vice-president of the stations department, departs for 1930s, Lee Wailes has his taste of life the hard way, too. Once as summer vacation nomads, he and a college friend set out for California. Inadvertently they made certain of adventure by leaving all ready cash at home. Things broke badly and they found themselves stranded in Albuquerque, N. M., but by sheer luck and determination, they worked their way west. With the coming of the breaks, they finally made the Coast.

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WILLARD DELANO WHITFIELD, of the NBC staff at Radio City, New York, sailed from San Francisco on the Victory July 12 for Tokyo, where he is scheduled to deliver a series of lectures at the Oriental Culture Summer College. Whitfield is going to Japan at the invitation of the Japanese government and the personal invitation of Kaj Kihara, Japanese banker, publisher and member of the Japanese Diet.

HEVIEEAN, promotion manager of WQWV, Cincinnati, is the father of a girl born in mid-June.

A. W. CRAPSEY, KOA, Denver, manager of local sales, was recently elected president of the Denver Advertising Club.

LENORX R. LORH, president of NBC and soon to become president of the Chicago Museum of Science and Industry, is chairman of the radio division of the Greater New York Men’s Committee to raise $3,000,000 for the relief of Dutch refugees.

ROBERT C. MAYO, formerly of the CBS sales staff, New York, on June 17 joined the sales department of WOR, Newark.

LEWIS H. TITTEMER, manager of the NBC script division, has been appointed editorial advisor in the field of radio to the American Scholar Magazine, national Phi Beta Kappa quarterly.

JOSEPH L. GIBSON, general manager of WYXJ, Buffalo, N. Y., is the father of a boy born June 15.

KING HARRIS, formerly of the radio department of J. Sterling Gates, New York, and more recently with Erwin, Wasey & Co., San Francisco, on June 15 joined the KFOO, San Francisco sales staff.

FRANK R. BRICK, Jr., for several years chief engineer of the NBC Telecommunications, Inc., Passaic, N. J., has been appointed vice-president in charge of NBC facsimile activities in aviation, according to a June 20 announcement by President W. C. H. Finch. A former Navy flyer, Mr. Brick will intensify activities in the use of facsimile apparatus for aircraft.

HOWARD LANE, general manager of the McClatchy radio stations and chairman of the Northern California Broadcasters Association, has been named by Governor Robert Olson to the State Council of Defense.

CARL NIELSEN, account executive of KYA, San Francisco, recently became the father of a baby girl.

WHLD Completes Staff

STAFF of the new WHLD, Niagara Falls, N. Y., which went on the air in May with 1,000 watts on 1260 kc., and which is licensed to the firm publishing the Niagara Falls Gazette, has been completed. It is headed by Earl A. Hull, former chief engineer of WHLD, Oklahoma City, who holds the title both of general manager and chief engineer. The staff includes: Ben Beay, program and news director; Joseph Bernard, commercial manager; Richard Robbins and William Longman, salesmen; Minn Hollinger, continuity chief; Larry Lawrence, Alden Fox and John Hills, announcers; Deli Hixt, head announcer; Howard Quade, Robert Wilson, Ailen Brown and Paul Nasso, engineers; Robert Manning, Ruth Prindle and Ann Louise Foltz, office staff. The station is represented nationally by Headley-Reed Co.

MRS. PAULA WILHITE

NOT ONLY in radio, which she confesses is the heart of interest, but in other lines of business activity, Mrs. Paula Wilhite, recently elected secretary-treasurer of WGST, Atlanta, is a shining example of the modern American woman executive. For the last six years she has had two new proposals and financial executive of the station; recently the stockholders elected her to the new office and the board. Before joining WGST she was assistant manager of the Atlanta branch of the Grand Rapids Store Equipment Co. In addition to her WGST duties, she holds the posts of secretary-treasurer of the local Commercial Investment Discount Inc. and treasurer of Commercial Insurance Agency.

Dial to Mike

A. M. WOODFORD, for 11 years with WABP, Fort Worth, recently was transferred from operation to engineering department to become production director of WABP and its sister station, KFOO. Woodford has just completed an assignment as engineer and production director for the 115th Texas Prison Series program on WABP. Before joining WABP, he was associated with Tropical Radio & Telegraph Co. as a radio operator.

Meet the LADIES

Unfair List Threatened

By Writers on Coast in Disc Firm Negotiations

A PEACEFUL settlement of differences of the Radio Transcription Producers of Hollywood and western division of Radio Writers Guild, that citizens appeared imminent with representative committees from both groups getting together in late June in an effort to draft a code agreement.

RWG in mid-June sent telegrams to several Hollywood transcription concerns threatening to publish an unfair list on June 17 if they did not sign a submitted working agreement. Transcription producers reportedly were retaliated with warning they would take legal action against RWG should the bargaining process fail. They declared they had not been notified of an official RWG national negotiations, and denied having received a code proposal from RWG, although it was understood the agreement on the part of the writers to furnish one.

AFRA Cooperation

About 10 transcription producing companies have been affected. There are about 30 companies on the West Coast producing transcription materials.

Transcription producers have not been allowed to work for any of the firms listed. Such a list, according to AFRA executives, is impossible under present circumstances.

AFRA on the West Coast, several weeks ago submitted its proposed code to the producers, but an agreement is not expected for some time.

Newspaper Guild Starts Hunt for Radio Openings

AMERICAN NEWSPAPER GUILD, through its placement service, has launched a nationwide campaign to find jobs for its unemployed members. It is working with the newspapers and with the New York newspapers to get this work out.

AFRA has been called in to help, and AFRA has decided to cooperate in the campaign. AFRA has the West Coast, several weeks ago, compiled a list of West Coast radio stations that are looking for new talent. These stations have been asked to submit their names to AFRA for consideration.

Radio Man Becomes Mayor

JOHN BEALS CHANDLER, chairman of the West Coast Broadcasters Association, was recently elected Lord Mayor of Brisbane, Australia, unit of Macquarie Network, was recently elected Lord Mayor of Brisbane. He has been in radio for more than 10 years and is a past president of the Australian Federation of Broadcasting Stations, Macquarie Network, which has added two new 2,000-watt stations to its list, one in central and the other in northern New South Wales. They are 2022, Orange, and 2NZ, Inverell.

James W. Hurst

JAMES W. HURST, 60, father-in-law of J. L. Van Valkenburg, assistant vice-president of CBS, was instantly killed in a head-on automobile collision in Lyon, Ill., June 24. Mrs. Hurst sustained a fractured arm and leg and possible fracture of the skull but is expected to recover.

BROADCASTING • Broadcast Advertising

Page 48 • July 1, 1940
MORDEN BUCK, formerly manager of KWFT, Wichita Falls, Tex., and previously with WHBC, Rochester, N. Y., and WNJO, Palm Beach, Fla., has joined the announcing staff of KMOX, St. Louis. George Perrine, formerly an instructor in foreign languages at the U of Illinois and Columbia U., also has joined the KMOX newscasting staff. Perrine, who can speak five languages, for several years was heard on a CBS news program.

CHARLES SEBASTIAN, formerly program director of WILK, Oklahoma City, Okla., has joined the announcing staff of KCSI, Sioux City, Ia. Recently married Margaret Kaskin, formerly musical director of WDN, Danville, Ill., Wally Hatter, with KSCJ for the last two years, on June 22 joined KFDF, Fort Dodge, Ia., as sports caster.

ROBERT COCHRANE and Roger McGovern have joined the announcing staff of WWSY, Pittsburgh, filling vacancies created by the transfer of Bob Mercer to the announcing staff of KDKA, Pittsburgh, and Ollie O'Toole's joining the Horace Heidt troupe.

EDWARD G. WEBER, formerly day captain of the guide staff of NBC, Chicago, has been promoted to the special events and news department. Warner Holmgren became captain. David Squire, new to radio, has been added to the staff to fill the vacancy.

PHIL BOWMAN, producer of WBBM, Chicago, on June 18 became the father of his second child, Virginia Judy Bowman.

TOM FOY, formerly of the WGN, Chicago, continuity department, has been named head of the network.

EUGENE S. PULLMAN, news editor of WIRE, Indianapolis, was chairman of the radio news service panel of the North Central Radio Work Conference held at Indianapolis, June 21.

PERCY FAITH, young Canadian musician whose Music by Faith has been heard on CBC for the last two years, on July 1 became permanent conductor of the Canadian Broadcasting Corporation's orchestra, heard over the CBC-Red, Monday nights.

FRANK BLAIR, announcer of WOL, Washington, is the father of a son, Thomas Stephen Blair, born in mid-June.

BARRY S. WALSH of the WGN Chicago, musical staff and director of the Northern, male quartet, on June 25 married Virginia Frasor.

JACK KELLY, announcer of WKBH, LaCrosse, Wis., on June 25 married Eleanor Hoffman.

BASIL LOUGHRANE, director of Light of the World, sponsored on NBC by General Mills for Bisquick, is writing a radio handbook for beginners titled On the Air.

THOMAS CAREY, announcer of NBC's International division, on June 22 married Irene Whittia of Ridge wood, N. J.

HOWARD LENOIRE, former assistant manager of Loew's Mayfair Theatre, New York, has joined WHN, New York, as assistant night manager, succeeding Frank Danziger, who has joined the announcing staff of WMCA, New York.

GEORGE BRYAN, freelance announcer and formerly a news commentator on WMCA, New York, has joined the CBS announcing staff.

JOHN F. HOGAN, who has had a part-time assignment with WMAZ, Macon, Ga., during his senior year at Mercer U., recently joined the fulltime announcing staff of the station following his graduation.

STEPHEN J. MANOOKIAN, Boston newspaperman, has been named public relations director of WOR, Boston, succeeding Marjorie Spriggs, who recently joined the publicity staff of WBZ, Boston. Winslow Porter, WOR announcer, and Katherine Jackson recently announced their engagement.

BOB POLLOCK, formerly of WSIX, Atlanta, has joined the announcing staff of WCAU, Philadelphia.

WEAKLEY WEEKEND
IT TOOK the Coast Guard to rescue Scott Weakley, production manager of KROW, Oakland, Calif., from his latest predicament. Starting for a weekend cruise early in June, Weakley ran into foul weather a few miles up San Pablo Bay and his 17-foot cruiser, Little Lil, ran aground and shortly was smashed by high seas. Clinging perilously to some old pilings on isolated Brooks Island, about 16 miles from San Francisco, he was rescued near 10 hours later. This was Weakley's fourth boat accident, and he indicates he has finally decided to abandon the sea. He indicates that he is thinking of putting the salvage money, if any, into a small cabin plane.

DAVID SIEVERS, dramatic director and announcer of WGBR, Gallobo, N. C., and graduate of the Cardit Ana Playmakers, is directing Wayne Play house of the Air as a regular Friday night presentation of full-hour adaptations of great plays. He also acts in the plays.

HELEN E. ANDERSON, secretary to Arthur Hull Hayes, sales manager of WJIC, New York, was married June 27 to John Paul Hartigan, advertising manager of Kalart Co., New York photographic equipment company.

DICK PACK, who recently joined the press department of WOR, Newark, on June 25 married Laura Lipkin.

TOM ORLANDO, newscaster of KDA, Denver, has been elected president of the station's recently formed employees' recreation group. Russ Thompson, manager, was named vice-president, Eddie Sproul, secretary-treasurer, and Mary Mortimore, chairman of women's activities.

KENNETH HUDDLESTON, formerly with the radio education department of Kentucky U., has been named educational director of WNOX, Knoxville, Tenn. Frank Brink, formerly of WROL, Knoxville, has joined the WNOX announcing staff.

WILLIAM WINTER, news analyst of WBB, Charlotte, N. C., on June 18 was appointed news editor.
The headlines above...from Pittsburgh daily papers, mean more jobs...bigger payrolls...more money to spend! Check up on sales plans for the Pittsburgh-Allegheny County area...the KDKA area...and do it now! 50,000 watt KDKA is the ONLY Pittsburgh station completely covering the Tri-State industrial area.
Derby Sproul Appointed KLZ Production Chief

DERBY SPROUL, formerly program manager of KDKA, Pittsburgh, on June 17 joined KLZ, Denver, as production manager. Denver is Sproul's native city, and previously he had worked on the advertising staff of the Denver Post and the writing and production staff of KOA. Other previous experience includes a year with KHA, Los Angeles, and the Don Lee network, as well as several years in the promotion department of the Los Angeles Examiner and with a West Coast magazine.

Another newcomer to KLZ is Walter M. Harrison Jr., formerly of WYK, Oklahoma City. Son of the managing editor of the Daily Oklahoman and Oklahoma City Times, which also are owned and operated by Oklahoma Publishing Co., Mr. Harrison has joined the KLZ news staff. A graduate of Oklahoma U and Columbia U, he was a reporter with the Houston (Tex.) News-Chronicle before joining the WYK news bureau.

Price Mention Allowed in Canada for Charity

THE NEW price mention regulation of the Canadian Broadcasting Corp. [Broadcasting, June 15], has been interpreted by the CBC also to allow the solicitation of specific sums of money in appeals on behalf of charitable, patriotic or public service organizations. Mention of such sums has now been ruled as not being price mention.

In a circular letter to station managers dated June 20, Horace Stovin, CBC station relations supervisor, outlined as price mentions now allowed on Canadian broadcasting stations: (1) Price of CBC publications; (2) price mention on premium-merchandising offers; (3) price mention up to 25c for non-sponsored station coverage tests; (4) mention of postage for premiums or booklets to cover cost of postage, mailing and handling; (5) identification and announcement of certain sales and merchandising days as “dollar days”, “one-cent sale” etc.; (6) trade names which include a price such as “nickel bar” or “five spot shoes”.

We announce with pleasure the appointment of one of the industry’s well known figures

JAMES W. BALDWIN to be Assistant to the President of Finch Telecommunications, Inc., with offices in the national capital at 815 Fifteenth Street (Bowen Bldg.), Washington, D. C.

Telephone NATIONAL 2130

finch facsimile

FINCH TELECOMMUNICATIONS, INC., Passaic, N. J. • New York Office: 1819 Broadway
THE PANEL on “Radio Censorship and Supervision” drew this group of broadcasting figures, numbered among more than 50 attending the North Central Radio Office on Thursday, June 20-21. Seated (1 to r) are Mrs. Lavina Schwartz, CBS, Chicago; Karl Detzer, Reader’s Digest; Wilfred Guenther, WLW, Cincinnati; Judith Waller, NBC, Chicago. Standing (1 to r) are Robert Beckwitt, WHAS; Charles E. Schroeder, WGR; S. A. Cliser, WGR; Allan Miller, University Broadcasting Council; Dr. Lee Norvelle, Indiana U radio director; Thomas Smith; Charles Harris, WGR; Dick Williams; William C. Swartley, WOWO; Archie McKinsey, Chicago U; Franklin Toole, WOWO; Hugh Potter, WQM; Francis J. Higgins; WDAN; Frank Scholes, WILL; Harold A. Safford, WLS; Eldon Park, WLW; Gene Trace, WMBD; Clair B. Hull, WDZ; William Ebel, WILL; C. A. McLaughlin, WIBC; Charles Richardson, WDAN; Ted McGinn, WDIN; Robert E. Allen, Indiana U program director. Also registered for the conference were Maj. Edwin H. Armstrong, FM Broadcasters Inc.; Guy Hickok, NBC; Gerald Cassens, WJB; N. D. Cline, WHAS; W. W. Elston, Eitel & McCullough, San Bruno, Cal.; Martin Leich, WGBF; E. Frank; Lewis, WSOY; Elmore Nunn, WJL; Eugene Fullam Jr., WIRE; Paul Rusty, WSOY; S. Stephenson Smith, ASCAP, New York; J. Oren Weaver, CBS; Chicago; Edward L. Brant, UP; Bennett Wolfs, AP; James Cox, WAVE; R. Ray Cummings, Farnworth; Ned Reglin, Indiana U.

FM Signals Follow Several Horizons, Armstrong Tells Indiana Radio Session

DISCUSSING subjects ranging from FM to educational broadcasts, more than 50 Midwest station executives attended the North Central Radio Workshop Conference held June 20-21 at Indiana U, Bloomington. Four panel sessions were held each day, highlighted by appearances by Maj. Edwin H. Armstrong, inventor of FM radio; and Guy Hickok, director of NBC’s international shortwave broadcasting. Karl Detzer, former editor of Reader’s Digest, spoke on “What the American People Expect of the Broadcasters.” At a dinner culminating the two-day meet, the conference was arranged by Lee Norvelle and Robert E. Allen, of the Indiana U radio department.

Maj. Armstrong explained his FM system, reviewed the present status of FM operations. Commenting that station operators will not be caught napping in utilizing FM’s advantages, he declared that FM operation would be especially advantageous to small stations. Properly transmitted FM signals travel not only one horizon but several horizons, he pointed out, and gave examples to refute the contention that FM signal transmission is strictly line-of-sight.

Speed Problems

While music is carried with greater fidelity, distortionless and staticless transmission by FM is more exacting on the work of announcers and speakers, Maj. Armstrong pointed out, adding that test operations have indicated numerous speech practices of established announcers which must be corrected. During a luncheon talk, he observed that “everything that has been accomplished in science was at one time thought to be impossible”, philosophizing that “the best way to look into the future is to look into the past.”

Mr. Hickok, in a talk addressed by more than 500 students and townspeople in addition to the broadcasters, predicted, “if the war does not last too long, radio is going to make the entire world one whistling gallery, one big room. It will aid in making all questions of isolation and separation obsolete.” In the present national melee, he commented, “the function of American international broadcasting has been to refrain from propaganda, to attempt to give a completely objective account of the news.”

Promotion and Merchandising

Participants generally agreed it was impossible to lay down a universally satisfactory formula for promotion and merchandising, since too many individuals factors enter into the picture. Elmore Nunn, operator of WLAP, Lexington, Ky., suggested several points in station promotion that are often overlooked, among them front-office diplomacy, encouraging popular influence of amateur organizations, customer services, and public education in radio progress through demonstrations and speakers.

A discussion of radio news service brought expressions from several broadcasters that a full news wire is to be preferred over a processed wire, principally to avoid uniform newscasts. Most participants appeared to favor anglicizing pronunciations of foreign towns and names in the news, standardizing them as much as possible.

There was some speculation as to what attitude the Government would take toward radio in event of war. It was thought likely there would be no immediate governmental attempt to take over the industry. However, it was suggested that broadcasters band together in close cooperation to accomplish such objective.
GENERAL ELECTRIC IS READY to Fill Your Demands for
FM Broadcast Transmitters*

For Commercial Operation

You Need These G-E Features

1. Simplified Circuit Design with single crystal control and small tube complement—only 31 tubes in entire 1-kw transmitter!

2. Automatic Reclosing circuit breakers for both a-c and d-c overloads prevent costly interruptions.

3. 400% Better Frequency Stability than FCC requirements, according to measurements on typical production transmitters over a room temperature range of 32°F to 122°F!

4. Unusual Ease of Operation as a result of the simplicity and complete accessibility of all parts.

5. Full Dynamic Range made possible by low noise level.

6. Amazing Fidelity of every transmitter assured by individual cross-modulation and square-wave tests.

*Designed by General Electric under Armstrong license

FOR COMPLETE INFORMATION ask the nearest of 80 G-E sales offices, or write General Electric, Radio and Television Department, Schenectady, N. Y.
EXECUTIVES of Pepsi-Cola Co. and Newell-Emnett Adv. Agency, which handles the Pepsi-Cola soft drink account, gathered around this television receiver recently to watch one of a series of minute movies advertising the Double-Cola trademark. The commercials, transmitted on NBC's W2XBS in New York. Standing are (l to r) Don G. Mitchell, vice-president in charge of sales of Pepsi-Cola Co.; M. V. Odoquith, Newell-Emnett; Albert J. Goetz, Pepsi-Cola advertising manager; Paul Hartley, Newell-Emnett. Seated are George Ogilie, of the agency; Gordon Mills, of NBC; William Reydel, Newell-Emnett v-p.

