it's the twist that does it
--not the knob

If we were an advertiser selecting a radio station, we'd give more than a moment's thought to this remark regarding the doorknob. For it illustrates rather simply one unique quality that makes WOR the most power-full dollar for dollar advertising investment in New York.

For example, when you buy WOR you buy more than 50,000 watts guaranteed to cover an area containing approximately 4,250,000 homes with radios.

You buy 50,000 watts skillfully twisted away from ocean dead-space on the East and the thinly populated portions of those states on the West.

You buy 50,000 watts multiplied more than two times by a unique directive-array system which spears them on cities where people listen, and buy what they are told to buy.

Your program idea may have the potential power to move millions, but obviously it begins with a disadvantage if it fails to be carried by the station that is delivering the messages of America's greatest time-buyers to more people with radios, more power-fully than any station anywhere.

that power-full station—

WOR
IN CHICAGO AND MIDWEST AMERICA

Sells Goods Here

IN PHOENIX AND THE "GARDEN OF EDEN"

Two good stations in two great markets—doing the same fine job for advertisers—proved by sales results—by mail response—and by consistent renewal contracts. For details call Bill Cline, Sales Manager WLS, Chicago, or Fred Palmer Manager, KOY, Phoenix. Or any John Blair man.

870 The Prairie Farmer Station, Chicago... Burridge D. Butler, President... Glenn Snyder, Manager... 870 Kilocycles, Clean Channel, 50,000 Watts. NBC Blue Affiliate.

KOY

550 Phoenix... Burridge D. Butler, Chairman... Fred Palmer, Manager... 550 Kilocycles, 1000 Watts Day and Night... CBS Affiliate. Key Station, The Arizona Network—KOY, Phoenix; KTUC, Tucson; KSUN, Bisbee.
WHERE THERE'S SMOKE, THERE'S-
-Selling!

In New England, the Total is $91,527,000 a Year

NEW ENGLANDERS have "money to burn" for cigarettes, cigars and pipe tobacco.

They spend $45,574,000 more for beauty preparations—toilet requisites—hair treatment and other personal care commodities.

Here are but two sales sectors of the prosperous New England sales market that merit consistent cultivation by every maker of the products concerned.

New Englanders are receptive and responsive. They can be sold if your sales appeals GO WHERE THEY LIVE, work and spend!

The 18 locally-accepted stations of The Yankee Network go where New Englanders are, combining concentrated effectiveness with the COMPLETE COVERAGE essential for a thorough selling job in one of America's greatest markets. Choose the network with proven sales power for your next campaign.

THE YANKEE NETWORK
21 Brookline Avenue, Boston, Mass.

EDWARD PETRY & CO., Inc.
Exclusive National Sales Representatives

The latch string
is out for you
at the McClatchy Stations

WELCOME N.A.B.

KFBK  SACRAMENTO
KMJ    FRESNO
KWG    STOCKTON
KERN   BAKERSFIELD
KOH    RENO, NEVADA

McClatchy Broadcasting Company
SACRAMENTO, CALIFORNIA
Standard Radio lets go with BOTH BARRELS!

1 Standard Radio's New TAX-FREE LIBRARY

Right now: one of the largest NON-ASCAP services, with 1600 TAX-FREE selections, and not less than 60 new selections monthly.

By January 1941: we can offer 2000 TAX-FREE selections and 100 new selections monthly. Available in whole or in part at lowest prices.

Your investment in Standard Library now pays you cash dividends. Complete units of unique, easily sold dramatized commercials averaging 35 seconds each. Series A for USED CARS, Series B for RETAIL CLOTHING and Series C for RETAIL FURNITURE—now being distributed to Standard subscribers. Additional series now in production.

Are Your Transcriptions Up to Standard? Make your answer YES —assure yourself of the best solution to the copyright music question—and provide yourself with selling aids that SELL!

At the Convention—Be sure to get details of these two important Standard features. Complete audition facilities in our headquarters at the St. Francis.

Standard Radio
HOLLYWOOD

CHICAGO
A lightning flash on wheels this Red Lion, swiftest of all automobiles... but s-l-o-w, tortoise s-l-o-w compared to radio that girdles the globe in 1/6 of a second! That can rush first-hand war news from one continent to another in less than 1/60th of a second!

In five years, this country's radio listeners have reached the amazing total of 28,000,000 radio families... who listen 344,872 hours a day, 125,878,200 hours a year.

In these same five years, Mutual has grown from an independent network of four stations to an independent network of 142. Its annual billings now exceed the $3,000,000 mark.

In the recent political conventions, Mutual's coverage of 6 hours a day was more thorough... more timely... more up-to-the-second than any other offered the listener.

This spring, Mutual announced its new Volume Plan, further scissoring network costs... already two of the largest radio agencies in the country, Blackett-Sample-Hummert and J. Walter Thompson, have placed orders for 76 station hook-ups.

At a word, Mutual will place before you the facts and figures with surprising speed!

MUTUAL BROADCASTING SYSTEM
Watch This Cooperative Network of Independent Stations!
COLUMBIA'S EXCLUSIVE FULL TIME OUTLET FOR WESTERN MICHIGAN!

**WKZO**

**KALAMAZOO**

1000 WATTS... 590 KILOCYCLES

KALAMAZOO GRAND RAPIDS

SERVING 708,596 PEOPLE IN THIS AREA

176,350 RADIO FAMILIES

FULL TIME OPERATION—18 HOURS DAILY

SERVING MICHIGAN'S SECOND LARGEST MARKET

THE KALAMAZOO AND GRAND RAPIDS AREA

Representative HOWARD H. WILSON New York • Chicago • Kansas City • San Francisco

JOHN E. FETZER President and General Manager
BEYOND the Pittsburgh horizon... and completely within the KDKA primary area, are scores of important markets, such as STEUBENVILLE, WHEELING, WEIRTON, BUTLER, NEW CASTLE, SHARON, MEADVILLE, JOHNSTOWN, ALTOONA, CLAIRTON, ALIQUIPPA, HOMESTEAD, BRaddock, MCKEESPORT, etc.... in short, 60 towns of 10,000 population or over, in the KDKA primary area alone.

KDKA is represented by
NATIONAL BROADCASTING COMPANY, NATIONAL SPOT SALES DIVISION
with offices at 30 Rockefeller Plaza, New York
Merchandise Mart, Chicago  NBC Building, Cleveland
275 Tremont Street, Boston  Trans-Lux Building, Washington, D. C.
111 Sutter Street, San Francisco  Sunset Boulevard and Vine, Hollywood

Westinghouse KDKA Pittsburgh
"The Only Master Key to the Master Market"
In Cincinnati

WSAI is 2nd only to WLW in total business

Climaxing the dramatic sweep forward and upward of WSAI's business, comes this revolutionary Cincinnati situation: WSAI IS NOW SECOND ONLY TO WLW IN TOTAL BUSINESS!

During the typical week of July 14th through the 20th, WSAI had 262.3 quarter hours of sponsored programs—local, national, spot AND NETWORK. Thus, 5000 watt WSAI, though not tops in power, is tops in business, and is impressively ahead of its nearest rival, a 50,000 watt, 1490 kc, CBS station.

By excluding baseball, we subtract the "strictly summertime" business. Yet even after that, WSAI is still in second place in total sponsorship.

These indices of leadership demonstrate what advertisers think of the Cincinnati radio situation since that memorable day last September when three network changes were made here. They point out the station which the majority of the men who pay the bills believe is doing the job for the advertiser.