All in the Family

WITH the recent 52-week extension of Dad's Family, sponsored by Chicago Distilled Water & Beverage Co. for Dad's Root Beer on WCFL, Chicago, the program continues as one of radio's most unique serial features. The thrice-weekly quarter-hour, now in its second year on the station, was specially planned and written to advertise a complete line of products, with the product. Chief characters in the program are called Papa, Mama and Junior, the same names identifying the three bottle sizes of Dad's Root Beer. All other advertising done by the firm is carefully planned to tie in with the family theme, both newspaper and dealer display advertising continually referring to the characters. Even the bottles themselves carry a distinct identity along the same theme, with identifying cartoon characters printed on the labels.

Battery Firms' Drives


TERRE HAUTE BREWING Co. (Champagne Velvet Gold Label beer) is sponsoring a five-minute news period preceding the Indianapolis Indians night baseball games, a two-a-mil. period immediately following the games on WIRE, Indianapolis.

Commerce Advertisements


OLD BEN COAL Corp., Chicago (Green Market Stoker coal), on June 1 started a 26-week schedule of news commentary programs on WON, Chicago, 7:25-7:30 a.m., starring Edward McQueen, of whose Nothing But the Truth program was formerly heard on CBS and NBC-Blue.

MAC'S SUPER GLOSS Co., Los Angeles (auto polish), new to radio, in a five-week test campaign which ends Aug. 9, is using five one-minute transmissions weekly on KFH, that city. Elwood J. Robinson Adv. Agency, Los Angeles, has the account.

GRAND CENTRAL PUBLIC MARKET, Los Angeles (general market service), new to radio, through Mayers Co., that city, during the last three weeks in June, used an average of 50 spots a day, spot account handled the last two weeks on five different Southern California stations, KECA, KFWB, KJL, KEC, KFAC. Market also sponsored participation in Mid-Morning Jamboree on KECA, and contemplates additional radio during summer and fall.

CHICAGO DULUTH & Georgian Basin Transit (Detroit excursion), on June 24 started a two-week campaign of 12 half-hour periods on the WINS, Detroit, 10:30-11 a.m., special promotion program. Campbell-Ewald Co., Detroit, placed the business.


SIMONIZE Co., Chicago, (auto polish), on June 30 renewed for 52 weeks its Premiere of the Month. Free Reading program heard Sundays 11:30-12 noon on WMAQ, Chicago. George H. Hartman Co., that city, handles the account.

DR. S. M. COWEN, Los Angeles (chain dentist), a consistent user of Southern California radio, has started the three-weekly quarter-hour pro-gram, America Looks Ahead, with Robert Arden, produced in two California Radio System stations, KFWB, Hollywood, and KFQC, Long Beach.

ROTOFILM Inc., Troy, N. Y. (farm improvements), has renewed participation in Crossroad Community, farm feature on WOC, Schenectady, handled by Ed. W. Mitchell.


CAMMARANO BROS., Tacoma, Wash., on June 18 started three-weekly spot programs on KOMO, Seattle, and KGW, Portland, Ore., featuring the Double-Cola and other beverages. Agency is the Conoco Co., Tacoma.

STATION NEWS

WASHINGTON, D.C.-At the annual convention of the Broadcast News Directors Association, held here recently, it was announced that the society has established an award for the outstanding news director of the year.

Three men were honored with special awards conferred at the annual meeting of Broadcast News Directors Association at the annual convention of the Broadcast News Directors Association held in Washington, D.C., recently. The three winners were named as the outstanding news director of the year.

Two of the recipients were from radio stations, while the third came from a network. The recipient from radio was John Smith, who works for WOPR in Washington. Smith was honored for his work covering the Watergate hearings.

The recipient from the network was Peter Parker, who works for ABC News. Parker was honored for his work covering the Vietnam war.

The recipient from television was Jane Doe, who works for ABC News. Doe was honored for her work covering the Honolulu civil rights demonstrations.

The Broadcast News Directors Association is an organization of news directors and producers from radio and television stations across the country. The association was founded in 1945 and has over 1,000 members.

The annual convention of the Broadcast News Directors Association is held in a different city each year. This year's convention was held in Washington, D.C.

The awards presented at the convention are given to the best news directors in the country. The awards are given in several categories, including the outstanding news director of the year.

The recipients of the awards were announced at the convention, and the winners received certificates and prizes. The recipients were honored for their outstanding work in the field of news production.

The Broadcast News Directors Association is an organization that is dedicated to promoting excellence in news production. The association provides training and education for its members, as well as resources and support for news directors and producers.

The organization is also involved in advocacy work, such as lobbying for news directors' rights and interests.

The annual convention of the Broadcast News Directors Association is an important event for news directors and producers, as it provides an opportunity to network and share ideas.

The annual convention is also a time for the organization to recognize the best news directors in the country.
Cover 3

Agencies

W. P. FEHLMAN, recently resigned as account executive of Darrow E. Clark Adv., Los Angeles, has formed his own agency under the firm name of Warren P. Fehlman Adv., with offices at 2516 Randolph St., Huntington Park, Calif. Accounts include Lawrence Chemical Co., Los Angeles (Di Mon Glo wax), L. A. Sturgeon Co., Los Angeles (seals), Turco Products Inc., Los Angeles (canning company); Home Photo Service, Huntington Park (photo equipment).

HANEY-PENNINGTON & Associates, new Los Angeles agency, has been formed with headquarters at 427 W. Fifth St. Robert T. Haney is president in charge of sales and Medis, with Richard Pennington vice-president and art director. Richard John- son is art and production manager.

FAIRFAX M. CONE, San Francisco manager of Lord & Thomas, has been made a vice-president, according to an announcement by Don Francisco, president. Mr. Cone has been with the agency's San Francisco office 11 years, taking over management in November, 1939 when John Whedon was transferred to Chicago as head of Lord & Thomas in that city.

JOE GRAHAM has taken over the running duties of Nat Wolf, at Myron Seilmann Co., Hollywood talent agency. Wolf resigned to form his own agency and will concentrate on client representation for radio and television. He has previously been head of Hollywood offices in September.

THELMA WALKER has joined the staff of C. L. Miller Co., New York agency.

BOWMAN & COLUMBIA, New York advertising agency, has been discontinued by the company. Leslie Bowman, joining Ivey & Ellington, New York, as coordinator of its program department, and Gumbrecht & Seabury, going to Alley & Richards Co., New York.

JOHN HYMES, radio time buyer of Lord & Thomas, New York, on June 19 became the father of a baby girl.

PAUL ROSS, formerly of the CBS Artist Bureau, New York, has joined Roy C. Wilson Co., New York agency handling radio talent.

JIMM DAUGHERTY Inc. St. Louis advertising agency, and its associate, the Van Metre Pharmaceutical Adv. Corp., has moved to the Title Guar- anty Bldg.

MILTON FEINBERG, who operated the Feinberg Adv. Agency, Los Angeles, has joined the Radio Advertising Bureau, and Hugo Scheltema Inc., that city, joining the concern as account executive.

NORMAN WELL has dissolved his New York advertising agency of the same name to join the Klopman Co., New York, in an executive capacity.

Opens N. Y. Branch

IVEY & ELLINGTON, Philadelphia agency, on June 17 opened a New York office at 155 E. 44th St., under the management of George V. Strong, vice-president of the company. Telephone is Murray Hill 2-53. All radio advertising will continue to be handled out of the home office, which was recently appointed to handle the account of McKesson & Robbins, Bridgeport, Conn.

Representatives

ROBERT EASTMAN, formerly assistant local commercial program manager of NBC's eastern division, has been transferred to the national spot and local sales department, according to James V. McComb, national spot and local sales manager. R. E. But- ton, previously of NBC's guest relations staff, has taken over Eastman's duties.

KMA, Shannondock, Ia., through Manager J. C. (Cy) Rapp, announces the appointment of Free & Peters as national representative, coincident with the issuance of a new rate card, effective Jan. 1.

KAT, Miami Beach, Fla., and the Z-Bar Network, composed of KGIB, Butte, KPFA, Helena, and KRBM, Minneapolis, have appointed International Radio Sales as national representa- tives, effective Aug.

GEORGE WILSON, June graduate of the University of Missouri, school of journalism, has joined the Howard H. Wilson Co., Chicago, national representative firm headed by his father.

WOW, New York, has appointed William G. Rambeau Co., New York and Chicago, as its national representative.

KDRO, Sedalia, Mo., has appointed Joseph Hershey McGilivray as its national representative in Canada and the United States.

Foreign Script Pact

RADIO EVENTS, New York, has resigned a minimum six-year contract with Melchor Guzman, foreign station representative, whereby that organiza- tion becomes sole agency in South and Latin America for its "tested" script material. Guzman will translate the scripts into the language of the country where they will be broadcast, and will promote the material through representatives traveling throughout South America.

Retail Store Promotion

By Radio Is Explained At NRDGA Convention

RADIO for department stores was discussed at two sessions of the semi-annual convention of the National Retail Dry Goods Assn., held June 17-19 at the Palmer House, Chicago. On June 18 a debate be- tween three representatives of three radio stations and three de- partment stores was held with Samuel Henry Jr. of the NAB acting as m.c. The radio men were Ed Planagan, WSPD, Toledo; Bob Billings, WOWO, Fort Wayne; Chas. Caley, WMDD, Peoria.

At a session of the Sales Promo- tion Division John Neel, WOR, Newark, delivered a talk titled "What's Radio Got That You Haven't?" He pointed out that national advertisers were investing more than $150,000,000 annually in the medium, challenging the retailers to the radio. Stressing the point that it was not necessary for re- tailers to spend tremendous sums to develop radio promotion possibilities, he pointed out as examples of department store successes Ben Ham- ilton of H. H. H. University, Conn., and Jeanne Taylor of John Tay- lor's, Kansas City.

These programs, Mr. Neel said, have built a definite store person- ality and have been able to sell merchandise at favorable cost-re- sults ratio in building much good will for the institutions they represent. Another factor brought out by Mr. Neel was that only 25% of department store sales could be traced directly to one piece of copy. Radio, he said, possesses the double advantage of re-influencing the other 75% in addition to doing a direct-selling job.

New Market Data

Publication of the 1940 edition of Market Research Sources, a guide to information on domestic marketing, was announced June 17 by James W. Young, director of the bureau of Foreign & Domes- tic Commerce of the Commerce De- partment. The handbook has been revised every year, with both together projects of current value in the marketing field, serving as a foundation for the field work in marketing research and as a check upon others interested in cooperative projects elsewhere.

The 1940 edition contains references to many new research pro- jects and contains material published in earlier editions. Copies may be obtained for 25c each, under the title Domestic Commerce Series No. 110, from the Superin- tendent of Documents, Government Printing Office, Washington, D. C., or through any field offices of the Bureau.

FREDERICK R. GAMBLE, for 11 years executive secretary of the American Assn. of Advertising Agencies, has been given the title of managing director of the agency by the execu- tive board. Mr. Gamble recently was elected a vice-president of Trade Assn. Executives in New York.

HARRY J. WINSTEN, formerly of Lerner & Mott, a July, Nasm, New York, and previously president of Wisten & Sullivan, New York, on July 1 joined L. E. Feinberg Co., New York, as executive vice-president.
Speakers Chosen By Pacific Clubs

Many Broadcast Angles Slated For PACA Discussion

PACIFIC Advertising Clubs Assn, annual convention, to be held in Los Angeles, B. C., July 7-11, will be attended by approximately 200 agency and station executives from all parts of the West Coast, according to Reg. M. Dag, commercial manager of CKWV, that city, general chairman.

The radio departmental, scheduled for July 10 under chairman-ship of Hugh MacMillan, commercial manager of KOMO-KJR, Seattle, will be in the form of a panel discus- sion, with each speaker limited to 15 minutes. Open discussion is to follow. Horace Stovin, station rela- tions director, Canadian Broadcasting Corp, Toronto, will discuss Regulation No. 18, which concerns the responsibility for commercial acceptance of food and drug copy.

Frederic A. Gamble, executive secretary of the American Associa- tion of Advertising Agencies, New York, will have as his topic, "Radio & the Advertising Agency". Judge John C. Kendall, Portland, Ore., attorney, is to talk on "The Legal Aspects of Commercial Broadcast- ing". Collectively, these speakers, with Lewis Allen Weiss, vice-president and general manager of Don Lee Broadcasting System, Los Angeles, will discuss "Commercial Prospects of Television in the West".

Medical Angle

Dr. Frank J. Clancy, former di- rector of the Bureau of Investiga- tion, American Medical Assn., Chi- cago, will have as his subject, "Streaming the Old Medi- cine Show". There will also be a talk by Joseph Sedgwick, counsel for the Canadian Assn. of Broadcast- ers, Toronto, whose topic is titled "Contributions of the Can- dian Assn. of Broadcasters to the Industry".

"New Developments in the Serv- ice of Representatives in Commer- cial Broadcasting" is the topic of Lindsey Spight, Pacific Coast manage- r, John Blair & Co., San Francisco. The first half of the talk will be by C. P. MacGregor, Hollywood transcription producer, will be de- dicated to "Transcription & Wax Free Music", while C. E. Hooper, head of C. E. Hooper Inc., New York, is to discuss "Reaction of Pa- cific Coast Listeners Toward Partic- ular Radio Programs". There will also be open discussion on the proposed action of West Coast stations to adopt the daylight saving time schedule.

Active on the radio departmental committee with Mr. Feltis are Donald W. Thornburgh, CBS Pacific Coast vice-president, Holly- wood; Mr. Weiss; Sydney Dixon, NBC western division sales man- ager, Hollywood; Mr. Spight; W. C. Wagstaff, promotion manager, KDLT, Salt Lake City; W. Carey Jennings, manager, KGW-KEX, Portland, Ore.; George Chandler, manager, CJOR, Vancouver, B. C.; Jack Morse, account executive, Dan B. Miner Co., Los Angeles; Earle H. Smith, Northern California man- ager, Edward Petry & Co., San Francisco; Norton Mogge, manager, J. Walter Thompson Co., Seattle; G. A. Wellington, Seattle sales represen- tative, KFAR, Fairbanks, Alaska; Dick Lewis, manager, KTAR, Phoenix; C. W. Myers, owner, KOIN, Portland; Earl J. Glade, manager, KSL, Salt Lake City; and Don Searle, manager, KOIL-KFOP-KFAB, Omaha.

Jims Consumers' Group

E. GORDON HUBBEL, formerly with Stephens College, Columbia, Mo., late in June joined the staff of the Consumers' Counsel, U. S. Department of Agriculture, in Washington. He will have charge of writing and producing the weekly quarter-hour Consumer Time, heard on NBC-Red Saturdays 10:45-11 a.m. (EST) under auspices of the General Federation of Women's Clubs. As radio director of the Institute for Consumer Educa- tion at Stephens College, operating as a project of the Alford P. Sloan Foundation, Mr. Hubbel this year conducted the Institute's re- search project on the value of radio transcriptions in consumer educa- tion.
Institutions radio such funds diversi 000 June activiti 000 for "None 15].

Although the office of Education and the WPA radio section it is thought the former can continue its principal projects.

After the House had prohibited diversion of any relief funds to radio work, the Senate in mid-June relieved the prohibition to the extent of banning only the use of such funds to purchase "broadcasting time" [Broadcasting, June 1, 15]. The Senate-House conference amended the provision to read: "None of these funds shall be used for broadcasting, in excess of $100,000."

Although the office of Education division received since $200,000 in relief funds for its operations during the last year, it has been estimated that if this agency receives about half the allowed $100,000, it will be able to continue its script exchange and program coordinating service. Under current commitments, the Smithsonian Institution and NBC, working through the Office of Education, will continue the World Is Yours, and CBS will begin United We Stand on Aug. 4, as scheduled.

Government Relief Fund
For Radio Activity Cut
By Congressional Action

FOLLOWING a Congressional compromise on the use of Federal relief funds for Government radio activities, the Senate and House on June 21 and 22 approved a conference report on the relief bill allowing the use of $100,000 in relief funds for this work. Although it is not yet known just how this amount is to be split between the two principal agencies concerned—the radio division of the Office of Education and the WPA radio section—it is thought the former can continue its principal projects.

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FOLLOWING a Congressional compromise on the use of Federal relief funds for Government radio activities, the Senate and House on June 21 and 22 approved a conference report on the relief bill allowing the use of $100,000 in relief funds for this work. Although it is not yet known just how this amount is to be split between the two principal agencies concerned—the radio division of the Office of Education and the WPA radio section—it is thought the former can continue its principal projects.

After the House had prohibited diversion of any relief funds to radio work, the Senate in mid-June relieved the prohibition to the extent of banning only the use of such funds to purchase "broadcasting time" [Broadcasting, June 1, 15]. The Senate-House conference amended the provision to read: "None of these funds shall be used for broadcasting, in excess of $100,000."

Although the Office of Education received since $200,000 in relief funds for its operations during the last year, it has been estimated that if this agency receives about half the allowed $100,000, it will be able to continue its script exchange and program coordinating service. Under current commitments, the Smithsonian Institution and NBC, working through the Office of Education, will continue The World Is Yours, and CBS will begin United We Stand on Aug. 4, as scheduled.
Tips for FDR

PRESIDENT ROOSEVELT was the recipient June 25 of an advance print of the book "How to Become President" authored by Gracie Allen, radio comic who is running her own mimic campaign via the ether. Ruby Black, well-known Washington newspaper correspondent and until June president of the Women's National Press Club, made the presentation at the regular press conference. Duell, Sloan & Pearce, of New York, publisher of the book, also is publishing a book on Mrs. Roosevelt authored by Miss Black.

WMJM Starts Aug. 1

STARTING date of the new WMJM, Cordele, Ga., 250 watts on 1500 kc., which was authorized last October for construction by the Cordele Dispatch, has been fixed for Aug. 1, according to D. S. Traer, manager. RCA equipment is being installed throughout. The staff has not yet been completed but, in addition to Mr. Traer, it will include W. J. Fielder Jr. as general manager and Forrest L. Glasco as commercial manager. Mr. Fielder is managing editor of the newspaper and will take on the supervision of the radio station additionally. Mr. Glasco formerly was with the advertising department of the Atlanta Journal, Atlanta Constitution and Atlanta Georgian.

WLLO on the air

Minneapolis

St. Paul

WLLO, the Twin Cities newest radio station went on the air

JUNE 17, 1940

* * *

A FEW FACTS

WLLO has one of the strongest signals in the great Twin City merchandising area.

WLLO operates on 1300 Kh., 18 hours daily, seven days a week.

WLLO offers the advertiser the greatest value for the dollar invested.

* * *

Write for rates

WLLO, 1730 Henn Ave., Minneapolis

or

The Foreman Co., National Representatives

New York  Chicago

EXCLUSIVE TWIN CITY MUTUAL COAST-TO-COAST CO-FACTOR

Test Your Program Over

WJBC

BLOOMINGTON, ILL.

Central Illinois—the last of Aylings three richest agricultural markets: monarch of the hybrid zones; bordered by the primary area of WJBC.

Test over WJBC 1200 K. 250 W.

Natl. Rep.: COX & TANZ

BROADCASTING • Broadcast Advertising

July 1, 1940 • Page 59
DAILY transcriptions on the register of Washington's Finest Hotel heralds the arrival of the nation's leading broadcasters. They like the convenient location of this famous hostelry to N.A.B. Headquarters and the completeness of its modern services. Rates are no higher than at least finely appointed hotels.

SINGLE ROOMS FROM $4
DOUBLES ROOMS FROM $6
All with both, of course.

The MAYFLOWER
WASHINGTON, D. C.
R. L. Pollio, Manager

Lingo's Low Upkeep Costs Mean More Profits for You

Here is why...

Lingo is a good investment!

FACTS prove that you can expect greater efficiency—less labor for maintenance with LINGO vertical tubular steel radiators. Moderate initial cost and low upkeep, plus assured peak performance, combine to give you better coverage and more profits. Let the happy experiences of other installations prove to you that you obtain greater antenna efficiency at lower cost. Get the facts concerning the many plus advantages of LINGO "TUBE" RADIATORS and how they are a practical solution to your antenna problem.

Page 60 - July 1, 1940

BROADCASTING • Broadcast Advertising

AFTER CLOUDBURST
WNAX Line to Stricken Town
Brings Quick Aid

DESPITE complete flooding of Homer, Neb., during a recent cloudburst which cut off the little town's supply of drinking water and electricity, the WNAX, through its Sioux City studios, used the single operating telephone to pick up an on-the-scene description and appeal for aid.

When WNAX engineers were unable to reach Homer with portable transmitting equipment, they made long distance contact with Mrs. Millie Loomis, local telephone operator who for her bravery in a similar flood 16 years ago received the George Vail medal. Gathered around the telephone, the only one operating out of the town, Mrs. Lothrop, the mayor and other local residents told of their nerve-wracking experiences. So gripping were the stories that the Red Cross appeal brought prompt response.

WREC Remodeling Studio

WREC, Memphis, after 10 years is in the same quarters in Hotel Peabody, is being completely remodeled, with tentative date for opening of new studio set for Aug. 1. Hoyt Wootten, owner-manager, completed architectural plans himself for the enlarged quarters which will have three times as much studio space, foundation design throughout, and equipped with fluorescent lighting and air conditioning. The auditorium was completely equipped with a bar. Two organs are being installed. The equipment will be RCA throughout, and fully air conditioned.

WITH this gleaming new transmitter plant WLBJ, Bowling Green, Ky., makes its debut June 26. The station, owned chiefly by Lee B. Jenkins, tobacco broker and farmer of Kimberly, Ky., operates with 250 watts on 1310 kc. [BROADCASTING, June 15].

Facsimile Strip
CLAIMING the first regular facsimile cartoon strip, WOR, Newark, has added "Facsimile Freddie" as a feature of its facsimile transmissions. At present the cartoons are being transmitted on a "new and then" basis as part of WOR's nightly experimental facsimile broadcasts. Drawings are by Milt Hammer, free lance cartoonist whose work has appeared in the Saturday Evening Post and New York Mirror, with Stan Conductor of WOR's daily Your Outdoor Guide, filling the balloons.

FCC Bar Outing
ANNUAL outing of the Federal Communications Bar Assn., comprising practitioners before the FCC as well as attorneys on the Commission staff, was held June 22 at the suburban Virginia estate of Horace L. Laquerre, Washington attorney. The FCC delegation was headed by Chairman James Lawrence Flyn and Commissioners Brown and Graven. For the first time engineers on the FCC and WJH Washington practice were invited to the outing. Out-of-town broadcasters present included Arde Bulova, Harold A. Fount, general manager of the Bulova stations, Lewis Allen Weiss, Don Lee general manager, and Campbell Arnow, manager of WTAG, Norfolk.

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

U.P.
WCNW Signs ACA Pact After Two-Hour Strike

WCNW, Brooklyn, has signed a contract with American Communications Assn., CIO union, covering the three technical employees of the station. Terms call for an immediate minimum increase in salary of $20 weekly for each man, previous wages being $12 for two and $15 for the third, a four-week, time-and-a-half for overtime, two weeks vacation with pay and two weeks' sick leave annually, and a closed shop.

Signing occurred June 17 when, after several months of negotiations, had produced no agreement, the union called a strike which put the station off the air for two hours, until the management capitulated. Ben Levine, general manager of WCNW, and Sidney Adler, ACA organizer, signed the pact.

ACA is planning an immediate organizing campaign in New York and New England. Leonard Ohm, recently elected vice-president of the union's broadcast division, will work between New York and Buffalo, while Mr. Adler will shortly begin contacting stations throughout New England. Although primarily a technical union, representing chiefly engineers in the radio field, ACA on occasion follows the CIO principles of vertical organization and at several stations the complete staff is represented by ACA.

Atlanta Paper Files

A NEW station to operate on 550 kc. with 5,000 watts day and 1,000 watts night, utilizing a directional antenna is sought in an application filed with the FCC June 20 by the Constitution Broadcasting Co., subsidiary of the Atlanta Constitution. Clark Howell, publisher of the newspaper, is president of the applicant company. The Constitution recently had negotiated for acquisition of WAGA, Atlanta regional, but the station subsequently was sold to interests headed by George B. Storer, Detroit industrialist and head of the Fort Industry Co., operating stations in Ohio and West Virginia.

HOLDING that they have not shown adequate financial qualifications, the FCC, in a final report June 18, denied the application of Albemarle Broadcasting station, a partnership of C. L. Weatherbee, W. H. Nichols, C. L. Pickler and E. M. Thompson, for a new station in Albemarle, N. C., to operate with 100 watts daytime on 1370 kc.

Griesedieck Discs

GRIESEDieck BROS. BREWERY Co., St. Louis (beer), on June 24 started a 26-week campaign of five-weekly quarter-hour transcribed programs titled Double Mellow Melodies in 12 markets, and on June 10 extended its Mellow Time show on KMPS, St. Louis, from one to five-weekly for 52 weeks. The latter includes a half-hour show on Mondays and quarter-hours Wednesdays through Saturdays. Other Missouri stations being used are KXOK, St. Louis; KFRU, Columbia; KWOS, Jefferson City; KWOCC, Poplar Bluff; KDRB, Sedalia; KGBK, Springfield. Illinois stations include WDWS, Champaign; WEBQ, Harrisburg; WCBs, Springfield; WDZ, Tuscola. KARK, Little Rock, and KETM, Jonesboro, Ark., complete the list. The quarter-hour programs feature a piano quartette and June Barton, gangstress. The half-hour on KMPS features Kenny Norton's 15-piece orchestra, Four Smoothies, and June Barton. BBDO, Chicago, handles the account.

Reorganize WWAE

REORGANIZATION of the operating company of WWAE, Hammond, Ind., whereby O. E. Richardson and Dr. Fred L. Adair acquire 60% interest each, was authorized by the FCC June 25. Mr. Richardson, former district manager for Graybar who joined the station several years ago and holds 32% of the stock, and Dr. Adair, principal creditor of the station, propose to wipe out the present corporate structure and assume the station's debts, including about $30,000 owed to Graybar. Dr. Adair is head of the U of Chicago Lying-in Hospital. Under the new setup, George F. Courrier and Doris Keane, who also are interested in WHIP, Hammond, relinquish their holdings entirely.

ALL AMATEUR radio stations in Uruguay were shut down as a temporary measure recently when the government discovered a Nazi plot for seizure of the country, according to a June 24 dispatch to the New York Times from Montevideo.

Dr. Angell Renewed

DR. JAMES ROWLAND ANGELL, NBC educational counselor and former president of Yale, has signed a three-year renewal contract with NBC to continue in his present position at a salary of $25,000 per year. He is also a member of the NBC board.
Tots Are Guests
THANKS to Rollie Johnson and his one-man campaign on WCCO, Minneapolis, some 2,5000, underprivileged children saw the NCAA track meet June 21-22 at the U of Minnesota stadium. Six nights a week on his WCCO sports broadcast John son plugged the idea of growths buying tickets for youngsters at 25c per. He originated the idea two years ago.

TO ATTRACT interest in the Fug Day spectacle staged in Los Angeles Coliseum on June 14, KNX, Holly- wood, engineers and announcers rode through downtown Los Angeles the day before in a new 10-ton U. S. Army tank. It was equipped with a public address system, which An nouncer Bob Flase utilized in describing the machine.

NEW beacon atop the transmitter tower of KMGC Amarillo Tex., was formally dedicated June 22, using breakfast bacon and toast instead of champagne because the beacon, highest point in the Texas Panhandle, has been named the Don McNeil Beacon in honor of the m.c. of the NBC Breakfast Club, heard on the station. A shortwave signal was loaded with bacon and toast and fired with proper christening ceremonials. Bob Weston, KMGC announcer, was in charge.

WMZ, Macon, Ga., after severing connection with local newspapers at their request, has installed fulltime INS service, with two newscasters and a local reporter, and is circulating printed schedules of its 15 daily newscasts with six on Sundays.

KO-LIC, Rockford, III., on June 15 observed its first anniversary with a half-hour "birthday party" broadcast, reviewing the year's events in the sta tion's history. With box supper served in the studio, the entire staff participated.

WHK, Rockford, Ill., on June 14 started originating a series of weekly programs, "Musical Highlights" for WHK. The programs feature Lorna Lane, organist, and Allie Stamps, tenor, Friday nights, and are the first regular network origination of WHK.

WHAP, Westwood, Mass., in mid-May was host to 250 women listeners at its Radio Journal quilting bee in the WTAG studios. Greeted by June Woodhouse and Mildred Bailey, conducting the program, groups of the visiting women worked in shifts on a patchwork quilt made of cloth presented by the "Homes for the Poor" of the community's past. The quilt was raffled off at 25c per chance, with proceeds going to the Worcester County Charity Chest. Other articles donated by listeners were turned over to the proceeds.

THEODORE GRANIK, director of the MBS American Forum of the Air, was in Washington in the receipt by the U. S. Junior Chamber of Commerce. Junior Chamber delegates attended the June 16 broadcast in Washington during the organization's annual convention. The award was made at that time by Russel Pen- nis, president of the Junior Chamber.

FULTON LEWIS JR., MBS news commentator from San Francisco, is author of an article on the Byrd Expedition to Little America in the June issue of The Commentator.

WNX, Yankton, S. D., is carrying daily transcribed interviews with farmers in 14 neighboring counties, handled by Charles Worcester, WNX farm director, and station owners of South Dakota State College. The pair tour the agricultural area, carrying portable transcribers to record interviews which are mailed to WNIN.

HUGE consistent weekly outdoor audi ence is attracted by the Sunday evening Western CFGB, Cleveland, sponsored by George Weston Ltd. (biscuits), with 10,000 singers present each evening. The program, heard at Sunnyside Beach, Toronto. The program now in its fourth year is this summer featuring war songs. An 18 by 24 foot song book, the leaves of which are turned over by riders dressed as bakers, shows the words for the audi ence. Tom Russell is m.c. this season, choir is on stage and the show is produced by Richardson-Macklein Adv. Service, Ltd., Cleveland.

WHAT, Charleston, S. C., on June 15 observed its first anniversary with a half-hour "birthday party" broadcast, reviewing the year's events in the sta tion's history. With box supper served in the studio, the entire staff participated.

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ALL SIX Vancouver, B. C., stations cooperated in the mid-June "Air Supremacy Drive" to collect funds to buy training planes for the local Royal Canadian Air Force base. CJOR reported that during the first 3½ days of the drive listeners sent in a total of $2,431 for the drive, well above the station quota. CJOR participation was handled by Program Director Dick Diespecker, who shortly before had conducted a similar drive to obtain blankets for French refugees after an appeal by the Canadian Red Cross. Although no appeal was made for money, mention on newscasts eight times daily for two weeks brought in $1,041 in cash and several hundred blankets.

TO SUCCEED the Democracy in Action series, which ended June 16 after more than a year on CBS, the network on Aug. 4 will start United We Stand, an educational series presented in cooperation with the U. S. Office of Education to show Americans how every region of the United States has made its own social, economic or cultural contribution to the life of the nation.

WLTH, Brooklyn, is broadcasting daily announcements on both English and foreign language programs to promote an essay contest for young men and women under 18 years, whose parents are of foreign origin. The subject is "What American Democracy Means to Me as the Son or Daughter of Parents of Foreign Origin," the winner to receive a set of the Standart Encyclopedia of the World by the National Committee for Education. Closing date of the contest is July 4, the winner to be announced July 15.

PITTSBURGH'S five stations—WWSW, KDKA, KVQ, WJAS, WCAE—on June 15 presented a plaque to S. E. Steinhauser, Pittsburgh Press columnist, who celebrated his 10th anniversary as radio editor. The presentation was made at an anniversary luncheon attended by station officials.

IN RECOGNITION of "outstanding service and Americanism," the New York County American Legion presented a medal to WNEW, New York, on June 24. Presentation was made by V. C. Perls (left), chairman of the Legion radio committee, and accepted by Richard K. Bard, WNEW publicity director.

KVOL, Lafayette, La., recently observed the first anniversary of its remote studios at New Iberia, La. In connection with the anniversary program, M. Matt LaVail, manager of the studios, furnished a trophy for civic achievement which was presented to William D. Reynolds Sr., a local business man. Harris Garb handled announcing of the special program, with District Judge James Simon as m.c.

WCCO, Minneapolis, is loaning Minneapolis public schools its collection of 68 recordings of the CBS American at Work series heard in the 1939-40 season. According to Max Karl, WCCO educational director, 128 pupils of Minneapolis schools, as a regular part of their classwork in vocational education next fall, will listen to the records.

WJBK, Detroit, is sponsoring a four-hour Independence Day celebration at Detroit's Belle Isle Park during which 14 different nationality groups are to be represented, each of which will pledge allegiance to the American Flag and participate in other patriotic features. The station expects an attendance of 50,000. Cooperating in the event are the American Legion, Veterans of Foreign Wars and the Boy Scouts. The opening part of the day's program will be broadcast on WJBP. The program is under supervision of Stanley Altshuler, WJBK foreign language director.

WLAW, Lawrence, Mass., has been named the official broadcasting station for the State convention of the American Legion, to be held at Salisbury, Mass., Aug. 22-24. David M. Kimel, commercial manager of WLAW, has been appointed vice-chairman of the American Legion radio committee.

CANADIAN Broadcasting Corp. has installed three Presto recording units, five new microphones and portable amplifiers designed to operate from batteries, in connection with improved facilities for recording history-making events for listeners. The CBC network rebroadcasts during evening hours all important speeches and events which often are broadcast from overseas when most listeners cannot hear them.

WEEKLY radio column giving news bits and human interest highlights of the New York World's Fair, are going mailed to 90 stations throughout the country for local broadcast. Titled "This Week at the Fair," the column is prepared by Edwin P. Curtin, news editor of the Fair's radio division, who also broadcasts the daily World's Fair Report series on WNYC, New York.

MBS on June 19 started concert broadcasts by the Winnipeg Summer Symphony Orchestra for a 10-week period.

CBS on July 2 will start broadcasting portions of the New York Philharmonic Symphony concerts from Lewisohn Stadium, New York, Tuesdays, 9:50-10 p.m. The concerts also will be aired to South America on WGBX, CBS international station, with commentary in Spanish by Americo Lugo-Romero.

MBS during the first week in July will start three series of public service quarter-hour programs—The March of Health, dramatic presentations dealing with public health; Dr. Fadigge, featuring Stephen McCormick tracing the history of family names; This Night Be You, presented in cooperation with the U. S. Dept. of Labor to show the privileges enjoyed by labor in this country.

INS has announced new subscribers, including KFDA, Amarillo, Tex.; WLAT, Grand Rapids, Mich.; WFGF, Atlantic City, N. J., and KHIC, Beaumont, Tex.

DOUBLE POWER! CJOR's new Western Electric 1000-watt transmitter will double the power of the only Vancouver station to retain its wavelength under the Havana Treaty.

CJOR Vancouver, B. C.
Nat. Rep: Joseph Hershey Mc Gilvra

BROADCASTERS PROMOTION SERVICE ATLANTIC CITY, N. J.

July 1, 1940 • Page 63
LOCAL NEWS STILL IN DEMAND

Michigan Survey Indicates Community Items Are
Strong Attractions of Audience

THOUGH Europe's war continues to occupy the major attention of radio newsmen, small local stations in Michigan are not overlooking local news broadcasting as a way to build listener interest. To a questionnaire circulated by the radio writing class of Michigan State College, East Lansing, 11 of 16 Michigan stations of 1,000 watts power or less replied they provide detailed coverage of local news in their primary areas. Nine stations maintain their own local news bureau, the survey showed, while three additional stations have access to the local news gathered by reporters of the daily newspapers with which stations are affiliated.

Stations responding to the questionnaire said they find local news broadcasts one of their strong program features in attracting, increasing and maintaining a steady listening audience, particularly since many small stations sandwich one or two local news stories into the five-minute news summaries they present each hour. Some stations reported appointing out-of-town correspondents to cover activities in towns within the primary coverage area. A few stations in towns with competition with local daily newspapers is keen indicated they find local news one of their strongest program features.

Like other journalists, radio newsmen apparently are aware of the necessity for maintaining a diversified and meaningful program of local news coverage. Reports from the questionnaire indicated that stations are devoting considerable time and personnel to the preparation of local news broadcasts, and that these broadcasts are attracting a sizeable audience.

In covering news of the primary area, some local stations in Michigan even employ a news staff similar to that of a daily newspaper, stressing immediacy of presentation as a means of scooping competing newspapers. In covering news, some stations stress local news "poor radio", while stations in cities of from 30,000 to 100,000 population place considerable emphasis on national news coverage.

In covering news of the primary area, some local stations in Michigan are devoting considerable time and personnel to the preparation of local news broadcasts, and that these broadcasts are attracting a sizeable audience.

Most of the stations combine their local news with national and international reports when presenting newscasts, although a few stations present strictly local news broadcasts one or more times daily the survey indicated. Nine stations said they incorporate local sports news into their local news summaries, while seven reserve sports for special sportscasts.

In general, the stations cooperating in the survey prefer the meal hours and mid-evening (9:45-10 p.m.) to present local news, believing the largest audience of interested listeners are available at these hours.

Not only does thorough and adequate news coverage of the primary listening area help hold a constant audience, but it makes the station more popular with its listeners and consequently enhances the value of the station's programs as well as increasing the station's value as an effective advertising medium, was the conclusion drawn from study of the questionnaire answers.

The survey, conducted by William Baird, Michigan State College senior and a news commentator of W.K.R., East Lansing, was directed by Ralph Norman, instructor in radio writing.

WHEB Transfer Asked By R.G. LeTourneau

THE SALE of complete ownership of WHEB, Portsmouth, N. H., 250-watt daytime station on 740 kc., which holds a construction permit for 1,000 watts, is proposed in an application for transfer of ownership filed with the FCC. R. G. LeTourneau, wealthy manufacturer of road-grading and other heavy machinery, with plants at Peoria, Ill., and Yoccoa, Ga., would be the purchaser. Mr. LeTourneau recently acquired the 20% interest of C. A. Morrison, of Kittery, Me., for $3,465, and would pay $6,000 for the remaining 80% which is now owned by the Rapier-Ryerson Corporation, of Portsmouth.

The station, while operated commercially, is chartered for non-profit operation and is partly voted to religious activity. Mr. LeTourneau is founder of the LeTourneau Foundation with assets of $12,250,000 and devoted to non-sectarian religious promotion. Mr. LeTourneau is also building a new station near Yoccoa, Ga., to be called Tournac, and has applied for a new 250-watt station on 1420 kc. there.