More and more, WSAI becomes the choice of those who wish to reach and sell Cincinnati. You should investigate.
AIMED AT PEOPLE AND POCKETBOOKS

KLZ's new directive antenna concentrates its power output in a northerly and southerly direction. This is done to eliminate interference to stations on the West Coast and in the East. But in directionalizing its signal strength, KLZ has likewise turned its full force on the buying power of the Rocky Mountain region... on Cheyenne, Boulder, Greeley, Fort Collins to the north... on Canon City, Cripple Creek, Colorado Springs, Pueblo to the south. In short, this new directive antenna, the most modern known to engineering science, combines with KLZ's new 5,000 watt authorization, full time, to make KLZ the best buy in the Denver region today. Actual measurements of this improved coverage are now being made. Findings will be made available to advertisers within a month. But an indication of what may be expected is to be found in tests in downtown Denver where KLZ's signal has increased about 150% in the daytime, 350% at night.

THE NEW FACTOR
in the New York Market!

1000 WATTS
FULL TIME

940 Kc (CENTER OF THE DIAL)
NEWS OF THE HOUR (every
hour) ON THE HOUR

NEW TRANSMITTER IN THE
GEOGRAPHICAL CENTER OF
THE GREATER NEW YORK AREA

Paterson

Newark

Orange

Elizabeth

HAuppauge

Jersey City, N. J.

Paterson

Newark

Orange

Elizabeth

HAuppauge

Jersey City, N. J.

N. Y. SALES OFFICE
SUITE 2217 • RKO BLDG., RADIO CITY, N. Y.
Circle 5-5780
DOMINATING THE NATION'S 3RD PROSPERITY MARKET!

YOUNGSTOWN—steel center of the prosperous Mahoning Valley District—ranks THIRD in business improvement, compared with any other territory containing over a million population, according to a recent issue of Forbes Magazine. This greatly expanded activity very definitely means greatly increased spending power—not for a brief period—but for many months to come.

WKBN—now more than ever—is the key to this rich purchasing area—dominating the market of 2,000,000 listeners with strong, clear reception!

WKBN BROADCASTING CORPORATION
17 NORTH CHAMPION ST. · YOUNGSTOWN, OHIO
MEMBER OF THE COLUMBIA BROADCASTING SYSTEM
National Representatives: RADIO ADVERTISING CORPORATION
WAVE GOES 5,000 WATTS—
BUT STILL DOESN'T COVER CHINA!

Our engineers tell us that our brand-new 5000-watt transmitter (which goes on the air about September 29) will extend our primary coverage right considerably—but honestly, we still won't cover the teeming populace of either Shanghai (China) or Shine On (Ky.) . . . To tell you the truth, WAVE isn't much interested in reaching anything outside of the Louisville Trading Area (where the bulk of all Kentucky's business is done). We are interested in the fact that, with an extra 4000 watts, we'll be able to give your message an even stronger, clearer voice, throughout the Area you want! . . . So it's still "China for the Chinese"—and WAVE for those million-plus people who can best afford your wares, in the best part of Kentucky.

An N. B. C. Outlet . . . FREE & PETERS, INC., National Representatives
ULTIMATE

FOR SUCCESSFUL RADIO SALES RESULTS IN THE GREATER BOSTON AREA
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!
Tear Around Dotted Line

GO ON, tear around dotted line. Get yourself out of breath. You’ve got parts of six states to cover—thousands of miles around. You’ll circumnavigate 259 counties, with 816,690 radio homes and billions of dollars of spendable income.

Buy WOW — cover the entire market with one radio station. WOW provides more selling impacts, in more counties, with more spendable income, than any other medium in the market. If you want the Omaha market — you want WOW!

RADIO STATION

WOW
OMAHA, NEBR.


5,000 Watts Day and Night on 590 KC Covers the Omaha Market
RADIO WOULD HAVE
MADE IT THE
"MILD" WEST!

BACK IN THE DAYS when the stagecoach careened through the "wild west," highway bandits were the terror of travellers. Inadequate communications slowed reports of robberies, made capture of criminals difficult.

Had radio been available at the time, this lawlessness would not have flourished. Today, radio aids highway patrols and police everywhere in the important task of stamping out crime.

Radio today gives vital news to the world almost as soon as it happens. In making and keeping modern Americans the best informed people on earth, an RCA Service, the National Broadcasting Company, operates two nation-wide networks 35 hours a day.

Vitally important also is the role of R. C. A. Communications with its direct transmission to and from 43 countries, and between leading U. S. cities.

So that all America may keep tuned to the pulse of the world by radio...so that quality will be ever higher...prices ever lower...the RCA Laboratories continuously engineer new developments, which are made available to RCA licensees, including the RCA Manufacturing Company, for radio sets, records, transmitting equipment, and other radio and sound apparatus.
POWER Concentrated TO SELL
BALTIMORE, MARYLAND
MORE Effectively - MORE Economically!

A shot-gun scatters its fire over a WIDER AREA, but a RIFLE hits the target HARDER! WCBM's power is CONCENTRATED to deliver your advertising message, with satisfactory volume and clarity, most effectively in the 238,860 radio-equipped homes IN THE BALTIMORE METROPOLITAN TRADING AREA! That's why increased sales IN BALTIMORE obtained through WCBM advertising are HIGH in proportion to advertising cost.

WCBM

Affiliated With The
MUTUAL BROADCASTING SYSTEM
National Representatives
THE FOREMAN COMPANY
247 Park Ave.
New York
Wrigley Bldg.
Chicago

AMERICA'S SEVENTH LARGEST MARKET
Columbia Recording Corporation, a subsidiary of Columbia Broadcasting System, Inc., is now actively engaged in the electrical transcription business.

Complete recording studios, incorporating the most modern facilities, will be available September first, in New York, Chicago and Hollywood. Manufacturing and processing facilities are at Bridgeport, Connecticut, and Hollywood, California.

You are invited to hear a demonstration of the recording characteristic of a Columbia Electrical Transcription, during the N.A.B. Convention, Hotel St. Francis, San Francisco, beginning August 4.

TRANSCRIPTION DIVISION
COLUMBIA RECORDING CORPORATION
A SUBSIDIARY OF COLUMBIA BROADCASTING SYSTEM, INC.
"Spots Before Your Eyes"

Buffalo
This is the Era of MORE POWER!

MORE POWER TO NAB

Greetings and welcome to our first Pacific Coast National Convention from the "Evergreen Land" The Pacific Northwest and

KOIN
The Journal

Only CBS Outlet in the Great Oregon Market

ALSO

MORE POWER TO KOIN
Now operating on newly authorized 5000 watts Directionalized Night Power

MORE POPULATION
Advance census figures show healthy Oregon Increase

MORE POWER TO REACH THEM WITHOUT EXTRA COST

No increase in rates so far announced by

KOIN
The Journal

Affiliated with the COLUMBIA BROADCASTING SYSTEM

Represented in the National Field by FREE & PETERS
"Take an extra week,"

the boss told me!

"Sales manager gets vacation! It's glorious, dear. And imagine... I had given up all hope when your boss suggested that business trip through Michigan and Ohio."

"Thank radio, darling! Sales started humming when I put that campaign on WJR and WGAR. Those two stations are as popular out there as you are at the club dances. 'Nice work,' the boss said... 'you have earned a real vacation! Take an extra week.'"
Time-Buying Boom Foreseen for Autumn

All Branches of Industry Anticipate War Danger Fails to Influence Budgets Adversely

RADIO ACTIVITIES of practically all users of the medium will either continue on “normal” schedules or will be expanded this autumn and winter.

With neither the war nor any other economic factors exerting an appreciably adverse influence on radio budgets—with national defense expenditures, indeed, stimulating business and advertising—there is every reason to expect that the business of broadcasting will maintain its upward trend and that the 1940-41 season will continue to bring record month-by-month revenues.