Plans for New WBRW

Harold McWhorter, sometime part owner and manager of WPAB, Parkersburg, W. Va., will be manager of the new WBRW, Welch, W. Va., 250 watts on 1310 kc., which he reports will start equipment tests about Aug. 1. The station was authorized for construction May 15, the license to the station being held by J. W. Blakely, insurance man and motion picture theater owner. Gates equipment and microphones, Presto turntables, and the first radiotelephone ever to be constructed by Union Metal Co. are being installed. Mr. McWhorter's staff will include W. H. Bane, commercial manager, and George Yazell and Thomas Phillips, engineers. Other staff members have not yet been selected.

Ford Buys WJR Games

Ford Motor Co., Detroit, will sponsor on WJR, Detroit, broadcasts of the NFL football games to be played by the Detroit Lions professional football team this fall. Covering both home and away games, sponsorship also includes several broadcasts from the Lions' training camp as well as the actual warm-up game between "freshmen" and regulars.
A NEW triple turntable and sound effects unit has been built by Al Span, CBS Hollywood sound effects director and his staff. The machine incorporates a filter system for special effects and a complete new "electro-voice" unit, including all the recent developments that enable sound effects to "talk." Any sound effect, from a steam whistle or truck to the noise of a termites gnawing a cell support, can be blended with the human voice through the new voice-unit, according to Span. He explained that sound effects men have to be carefully trained and re-hearsed in the use of the "electro-voice" unit, which employs two small circular wire units held in the operator's throat. The latter forms words with his lips. The operator utters no sound, but the sound effect itself kicks up words formed by the lips and acquires a strange voice of its own.

CFRB, Toronto, has placed an order for a 300-foot steel tower with Canadian Bridge Co. Ltd., Walkerville, Ont., to replace the tower blown down in a windstorm June 19. The T-type tower is at present supported only from one 300-foot tower to a small temporary tower at the transmitter site at Auroa, 25 miles north of Toronto.

RCA MFG. Co., Camden, N. J., has organized a special field force of sales engineers and service experts in every section of the country to merchandise RCA police radio and emergency communication equipment, according to Harry Micheli in charge of RCA police radio sales. The representatives are associated with the RCA district sales offices under the direction of Fred W. Wilson, RCA manager of field sales activities.

RADIAD SERVICE, Chicago, manufacturer of TV equipment, on June 19 announced appointment of R. A. Adams as special factory representative for Michigan. Assisted by Fred Anderson, Mr. Adams will have offices at 9440 Dexter Blvd., Detroit; phone Tyler 4-3535.

EQUIPPED with an RCA transmitter, UTC speech input and a Wincharger tower, the new WMVA, Martinsville, Va., is scheduled to go on the air some time in August, according to Jonas Weiland, operator of WFTC, Kinston, N. C., who is partner in the enterprise with William C. Barnes, publisher of the Martinsville Bulletin. WMVA will operate with 100 watts night and 250 day on 1420 kc.

RCA equipment and a Wincharger tower have been ordered for the new WQHK, Columbus, Miss., authorized for construction May 21 to operate with 250 watts on 1370 kc. Birney Illing, publisher of the Columbus Commercial Dispatch, who will operate the station, reports it will go on the air shortly after Sept. 1.

RCA MFG. Co., Camden, N. J., has announced sale of the following equipment: 250-K broadcast transmitters to WGOV, Valdosta, Ga.; WDAK, West Point, Ga.; WFTG, Atlantic City (contingent).

WGN's "Blackout Over America" ELISSA LANDI and Phillips Holmes, stage and movie stars, have been retained by WGN, Chicago, to star in a new ten-week sustaining series of dramatic programs titled "Blackout Over America." Broadcasts start on July 5, 7-7:30 p.m. (CDST), and will be heard over WIB. Miss Landi will play the part of "Lorna Carroll," ace Chicago Tribune reporter. Mr. Holmes will appear as "Riley Davis," a famous MIS news commentator. The drama deals with the work of this pair in fighting the efforts of the fifth column to destroy the Government. Series is written and directed by Blair Walsh.

Youngstown Steel mills are operating at capacity. Cover this rich market best with WMFJ.

WMFJ
YOUNGSTOWN, OHIO
Headliners Honor White and Swing
Commentators Receive Awards
For CBS, MBS Programs
WILLIAM L. WHITE, CBS foreign correspondent during the Rus-
so-Finnish war and reporter for the New York Post, and Raymond
Gran Swing, MBS news commentator in New York, are the two
radio winners of the National Head-
liners Club's awards, announced June 29 at the Headliners Frolic at
the Hotel Traymore, Atlantic City.
Mr. White received the award for the best radio coverage of a news
event for his Christmas Eve broadcast from the trenches some-
where near Helsinki, the CBS pro-
gram which inspired Robert E.
Sherwood to write the current
Broadway success "There Shall Be
No Night!". White, son of William
Allen White, noted editor of the
Emporia (Kansas) Gazette, wrote on
his father's paper after his gradu-
ation from Harvard for a number
of years, moving to the East in 1984. He was a reporter and
writer until asked by CBS to
cover the war in Finland. He is
now in Emporia on vacation.
Swing's Career
Raymond Gran Swing, who won
the Headliners' award for con-
sistent excellence in radio news
interpretation", first gained fame as an
authoritative radio commentator
during the September, 1929, war
in Europe. Swing reported
for more than a half-dozen newspa-
pers during his youth and was
with the Chicago Daily News
during the World War. He has
been

ST. LOUIS PROTEST OF WCBD REJECTED
PETITIONS of WCBD, Chicago, protesting the granting of the so-called
"St. Louis shift", under which KFUI, Lutheran Synod station, was
given a change in frequency from 550 to 830 kc., were
denied June 25 by the FCC. WCBD
had pending an application for as-
ignment of 830 kc. at the time the
KFUI grant and held that the
FCC action was improper. The
Commission, however, ruled there
was no statutory or other require-
ment that it withhold action on
a broadcast application in order
to consider it on a comparable basis
with some other pending applica-
tion.

Pointing out that WCBD was
scheduled for hearing on its appli-
cation to shift from 1050 to 830 kc.
with 6,000 watts daytime, the
Commission said the station will be
afforded a hearing and that it will
have ample opportunity to show
that its operation as proposed will
better serve the public interest than
will the operation of KFUI as au-
thorized by the grant. The
grant herein to KFUI, the
Commission said, "does not preclude the Commission at a later date from
taking any action which it may
find will serve the public interest."

In the St. Louis shift [Broad-
cast] Commission was given a full
time on 550 kc. and KXOK, St.
Louis, was given full time on 590
cat. in 1290 kc. assignment.
Other stations affected were
KFRU, Columbia, Mo., and
WGBF, Evansville, Ind. [Broad-
casting, May 15].

Cho-Cho Spots
CHO-CHO Co., Milwaukee (choco-
late malted ice cream on stick), a
subsidiary of the Carnation Co.,
on June 12, started a 10-week camp-
aign of transcribed one-minute announce-
ments on KFRC, San Francisco; KRE, Oakland; KJH, Los
Angeles; WAPI, Birmingham, Ala.; WGST, Atlanta; KGRO, Ft.
Worth; and KJRC, Dallas. Schedule, few minutes
hours from 6:30 to 6:45 p.m.

MONEY ON THE HOOF -- $132,894,795.00 WORTH!

THERE'S NO BULL on earth worth that much dough—but the sale of livestock brought
that much money to Kansas farmers last year thereby establishing products of livestock
as the state's chief source of income.

WHEN fire destroyed the 50-year-
old Hotel Superior in Superior,
Wis., on June 18, WDSM carried
a full description of the place with
microphones on the street below and
in its Superior studio, lo-
ting for the safety of citizens,
the hotel. WDSM went into action a few
minutes after the blaze was
observed and remained without a pause until 10:30 a.m.,
and then picked up again at 10:45
and 12:45 p.m. Using more
than 500 feet of cable, microphones were
taken right into the debris-strewn
street and through the fighting equipment by Manager Ben Ken-
edy and Announcer Lew Martin.

Broadcast excitement hit a high
spot as a four-story wall collapsed
into the street, some of the debris
of the WDSM staff men and injuries him slightly.
Heavy smoke and sparks also
caused some trouble for observers
during the long broadcast. The
domestic staff participating in
covering the fire included Leo Fre-
ming, publicity director; An-
ouncer Jack Cosgrove, Chief Engineer
Ole Gabrielson and three other
members of the engineering staff.

in radio for 2½ years, and is
is currently heard five nights weekly on
MBS, with his Monday and Friday broadcasts sponsored by General
Cigar Co. For several years Swing
has been one of the main spokesmen for foreign affairs for the BBC by
shortwave, but he recently dropped
this because of the pressure of his
domestic schedule.

Presentation of the 14 silver
plaques for outstanding achieve-
ments in the field of radio, press
and newsreels was made by Arthur
Robb, chairman of the Headliners' Club, and editor of Editor & Pub-
lisher, at the club's dinner. CBS
broadcast a portion of the cere-
monies from 6:30 to 6:45 p.m. while
Mr. Robb made the citations.
Following the broadcast, the CBS pro-
gram "The World is a Stage" was
scheduled on radio and a
special news program from abroad, was tuned in for the
literary feature in the order that
they might hear the two previous
Headliners Club winners, William
L. Shriver, in Berlin, and Edward
R. Morrow, chief of CBS' European
staff, in London.

Winners in the fields other than
radio were: Arthur Menken, Para-
mount News, for his coverage of
the evacuation of Namsos, Norway;
Westbrook Pegler, New York Wil-
field Telegrams, for the best ex-
clusive new reporting in the
domestic field; Clifford L. Day, Jr.,
for best exclusive reporting in
foreign field; Chicago Daily News,
for an award for journalism excel-
ence in foreign news coverage; Herbert L. Block ("Herblock"),
NEA, for best cartoon, "Norway";
Because of "Some Call It Love",
"News of the World" for its "Awake America" newrs,
World-Telegram, for the best col-
umnist; Waring Waterbury (Conn.),
American Republican, for its expose
of political corruption; Leo Lieb,
formerly of the New York Mirror
and now with PM, for his picture
"The Laughing Litten"; Howard
Flax, AP, for his scientific and
medical reporting; Angus Perker-
son, Atlanta Journal, for best Sunday
magazine section, and Robert
Golden, Richmond Times-Dispatch,
for best feature writing.

CONTRIBUTIONS from the radio
industry to the Greater New York Fund total $40,703, to date, according to
Niles Trammell, NBC executive vice
president and chairman of the Fund's
radio division. Of this total, broadcast-
ings have raised $35,413 and em-
ned $5,290.

The Shortest Route
to the rich
AKRON MARKET is via
Akron's Popular Station, WWW

AKRON MARKET has long
been popular with station
WWW-WW.

Representatives
Headley-Reed Company
BROADCASTING • Broadcast Advertising
Sarnoff Describes Radio As Good-Will Promoter

“RADIO broadcasting in the hands of a free people is a powerful agency of information, culture, education, and entertainment,” David Sarnoff, president of RCA, stated June 17, during a broadcast from Montreal, Canada, presented by the CBC on the occasion of the inauguration of the new transmitter of CBM, Montreal. Mr. Sarnoff praised the exchange of programs between the United States and Canada which has made for a better human relationship between the two countries.

Bearing out the same theme in his talk on “Communications in a Changing World” at the 14th annual session of the Institute of Public Affairs, held June 21 at the U of Virginia, Mr. Sarnoff stated that although it is true that communications “are perverted for destructive purposes by makers of hate and war, still it is true that only through communications can there be that meeting of minds which must be obtained if world opinion is to establish and maintain peace.”

URGES U. S. NEWS
American Reports Honest, Says Canadian Magazine

SUGGESTION TO Canadians that they listen to U. S. broadcasting stations rather than to those of the CBC for “realistic analysis” of news, was made in the June, 1940 issue of the Canadian Forum, a liberal monthly publication on public opinion. The editorial, titled “Turn the Dial,” read:

“In Canada the CBC, which is now entirely under government domination, and many newspapers have combined to give us the news so colored with rosy optimism that they have built up a widespread suspicion of the honesty of their reports. Canadians who want realistic analysis of what is happening in Europe should tune in to John Gunther, H. V. Kaltenborn, Raymond Gram Swing or Elmer Davis. All these men are strongly sympathetic with the Allied cause, but they are talking to the air to a national audience which wants as much enlightenment on the course of events and the meaning of events as skilled news analysts can give. But why should our CBC and our Canadian newspaper publishers assume that we don’t want the same kind of enlightenment, even if it involves the frank recognition of painful facts?”

URGES CANADIAN SHORTWAVES

THE Canadian Government was urged to build immediately a shortwave broadcasting station, long planned by the Canadian Broadcasting Corp., in view of rapidly diminishing number of democratic governments. Short wave broadcasters in Europe, in the Toronto Financial Post, leading Canadian financial paper. It urged Canada to build this station now, since Great Britain’s stations are about the only ones left in Europe to broadcast Atlantic news. The paper also said none of the United States shortwave broadcasters to permit the use of their stations for a limited daily period for the transmission of programs from Canada.

TWO plays by Gordon Webber of NBC’s Information Division were produced on successive weeks on the NBC-Blue Radio Guild Drama Saturday evening programs. On June 15, Mr. Webber’s “The Lone Lost Brother of Pinky Chance” was presented, and on June 22 his musical fantasy, “The Crazy Heart Blues.”

Florsheim Adding

FLORSHEIM SHOE CO., Chicago, continuing its campaign which started in early May and placing direct, with local dealer tie-in, is currently sponsoring the quarter-hour transcribed program, The Squared Circle, on KDFN, KOY, WRHM, WWHO, and in early July adds other stations, increasing the list through the fall season. List includes KVOA, KWAL, KWHO, WAXX, WBBE, WDAE, WDBJ, WDDO, WGBI, WGMT, WHBF, WIOD, WJPR, WKBZ, WLVJ, WMBH, WNBZ, WNOX, WOC, WRAK, WRDW, WTRC, KCV, KSL, KBVR, KNVK, KOH, MAR, KJCH, KGVO, KCNC, KGFX, KGGF, KGZK, KGCS, KPRO, KFII, KEO, KELD, CJIC. Other stations will also be added. Transcribed series features James J. Jeffries, ex-world champion heavy weight as m.c., and was produced by Fred C. Mertens & Associates, Los Angeles.

St. Louis Spot List

VISIT ST. LOUIS Committee, St. Louis, has scheduled a radio drive on 17 stations in conjunction with the “Visit St. Louis Campaign.” Stations include KFRC, Columbia; KMAG, Cape Girardeau, Mo.; WMBH, Joplin, Mo.; KWT, Springfield, Mo.; KMBC, Kansas City; KARK, Little Rock, Ark.; KTVK, New Orleans; KTUL and KYOA, Tulsa; KOMA and WKY, Oklahoma City; WREX and WMC, Memphis; WFAA and KLKD, Dallas; KPRC and KTRH, Houston. Kelly, Stuhlman & Zahrnt Agency, St. Louis, handles the account.

And no gamble either. Just plain arithmetic. Here’s how: A minute on WMBG—

the Red Network station—costs only $15.00

—night time rate. A minute on the other leading Richmond station—night time rate—costs $35.00—saving—$20.00.

WMBG offers you the Red Network audience—5000 watts daytime—1000 watts night—and equal density of coverage. WMBG charges you only for what it covers—

—a saving of $20.00 on a minute spot—other savings in proportion. Before you buy—get the WMBG story. WMBG NBC

Television Grants

(Continued from page 28)

transmit programs for public reception.

In outlining the three groups of television channels, the FCC stated that the 11 channels in Group B (No. 8 to 18 inclusive) and the auxiliary channels in Group C may be assigned to television stations for supplementary purposes as television relay stations. No mobile or portable television station for direct public service will be licensed at this time, it stated.

List of Authorizations

Following is the list of television applications, together with locations and channel assignments tentatively authorized by the FCC June 18, together with "proper showing of a program of research and development":

<table>
<thead>
<tr>
<th>Channel No.</th>
<th>City</th>
<th>Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>New York</td>
<td>National Broadcasting Co.</td>
</tr>
<tr>
<td>2</td>
<td></td>
<td>Columbia Broadcasting System</td>
</tr>
<tr>
<td>3</td>
<td></td>
<td>Bamberger Broadcasting Service</td>
</tr>
<tr>
<td>4</td>
<td></td>
<td>Allen B. DuMont Laboratories</td>
</tr>
<tr>
<td>5</td>
<td></td>
<td>Zenith Radio Corp.</td>
</tr>
<tr>
<td>6</td>
<td></td>
<td>Balshah &amp; Katz</td>
</tr>
<tr>
<td>7</td>
<td></td>
<td>National Broadcasting Co.</td>
</tr>
<tr>
<td>8</td>
<td></td>
<td>Los Angeles</td>
</tr>
<tr>
<td>9</td>
<td></td>
<td>Don Lee Broadcasting System</td>
</tr>
<tr>
<td>10</td>
<td></td>
<td>Television Productions</td>
</tr>
<tr>
<td>11</td>
<td></td>
<td>Hughes Tool Co.</td>
</tr>
<tr>
<td>12</td>
<td></td>
<td>Houston</td>
</tr>
<tr>
<td>13</td>
<td>Philadelphia</td>
<td>Philo Radio &amp; Television Corp.</td>
</tr>
<tr>
<td>14</td>
<td></td>
<td>*Radio Corp. of America (Camden)</td>
</tr>
<tr>
<td>15</td>
<td></td>
<td>WCAU</td>
</tr>
<tr>
<td>16</td>
<td></td>
<td>Crosley Corp.</td>
</tr>
<tr>
<td>17</td>
<td></td>
<td>Albion</td>
</tr>
<tr>
<td>18</td>
<td></td>
<td>General Electric Co.</td>
</tr>
<tr>
<td>19</td>
<td></td>
<td>Fort Wayne</td>
</tr>
<tr>
<td>20</td>
<td></td>
<td>*Polo T. Farnsworth</td>
</tr>
<tr>
<td>21</td>
<td></td>
<td>West Lafayette, Ind.</td>
</tr>
<tr>
<td>22</td>
<td></td>
<td>*Purdue University</td>
</tr>
<tr>
<td>23</td>
<td></td>
<td>Norwich, N. J.</td>
</tr>
<tr>
<td>24</td>
<td></td>
<td>*Allen B. DuMont Laboratories</td>
</tr>
<tr>
<td>25</td>
<td></td>
<td>Iowa City</td>
</tr>
<tr>
<td>26</td>
<td></td>
<td>Iowa State U.</td>
</tr>
</tbody>
</table>

*Indicates stations primarily for laborious purposes only; no public service authorized.

TUNING UNIT of the tower of KOIL, Kalispell, Mont., was completely wrecked when struck by lightning in mid-June, but Don Gorman, chief engineer, reports the station was back on the air in less than an hour. Most of the delay was due to power company repairs on the transformer feeding the transmitter from the highline.

Don Lee Ready to Start Work on Video Station

CONSTRUCTION of a new television studio building atop Mt. Lee, overlooking Hollywood, to house the Don Lee Broadcast System television station W6XBO, is scheduled to start by mid-July. Work on the 20-foot paved highway leading to the proposed plant at its 1,700 foot elevation will be started soon and the entire project is expected to be completed by Jan. 1, according to Willet H. Brown, vice-president and assistant general manager. The station will be entirely shielded by copper to prevent outgoing television waves from feeding back into the video tubes and also to eliminate outside interferences. Another feature will be a rotating beacon visible within the entire television range of 50 miles.

Meanwhile, full complement of technical advisors accelerated their work in cooperation with Harry R. Lubcke, television director, in an effort to have final plans for the plant in the hands of builders by mid-July. Eric Barclay has been named contractor to erect the building. Paul Jeffers will be the structural engineer, with Leon Goudy civil engineer and general consultant. Station is now located in the Don Lee Bldg. in downtown Los Angeles.

Sues CBS, Sponsor

A $60,000 damage suit has been filed in Los Angeles Federal Court by Thelma Elaine Samson of San Pedro, Cal., against CBS, for alleged defamation of character. Miss Samson charges that she suffered defamation of reputation when allegedly depicted as the "gun moll" of gangster Roy Sherwood in a Calling All Cars program, when sponsored on CBS West Coast stations by Rio Grande Oil Co., a subsidiary of Richfield Oil Corp. She charges that the radio character was assertedly given the name of Thelma and was said to have lived with Thelma on Center St., San Pedro, where Miss Samson said she resided. Miss Samson further asserts in her suit that she was characterized as a "woman of easy virtue." Miss Samson admitted knowing Sherwood but denied any knowledge that he had committed any crimes or that she had ever aided him in eluding officers of the law.

NBC Cuts Video

NBC has reduced its television staff by 26 persons in a seasonal rearrangement. Total includes 10 members of the program staff, seven of whom were transferred to other network departments, and 16 engineers, nine of whom were assigned to other duties at NBC. During the summer months it is expected that outdoor pickups and film presentations will replace many of the studio programs on the television schedule.

Where's Dr. Pepper?

When a fire in the business section of Colorado Springs threatened to spread to the Dr. Pepper Bottling Co. plant, KVOR broadcast an appeal to locate employees of the company so valuable equipment could be removed. The owner's general svr., a KVOR client, heard the KVOR appeal.
Text of FCC Rules Governing Television

Following are revised rules governing television services adopted by the FCC June 18, which supplement those originally issued Dec. 28 (BROADCASTING, March 15):

Part 4. Rules Governing Broadcast Services Other Than VHF Television Broadcast Stations
Sec. 4.71 — Defined. The term "television broadcast station" means that part of a television broadcast transmitting system licensed for the transmission of television images and associated audio images or sounds, capable of being received by any type of television receiver tuned to the channel to which it is assigned, of which a portion is dedicated to the public service.

Sec. 4.72 — License. A license for a television broadcast station will be issued for the purpose of carrying on research, which must include engineering experiments tending to develop uniform transmission standards of acceptable technical quality, and which may include equipment tests, training of technical personnel, and experimental programs.

Sec. 4.73 — Licensing requirements, necessity shown. A license for a television broadcast station will be issued only after a satisfactory showing has been made in regard to the following:

1. That the applicant has a definite program of research and experimentation in the technical fields of television, radio, or both; and of the proposed station.

2. That the transmission of signals by radio is essential to the proposed program of research and experimentation.

3. That the program of research and experimentation will be conducted by qualified personnel.

4. That the applicant is legally, financially, technically, and otherwise qualified to forward the program.

5. That public interest, convenience, or necessity will be served through the operation of the proposed station.

Sec. 4.74 — Charges. No charge for direct or indirect shall be made by the licensee of a television station for the conducting or transmission if either audio or visual programs transmitted.

Sec. 4.75 — Announcement. A license of a television broadcast station shall make station identification announcement (call letters and location) at the beginning and end of each hour of operation and during operation (other than merely test operation) of each hour and half hour as provided below:

(a) Each time the identification announcement during operation need not be made by a station, the announcement would interrupt a single scheduled program of broadcast service, symphony concert, or operatic production in the middle of a musical period of 30 minutes.

(b) In case of silence in the broadcasting of television signals, the announcement shall be made immediately after the silence or at the end of the program or of the period of silence, whichever occurs first.

Sec. 4.76 — Operating requirements. (a) Each television broadcast station shall be restricted to the use of visual images of moving or stationary objects, audio images of sounds, or combinations thereof.

(b) The broadcast station shall be restricted to the use of visual images of moving or stationary objects, audio images of sounds, or combinations thereof.

(c) No television broadcast station shall be restricted to the use of visual images of moving or stationary objects, audio images of sounds, or combinations thereof.

(d) No television broadcast station shall be restricted to the use of visual images of moving or stationary objects, audio images of sounds, or combinations thereof.

(e) No television broadcast station shall be restricted to the use of visual images of moving or stationary objects, audio images of sounds, or combinations thereof.

(f) No television broadcast station shall be restricted to the use of visual images of moving or stationary objects, audio images of sounds, or combinations thereof.

See. 4.77 — Frequency assignment. The channel numbers assigned for allocation to television broadcast stations licensed experimentally are as follows:

<table>
<thead>
<tr>
<th>Station</th>
<th>Frequency (kHz)</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>50,000-55,000</td>
</tr>
<tr>
<td>B</td>
<td>56,000-60,000</td>
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<tr>
<td>C</td>
<td>66,000-70,000</td>
</tr>
<tr>
<td>D</td>
<td>76,000-80,000</td>
</tr>
<tr>
<td>E</td>
<td>84,000-88,000</td>
</tr>
<tr>
<td>F</td>
<td>96,000-100,000</td>
</tr>
<tr>
<td>G</td>
<td>106,000-110,000</td>
</tr>
<tr>
<td>H</td>
<td>116,000-120,000</td>
</tr>
<tr>
<td>I</td>
<td>126,000-130,000</td>
</tr>
<tr>
<td>J</td>
<td>136,000-140,000</td>
</tr>
<tr>
<td>K</td>
<td>146,000-150,000</td>
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<tr>
<td>L</td>
<td>156,000-160,000</td>
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<tr>
<td>M</td>
<td>166,000-170,000</td>
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<tr>
<td>N</td>
<td>176,000-180,000</td>
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<tr>
<td>O</td>
<td>180,000-185,000</td>
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<tr>
<td>P</td>
<td>190,000-195,000</td>
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<tr>
<td>Q</td>
<td>195,000-200,000</td>
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<tr>
<td>R</td>
<td>200,000-205,000</td>
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<tr>
<td>S</td>
<td>205,000-210,000</td>
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<tr>
<td>T</td>
<td>210,000-215,000</td>
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<td>U</td>
<td>215,000-220,000</td>
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<tr>
<td>V</td>
<td>220,000-225,000</td>
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<tr>
<td>W</td>
<td>225,000-230,000</td>
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<tr>
<td>X</td>
<td>230,000-235,000</td>
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<tr>
<td>Y</td>
<td>235,000-240,000</td>
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<tr>
<td>Z</td>
<td>240,000-245,000</td>
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<tr>
<td>AA</td>
<td>245,000-250,000</td>
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<tr>
<td>BB</td>
<td>250,000-255,000</td>
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<tr>
<td>CC</td>
<td>255,000-260,000</td>
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<tr>
<td>DD</td>
<td>260,000-265,000</td>
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<tr>
<td>EE</td>
<td>265,000-270,000</td>
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<tr>
<td>FF</td>
<td>270,000-275,000</td>
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<tr>
<td>GG</td>
<td>275,000-280,000</td>
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<tr>
<td>HH</td>
<td>280,000-285,000</td>
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<tr>
<td>II</td>
<td>285,000-290,000</td>
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<tr>
<td>JJ</td>
<td>290,000-295,000</td>
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<tr>
<td>KK</td>
<td>295,000-300,000</td>
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<tr>
<td>LL</td>
<td>300,000-305,000</td>
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<tr>
<td>MM</td>
<td>305,000-310,000</td>
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<tr>
<td>NN</td>
<td>310,000-315,000</td>
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<tr>
<td>OO</td>
<td>315,000-320,000</td>
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<tr>
<td>PP</td>
<td>320,000-325,000</td>
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<tr>
<td>QQ</td>
<td>325,000-330,000</td>
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<tr>
<td>RR</td>
<td>330,000-335,000</td>
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<tr>
<td>SS</td>
<td>335,000-340,000</td>
</tr>
<tr>
<td>TT</td>
<td>340,000-345,000</td>
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<tr>
<td>UU</td>
<td>345,000-350,000</td>
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<tr>
<td>VV</td>
<td>350,000-355,000</td>
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<tr>
<td>WW</td>
<td>355,000-360,000</td>
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<tr>
<td>XX</td>
<td>360,000-365,000</td>
</tr>
<tr>
<td>YY</td>
<td>365,000-370,000</td>
</tr>
<tr>
<td>ZZ</td>
<td>370,000-375,000</td>
</tr>
</tbody>
</table>

WCAU Ready

WCAU, Philadelphia, has announced an immediate acceleration of plans to begin active television broadcasting experiments as soon as the actual authorization is received from the FCC, which tentatively approved the WCAU's application for a television station. WCAU reports it will immediately buy and install equipment for the station, which will be RCA equipped. Under the supervision of Jack Leach, chief engineer, WCAU's experimental work in television will be primarily in mobile work, with most of the programs to include wrestling and boxing matches, races and Sunday outdoor athletic and special events.

Video Talent Hunt

RCA has announced a "television-talent" hunt, which it will run this summer in conjunction with its television exhibit at the New York World's Fair, the final winner to receive a short-term NBC television contract. Applicants will give daily demonstrations at the RCA exhibit, the best two to be selected each Sunday by judges selected from the fields of radio, stage and screen. On July 3, RCA will start a one-hour television program on WRGB, NBC's television station, to feature winners of the previous week's demonstrations. Finals will be staged at the conclusion of the summer to decide on the winner.
Full Text of New Rules Governing FM

Text of rules governing high-frequency broadcast stations (FM) adopted June 22 by the FCC follows:

HIF, Not FM?

AS FAR as the FCC is concerned, it won't be "FM" but "High Frequency" broadcast station. That is what the new formal rules and the application forms provided. Frequency Modulation (FM) the FCC holds, is a method of broadcasting, like amplitude modulation (AM) is in the standard broadcast band. Consequently, according to the FCC, a new station licensed to broadcast will become "High-frequency broadcast station" or abbreviated "HIF". Popular usage, however, probably forces retention of FM other than on the official records.

ALLOCATION OF FACILITIES

Sec. 3.221 Basis of licensing high-frequency broadcast stations. High-frequency broadcast stations shall be licensed to serve areas in square miles. The contours of the proposed service area shall be determined in accordance with Sec. 3.225 of the Standards of Good Engineering Practice for High-frequency Broadcast Stations.

Sec. 3.222 Areas served. (a) High-frequency broadcast stations shall be licensed to serve areas having characteristics falling within the group of frequencies in (a), (b), (c) of Sec. 3.225 hereof. The Commission, in considering applications for high-frequency broadcast stations, will designate those frequencies for which such service may be established. (b) Where a service area has been established in whole or in part, high-frequency broadcast stations in application will not be proposed to serve such area until shown to be consistent with such existing station or stations as nearly as possible.

Sec. 3.224 Frequency broadcast stations shall be licensed for unlimited time operation. Sec. 3.225 Limited licenses required. Authorization for a new high-frequency broadcast station or increase in facilities of an existing station will be issued only after a satisfactory showing has been made in regard to the following matters:

(a) Service area. - That the area and population which the applicant proposes to serve has the characteristics of an area described under subparagraphs (a), (b), (c) of Sec. 3.225 hereof. That the proposed station shall be located at or near the center of the area described in Sec. 3.225.

(b) Service areas already established. - In cases where an existing service area is in operation, the contours of such existing service area shall be proposed for the proposed station as nearly as possible.

(c) Frequency broadcast stations already established. - That an existing station is not objectionable to such a new station as to its present operation under Sec. 3.226 hereof.

(d) Service area already established. - That the proposed station shall be licensed to serve areas in excess of 3,000 square miles shall be authorized only after a full detailed application has been submitted.

(e) Service area already established. - That the proposed station shall not be placed in an area where it will interfere with the operation of any other station.

(f) Service area already established. - That the proposed station shall not be licensed to serve areas in excess of 3,000 square miles shall be authorized only after a full detailed application has been submitted.

Sec. 3.226 Proofs of required performance. Within one year of the date of first issue

(Continued on page 78)
A new era of broadcasting is open to broadcasters. Frequency modulation has been approved by the FCC. In planning for the future, progressive broadcasters are invited by Radio Engineering Labs., Inc., to investigate its high fidelity F-M transmitters ... from 1 kw. to 50 kw. In collaboration with Major Armstrong, inventor of F-M, REL built the first F-M transmitter. As the pioneer manufacturer of F-M, REL has built 95% of all F-M stations now on the air. Employing the Armstrong Phase-shift method of modulation with crystal control of frequency, REL's transmission units are the highest quality obtainable. Get the tested best ... buy REL F-M transmitters.

ALL REL FM TRANSMITTERS ARE GUARANTEED TO CONFORM WITH THE LATEST FCC RULES GOVERNING HIGH FREQUENCY BROADCAST STATIONS.

RADIO ENGINEERING LABORATORIES, INC.
35-54 36th STREET Phone Ravenswood 8-2340 Cable "RADENGLABS" LONG ISLAND CITY, N. Y.
Full Text of New FM Rules...
(Continued from page 79)

New Equipment Needed
While it is admitted a new transmitt- ing technique must be develop- ed, consulting engineers observed that requirements today are so lenient, it is possible, to adhere to the letter of the requirements at the outset. The end result of an experiment by every broadcast station would have to experiment with acoustics in the frequency range of 200-3000 cycles per second. An area of 100-1000 cycles per second, a quality few stations are capable of reproducing. It is expected the FCC at the outset will be lenient on the "full fidelity" requirement, allowing stations ample time in which to de- velop the new technique.

One prominent consulting engi- neer, J. R. Poppele, chief engineer of WOB, Newark, has been named chair- man of the subcommittee of Radio Manufacturers Assn., on FM to deter- mine the proper polarization of an- tennas for FM transmitters and transmitters. Others on the com- mittee are W. A. Friend, Western Elec- tric Co.; D. B. Smith, Philco Radio & Television Corp.; R. M. Morris, NBC; E. Harnett, Hazeltine Service Corp.

WOB, Newark, is moving its frequency modulation transmitter, WIXOR, Carteret, N. J., site of the regular WIXOR studio for FM 1000 cycles. WOB is moving its transmitter and engineers to Newark, at the address of which the station has recently signed a three-year lease. The building has an upper level and roof space. Construction has begun on the new station, which is expected to project a greatly improved signal.

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Listener's Tests Show FM Signal Consistently Good
But Programs Aren't, Asserts 'New York Sun' Writer

Reporting on test comparisons between FM and ordinary broadcast reception in the New York area, Robert S. Kruse, writing in the June 22 New York Sun, finds FM reception good but sees much to desire in programs now available. These are his findings and observations, based on conditions tested with average available equipment.

FMS FUTURE looks bright to C. A. Priest, engineer of the General Electric transmitter department (right), and D. E. Chambers, assistant engineer, as they inspect one of the new GE 1 kW FM transmitters on the test floor at Schenectady. This view indicates the basis of GE's claim that all parts of its Armstrong-licensed transmitters are readily accessible for inspection or test.

The Lingo Turnstile Antenna is one of the outstanding FM developments now ready for the broadcasting industry... with a proven background of experience! While new in principle and design, the Lingo FM Antenna has been thoroughly tested and proved successful by years of actual field service. This includes the several Lingo Turnstile Antennas in use at Maj. E. H. Armstrong at W2XMN at Alpine, N. J. As a result of this practical background, you may be assured that this antenna is satisfactory in every respect. Each antenna is specially designed for installation on buildings or supported towers, and we furnish complete turnstiles including the essential steel mounting pole, elements, insulators, wires, bands, etc.

Our engineering staff will be pleased to assist you with your FCC application, by planning the proper turnstile antenna for your particular building or supporting tower. Inquiries should indicate planned frequency, number of turnstile bays desired, location and height of building or supporting tower.

JOHN E. LINGO & SON, Inc.
Licensed Manufacturers of Patented Turnstile Antennas
DEPT. B-7
CAMDEN, NEW JERSEY
NBC GIVES A PARTY, its annual outing at the Seawane Country Club on Long Island June 18, and these candidates illustrate some of the pastimes. At left is (Chick) Showerman (right), Eastern sales manager, has as guest Porter Bibb, vice-president of Harry A. Berk Inc., New York agency. Bill Kostka, press division manager, with Bill Jr. enjoys fishing.

Frank Mullen (left), RCA public relations director, crossing pong paddle with Clayland T. Morgan, assistant to the president of NBC; Mr. Morgan, incidentally, had just finished and probably the quality of a radio program bears a direct relation to a newspaper, the newspaper pointed out that it is "obvious that the lower the cost of reaching the individual listener the better the program can be." Symphony concerts, top-flight commentators and widely known entertainers are given by any local station, the editorial stated. If the "fast and loose contractual relation advocated by the committee becomes the rule, it is hard to know where the networks can continue to maintain the high level of their programs," the newspaper commented. It concluded:

"The truth is that radio now offers the worst and the best in entertainment — the worst when one of the finest orchestras in the world plays Beethoven for the benefit of the Continent. Possibly the contracts that bind local stations can be revised in the public interest, but if they are revised it should be for the purpose of giving us better and not worse music, instruction and entertainment."

Clear Channels
The veiled recommendation of the Network-Monopoly Committee for the elimination of "clear channels" was stripped of its ambiguity by Commissioner Brown in his testimony before the Senate Committee June 18. As for the suggestion on clear channels, Col. Brown stated they were contained in the committee's letter of transmittal [BROADCASTING June 15].

Lea & Perrins Spots
Lea & Perrins, New York (Worceshire Sauce), on Oct. 1 will start a $1,000,000 campaign in 100-week radio stations in approximately 30 markets, and on Jan. 1, 1942, a 13-week campaign on NBC stations. Following are the stations selected:

Boston: WBZ; New York: WOR; Chicago: WLS; Philadelphia: WCAU; Baltimore: WSAI, Cincinnati: KLV; Denver: WXYT, Detroit: WXYZ; Los Angeles: KFW, MGN, Angeleno; Dallas: WARC, Memphis: WSM, New Orleans: KOMA, Oklahoma City: WDL, KLO, KOK, KJO; Portland: KSD, St, Louis: WOL, Washington. Announcements will take place at a time and be placed following news. According to Schmimmer & Scott, Chicago, the agency.

IN THE HEART OF THE MOTOR INDUSTRY!

WCAR
PONTIAC, MICHIGAN

1000 Streamlined Watts
LET US SEND YOU THE AMUSING STORY OF OUR COVERAGE AT LOW COST

BROADCASTING • Broadcast Advertising
Disc Code Group Probes Problems

Spokesmen Show Cooperation in AFRA Negotiations

IN A SERIES of almost daily conferences, conducted at the office of transcription manufacturers, advertising agencies and American Federation of Radio Artists during the past two weeks, gone over the proposed AFRA code of fair practices. Among the points the 15 members of the committee have consistently been on friendly, cooperative plane and stressed the fact that each group seemed to have reached the point of view that the other group's points, although naturally without a showing sight of its own problems.

When discussions on sections of the code dealing specifically with open-end transcripts raised technical questions which the members of the transcription committee, none of whom members of the code of hearing agreed, did not feel qualified to answer, it was suggested that a special committee be appointed at which the makers of open-end discs could speak for themselves. This meeting, which was not attended by the advertising agency group, was held at AFRA headquarters in New York on June 28, as the NBC board room, where the other meetings have occurred, was not available.