These conclusions are drawn from a consensus of key advertising agencies, major sponsors of network and national spot programs and surveys reported in this issue by correspondents of Broadcasting in the leading advertising centers of the United States and Canada.

All Optimistic

Besides assigning its correspondents to survey their local and regional fields, Broadcasting asked nearly 60 agencies which ranked top in network and spot billings in 1939 to wire their reports of fall and winter prospects direct, and the telegraphed replies received are published in full on pages 26-27.

Practically to a man, their outlook was optimistic—so many cases even enthusiastic. With such glowing reports from the national field, plus the comments of our correspondents on selected local and regional situations, it is fair to assume that local radio advertising will hold up just as well. It has become axiomatic in the broadcasting field that local radio sales follow practically the same curves as national—this despite the fact that the more network and national spot sold, the less time available for local.

On the other hand, the preponderance of stations is in the local category, most of them having no network affiliations and many of them until recent years enjoying relatively little national spot business. That they are due for more of this business, is evident from the generally wider use of spot contemplated, either as supplementary to network or because so many more advertisers are turning to the spot medium.

In addition to the “key” surveys appended hereto and the agency symposium published in full, Broadcasting has received brief but similarly favorable reports from some of the most important sponsors of radio programs, both network and spot.

Procter & Gamble, for example, the largest user of radio time, reported: “We expect to continue through the fall on the present scale.”

Donald D. Davis, president of General Mills, wired: “Use of radio network and spot programs continues an important part of our advertising activities, and we see no present reasons for any major adjustments in our commitments, as far as schedules, approved by our directors in May, for the fiscal year beginning June 1, 1940.”

Other Sponsors Say Same

Thomas L. Smith, president of Standard Brands, wired Broadcasting as follows: “Standard Brands’ advertising plans for the fall include aggressive campaigns on the radio and in magazines and newspapers. Our Chase & Sanborn radio program, new on the air for the summer, will resume its activities early in September with the same cast and famous guest stars. Our One Man’s Family program will continue throughout the summer, and the I Love a Mystery program will return in October.”

The Kellogg Co., Battle Creek, Mich., indicates that its fall advertising program will continue to use “spot radio, color pages in black and white ads in national magazines, newspapers and other miscellaneous media.” Said this company: “Prospects indicate a very firm volume of business on all of our products.”

Prospects for advertising use of radio, both spot and general, depend largely on international developments as well as domestic within the next few months,” according to Lee H. Bristol, vice-president in charge of advertising of Bristol-Myers Co. “There is no strong evidence yet to favor curtailment on most advertising programs for consumer merchandise. The average manufacturer’s viewpoint is cautious and conservative but not extreme in either direction.”

The Pepsodent Co. reported its advertising budget is the same as last year, “primarily because for the fall slightly higher than last year. It expects to use the same network for Bob Hope’s show in September.

Adam Hat Stores, sponsor of prizefights, will “continue our present advertising policies without curtailment.”

The Laboratories, through President C. S. Beardsley, reported itself as “optimistic on advertising outlook for the fall” and is changing neither network nor plans, using approximately the same budget as last year.

Network Plus Spot

Indicative of the combination network-spot user is Nehi Corp., Columbia, S.C., whose advertising manager, John D. Anderson, wired: “We are going ahead during the fall of 1940 without the slightest curtailment. Bob Ripley is under contract to continue his radio program for Royal Crown Cola over an 89-station CBS hookup. In addition, local bottlers of Royal Crown are using one-minute spot recordings and other local radio programs. A national survey made last fall indicated to us that retail dealers feel radio is one of the most effective mediums that can be used.”

Similarly, Continental Baking Co., New York, through its advertising manager, Lee Mack Marshall, reports no plan to curtail its Sky Blazers and Pretty Kitty Kelly shows on CBS nor to change its policy of using announcements and spots in local markets in special cases. “Extenuating circumstances” might possibly arise to cause Continental to change its present plans, but none is foreseen at present.

Following are the surveys as reported by the correspondents of Broadcasting:
deeply beneath the surface, however, to discover that the business uncertainty caused by war and politics is a vital factor in the radio upswing, especially in the pronounced trend to radio. Faced with an uncertain future, American business has apparently decided that the wisest course to pursue is to make the best of it, which it cannot control and to devote its energies to doing as much business as it possibly can today. This is the one of the factors which hold up calls for increased advertising, of which radio would naturally get its share.

But that's only the first step, and the reasoning is able to plan intelligently for the future, advertisers are avoiding, as far as possible, tying themselves up with future commitments. They are seeking elastic media, in which campaigns may be altered rapidly to meet rapidly changing conditions, in which copy appeals may be altered at the last moment and which will permit cancellations, should they become necessary, on the shortest possible notice. And that's where spot radio comes in.

Quick Placement

To place and carry out an advertising campaign in national magazines takes approximately six months. It is about four months to get in and out of national newspaper or billboard campaigns. Campaigns on television networks may be cancelled on 13 weeks notice. But the standard contract for spot radio advertising contains a two-week cancellation clause. A number of representatives report that their stations are even waiving this requirement and are accepting business on a "living-together" basis that permits the advertiser to halt his broadcasts on 24 hours' notice.

The war and rearmament orders, which have lifted employment and retail sales figures to levels above those for early 1939, to the first word war of the late 1920's in the country's manufacturing centers, have naturally resulted in increased time, sales for advertising in those centers. One such station, established for more than a decade and presumably having reached its basic sales level, reports that its time sales in the first six months of 1940 were more than 25% ahead of those in the same period of last year, with prospects for an even larger increase for the second half of the year.

But prosperity, in America, is never confined to a few cities. Workers in the industries stepped up by war conditions are spending their overtime pay for merchandise made in other cities, enabling advertisers in these centers to increase their earnings and their purchases and making it profitable for advertisers to widen their campaigns proportionately to the increasing circles of increased income. That has been done as clearly in the reports of the station representatives as in the actual increases for the first half of 1940 are anywhere from 25% to 100% over those for the like period of 1939, with even larger increases coming up for fall. It is probably significant that the smaller increases were reported

(Continued on page 91)

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**Agencies Highly Optimistic Over Outlook**

J. E. AINLEY
Radio Director
Aubrey, Moore & Wallace Inc.

**OUR CLIENTS** are looking ahead to a good fall and winter season and are planning equal or increased advertising in network and spot radio advertising.

R. H. ALBER CO.
Los Angeles

WE ARE making definite plans now to more than double our present commitments of both network and spot radio next fall and winter for our client, Gospel Broadcasting Association. Two more of our clients have tentatively authorized material increases from former schedules which have been released network and spot. We have every reason to believe that their tentative increases will materialize.

JOHN L. ANDERSON
Director of Radio
McCann-Erickson Inc.

IT IS DIFFICULT to predict with any degree of certainty the trend of this industry this coming season. It is natural to suppose that clients will wish to have radio commitments in operation as fluid as possible. As at the present time we expect to do a little more radio business this season than in the one just past.

EMIL BRISACHER
President & Radio Director
Rosenbluth, Davis & Staff

**OUR PRESENT commitments for fall and winter broadcasting indicate that our billing will be up around 20% on network time. Our commitments for spot radio advertising are about the same as last year.**

**Dollar Volume of Network Sponsors Analyzed for Half-Year by Industries**

RADIO ADVERTISER expenditures on all major networks advanced from $41,176,150 in the first six months of 1939 to $47,048,571 during the same period of this year, a gain of 14.3%. Analysis of the combined billings of NBC, CBS and MBS Industries reveals the totals by industries and media for the first six months of 1939 and 1940 as follows: Advertisers and agents, on a network and spot basis, will have a free merchandise circulation of approximately 55% of the networks' billings:

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**Note:** Portions of this text have been abbreviated for the purposes of readability. The complete text is available in the original source. The abbreviations used indicate the end of a column or section, and the continuation of a page or section is noted. The text discusses various aspects of the radio advertising industry, including market trends, advertising strategies, and economic factors influencing the industry. It highlights the optimism of advertisers for the fall and winter seasons and provides analysis of advertising expenditures by industry and media type.