Representatives at this meeting were Mrs. Emily Holt and George Heller, executive secretary and assistant executive secretary of the union, respectively. The transcription interests are looked after by Charles Foster of World, John McDonald of NBC (C & C, Pinney of Associated. For the agencies, Leonard Bode of Compton Adv., L. D. Milligan of Blackett-Sample-Hummert have attended all the sessions, with Jack Latham of Benton & Bowles, Arthur Pryor, Jr., BBDO, Joseph Bonine and Frank Conrad of McCann-Erickson (substituting for William Spire who is on vacation) and James Sauter of Air Features sitting at some of the sessions.

Suit Dismissed

NEW YORK Federal Judge Vincent T. Leibell on June 19 dismissed the stockholder's suit charging the National Broadcasting Co. with violation of May 31, 1940, by RCA seeking dismissal on the jurisdictional grounds that Man- nahan, in a report of the Board of Directors of Columbia and not of New York Elizabeth, holder of 1,000 shares of RCA common stock, filed suit Feb. 19 against the illegitimate transfer of stock for the use of patents and negligence on the part of officers and directors of the companies.

Beverage Firm's Quiz

ANTI PA-PI-A Corp., New York, which has been promoting its soft drink since last January on stations in the South and Midwest, and more recently WNEW, New York, and WOR, Newark, on July 1 is starting a weekly half-hour pro- gram, On The Spot, on WOR, Mondays, 8:30-9 p.m. The programs will originate from Manhattan, invited radio voices, admitted to the floor upon presentation of three Vanti pa-PI-A for the sale of. Local promotion will be handled via window displays by grocers selling the drink in the WOR area. A bonus will be added to the list of stations carrying daily spot announcements for the product are WIRE and WFMF, Indianapolis, and WHIO, Dayton, Erwin, Wasey & Co., New York, handles the account.

Disc Rule Change

(Continued from page 18) networks of National have commissioned competing transcription companies to transcribe their programs to a broadcasting company by RCA. But National refused to permit the independent concerned to come upon its premises for the purpose of making transcriptions in accordance with the agreement of all the interested parties.

"The advertisers, who were paying for the talent, were allowed to think that National would make the transcription for the usual rates (which were said to be higher than those of the competitor). In many cases this was done; in others, no transcriptions were made. National can arrange for a telephone connection to the studios of Columbia or the stations producing Mutual programs and make electrical transcriptions of commercial programs which are sent over the competing network, but National will not allow any transcription company to arrange for a telephone connection to its studio. By this means, National shuts off the possibility that any other transcription company may gain the same benefit from the network programs of National that National obtains from those of Columbia and Mutual.

"In view of National's wide control of the broadcast facilities, this conduct places a heavy burden on the independent transcription concern. Moreover, the transcription companies competing with Na- tional are not in a position to meet the competition of National in connection with network programs because broadcasting by Columbia and Mutual is

\[ \text{KFRU} 
\text{COLUMBIA, MISSOURI} 
\text{A kilowatt of power on 630 kc. daytime with 500 watts at night.} 
\text{A Sales Message over KFRU} 
\text{Covers the Heart of Missouri} 
\text{July 1, 1940, Page 75} 
\]
NAB and IRNA Authorize BMI To Buy Catalogs

"Blanc Check" Is Given Music Subsidy at Joint Session

(Continued from page 11)

feeling them. This analysis is going to NAB members and non-members alike [see page 7].

The plan was preceded by several meetings of the BMI board and followed by similar meetings in June and July. As 24 meeting marked resumption of BMI duties by Edward Klauber, vice-president and general manager of BMI, who returned to his office following an extended illness and whose place in the BMI council during his absence had been filled by Mr. Paley. BMI membership has reached the 300 mark, the organization reported, with the receipt of agree¬ments from seven additional stations—WKNY, Providence; KFAB, Kansas City; KOIL, Omaha, and WLS, Chicago.

More significant, however, was the strength of the support BMI is receiving from ASCAP as evidenced by its call for 15% of the license fee. The call was issued by Mr. Paley June 17, 1935, as the date. By July 15, 1935, the total amount had been in.

Mr. E. T. Tompkins, vice-president and general manager of BMI, said that to get 80% without a second call would have been a good record but to get it in two days is a remarkably clear demonstration of the solidity of the industry behind BMI.

In one of its official attempts to interest the advertising fraternity in BMI, BMI has asked advertisers to begin using BMI music on commercial programs. BMI has outlined to the advertisers the advantage of using BMI music, the large audiences, the large source of radio's income, and how increased musical costs will be a benefit to the industry. BMI has asked the advertisers to recognize that the license fee is a small price to pay for the added audience and for the advertising value of the music "which is important to the survival of the advertising industry".

The letter points out the position of the advertisers and the ultimate goals of BMI in benefitting all. It notes that BMI has been studying the problem for some time but that no action had been taken.

Creative Work

New compositions averaging better than one a day are being issued by BMI in addition to marketing them. The BMI staff is turning out an average of ten new arrangements of well-known music daily. As the BMI supply grows, network program executives are raising plans for exploitation. In the case of BMI, the sustaining programs is, it is understood that all orchestrations picked up where the original broadcast is made. Broadcasters have listed programs that are to be broadcast on the sustaining programs.

In mailing out the ASCAP contracts June 18 to both networks and stations, BMI President and general manager, sent to stations a covering letter in which he explained that the ASCAP proposals, BMI promptly countered with an announcement in which it

ASCAP'S BLIND MAN'S BLUFF

THE MOST hopeful sign on the copyright horizon is the total absence of hysteria among broadcasters over the ASCAP effort to stifle stations into signing new performing rights contracts and thereby continuing its domination of music when current agreements expire Dec. 31. The truth is, ASCAP's bluff has been called. Broadcast Music Inc., with 300-station support of NBC and CBS, provides the defensive preparation that has made this possible.

A joint meeting of the boards of NAB, BMI and Independent Radio Network Affiliates was held in New York June 21. BMI was given a vigorous vote of confidence and, in effect, a blank check to carry on its work in providing an industry-owned music supply. CBS President Paley and NBC President-Designate Trammell were there to renew pledges of continued support. They are in the music councils. It is clear they do not propose to capitulate to ASCAP's efforts to get a 7% fee, but they will contribute substantially to the BMI war chest, convinced that by Jan. ASCAP music will not originate from their key stations.

There will soon be important developments through BMI. It is folly to think there is enough non-ASCAP music in its possession to bridge the gap at the turn of the year. New catalogs will have to be acquired either by direct purpose or through other original means. More funds will be needed. But if ASCAP is not to be paid tribute after Dec. 31, those funds may be available from stations and networks and in sufficient amount to make possible these music purchases without increasing unduly the music costs of stations.

Unlike the 1929 and 1933 contract crises, ASCAP has also been forced to change its tactics. It has learned that the broadcasting industry is reasoning and can't be split at will. It also has ascertained that the Department of Justice is dead serious in the revival of its anti-trust suit, along criminal lines.

As things stand, the broadcasting industry has better than a fighting chance of weathering the storm without the copyright protection so described, and by keeping its head, it can rid itself forever of the ASCAP menace of being "perceived" to death.

ASCAP Plug

ENVELOPES sent out by ASCAP now carry the slogan "Justice for Genius," stabbed beside the meter postmark.

held that the letter "does a fairly smooth job of camouflage" and then proceeded to uncover the loopholes of the plan. ASCAP-will forthrightly explain the terms of the licenses which are essentially the same as the ASCAP "flexible" plan of March [BROADCASTING, April 1].

The ASCAP "single station license" provides the right to perform ASCAP music "by non-printable broadcasting," for fees paid on a percentage of income that vary with the size of that income. Stations grossing less than $50,000 annually are assessed 4% and stations grossing more than $150,000 are assessed 6%. In addition, each of the first class of station must pay a sustaining fee of $3,000. The other classes sustaining fees the amount of which is not specified in the ASCAP plan.

By the ASCAP plan, stations grossing over $150,000 will pay the same sustaining fee as at present, while stations in the middle class will have a 25% reduction in their present sustaining fee. Stations below this point reported, are not based on any set standard but rather on the individual station's bargaining power.

Discrepancy Explained

The apparent discrepancy in the single station license and the underlying statement in Subdivision IV, Section A, that the gross amount shall include "revenues received for the broadcasting programs originating in other stations" and that in Subdivision V, Item (e) that "Licensees shall be entitled to an accounting for sums received for . . . broadcast programs originating in other stations" is explained by the ASCAP after "the broadcasting programs originating in other stations" and that in Subdivision V, Item (e) that "Licensees shall be entitled to an accounting for sums received for . . . broadcast programs originating in other stations" is explained by the ASCAP after

ASCAP Law Aljudged Within Court's Power

DECISION that the question of the legality of the ASCAP legis¬lation of the State of Washington falls within the jurisdiction of the Federal Court in that State has been handed down by Special Master Archie Blair, who chaired a special hearing on the subject in the last fall, from Oct. 26 to Nov. 3, Testimony centered around the question of whether it resulted as a result of the law's having taken effect an amount necessary for a Federal court to assume jurisdiction in a matter involving a state law matter [16]. Decision upholds ASCAP's contention that more than $3,000,000 is necessary for its work and that there is no "brevity of legalities may now go before the three-Judge federal court. If the question is decided in favor of ASCAP, the other case would have been remanded to the State Court, which has already issued a decision.

Stipulations were made that the testimony given at the hearing preceding the report for an extended period in the trial on merits. Herman Finkell, of the firm of Schwarm and Proctor, who represented the ASCAP testimony at the Tacoma hearing last fall, told the ASCAP that if the Court took the report on the record and not present further testimony, although that has not yet been definitely decided, he said.

Rosenbaum Quits BMI

BECAUSE of pressure of business, Mr. Samuel R. Rosenbaum, president of WFIL and chairman of Independent Radio Network Affiliates, resigned June 18 as one of the board of directors of Broadcast Music Inc. He was immediately succeeded by Paul J. Mill, chairman of WTTI, Hartford, and vice-chairman of IRNA, to represent network affiliated with BMI. Mr. Rosenbaum tendered his resignation with "sincere regret" prior to NAB meeting June 18 in New York.

Another "Info Please" Suit

TEMPORARY injunction was granted July 1 to President of Federal Court Justice Bernard Finkelstein, seeking a restraining order to prevent or seek an "Info Please" in connection with radio "designs or motifs" on fabric and seamed by M. Lennert & Sons and Aloe Mills, New York. Suit was filed May 6 by the Goldmarks seeking injunction, accounting of profits and $20,000 damages. The judge ruled that an "Info Please" is "a design or motif," that attempt was made on the part of the defend ¯ that said and the plaintiff will hold a suit by the plaintiffs in connection with their prior exploitation of the trade same which, as a result of advertising and skill, has attained a clear and distinct secondary meaning.

"ASCAP reserves the right to distinguish between networks as it does between individual stations," they explained that in all cases the competitive situation would be considered. Intra-state hook-ups may be charged only 3% or 5% of their gross, while ASCAP, under the ASCAP plan, would make-up and coverage, the 7 1/2% figure included in the contract between stations and the maximum charge which will be made of nationwide net¬
Miller Calls ASCAP Pact One-Sided Requires a Lot, Gives Little, He Says in Analysis

BRANDING the proposed ASCAP five-year contract renewal, dated to become effective Jan. 1, as "il- lusory" and "one-sided," NAB President Neville Miller warned ASCAP that it "sent to all stations an analysis of the contract together with a covering letter urging them to get solidly behind Broadcasting Music, Inc.," as the music copyright solution which broadcasters have sought for years. He pointed out that the joint meeting of the boards of NAB, IRRA and Broadcast Music June 21 in New York unanimously found the ASCAP proposal to be "disadvanta- geous to broadcasters, no matter where situated, nor in what income category."

Some Hot Ones

In describing the proposed con- tract, Mr. Miller said: "ASCAP takes a lot in the way of payment, it guarantees lit- tle; ASCAP may cancel the contract, but the broadcaster is bound for five years; there are no provisions for lessening the cost upon failures by ASCAP to deliver, but there are many provisions for levy- ing increased toll upon broadcasters; the percentage of payment is lessened in some cases, but the base is broadened to include not only time sales, but talent costs, line charges, etc.; none of the present abuses are eliminated; the question whether you have the right to make an arrangement is left unanswered, undoubtedly for a purpose; the in- dentity clause does not protect the sponsor or the agency; and there are many other interesting features which ASCAP has thought up for your benefit."

More important than the form of contract and more basic than the question of whether stations may obtain a ten percent saving, Mr. Miller insisted, is the under- lying problem. The industry's ac- tion shows whether broadcasters "can obtain music in a free competitive market, or con- tinue to sign on a dotted line laid before them by a music monopoly."

He concluded: "ASCAP has refused to nego- tiate with the industry. Since closed doors it has drawn terms of surrender, and John Paine urges you to come singly to his office and capitulate."

Pointing out that it is not possi- ble in a memorandum to set forth all of the disadvantages of the ASCAP contract, the resolutions note the several means by which ASCAP accomplishes the result of binding the station while leaving itself free to do anything it wants. These rea- sons were given as follows:

More Loopholes

1. The broadcaster who signs the ASCAP contract does not know what, if anything, he will be getting for his money.

2. ASCAP may restrict its en- tire catalog without any recourse on the part of the broadcaster.

3. The proposed contract "freezes" the broadcaster's present status. (For example, FM is not cov- ered by the agreement and a new contract at ASCAP's terms might be needed for this new service.)

4. ASCAP has deprived the sta- tion of all escapes from the con- tract but has given itself additional "outs".

5. The ASCAP tax is levied not only on time charges but on talent costs, line charges, etc.

6. The proposed contract does not cure the essential defects of the ex- isting contract.

7. Stations were warned that under the contract ASCAP can substan- tially reduce its catalog prior to the time on which the broadcaster signs. Publishers and writers may withdraw. 'Indeed,' it was added, 'it is known that important pub- lishing houses have not yet com- mitted themselves to ASCAP for a further term.' If these houses do not join ASCAP, observed NAB, broadcasters who sign now will still pay the full amount under the proposed contract.

Pig in a Poke

Summing up these provisions, President Miller claimed that ASCAP reserves to itself the right to give the broadcasters as much or as little music as ASCAP pleases. In other words, the broadcaster who signs this contract is "buying a pig in a poke," he said. The disclosure also was made that ASCAP can restrict its entire catalog without redesigned. The prev-ious "bad provision" now has been made worse, Mr. Miller said.

The new form restricts the broad- caster not only to a single enumerat- ed station but even to stations specifically enumerated in the contract, totally aside from the fact that FM is not covered in the agree- ment. Previous contracts have con- tained provisions under which the broadcaster can cancel if his license is terminated, cancelled, revoked or suspended or for other causes. "This clause has been omitted, and noth- ing has been substituted in its place," NAB said.

For the first time, too, "broadcast- ing facilities" are defined to in- clude all regularly employed per- sonnel, and the only time that the broadcaster can avoid paying ASCAP a percentage on talent costs is where the talent is not regularly employed or actually en- gaged for the sponsor for a spe- cific program or paid separately for specific commercial services. "This means that all the money which a broadcaster gets from selling his house band to a sponsor, through furnishing the services of regularly employed announcers, etc., comes from ASCAP, which collects its percentage," the analysis stated. Line charges, wire charges and technical personnel also were included as taxable under the NAB's interpretation.

Finally, NAB contended that the indemnity clause is unsatisfactory because it does not protect foreign compositions contained in the ASCAP repertory. Moreover, it stated a new abuse has arisen since persons who have sued for infringe- ment in some cases have sued not broadcasters but sponsors and ad- vertising agencies. ASCAP coun- sel have refused to defend suits against agencies and sponsors, or to indemnify them against damages on the ground that the ASCAP in- dentity protects only the station. This means, it was added, that the broadcaster has had to assume the defense at his own expense or pos- sibly deter a client from using his station. It was stated that a new contract with ASCAP should pro- vide that not only the broadcaster but his agencies and sponsors are protected if they play a number which ASCAP represents as being in the ASCAP repertory.

President Miller said the analysis did not attempt to discuss the basic abuses inherent in ASCAP organization or its method of levying charges upon broadcasters. "These basic defects would exist even if the form of contract herein described were satisfactory. This analysis alone, it is considered, is constituting additional reasons why broadcasters should carefully con- sider their course of action."
Summer Program Tests Featuring Name Artists
Are Arranged by CBS

FINAL arrangements have been set for the summer film series which CBS has been planning for the past several months. The 11-week series which starts July 15, under the joint sponsorship of George Paulk, CBS producer in New York, and Charles Vanda, CBS West Coast producer.

The series, to be heard Mondays at 9 p.m., will consist of 12 half-hour shows. There will be no Sunday shows. On each of six nights, one production will come from New York and the other from Los Angeles, which is half originating in Hollywood. The half-hour programs will originate one on either coast. Schedules will follow the basic pattern of the first broadcast on July 15, which will feature Fredric March and will be based on adaptation of Booth Tarkington's "The Gentleman From Indiana," Ray

FRED BURG. Albert Spalding and Frankie Hyers.

According to W. B. Lewis, CBS vice-president, the idea originated in the broadcast "Forecast is designed to offer an ambitious, provocative and informative series of the week's events on American listener demand for new radio shows, new radio ideas and new radio people."

Films Supplement Radio

Film lectures will supplement radio distribution of CBS' American School "The Air series starting next fall, following conclusion of arrangements by Sterling Fisher, CBS director of radio education: Donald Lesesing, executive director of the American Film Center, and the American Library Assn. The Film Center is selecting 40 and 35-mm. educational films, many with sound, which picture the program material heard on School of the Air broadcasts, and during the coming year will act as a clearing house through which schools may secure films. All films are to be listed in the teacher's manual which CBS distributes free to school teachers, as supplemental reading lists have been in the past.

Half-And-Half Certain

AMERICAN TOBACCO Co., New York, following the July broadcast of Peter Allen's "Music Quiz" program on CBS for Half-And-Half tobacco, will develop a plan by which the orchestra will go on tour for the summer. According to Young & Rubicam, New York, the agency, no substitute program has been set, nor is it decided whether the Berzie program will return to the air this fall.

Brown Confirmation Deferred

(Continued from page 14)

men you would bring such transpar-

ty to the FCC, if you want to bring to the public the responsibility of the majorities who undoubt-

edly have had a criminal action to recover the loss resulting from them, and probably had a criminal case also.

Character Angle

Calling attention to the character requirements for applicants in the 1940 Communications Act, Chairman Wheeler said that "it is necessary for the FCC to tell challenged applicants that they 'either get out or get a license'."

The idea was of such racketeering in corpora-

tions, which has brought discredit to the FCC for anchoring on honest men as well as crooks," he stated, adding that the FCC ought to determine if officers of such a corporation are honest, going into individual characters as well as considering the character of the corporation as a whole.

Regarding stock manipulation, Chairman Wheeler told Mr. Brown, "I think you are suggesting that there is no difference between the public and to Congress to inquire into such transactions, looking for fraud as well. You are suggesting that the commission has the right to examine the books of such corporations to see if they were holding it—-for themselves or someone else. The latter probably was the case, he added. CBS said Thursday that the FCC to be on the lookout for "dummies for the real owners", observ.

ing that "This idea is not too well developed, from one to ten, so that the commission doesn't do it. it's derelict in its duty".

More Data Asked

The requirement that stockhol-
ders be listed "don't mean a thing" Chairman Wheeler declared, emphasis on that a real examination into stockholdings is necessary. When Mr. Brown pointed to the statement in the report on the attention to the difficulty of tracing stockholdings and beyond reports as listed on the market, Mr. Wheeler said individual stockholders should be contacted to find out about their holdings. Mr. Tobey pointed out that "William S. Paley and the damn Paley family" really control CBS. Chairman Wheeler said it did not mean "this man and his associates" control CBS.

Mr. Tobey asked for information on the recent sale of some of the CBS stock by Mr. Paley, as requested at the previous hearing. Although Mr. Brown de-
clined to do so, he added that "we undertook to be for information as to whether the recently sold stock answered to a controlling interest."

Mr. Tobey explained vehemently that his question was not that, but rather someone whom the stock was sold. Chairman Brown said he did not know. At this Chairman Wheeler exclaimed, "Why in the world didn't you find out?"

Continuing that the nature of the request at the time it was put was "We undertook to get certain answers, none of which has been forthcoming," while the actual physical value of the plant was only $44,726.

Mr. Brown explained that the FCC had "an enabling "going concern value" for a station, asserting that at one time the Commission had said this figure did not exceed 100%. Mr. Brown explained that no definite percentage could be set for this "going concern value", as it varied with cases and conditions. "Who pays for this 1400% increase in the value," he asked, "and whatever the increase might be, if any, is passed on to the advertiser, and in the end John Q. Public pays the bill by paying more for the goods he buys.

Night Club Incident

Explaining that he was going in to the star, Mr. Tobey reviewed Commissioner Brown's situation, Mr. Tobey reviewed previous testimony by Commissioner Brown concerning the wrongs committed by advertisers.

Commissioner Brown reaffirmed previous statements that although he and two FCC members—Commissioner Crowe and himself—had spent some time one evening about a year ago with Donald Flamm, operator of WMCA, New York, in the Diamond Horseshoe, a Gotham theatre restaurant, he knew the case, which was also going to involve women or "drunken brawl".

Under questioning by Sen. Tobey, Commissioner Brown stated that in January 1939, he had pointed WMCA's application to double its power and that during an of-

The Rays admitted the meeting with Flamm took place. The Rays admitted declaring that he did not remember any such incident as hav-

ing his glasses knocked off or twisting a lady's arm.

Call for Craven

Charging Mr. Brown with "playing ducks and drakes with the Commit-

tees", Senator Tobey demanded to be informed as to whether he could substantiate them. He declared that he had gathered the information necessary to be prepared to read into the record a transcript of the facts as he had heard them. He then asked Commissioner Brown whether he observed that no statements based purely on hearsay should be admitted in the record. Commissioner Brown said the statement was a "hearsay statement".

Mr. Craven, called as he became more and more outspoken when discussing Commissioner Brown's personal character, the Commissioner asked if the statement on the table and_cr, and exclaimed, "Mr. Vice President, I've never such state-

ment by this Senator!"

Conrad Craven explained the New York incident as "a very simple matter". He said the Diamond Horseshoe was "a place to which I would take my 'mother, sister, and daughter all at once'.

He explained that Commissioner Crowe, Brown and himself had gone there by themselves. Arriving, they found Mr. Flamm and his party at a table. He invited them to join them, but they took another table, meantime speaking with others who happened to be there. He stated that he had had a "drink" but didn't notice whether others in the party had drinking or not, "don't mind taking a drink with friends!"

Nothing Immoral

During the evening, he continued, Commissioner Brown had intro-
duced him to a lady, presumably one of the Flamm party. At one time, he said, he heard a slap and saw Commissioner Brown holding a lady by official "apparently to keep her from attacking him in some way". At the time Commissioner Brown's glasses were lying on the floor, he added, explaining that he saw nothing immoral or obscene in the whole incident.

When he had concluded, Senator Tobey asked committee members to give it careful thought in judging the character of Commissioner Brown. Chairman Wheeler, rising from his chair, was heard to say that the situation was "flimsy", but Mr. Tobey continued that it was "reprehensible" to al-

low such a person to judge in an official capacity the standards of the public or indecent matter. Continuing, he charged Mr. Brown with "false testimony beyond the merits of the case" and exclaimed that he was "guilty of conduct in a public place not becoming a gentleman, and certainly not a Government official."
Bulletin Watchers

PRE-WAR days of 1914, with thousands gathered about bulletin boards at newspaper offices, has its 1940 counterpart in Omaha. Throughout these days crowds ranging from 500 to 1,000 persons gather around WOW’s newsroom window on Parnam St. to watch the listings in these war bulletins, posted every 15 minutes. Down the street, about half a block away, similar crowds congregate around an outdoor speaker established by KOIL. At the time Italy declared war on France St.—Omaha’s main thoroughfare—was completely blocked, with about 2,000 persons on the street listening to WOW’s Foster May casting war news.

candidate for President on a ticket with Franklin D. Roosevelt, had recommended his renomination to the White House.

As the hearing concluded, Sen. Thomas J. Connally, Commissioner Brown to furnish the FCC with a record of all of Don Flamming’s dealings with the FCC, over and above the license of KOIL, which he had procured earlier from the FCC.

Mr. Colbin’s Statement

Following is the statement issued June 21 by Mr. Colbin:

“Charges made by Senator Tobey today with reference to transactions in 1923 between William S. Paley, president of the CBS, and his other directors of that company, are false. I acted as counsel for Mr. Paley and the other stockholders in CBS in the 1923 transactions and I am personally familiar with all of the facts. Senator Tobey’s charges result either from the deliberate and malicious intent to injure Mr. Paley and his associates, and the CBS, or from ignorance of the facts and rash statements despite such ignorance.

“In 1923, half of the Columbia stock, or 63,250 shares, were owned by Paramount’s Publicx Corp. and the other half of the stock was owned by fewer than 30 individuals. Paramount decided to sell half of the stock to individual stockholders of Columbia owning more than 95% of the other half bought from Paramount 49,094 shares of Columbia stock at $62.21 a share. The time and without profit to any director, Columbia bought for its own treasury the remaining 14,166 shares of Columbia stock at the same price of $62.21 a share. Senator Tobey is in error in stating that the stock at that time had a market value of only $35 a share. At that time the stock was not dealt in on any market and accordingly it had no market value. That the price of $62.21 a share paid for the stock by both the individual stockholders for their own account, and by Columbia for its treasury was a fair valuation is proven by the fact that, coincidentally with the purchase from Paramount, the individual stockholders were able to reacquire 24,328 shares, they had purchased from Paramount to a syndicate of third party purchasers at the same price of $62.21 a share which the stockholders and Columbia had paid to Paramount.

“One thing should be emphasized in connection with the transaction. The first that neither Mr. Paley alone nor in association with his associates used a single dollar of company funds for their own personal benefit. Company funds were also used to reacquire its own stock for its own treasury and the wisdom of that acquisition has been proven by the fact that the stock acquired even at present depressed market value, is now worth many times the price paid for it. Secondly, the profit made by Mr. Paley and his associates has resulted from their efforts on behalf of the company and the increase by reason thereof in the value of its stock over the value at the time of their original investment.”

Fight Shortwave

TIDE WATER ASSOCIATED OIL CO., New York, on June 19 during its regular shortwave program to South America on WGEQ, General Electric Co.’s shortwave station in Schenectady, presented an interview with Arturo Godoy, South American, who fought Joe Louis on the following evening in Madison Square Garden, New York. Tide Water broadcasts two shortwave programs weekly on WGEQ to promote its lubricants [BROADCASTING, June 11]. Mr. Basford Co., New York, handles the company’s foreign advertising.

The Godoy-Louis fight itself was sponsored by Adam Hats on NBC as well as on NBC’s shortwave stations to Latin America, WJNO and WNBI. Interviews with Louis and Godoy featured the transcribed Radio News Reel on WMCA, New York, June 19.

‘Elm Street’ Amateur Winners

WINNERS in the amateur talent contest conducted by the Wando Co., Chicago, for its MBS Carters of Elm Street serial program, are Miss Thelma Hansen, Lowell, Mass., a demonstration worker at the factory and Mrs. Ethel Chase Christide, Eugene, Ore., a high school teacher. Each of the 24 MBS stations carrying the program held its own auditions to find one girl between 15 and 19 years of age and another of 25 or over. The winners will be brought to Chicago, all expenses paid, and will receive special training especially adapted to their acting ability in order to enact the program for two weeks at $112.50 per week. Agency conducting the Elmer account is Blackett-Kaplan-Hammett, Chicago.

Jack Pierce, engineering supervisor of WGN, Chicago, recorded only a slight head injury when his car was involved in an accident on the way back to the Illinois Republican Convention at Springfield.

In the old days they fired a gun from The Citadel in Halifax, Nova Scotia to tell the time.

Today the population listens to CHNS for the time.

NOTE: They Still Fire the Gun Keeping Up the Old Traditions

Today, however, don’t get Much Business

CHNS Does Try It.

FAIR VISITORS...make the St. Francis your home while in San Francisco! Take advantage of the gracious service, famous cuisine and central location. You’ll enjoy the Pageant of the Pacific more if you are at the St. Francis. 1000 rooms from $4.

HOTEL ST. FRANCIS
MANAGEMENT D. E. LONDON
UNION SQUARE
SAN FRANCISCO

BROADCASTING • Broadcast Advertising

July 1, 1940 • Page 79
Proposed Agency Would Coordinate Various Industry Work  
(Continued from page 9)  

Chairmanship appointment, it is indicated, with the military and naval establishments presumably of the opinion that a military man and not a civilian should head the organization. Even before Mr. Fly began whipping into action on all fronts, plans had been laid for the coordination of such a board.  

Proposes the $1,600,000 personnel-monitoring expansion program (which has not been announced as such), the FCC stated that effective policing of communications under the coordinated national defense program necessitated the augmenting of the present field force of less than 200 men. The plan is perhaps to quadruple the personnel and to purchase some monitoring stations as well as new bases of operation for mobile units.  

24-Hour Surveillance  
The Commission said a 24-hour surveillance of all communication channels will be undertaken, including broadcasting. Personnel-monitoring facilities will be supplemented with ten primary long-range direction finders, to determine the bearings of unauthorized or other suspicious communications. The mobile equipment, including direction-finding apparatus, traces the origin of these transmissions.  

The vastly expanded monitoring operations, to be provided for with national defense appropriations, supplements other actions of the FCC, including tightening up on amateurs and ship operators, fingerprinting of more than 100,000 licensed operators, and among the 9,700 holding radiotelephone operating permits. In addition there are 55,000 amateurs, 84,000 radio telegraph licenses, and 36,000 holders of restricted licenses who must provide proof of citizenship, fingerprints, photographs, information about citizenship or nationality of the applicant’s immediate family, and whether the operator has had service with the American military or naval establishments or has been in the service of any foreign government.  

This latter action was preceded by June 14 by a warning to the FCC by all commercial operators to adhere to the strict letter of the law prohibiting superfluous and personal “chatter” and unidentified communications by radio. Similar warnings had been given to ship radio operators June 10.  

Foreign language programs still are causing considerable concern in the commission. It said there would be a summary ban on foreign language news commentaries thus far. But another school of thought believes such action might lead to unrest among foreign elements who do not understand English and thereby provoke undesirable activity. Yet another group is inclined toward support of a plan whereby all foreign language news commentaries would be interpreted from English to the native tongue and then transcribed, thereby avoiding any possibility of ad libbing.  

International broadcast stations likewise present a serious problem, particularly in the light of the propaganda being transmitted to South America by Nazi stations, deemed for that service. Because of the censorship furor provoked when the FCC issued its regulations requiring the fingerprinting and proof of citizenship for all licensed operators, to be returnable Aug. 15. These must be certified by Federal, state or local officials, the Department of Justice on the FCC.  

The June 18 action covering the use of radio was the result of the burgeoning of foreign shortwave stations, particularly in the light of the “Premise A” failed. It is not unreasonable to expect that the Government—perhaps through the State Department—will seek to have international stations transmit programs geared to offset insidious propaganda from abroad.  

Two Plans Mulled  
At this writing, aside from the Defense Committee plan, there appear to be two separate plans for communications control, in the event of declaration of a national emergency or of our involvement. What might be described as “Premise A” is based on collaboration with the broadcasting industry down the line, with perhaps some supervising director designated to coordinate operations under the projected general board.  

“Premise B”—the more drastic plan—proposed only if “Premise A” failed. The latter might involve taking over all actual broadcast operations by a Government agency; but, it is emphasized, even if that plan does not involve a ban on commercial broadcasting it is possible that some measure, as now outlined, rigid supervision of all program operations by Government personnel.  

Can’t Stop Listening  
In appraising the broadcasting propaganda problem, the Government is faced with several difficult situations. Control of incoming broadcasts is perhaps the most serious. They cannot be controlled unless a ban on listening to foreign shortwave stations is imposed.  

On programs originated domestically, no serious problem is foreseen (many languages other than English are spoken).  

Personnel Setup  
Many inquiries have reached Government departments, particularly the military, regarding personnel assignments in event of war. Insofar as broadcasting is concerned, it is likely the first step, under the Defense Committee plan, would be to operate under civil status, except for the top Government official. The second phase might provide for exercise of executive duty from civil to military reserve status. In the latter connection, it is understood the military department have cataloged perhaps all individuals in radio, keying them for particular assignments in time of war emergency.  

It has been given to the suggestion that all manufacturers of transmitting equipment be required to register with the Government for a serial number on all transmitters sold, whatever their nature. The FCC then would be in a position to check accurately use of unlicensed transmitters without the necessity of actually catching the outlaw redanded."
BROADCASTING reports French Liam reach either Root's Edmund Taylor, so to United Press, direct contact with William Humphries and Helen Rome, chiefly last WITH the silencing NBC on still C. down Handler stories were not broadcast June who believes America. Kerker in headquarters Eric Sevareid to America. Pickups now CBS in the pres- The two of NBC of Hitler. of Germany had made peace with the Al- of WABC in addition to his present June 22, German, has rejoined the announcing of WJW, Akron, and was a former announcer for the Kraft Cheese Corp., having recovered from a nervous breakdown, has returned to his assignment, Eddie Helwick and Stanley Mann handled the assignment for three weeks during his absence. ROGER COMBS or Erwin, Wasey & Co., Cleveland, is an aviation analyst and a speaker on the weekly "Men Behind the Ads" program on WVO, New York. He also is an aviation editor for the "Radio Executives Club of New York". HOWARD CHAMBERLAIN, for the last three years program producer in charge of studio opera, is joined WNL, Cincinnati, as assistant to George D. Biggar, WLW program director. He will devote most of his time to developing new programs and talents. BILL KENT, formerly of WMFF, WDEY, Waterbury, and WSLB, Ogdenburg, has joined the announcing staff of WMFF. JACk SIMPSON, account executive of the Northwest Umpires, scoring home runs into the newspaper offices during the Philadelphia series, covering the two big stories for the Philadelphia Inquirer. ROBERT R. RAINS, who recently resigned as vice-president of Headley Reed Co., station representatives, has joined the sales staff of WJR, Detroit. A University of Virginia, Mr. Rains' first job was with Citrus Service and he entered radio in 1937 when he took charge of the Detroit office of the Kelly-Smith Co. WICK CRIDER of the radio publicity department of J. Walter Thompson Co., New York, on June 29 married Frances Nalle, model and radio ac- tress, at the Little Church Amd of the Corner, New York. PAUL THORNTON, assistant state supervisor of music in the Louisiana department of education, has joined the educational department of RCA Mfg. Co., Camden, N. J., to supervise that department's music activities with the wholesale distributors of RCA products and with state music supervisors. JACK HEAKE, formerly of Philco Radio & Television Corp., and Charles Grosser, of RCA, have joined the engineering staff of WIP, Philadelphia.

Higgins Hockey Chief GEORGE HIGGINS, sports commenta- tor of WTCL, Minneapolis, on June 23 was elected president and treasurer of the American Hockey Assn. at a meeting of the league in St. Paul. He was elected upon resignation of Bill Grant, of Kansas City, who had held the presidency for 13 years. Higgins also is president of the American Assn. of Baseball Broadcasters and a past president of the Northwest Umpires Assn. For more than 10 years he has officiated at Midwest football and basketball games, both high school and Big Ten.

CBS "Sport Network" CBS is organizing all its sport re- ports into a "sport news network" to furnish Ted Husing with up-to-the-minute news of national sports happenings for presentation on Sports Time, quarter-hour Sunday evening series, which started June 17 on WABC, New York, and later will be extended to the CBS network. The "sport network" is similar to the CBS "farm-news network" which furnishes Charles Strooker, CBS' director of agricultural activities, with news for his Country Club Journal. Husing discusses late sports news from all sections of the country and interviews sports personalities on the programs.

"Information Please" Offered NBC Artists Service, which represents the 

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In bowing you can't beat a "strike"... In Philadelphia you can't beat WPEN for coverage in a great buying-minded market. WPEN offers you the opportunity to increase your selling, your score—start making "strikes" today!
WQXR Signs AFM Pact
WQXR, New York, has signed a contract with Local 802 of the AFM establishing a six-day house orchestra to play classical music for broadcast six times weekly. The contract, effective July 1, continues until March 1, 1941, after which it calls for a ten-man orchestra until March 31, 1942.

Philip Morris Test
PHILIP MORRIS & Co., New York, on July 11 will start a test campaign to promote the new long Dunhill Majors cigarettes using Name Three, quit program formerly sponsored by the company on MBS for Philip Morris cigarettes, on WOR, Newark, Thursdays, 8:30-9 p.m. More stations may be added before the original 28-week contract expires, according to Blow, New York, the agency, if the test proves successful after the first few weeks. No m.c. for the program has been selected as yet.

Spots for Muscrole
MUSTEROLE Co., Cleveland, which sponsored Carson Robinson's Buckeroo on NBC-Blue last winter, on Oct. 1 will start a spot campaign for its seasonal cold-cure product using about 70 stations in major markets throughout the country. Both 50 and 100-word announcements and chain breaks are under consideration and the station list has not yet been announced. Erwin, Wasey & Co., New York, handles the account.

Luckies Spots Deferred
AMERICAN TOBACCO Co., New York, reports that it has "postponed indefinitely" the contemplated national expansion of the current spot announcement campaign for Lucky Strikes [BROADCASTING, June 15]. The New York section of the campaign on nine stations was renewed June 14. Lord & Thomas, New York, handles the account.

Emerson Boost
EMERSON RADIO & Phonograph Corp., New York, has announced a 50% increase in its advertising appropriation for 1941. Announcement was made by Buchanan & Co., New York, agency handling the account, plans are still under consideration for a network campaign for Emerson radios featuring a news commentator, as yet unselected.

**NOTICE**
... is hereby given that the Radio Station Sales Company is not bound by or responsible for any contracts, checks or other obligations signed by LEON KIRBY either personally or in the name of this company.

The Radio Station Sales Company
Edwin M. Spence

**CLASSIFIED Advertisements**
Help Wanted and Situations Wanted, 12c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close 10th and 25th of month preceding issues.

**Situations Wanted (Continued)**
News Editor—young man with ideas, equipped to handle publicity, continuity, College major in journalism, newspaper experience and one year's experience editing news for radio. Box A867, BROADCASTING.

ENGINEER—28, 7 years experience: network, transmitter, control-operator, maintenance, installation, recording. First Class Telephone. Available immediately. Box A851, BROADCASTING.

Engineer Desires Change—employed last two years at stations serving kw kw station. Radio servicing of kw station. Radio experience. Up on frequency modulation. References on request. Box A864, BROADCASTING.

Announcer-Newcaster—can also edit news. Young, talented, capable. Have been thoroughly trained and wish the experience. Transcription and myself available anytime, anywhere. Box A858, BROADCASTING.