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**Agencies Highly Optimistic Over Outlook**

MAURICE H. BENT
V.-P. & Account Executive
Blackett-Sample-Hummert Inc.

FALL PROSPECTS of Blackett-Sample-Hummert accounts: Look for continuation of present commitments with only slightly larger increases such as single station additions to present schedules. Total radio billing should be higher due to new use of radio and new accounts. To date European situation has complicated but helped overall, allowing us to plan fresh advertising by our agency this fall than in any previous similar season.

LAWTON CAMPBELL
V.-P. & Radio Director
Ruthrauff & Ryan, Inc.

WE HAVE every indication now that our clients will increase radio advertising for fall and winter and expect more radio programs and radio billing for this agency this fall than in any previous similar season.

C. H. COTTINGTON
Vice-President
N. W. Ayer & Son

THE OUTLOOK on radio advertising for the forthcoming fall and winter appears to be excellent. I see no reason why the advances made continually since 1932 should be halted by anything other than scarcity of time itself. Each succeeding season offers advertisers more circulation and more intense listening in the field of radio and sale of time has always paralleled this base.

ROBERT G. JENNINGS
V. P. & Radio Director

INDICATIONS point to excellent fall and winter season on both spot and network business. There is an easing up of the time availability situation both on spot and network at present. Last minute orders will, I believe, alter this before time change. Because of the uncertain situation in Europe, contracts generic will probably contain more conservative cancellation clauses. But other than this, radio generally should equal or better 1939.

FRANK W. FERRIN
V.-P. & Radio Director
Henri, Hurst & McDonald Inc.

GREATEST difficulty I see in the immediate radio picture is time availability. Our radio billing is considerably up and there is every indication that our fall billing will be even higher. The outlook for fall and winter, barring an unforeseen catastrophe, should show an all-time peak for the industry.

EDWARD J. FITZGERALD
Radio Director
Erwin, Pomplin & Co., Inc.

THE RADIO outlook for this fall is encouraging. There are increased budgets to some extent, and accounts which for a time for forget broadcast advertising are showing increased interest. Because available network time demands high talent costs necessary to offset competitive programs, this agency has drifted to a high personal approach. Despite added cost of handling, spots are proving economically solid. Never theless, this agency looks forward to some increase in network broadcasting.

C. F. GANNON
V.-P. & Radio Director
Arthur Kudner Inc.

ALL INDICATIONS point to a brisk fall and winter business in radio for Kudner clients. Some accounts, originally radio that had contracted, will pick up. We believe radio this fall in a major way and there is no likelihood of any cancellation of current business.

CHARLES H. GARDNER
Time Buyer

BELIEVE outlook for radio is optimistic. Every indication general listening is on upgrade. Our clients made good use of both network and spot this spring and summer. We expect this fall and winter. Comments of most of our clients and station representatives are favorable for network and spot time for the radio industry throughout this area in coming months.

E. A. GOBLE
Stack-Goble Adv. Agency

THE EXTENSIVE use we have made of radio in the past is proof positive of what we think of it as a medium and also a reason to expect good business for fall and winter. Comments of this nature will make possible good advertising for fall and winter. We plan to offer a good advertising for fall and winter. We plan to offer a real and greater heights.
They See Good Season Ahead

Mr. Gannon
Mr. Holcomb
Mr. Ferrin
Mr. Fitzgerald
Mr. Wade
Mr. Latham
Mr. Jennings
Mr. Pryor

They See Good Season Ahead

EDWARD LASKER
V-P. in Charge of Radio
Lord & Thomas

WE EXPECT all of our clients using both spot and network radio to continue on the air through the fall and winter periods. At this date we are not anticipating any changes in schedules or shows from the programs our clients used last year.

RICHARD MARVIN
Radio Director
Wm. Esty & Co.

SEVEN shows are now on the network and scheduled for fall continuation and there will be substantial increases in spot appropriation. The fall will undoubtedly be a peak year.

JOHN E. Mc MILLIN
V-P. & Director of Radio
Compton Advertising Inc.

THE FALL and winter outlook for network and spot radio looks healthy and strong on all our accounts.

PAUL F. MONROE
Buchanan & Co. & Inc.

CONSIDERING our plans with what I have been told as regards other clients, all things point to a most encouraging season for radio advertising—probably the best in its history. Radio certainly year by year has proven itself to be the most promising and a powerful medium. On our part, we have completed our network plans for the Texas Co. for the 1940-41 season, presenting the Texaco Star Thea- tre starring Fred Allen with Kenny Baker and company on an 88-station CBS network. We also anticipate regional coverage in Florida for the winter season; in Texas, with new spot casters; in the Mountain Zone, with news and spot announcements.

ROBERT W. ORR
Executive Vice-President
Lenner & Mitchell

THE SITUATION on radio for the fall and winter is very en- couraging. Network radio looks as though it will continue at the same level if not greater volume than last year. We definitely expect spot radio to be greater in volume.

ARTHUR PRYOR, JR.
V-P. & Radio Director
BBDO

NETWORK and spot radio schedules for 1940-41 appear to reflect normal yearly increase in use of medium as effective advertising vehicle. They do not reflect any apprehension of war or political campaign. Defense program with later increase in purchasing power might conceivably stimulate additional commitments in late fall or early winter.

RUSSEL M. SEEDS CO.
UNLESS unforeseen difficulties and our clients are planning an extended fall schedule. No curtail- ment of any advertising is anticipated unless actual events come to this country. Some of our clients are watching the situation very closely and the next network and spot schedules have been held up.

OTTO R. STAEDMAN
Secy.-Treas. & Time Buyer
Needham, Louis and Broby Inc.

OUR CLIENTS’ radio spot and network advertising for the coming fall and winter will be slightly ahead of the same period last year.

WALTER A. WADE
V-P. Account Executive
Wade Adv. Agency

THIS LOOKS like an extra good year for radio advertising. News of the war plus the coming political campaigns will keep more people glued to their radios this fall and winter than perhaps in any previous year. Summer tests, which we have been conducting, have shown more good sales reaction and greater promise than at any previous time. All indications are that our clients will be using more network and spot broadcasting this fall and winter than they have in the past two years.

BROADCASTING • Broadcast Advertising

August 1, 1940 • Page 27

CHICAGO

By EDWARD CODEL

M IDWEST agency-time-buyers, spot-radio representatives, transcription and production firms all have optimistic viewpoints and predict a decided increase in bill- ings for the fall and winter. The war, which for a while caused some con- cern in regard to renewals and new business, seems not to have acted adversely at all but in many cases is believed to be the determining factor for appropriation expansion due to the added defense fund money in circulation. Some agencies report that at the time of the fall of Belgium there was a general holding back for a while but this was short-lived. A few foreign-language programs were canceled during the last few months and there has been much more discus- sion of advertiser protection in regard to long-term contracts for time and talent. But on the whole prospects seem fitted with the colored glasses designed for long wear.

Meat Industry Active

One example of a heretofore almost static industry, insofar as scheduling of advertising is concerned, is the meat industry. Radio is expected to figure in the plans of the Institute of American Meat Packers which will spend $2,500,000 annually in a variety of number of years to inform the public of meat’s essential place in the diet. This is the largest cooperative campaign in food industry history. Armour & Co. is currently promoting its Treet in a national quarter-past approach. A. H. Stoudt & Co. is using ‘Burna & Allen on net- work to promote its Spam; Swift & Co. is reportedly contemplating a campaign in behalf of Prem. In addition, these and many other meat packers are producers of pet food and many new schedules are contemplated in addition to the dozen or so now being heard on network air.

Others placed in this territory now on the air or which have been planning to be in the future include Colgate - Palmolive Peet, Brown & Williamson Tobac- co Co., currently using four net- work spots, Maxim House (Cigarettes) (Bugler tobacco), Uncle Walter’s Doghouse (Sir Walter Raleigh smoking tobacco), Showboat (Ava- lon cigarettes), and a two and three-quarter hour Saturday eve- ning show on the John Lee net- work for Wings—is contemplating three more network shows. North- western Yeast Co. (Maca yeast), which this summer is conducting a spot schedule. Mar-O-Oil (sham- poo), is returning to the air with a spot ad. Also active in the general mills, Cudahy Packing Co., Procter & Gamble, The Wander Co., Campbell Cereal Co., Globe Laboratories, Welch Grape Juice Co., Schaeffer Pen, Household Finance and many more.

Selling the Distributor

Agency executives feel that the coming season will bring with it the greatest merchandising cam- paigns on record by both large and small advertisers and stations. In the case of the advertiser, stress is being laid more and more on selling the
distributor. More personal representatives of the home company will call on retailers and distributors to promote products in conjunction with radio programs than in the past. It is expected that distributors will have more say in how the advertising dollar is spent.

A rather definite trend is the supplementing of network shows with chain-break and one-minute announcements. These are spotted during particular daytime and evening periods to reach definite types of listeners. It has done this in the past. Many others have included it in their fall and winter schedules.

Still another trend, according to agency executives, is toward fewer unproved or "wildcat" programs. It has been the occurrence in the past to buy untried but seemingly good idea programs and place them on network or national spot. After much expenditure, they often prove to be duds, insofar as general public acceptance and pulling power are concerned. Other contributing factors, they say, are:

1. Transcriptions have graduated from the "outlet" stage and are now on a production and performance par with any live shows.

2. The "local angle" which transcriptions afford offer an incentive to retailers and distributors, especially if there is developing a "farming out" system of testing in a few chosen markets, gathering pertinent information on these and, then, if proved successful, placing on a nation-wide basis. This serves equally as protection to advertisers, who will listen in some cases to the listener as well.

Transcriptions Bullish

Transcription companies are unanimous in their prediction that fall will wind up with a higher volume than the summer, and are operating at full capacity. In addition to the general upswing in business which they feel, they blame such factors as increased buying power, and other contributing factors, they say, are:

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DETOIT

AN IMPROVED feeling about business prospects is quite apparent in Detroit, and general expectations for a large spread of radio activity. However, there is yet no sign that the large-scale automobile advertising will be any more heavily this fall and winter than was the case in the same period a year ago.

If the year is still intensified, the automotive industry might be given to their substantial time buying of years past, which was said to have been curtailed when 1937 volume thinned in the business retreat of 1938. It expanded quickly during the first quarter of this year through 1938, although spot buying was the main point of activity, rather than network programs. Meanwhile, automobile sales were improving noticeably. Feeling had been that if the climb indicated for the first quarter of the year continues steadily—proved out, it would be the signal for some resumption of chain buying.

The uncertainty created by the war, however, has minimized this possibility. At this writing there is definitely no sign that the Government's purchases will interfere with normal auto output in any manner whatsoever. But there are still enough buyers not only in manufacturing but in merchandising and profit margins as well, to bring the automakers back to something like "doing nothing new".

However, automakers will bring a substantial amount of spot buying, probably in the form of spot announcements during the coming two months, when 1941 models are introduced. Some introductions will be made of new cars from mid-year programs which have reserved their speaking time for the coming season. Few advertisers have been signed, with all choice time reported "sold out" on the NBC-Red and CBS-Green Networks. One of the networks will announce a list of new advertisers and the renewal of old ones. By all indications there will be many smaller buyers out for the show this year, and network time, according to the consensus, will continue to find Hollywood's highly exploited entertainment resources their richest advertising asset.

It has been pointed out time and time again, that as long as Hollywood talent shows continue to sell the advertiser's product, there will be buyers for these kind of programs.

For an important part as a production center for network advertising, both Pacific Coast programs and transcontinental. Besides the tried and trusted program there will be several new ones originating from that city. Trade paper scareheads that about nine-timer is moving to New York are ridiculed by Pacific Coast executives of the three networks. Although advertisers are interested in cheaper shows, they still want "name" attractions and therefore must come to Hollywood for them. This one is based on secured and prospective business already signed for the fall season. It is not yet completed, practically every sponsor using Hollywood originating net-

Manning in Salt Lake Tribune "Away from it all."

For report on outlook for radio in Canada, see page 88.

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PHILADELPHIA

By MAURICE H. ORODENKER

THE PREVAILING war jitters to the echo of the doomsayers' indications on every count that Phila-

delphia radio will experience another "boom" year with the coming of the 1940-41 season. In spite of the fact that there have been marked decreases in advertising revenue in other media, radio here continues on the upbeat. And it's a normal upbeat, there are no vari-

able issues and the station sales man-

ager or the agency timebuyer can point to. It's just that radio, as a primary medium, has been thrown to the deep root locally. It's no longer a question of selling radio per se to prospective advertisers. Instead, it's a question of finding available time on the already crowded schedule for buyers to take care of the advertisers clamoring at radio's doors.

A marked indication of what the new program and schedule demands has been at point one of the largest non-

network stations here. Since the be-
ginning of the year the time for this station has been at a premium, and already it has been necessary to turn down business for the fall. The next outlook is that the station will not accept any business for Sep-

(Continued on page 147)
Program of the 18th Annual NAB Convention
St. Francis Hotel, San Francisco, August 4-7

SUNDAY, AUG. 4
REGISTRATION (Mezzanine-
Golf Tourney—California Golf Club-
TICKET HALL)
10:30 A.M.
COMMITTEE MEETINGS (Places to be announced)
Sales Managers Steering Committee
Research Committee
BROADCASTING Trophy
1 P.M.
BMi Board of Directors
4 P.M.
Legislative Committee
P.M.
Code Committee (Open to all Broad-
casters)
6 P.M.
Labor Committee
Accompanying Committee
Engineering Committee
4:7 P.M.
COCKTAIL PARTY (Press Club Bldg.-
40 Powell St.) San Francisco Press
Club
6:30 P.M.
BOARD OF DIRECTORS DINNER
MONDAY, AUG. 5
10 A.M.
BUSINESS SESSION (Colonial Ball Room-
Address of Welcome—Hon. Angelo J.
Russo, Mayoralty Committee, Mayor's
President's Annual Report
Appointment of Board of Directors
Committee—Secretary's Report
Labor, Wages and Hours Roundtable—Joseph L.
Miller, NAB Director of Labor Rela-
tions
Proposed amendments to By-Laws
Report of Nominating Committee
On Director-at-Large
12:30 P.M.
LUNCHEON (Colonial Ball Room-
James Lawrence Fly, Chairman, FCC,
Conference, "Radio, Faces the Future"
(To be broadcast over CBS and MBS)
2:30 P.M.
GROUP MEETINGS
IRNA—Samuel R. Rosenbaum (WFIT)
Presiding
NIB—Harold A. Lafort (WCOP)
presiding
National Sales Managers, station and
agency representatives—Owen Uridge
(WJR) presiding
4:15 P.M.
Clear Channel—Edwin W. Craig (WSM)
presiding
Regional Stations—John Shepard (Yan-
kee Network) presiding
Locally Owned Stations—John Kerner (WCBM)
presiding
1:30 P.M.
EVENTS
2:30 P.M.
I-motion picture with Fay
2:45 P.M.
10:30 A.M.
10:05 A.M.
LUNCHEON (Colonial Ball Room)
Hon. Louis Johnson, former Asst. Secy.
of War, "The First Line of Defense"
(To be broadcast over MBS)
2:15 P.M.
BUSINESS SESSION (Colonial Ball Room)
NAB Sales Managers Division—Bureau
of Radio Advertisers meeting—Owen
Uridge (WJR) vice-chairman, presiding
2:15 P.M.
"THE UNIT PLAN OF VOLUME MEAS-
UREMENT—A BROADCASTER'S VIEW"
—William Scripps, Chairman, BMI
3:30 P.M.
REPORT ON UNIT PLAN OF VOLUME MEAS-
UREMENT—Paul F. Peter, NAB Director of Research
2:45 P.M.
ROUND TABLE ON UNIT PLAN OF VOLUME MEAS-
UREMENT—Representative of ANA
Representative of AAA
Representative of NRDC
3:15 P.M.
GENERAL DISCUSSION
Unit plan of volume measurement
3:45 P.M.
VOTE
Unit plan of volume measurement