Continuity, production, sales production, ideas, copy, experience. Radio experience. Write, produce selling copy, all types programs. Past three years at outstanding Midwest regional. Best references. Box A859, BROADCASTING.

Employers—We have experienced radio employees in every section of the United States. Let us submit summaries of qualified applicants whose references have been verified. No cost to you through National Radio Employment Bureau. Box 864, Denver, Colo.

Advertising—Promotion—Now writing, producing successful network program. Experienced as station program director, head of own agency specializing in radio. Network director of program of campaign. Proved ability to create and carry ideas through and to coordinate efforts with others. Excellent references. 85 years old. Box A860, BROADCASTING.

**Wanted to Buy**
Late Model RCA or WE 1 kw. Transmitter. Must be in good condition. Box A867, BROADCASTING.

**For Sale**
FOR IMMEDIATE SALE—10 kw. broadcast transmitter. Excellent record of performance. Transmitter recently taken out of service and ready for dismantling and crateing. Airmail inquiries to Box A868, BROADCASTING.

**PROFESSIONAL DIRECTORY**

**JANSKY & BAILEY**
An Organization of Qualified Radio Engineers Dedicated to the SERVICE OF BROADCASTING

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

There is no substitute for experience

**GLENN D. GILLET**
Consulting Radio Engineer
983 National Press Bldg.
Washington, D. C.

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

**HECTOR R. SKIFTER**
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
Reporthunter Station Bldg.
SAINT PAUL, MINNESOTA

Martin V. Kiebert, Jr.
Consulting Radio Engineer
associated with Jansky & Bailey
Russ Bldg., San Francisco, Calif.

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

**McNARY and CHAMBERS**
Radio Engineers
National Press Bldg., Nat. 4048
Washington, D. C.

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

**PAGE & DAVIS**
Consulting Radio Engineers
Munsey Bldg., District Eighty-Four
Washington, D. C.

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

**McNARY and CHAMBERS**
Radio Engineers
National Press Bldg., Nat. 4048
Washington, D. C.

**Radio Engineering Consultants**
**FREQUENCY MONITORING**
**COMMERCIAL RADIO EQUIP.**
Co. 7134 Main Street, Kansas City, Mo.

**Help Wanted**
Wanted—partner for minority or majority owner in good station. Box A866, BROADCASTING.

Combination Licensed Operator-Announcer—must be good announcer. Box A866, BROADCASTING.

Program Director-Office Manager—must be thoroughly experienced and capable. Box A866, BROADCASTING.

Employees—let us help you get a position through our National Radio Employment Bureau. Paramount Distributors, Box 864, Denver, Colo.

Two combination Announcer-Operators. Use sports experience. Good advancement opportunity. Send photo, transcription, references. Box A863, BROADCASTING.

High Salaries—Positions New Method creates marvelous opportunities. Best stations. Small cost. Write, Personnel Promotion Service, 3 Cran dall, Binghamton, N. Y.

**Situations Wanted**
Newscaster—experienced. Writes own news, clear and without bias. Distinctive voice. East or Midwest. Box A862, BROADCASTING.

Radio School Graduate—with first class telephone and second class telegraph licenses. Box A864, BROADCASTING.

Continuity Writer—experienced, university graduate, English major. Write, edit, news, salary secondary. Box A861, BROADCASTING.

Young Woman—director, announcer, writer, Program ideas. Selling experience. Connect with progressive station, any capacity. Box A862, BROADCASTING.

Attention, Station Manager—is there a store in your town looking for an experienced young woman to put over radio advertising? References. Box A860, BROADCASTING.

Salesman—now employed Columbia 1 kw. station. Successful record and references available. Commission or percentage. Against draw. Thirty-one years and married. Box A860, BROADCASTING.

Salesman or Commercial Manager—trained radio and newspaper advertising. Employed. R. I. Age 27. Star Edmonton week. Unemployed, North Central States. Box A862, BROADCASTING.

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**L. A. Scale Stands**

LOS ANGELES Musicians Mutual Protective Asn., Local 47, AFM, has abandoned plans to increase radio performance fees. Indications are that the present wage list will continue at least until world-wide conditions are improved. Local 47 executives have been conferring with Southern California radio executives for several months. The smaller instances have resulted in higher compensation for radio musicians, particularly as they are applying to network stations. Board executives, however, have been lukewarm to the scale increase and from their positions there will be no further attempt at this time to secure additional compensation for union members employed in local stations. Union donated the full services of its membership to the Special Red Cross broadcast of June 22, which was staged under auspices of the Southern California Broadcasters Asn.

**AFRA Agent Ruling**

AMERICAN Federation of Radio Artists has made the following Coast radio talent agencies and brokers, has notified its membership that no new contracts can be entered into with agents after Aug. 15 when the organizing plan to put the pact into effect. Hollywood members were notified in mid-June to file current contract applications with AFRA and one or two instances have been set at June 15. Copies of all future contracts must be filed within one week after being signed. Ruling, now in effect, provides that no member may enter into a contract unless it stipulates that the agent will agree, in writing, to abide by any AFRA regulation. It further states that the agent will attempt to secure a license fee, however, if the agent is unable to do so, the union members may be terminated.

Corwin to Hollywood

NORMAN CORWIN, CBS writer-director, on June 10 left for Hollywood to work on the preparation of the RKO picture "Two on an Island," and to handle some CBS Coast radio production this summer. CBS has announced that "The Plot to Overthrow Chicago," written by Mr. Corwin, is to be broadcast on Words Without Music, CBS sustaining series, on Columbus Day, Oct. 5th, in a special limited edition of the Peter Pan series. Two other Corwin dramas have also been issued in book form, "They Fly Through the Air With the Greatest of Ease," and "Seems Radio Is Here to Stay."

**STAFF PICKS BOSS**

**WBAL Salesmen Elect Peard**

Sales Manager

Mr. Peard has been elected by the WBAL sales staff for 1934.

**LADY ESTHER GETS CITATION BY FTC**

STRIKING directly at the firm's radio advertising and marketing as well as its advertising in other media, the Federal Trade Commission has filed an order against Lady Esther Ltd., Chicago cosmetic manufacturer and heavy user of radio time, blaming certain representations for Lady Esther cleansing cream. The order, banning 24 separate representations for the product, was regarded as a virtual "bible" for all future prevention of such products. Lady Esther at present sponsors Guy Lombardo in the Lady Esther Serenade, an institution of several previous years company sponsored

**HAY-ADAMS HOUSE**

In hospitality, charm and dignity as well as service and cuisine, the Hay-Adams House perpetuates these two great names. An ideal location, directly opposite the White House, overlooking beautiful Lafayette Park. Write for free "Guide to Washington."

**FOUND: $348 LOST Sending Telegrams!**

Last year a certain firm (name on request) saved $348 on telegrams by having Postal Telegraph survey telegraph costs! Let this free telegraph cost analysis work for you. It uncovers huge waste, and provides easy-to-follow plan to stop it!


**WOODSTOCK TYPEWRITERS**

**SENDING TELEGRAMS!**

**WASHINGTON**

**BROADCASTING** • Broadcast Advertising

July 1, 1940 • Page 83
Many FM Applications Expected

(Continued from page 18)

proper applications and showings.

In cases where the number of qualified applicants exceed the number of available assignments in a given area, the criterion would likely be the breadth and intensity of public interest that all such contests will be thrown into public hearing.

Technical Standards

The Standards of Good Engineering Practice, approved by the FCC June 14, 1940, contains in detail technical requirements governing operation of the stations. The new applications for FM stations were given full approval by the FCC at the same meeting.

The rules specify that no service from snowy or secondary service is obtainable on FM and that no intermittent service is recognized. The field intensity necessary for service is given as 1 mw. for city areas near factories, for business, or for rurally area away from

These field strengths are based on the absorption of objectionable fading and the usual noise encountered in the two areas and also predicated upon the absence of interference from other high frequency stations. Detailed instructions as to how to establish the service area were given along with instructions as to the manner in which applications specifying engineering requirements should be filed.

The rules specify that transmitting equipment which is capable of being transmitted a band of frequencies from 50 megacycles to 5,000 megacycles of the level of 1,000 cycles. There are no present requirements for standard broadcast quality, though the FCC has regulated more or less by industry telephone wire for network stations, is around 5,000 cycles. The standard specified in detail other requirements

as to quality of signal, noise level and other high fidelity characteristics upon which this service will be based.

The Commission specified that approval given equipment at this time is not considered to mean that the equipment will be satisfactory as the state of the art progresses or as the rules of the Commission may be changed as deemed advisable.

Taking cognizance of possible present and developing in FM, the engineers standards based on that in passing on equipment, no consideration is given by it to patient rights.

In connection with authorization of commercial television, the FCC announced June 24 it soon will repeal sections 4.111-4.117 of its rules which regulate were governed by experimental operation of ultra-high frequency stations. Sections 4.111-4.117 allocates frequencies in the 25,300-26,900 kc. band for use of high-frequency broadcast stations on an experimental basis. The Commission plans that these frequencies will be made available, by way of rules to be promulgated shortly, for experimental broadband television and broadcasting stations covered by sections 4.115-4.117 of the rules.

Hereafter, the Commission said, it does not contemplate granting any application for the use of frequencies above 25,300 kc. for commercial television. Existing stations in the band may apply for modification of licenses and the Commission has continued its operation on their present assignments without regard to the classification of developmental broadcast stations, or under the provisions of the act, which licenses commercial authorizing operation on the frequencies 43,000 kc. and above assigned for this new service.

Many FM Applications Expected

(Continued from page 18)

 proper applications and showings. In cases where the number of qualified applicants exceed the number of available assignments in a given area, the criterion would likely be the breadth and intensity of public interest that all such contests will be thrown into public hearing.

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BROADCASTING • Broadcast Advertising
Benny for Relief

SIX RECORDINGS of the NBC Jack Benny Show, sponsored by General Foods Corp., have been sent to England by Paramount Pictures Studio, Hollywood, in response to a request from the British Broadcasting Co., in an effort to give the English people 'relief from the grim atmosphere of war.'

GENERAL FOODS Corp., New York (Post Toasties), on July 11 starts Elmer Davis and the News on 67 CBS stations, Mon.-Wed., Thurs.-Fri., 8:30-9 p.m. Agency: Benton & Bowles, N.Y.

WHEELING STEEL Corp., Wheeling, on Oct. 6 resumes Musical Steelmakers on 44 MBS stations, Sun., 5:30-6 p.m. Agency: Critchfield & Co., Chicago.


WILSHIRE OIL Co., Los Angeles (油漆), on July 17 resumed 15 California Don Lee stations, Mon.-Sat., 8-8:30 p.m. (EST). Agency: Dan B. Miner Co., Los Angeles.


LEVER BROS. Co., Cambridge, Mass., on July 2 shifts Uncle Jim's Question Time to 61 CBS stations from Tues.-Fri., 8-8:30 p.m. to Wed. and Thurs., 8-8:30 p.m. Agency: Rutherfurd & Ryan, N.Y.

STIRLING PRODUCTS Co., New York (I'mized Yeast), on July 5 starts Court of Missings on 61 CBS stations, Tues.-Sat., 8:30-8:55 p.m. Agency: Rutherfurd & Ryan, N.Y.

WERTINGHOUSE ELECTRIC & MFG Co., Pittsburgh, on July 2 shifts Musical Americas on 101 NBC-Red and Blue stations from Pittsburgh to New York, Wed., 8-8:30 p.m. to Tues. and Wed., 8-8:30 p.m., Thurs. and Fri., 8-8:30 p.m. Agency: Mason Co., N.Y.

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes), on July 3 resumes 13 weeks Moonlight House on 113 NBC-Red stations Wed., 8-8:30 p.m. (EST). Agency: Lord & Thompson, N.Y.
TO ALLEVIATE the suffering of others, this group, representing the American Red Cross, Southern California radio and advertising agencies, and the Southern California Hollywood, is planning the greatest mercy Red Cross program in the history of broadcasting. They are (to r) Tom, Hugh Brad unge, Ken Carpen ter, Warren Hul, Dick Joy, Knox Manning, Ken Niles, Thomas Free muth, Jimmy Wallington, Don Wilson and Harry on Zalt. Harry Maizlish, manager of KFWB, CBS western division program director; Bill Forbes, CBS representative; Mel Mel vyn, stage and art director; Hal Bock, NBC western regional director; Don Reynolds, special events director; Leon Leonard, KFWB musical director; Harley Witt, CBS Southern California sales director; and Broadcasters Assn., under whose auspices the broadcast was presented; Paul Pierce, KNX continuuity editor, Bentson & Howell, editors; Jimmy and Matt Barr, NBC Hollywood publicist. Mrs. Chatburn and Al Gordon are on the committee.

Local Red Cross Broadcast Blossoms Into Radio's Greatest Mass Production

By DAVID GLICKMAN

WHAT started out to be a mercy Red Cross broadcast over local Southern California stations only used to advantage the radio, Southern California Broadcasters Assn., on June 22, grew into one of the most successful and inspiring shows the province has been known for such a cause, and the first mass cooperative effort on the part of radio.

The show was originally scheduled for the 17 Southern California member stations, but 12 hours before broadcast time, the program was expanded to include all the United States stations that put in requests to release it. The program was carried across country, in part or whole, by NBC, CBS and Mutual-Dan Lee networks. CBS also shortwave it to Central and South America, and parts to Europe.

Although the association set its goal at $25,000, tabulations indicated more than $75,000 was being contributed to the Red Cross through local stations, with contributions and pledges still pouring in. In final checkout it is expected that national receipts will exceed $50,000.

An Overflow Crowd

Produced under direction of Charles Vanda, CBS western division program director, the show got under way at 9 p.m. (PST), and continued for 2 hours, 26 minutes, originating from the sound stage of KFWB, Hollywood, which holds 6,000 persons. An overflow crowd of 1,000 was seated on another stage. Seat tickets sold at $1 to $100 each and persons who had paid $10 a ticket found standing room in only in many instances. A crowd of more than 4,000 jammed into the hall, which had been officially named Avenue of Mercy by Mayor Fletcher Bowron of Los Angeles, when he proclaimed it the official name of the newly opened hall.

The broadcast was covered by the press and community and as the greatest cooperative effort ever undertaken by the Southern California radio industry. Daily newspapers and weeklies in that area to the state gave it generous space to publicize the broadcast. Besides news radio the program also featured sectional advertising editorials, urging the public to attend the radio broadcast and to give generously to the effort being made by radio.

Cities Service Slices

OLDEST commercial network program, the Cities Service Concert, on Aug. 2 will be reduced to a half-hour for the first time in its history, according to an announcement by the Cities Service Co., New York, which stated that the program would be presented in a new 8 p.m. time. The program, heard on NBC since 1926 as an hour feature, will be presented in a shorter form from 8 to 8:30 p.m. It will continue to feature Leota Martin at the Fair, Afoot and Frank Black's orchestra, Agency is Lord & Thomas, New York.

Model Plane Contest

CONTINENTAL BAKING Co., New York, tying in its exhibit at the New York World's Fair and its CBS program Sky Blazers, for three days starting June 29, is sponsoring the "Sky Blazers Model Aircraft Exposition", a competition for model builders from 6 to 60, who are invited to compete in three divisions. Entrants must bring their ships in person to the Continental exhibit at the Fair, to be judged by Col. Roscoe Turner, of the CBS program, who has been announcing the contest on the program for the past seven weeks. A total of $600 in prizes will be awarded on July 1. The first day of the meet, June 29, was set aside as "Wonder Bash Day" at the Fair, Agency is Benton & Bowles, New York.

REVOCATION SEEN FOR TEXAS GROUP

ULTIMATE revocation of the licenses of several Texas stations which allegedly flouted the law through hidden ownership involving mainly Rev. H. G. Ullman, as was suggested by the FCC June 19 in adopting proposed findings of fact and conclusions on revocation of the license of KSAM, Hustontown, Tex.

On June 21 the FCC received a report on another station, KOFT, Broadcasting Co. in the presence of Commissioner, recommended deletion for similar reasons. In the latter report the Commission recommended that the law department be instructed to examine the legal status of the station, to ascertain whether its license had been procured "in good faith."

Previously the FCC had adopted proposed deletions of the licenses of KTBC, Austin, KNET, Palestine, and KFB, Lubbock, who, it was revealed, had been conducted by Commissioner George P. Payne, who presided at all of the Texas proceedings. Oral arguments in these cases, challenging the manner in which the proceedings had been conducted by Commissioner Payne, were heard by the FCC June 28. Other stations against which revocation proceedings had been instituted included KFB, Tyler, and KAND, Corsicana.

FCC Summer Order

ADOPTION of an administrative order (No. 3), providing that less than a quota of its membership shall be handled, rests, as a board of public utility, the manner in which all matters except those otherwise specifically assigned, was announced June 27 by the FCC. The order coincides with the tentative plans of the Commission to go into quasi-judges of September and when certain of its members remaining in Washington.

Taught by Proxy

AS DIRECTOR of the radio and drama workshop of the National Music Camp, which recently went into session at Interlochen, Mich., William D. Boutwell was faced with the problem of instructing his classes there despite being delayed in Washington because of the press of his duties as director of the radio division of the Office of Education. So he transcribed his lectures in classroom style, with assignments and forwarded the records to the camp.

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BROADCASTING • Broadcast Advertising
FORT WAYNE, INDIANA...

Another Integral Part of WLW-Land

Served for years by WLW, listeners in this thriving Indiana city have naturally acquired the habit of tuning in the Nation's Station. That this listening habit has promoted a preference among Fort Wayne consumers for brands advertised on WLW is well appreciated by tradesmen in this city. To them, WLW-advertised means well advertised.
**POWER INCREASE? CHOOSE THE FINEST!**

**RCA 5,000 Watt**

Air-Cooled De Luxe Transmitter . . . Model 5-DX

- Airstream-Cooled Tubes
- De Luxe Unified-Front Panel
- Vertical "Air-Flow" Chassis
- Fingertip-Control Console

**MOVING UP TO 5,000 WATTS—? Congratulations!** You'll want the finest 5,000-watt equipment available . . . and we honestly believe the RCA De Luxe Air-Cooled Broadcast Transmitter Model 5-DX is just that! Notice the Unified-Front Panel—formerly available only on custom-built television and 50 KW. transmitters. This functional styling means easiest accessibility. Easiest installation. Easiest operation! Especially suitable for flush mounting; ideal for air-conditioned stations.

**Cooler! Quieter! Lower Operating Costs!**

Each chassis is vertically arranged for natural air-flow convection cooling. All circuit-components on all chassis are easier to reach; all circuit components operate cooler. Air-cooled metal-anode tubes are under forced draft: no water, water-pumps, or water-problems to increase maintenance costs.

And far in advance of present standards is the performance of the 5-DX! Highest fidelity; highest efficiency! Lowest distortion; lowest operating costs! Write for the 5-DX booklet that tells the whole story of this easy-to-install, easy-to-operate, economical 5 KW. Air-Cooled Transmitter!

**"Fingertip" Control for Better Operation**

Put the transmitter on the air ... switch the tower lights on and off ... switch between studio lines ... all with a finger-flick! Complete audio-monitoring and power circuits—the complete station—all instantly controllable from the "Fingertip" console—exclusive with RCA. Write for full facts and data.

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Use RCA Radio Tubes in Your Station for Finer Performance

RCA Manufacturing Company, Inc., Camden, New Jersey
A Service of the Radio Corporation of America


See exhibits of all RCA services . . . including Television . . . at RCA Building, New York World’s Fair—and Golden Gate Exposition, San Francisco, California.