ROUNDOUT two-years as the first
paid president of the NAB, Neville
Miller will preside over the
18th annual convention of the NAB
in San Francisco Aug. 4-7. He is
shown here in a new pose made
exclusively for BROADCASTING
prior to leaving for the convention.

3:30 P.M.
AUDIENCE AUDIENCE MEASURE-
MENT A. C. Neilsen, A. C. Neilsen Co.
6:30 P.M.
MEETING NEW BOARD OF DIRECTORS
7:00 P.M.
TELEVISION
"Apparatus Requirements for Tele-
vision Stations"—Ted Smith, Manager
Television Transmission Sales, RCA
"Television Station Operation and Tele-
cast Packets"—Harry Lukeby, Direc-
tor of Television, Don Lee Broadcasting
System
Television Demonstration Roundtable Discussion on Television
WEDNESDAY, AUG. 7
8:30 A.M.
BREAKFAST SESSION—NAB Staff Di-
çussion (Date and time to be announced)
Engineering Roundtable— lynne C.
Sheady, presiding

By C. E. MIDGLEY Jr.

TALE OF ONE NAB DELEGATE
Alphabetical Adventures of a Transcontinental
Traveler Enroute to the Coast

CHRISTL ball on a BARREL. He
thought they WOOSTERN be the
WAY unless some HALFF-WITT
CARPENTER had planned them. How
he FEELITIS hard to describe
so he put on a WIG, managed
to DODGE the FELLOWS and
started to TRAVEL to the places
the TRAVERS the distance to Holly-
wood.

As he arrived, he was right
Then he decided to take a bus
to THORNBURGH or DUNVILLE.
As he went to CROSS LEHIGH
He gave the head and said
"All I have is COULSON
you'll have to ask MYERS
or WHAMAM". Tell me

... Page 30 • August 1, 1940
BROADCASTING • Broadcast Advertising
War, ASCAP Dominate NAB's Agenda

By Sol Taishoff

Business-as-Usual Will Be Keynote at San Francisco; Code, Labor, Treaty to Hold Delegates Attention

REFUSING to allow conditions wrought by the warring Old World to blight normal processes in radio, the nation's broadcasters will convene in San Francisco Aug. 4-7 at the 18th annual convention of the NAB to devise means of safeguarding their welfare during the emergency period and to declare their independence in music copyright after nearly two decades of ASCAP-dictated bondage.

Despite the long haul to the Pacific Coast and the ominous forebodings of the war situation which is rapidly transforming the nation into a defensive arsenal, the convention keynote will be "business as usual" consistent with the demands of the times. There will be affirmation of the industry's pledge to the national Administration of unqualified support in the national defense planning. But to ward off any attempted grab for power by bureaucratic opportunists, which would defeat the very objective of the Government in these tense times, an integrated plan for voluntary cooperation will be formulated.

Plain Talk to Prevail

The gloves will be removed when the convention moves into such fields as copyright, self-regulation via the code route and the inroads of labor, organized and otherwise, into all phases of broadcast operations. The temptation will be great for the National Administration to devise means of controlling the nation's broadcast arsenal, the only arsenal which the Government can control through its administrative powers. In the event that the Government should seek to foreclose or to control the broadcast industry, an unequivocal demand will be made for a hearing and for an investigation of the facts involved.

NATIONAL DEFENSE and radio will keynote the NAB convention in San Francisco Aug. 4-7. FCC Chairman James Lawrence Fly, in his first face-to-face meeting with the body politic of the industry since his assumption of the FCC helm last Sept. 1, has selected as his subject "Radio Faces the Future" on an address to be delivered Aug. 5. Col. Louis Johnson, formerly Assistant Secretary of War, in addressing the convention Aug. 6, will use his theme "Sponsors of National Defense".

PRINCIPAL SPEAKERS BEFORE NAB

were nearly 400 broadcasters representing 273 member stations at the Atlantic City meeting.

While many eastern broadcasters will forego the convention because of the transcontinental trip, increase in the NAB's membership to a new all-time high of 460 stations is expected to offset some of the lost Eastern attendance. Moreover, many West Coast stations which heretofore have found it inconvenient to attend eastern meetings will be present at the first convention west of the Rockies since the Colorado Springs meeting in 1935.

National conventions, however, will be pitched largely to the copyright issue, with every sign pointing to ASCAP-less music over the networks after next January 1, and the industry-owned Broadcast Music Inc. as the new supplier of radio's most important raw material. With NAB already pledged to BMI since last September, at least an equivalent amount—and possibly four times the figure—may be sought from stations to guarantee capacity operation of BMI in turning out music of sufficient quantity and quality to meet the industry's demands. Acquisition of additional catalogs, outside ASCAP's monopolistic accumulation, also is part of the planned winter operation scheduled for convention action.

Upwards of 200 registrations of broadcasters already have passed through the NAB convention committee headquarters at the Hotel St. Francis in San Francisco. Eleventh-hour registrants are expected to swell the total to more than 300, and with the attendance of related industry groups such as network representatives, transcription producers, station representatives, equipment manufacturers, engineers, attorneys and agency men, the gross attendance may eclipse the total of some 900 at last year's convention in Atlantic City. There

TALKS TO BE AIREO

Addresses of FCC Chairman James Lawrence Fly and former Assistant Secretary of War Louis Johnson before the NAB convention in San Francisco will be broadcast over nationwide networks. The Fly speech on Aug. 5, will be carried over CBS and MBS 5:30-6 p.m. EST (1:30 p.m. PST), and that of Col. Johnson on Aug. 6 at the same times over NBC and MBS.

Fly to Talk

The convention will hear first-hand reactions of high ranking government officials on radio and its future role. Chairman James Lawrence Fly of the FCC will be the principal speaker at the opening business session Aug. 5. Foremost proponent of the plan to create a Defense Communications Committee of Government officials, opposed in principle by many leading industry figures, the FCC chief

is expected to seek to placate the industry and reassure it as to the future. As he has done repeatedly since the war emergency arose, he probably will truthfully that Uncle Sam has no idea of encroaching on commercial radio.

Col. Louis Johnson, who resigned as Assistant Secretary of War July 26, will add his topic "Sponsors of National Defense". Radio's role in maintaining public morale and in assisting national defense planning by giving freely of its time for recruiting and other activities, may predominate in his message. From both principal speakers, however, can be expected the note of exercise of utmost care against possible espionage activities and use of their facilities, particularly international broadcast stations, far and wide. An impending topic of fundamental importance to all radio may well be the plight of the standard broadcast relocation provided for in the Smith-Sugarbaker act adopted by Congress two years ago. FCC Chairman Fly has promised action post haste by the FCC, after publication "Broad- casting'' of the report that the treaty conceivably can go by default under its automatic time limitations, unless the FCC pro- motes thelations required under it. Unless the FCC acts affirmatively prior to the convening of the San Francisco sessions, spontaneous outbreaks on the floor, with a demand for action, can be expected.

The fact that the treaty has been ratified by the Senate, and therefore constitutes a sovereign commitment which cannot be violated by a subordinate administrative agency, unquestionably will warrant the action. With appropriate demands to proper places lest all the advantages of the continental reallocation be lost. Of great significance is the fact that the vexatious interference conditions precipitated by operation of outlawed high-power border stations under temporary Mexican authorizations that have continued for a decade.

Paine Plea Rejected

Copyright hits the agenda at the second day's session Aug. 6, with a hold barred on an inking of the likely temper of this session was given in an exchange of correspondence between NAB President Miller and ASCAP General Manager John G. Paine, after the latter had suggested that an ASCAP emissary, presumably President Gene Buck, present at the program to expound on ASCAP's new copyright proposal. President Miller minced no words in declining the bid and in declining upon ASCAP with a demand for full letter. He reaffirmed his statement. [BROADCASTING, July 15] that "San Francisco will be no Munich".

(Continued on page 78)
Typical Station Participations in National Radio Festival under auspices of NAB

Window display by WHIO, Dayton
Lobby sign at WMBG, Richmond

Visit THE STUDIOS during National Radio Festival WEEK OF MAY 19-25
Sponsored by KVOD KOA KFEL

Denver stations displayed these posters in varying sizes.

while you drive

Enjoy the many hours of radio entertainment provided every day by the American System of Broadcasting.

Window display by WHEC, Rochester

Window news display of KFBK, Sacramento

30,000 visited WCAU, Philadelphia, studios—and 5000 posed before the television camera.

Special studio show at WWL, New Orleans

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BROADCASTING • Broadcast Advertising
Monthly Radio Business Index May Be Reinstated by the NAB

Scripps Committee Favors Plan Measuring Time Sales by Units Instead of Dollars

REINSTATEMENT of a business index for broadcasting, modernized and streamlined, which dis- tilled monthly analyses of broadcast advertising volume would be made available as a service to the industry, was voted at an NAB membership meeting in San Francisco Aug. 6, after a year of ex- planatory study by the NAB Research Committee and Research Director Paul F. Peter.

Designed to supplant the former system of dollar volume measure- ment, which was eliminated be- cause of constantly recurring headlines about radio rolling in wealth, the plan encompasses a unique method of direct measure- ment of radio advertising. Prior to submission to the convention itself, the NAB board, at a meeting scheduled for early August, will finally on the proposal. William J. Scripps, chairman of the research committee, will present the plan to the convention for considering and assuming final board approval.

The board last February in- structed the research committee to study the feasibility of a broadcast advertising volume in terms of time units and to prepare for its consideration a “workable plan” under which data could be currently reported to the industry. It is expected that the plan, using the base of one program unit as equal to one minute of program time, will receive board approval and thus be presented to the con- vention as tentatively scheduled.

Practical Data Sought

The purpose is to provide data of maximum reliability to broadcasters, advertisers and prospective advertisers and agencies. It is ar- gued that such a plan will not only aid the individual station in spotting the classifications of business where sales pressure is needed, but will also be of primary value in securing the business.

The committee which participated in drafting the plan com- prises Chairmen Scripps; Hugh M. Beville Jr., NBC; Arthur Beville Church, KMB, Kansas City; D. Shouse, WLW-WSAI, Cincinnati; Dr. Frank Hanton, CBS; Theodore C. Streibert, WWCA, MBS, and Research Director Peter.

In advocating reinstatement of the modified plan, the committee said it is surprising the extent to which broadcast executive judg- ment is based on what his competitor is doing or what business in other parts of the country are doing in an advertising way. Whatever the underlying psychology, a pattern reaction of advertisers to broadcast space, an approach is the ready question, “How much broadcast advertising is placed by businesses like mine?”

Comparison of media as to advertising volume would provide information of sales value to stations, national representatives, networks and advertising agencies for comparison of volume measurement and com- parisons with other media using indices and no expenditure figures”, said the committee, “will correct a situation detrimental to the broad- casting industry which now exists.

Cited as an example was the re- (Continued on page 114)

Networks to Name 3 NAB Directors; Convention Will Broaden Membership

ELECTION of nine new directors—three of them to represent the major networks as such for the first time—constitutes the scope of political electioneering required for the NAB convention in San Francisco Aug. 4-7. Membership of the board, pegged at 23 since the reorganization of the association two years ago, will be increased to 26 to accommodate the NBC, CBS and MBS representatives, assuming the membership approves an amendment to the bylaws.

Two Already Elected

Under existing bylaws, each con- vention must elect six directors-at- large, two each representing large stations, medium stations and small stations. These directors will be selected from among 12 nomi- nees (four for each station classi- fication) whose names will be brought in by the 17 district di- rectors. The elections, by ballot, are scheduled for Aug. 6.

Two new district directors al- ready have been elected at district meetings held during the last two months, while six others whose terms were to expire with the con- vention have been reelected for two-year terms.

The new directors are Harrison Hollway, general manager of KXLY and KEGO, Los Angeles; succeeding Donald W. Thornburgh, CBS Pacific Coast vice-president, and Clarence Wheeler, vice-pres- ident and general manager of WHEC, Rochester, in place of Col. Harry C. Wilder, WSYR, Syra- cuse, who decided to run for re- election. Mr. Thornburgh was not a candidate because of the pro- posed new provision for network directors to be elected as such.

Assuming passage of the by- laws amendment authorizing net- work directors, it is expected that network officials close to Wash- ington will be named, so they can be available to NAB headquarters on emergency matters. Likely selec- tions are Frank M. Russell, NBC Washington vice-president; Harry C. Butcher, CBS Washington vice- president, and Theodore C. Strei- bert, MBS-WOR vice-president. They have been active in NAB af- fairs. Terms will be for one year.

In addition to the bylaws amend- ment for network directors, an- other amendment slated for action at the convention is one that would broaden the base of NAB active membership, to permit new com- mercial radio pursuits such as FM, television, and other prospective services to enjoy full membership privileges. The existing bylaws prescribe that active membership shall be limited to stations licensed within the band 550 to 1600 kc. The proposed amendment provides that the frequency band clause be de- leted and that active membership shall be allowed all stations en- gaged in radio broadcasting. The latter term is defined as “the free dissemination to the general pub- lic, by means of electromagnetic waves, of intelligence and enter- tainment appealing either to the aural or visual senses or both.”

District directors recalled for two years at recent district meetings are John A. Kennedy, WCBS, Charleston, W. Va.; Edwin W. Graig, WSM, Nashville; John W. Fezer, WHO, Kansas- city; John G. Glinn Jr., WOW, Omaha; Herb Hollister, KFBI- KANS, Wichita; Eugene O’Fallon, KFEL, Denver.

Holdover district directors whose terms expire next year are Paul W. Morency, WTIC, Hartford; Clifford M. Chafee, WEEU- WRA, Reading; Walter Tisi- son, WFLA, Tampa; J. Harold Ryan, WSFO, Toledo; William H. West, WTMV, E. St. Louis; Earl H. Lemmon, WCOO, Minnea- polis; O. L. Taylor, KGNC, Amarillo; Howard Lane, KFBK, Sacra- mento; C. W. Myers, KOIN- KFKE, Portland, Ore.

Directors-at-large, whose terms expire with the convention, are Paul W. Morency, WTIC, Hartford; Clifford M. Chafee, WEEU- WRA, Reading; Walter Tisi- son, WFLA, Tampa; J. Harold Ryan, WSFO, Toledo; William H. West, WTMV, E. St. Louis; Earl H. Lemmon, WCOO, Minnea- polis; O. L. Taylor, KGNC, Amarillo; Howard Lane, KFBK, Sacra- mento; C. W. Myers, KOIN- KFKE, Portland, Ore.

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Director's STAFF of NAB which will direct activities at the annual convention in San Francisco, Aug. 4-7. Seated (l to r): Sam Henry Jr., Bureau of Radio Advertising; Everett Revercomb, editor; Arthur Stringer, assistant to the president; Russell P. Place, counsel. Standing (1 to r): Edward M. Kirby, director of public relations; Joseph L. Miller, labor relations; Lynne C. Smoby, engineering; Paul F. Peter, research; J. Robert Myers, research assistant; Arthur Stringer, promotion.

BROADCASTING • Broadcast Advertising

August 1, 1940 • Page 33
Fairs Poised for Tribute to Industry

Notables to Participate

In Lauding Progress Of Broadcasting

"THIS is the American System of Broadcasting";

That network-break announcement, to be supplemented by individual station-breaks such as "of which Station XYZ is proud to be a part," will be introduced for the first time in radio's meteoric history when Broadcasting's Day is observed Aug. 3 over the biggest single network ever aligned.

The occasion will be the tribute to American broadcasting arranged by the World's Fair of New York and the Golden Gate International Exposition in San Francisco, during which identical plaques symbolic of Radio by the American Plan will be unveiled. Some 500 stations—possibly more—will carry the epoch-making program, with non-network outlets tying into NBC, CBS and MBS at 8:9 p.m. (EDST). Stephen Early, secretary to President Roosevelt, will press the button, unveiling the plaques simultaneously in New York and San Francisco.

Notables to Appear

In addition to individuals high in the official, business, religious and educational life of America, some/twosome famous stars of radio and the stage will appear in person at the expositions to participate actively in the gigantic tribute to American Radio. Coming on the eve of the NAB convention in San Francisco, Aug. 4-7, Neville Miller, NAB president, will accept the plaques in behalf of the industry. Pages depicting radio's public service will precede the broadcast ceremonies at both fairs.

Use of the inspired "American System" station-break will be restricted in the future to industry-wide observances. The ready willingness of all segments of government and industry to participate in the presentation, led to an annual observance of Broadcasting's Day.

The plaques have been designed by Anton Refreger of the Daily News, with non-network outlets. "The liberty of the people will be preserved as long as there are tongues to speak and ears to hear."

Another feature, to close the broadcast portion, will be the performance of a two-stanza poem written by Carl Haverlin, of Broadcast Music Inc., and scored by Paul Nordoff, protege of Leopold Stokowski, titled "More Perfect Union." Simultaneous singing by thousands of school children assembled on the fairgrounds in New York and San Francisco of patriotic hymns, with the voices intermixed to portray the national unity achieved through American radio, also has been arranged.

Among those scheduled to participate in the tribute are FCC Chairman James Lawrence Fly, from San Francisco, where he will address the NAB Convention; William R. Miller, president, American Federation of Labor; Mrs. Harold V. Milligan, president, National Association of Broadcasters; Van Kirk, executive secretary, Federal Council of the Churches of Christ in America; Rabbi Jonathan M. Sacks, of New York, chairman, Commission of Education, and Roger Baldwin, director, American Civil Liberties Union.

Famous Stars Volunteer

Famous radio names to participate, volunteering their services, are James Melton, Major Bowes, Raymond Gram Swing, San Francisco Symphony, Rudy Vallee, Kate Smith, Lowell Thomas, Francia White, Lanny Ross, Phillip Cook, Al Wallensteine, Frank Black, Harry Von Tilzer, Madeleine Carroll, Tommy Riggs, Howard Barlow.

President Miller Denies ASCAP Plea For Place on NAB Convention Agenda

SUGGESTION by ASCAP that one of its representatives (presumably President Gene Buck) be invited to address the NAB convention in San Francisco Aug. 4-7, to give "first-hand facts" about ASCAP, has brought from NAB President Neville Miller a vehement "No," expressed in a two-stanza letter in which he reviewed the grievances of the broadcasters against the music "monopoly."

The exchange of letters is seen as the opening of a new phase of the copyright battle, slated to reach its zenith as the year closes, when the competitive真空 contract between ASCAP and the broadcasters will expire. Meanwhile, broadcasters have lined up solidly behind Broadcast Music Inc., as the industry's own music reservoir, and NBC and CBS have committed themselves unalterably against a separate deal with ASCAP at its quoted terms.

General Manager John G. Paine July 8 wrote President Miller suggesting that an ASCAP speaker be placed on the NAB Program. Since President Buck is on the Coast, it was presumed Mr. Paine meant his chief. Mr. Miller, in his reply July 17, told Mr. Paine that the program has been set for August and closed. He gave as his reasons why the request was ill-timed and ill-considered.

Simultaneously, the NAB sent to the industry a new booklet titled Let's Stick to the Record, to offset ASCAP large-scale "educational campaign" on the music question. The booklet was described as a compilation of questions and answers in explanation of the current dispute between NAB and ASCAP.

The texts of the Paine-Miller exchange follow:

The Paine Letter

The interest shown by your members in the subject of ASCAP and its demands on programming, musical, cultural, and educational values of music, and its contribution to the progress of radio, is very gratifying.

In view of this awakened appreciation of music, I believe it will interest the members of your organization who are interested in attempting to come to terms with ASCAP to see some first-hand facts about the plans, purposes and policies of ASCAP, and to come to terms which are beneficial to the advancement of radio, particularly to local stations.

We therefore would be pleased to send a representative to San Francisco to address your convention. I would greatly appreciate hearing from you at your earliest convenience, so that our speaker can be fully prepared to present a paper worthy of the importance of the occasion.

The Miller Reply

I have your letter requesting time on the NAB convention program. We appreciate your interest in our broadcasting representatives and have been approached by an ASCAP representative at your expense to San Francisco, all of which confirms our opinions that the NAB convention is a most important meeting for broadcasters and will be attended by representative broadcasters from all parts of the country.

I regret that the interest of your Society in the NAB, and your recognition of the fact that it represents the radio industry, comes much too late. When I assumed the presidency of NAB, I outlined for you, the officers and the other officers of your Society, and did all in my power to effect a harmonious understanding between the two groups, so that the terms of renewal of the ASCAP contract could be discussed by representatives of our groups on a business basis, which would have been mutually advantageous to all concerned. You will recall that I appointed a committee of broadcasters who came to your office a number of times, but our efforts were thwarted by the refusal of your president to appoint a committee to meet with the broadcasters. As you know, your Mr. Claude Mills has addressed the broadcasters in recent meetings. Unfortunately, our program for this coming convention has been completed for some weeks, and due to recent developments in the radio field, it is impossible now to include any additional speakers.

In your letter you state that NAB members have shown an interest in the new ASCAP contract. Such interest appears to have been misinterpreted by ASCAP. Broadcasters have clearly indicated their awareness of the value of music and its importance, not only to radio, but in the cultural life of the country. Broadcasters would like to be able to stimulate the creative music of this country, but ASCAP's new contract is merely an attempt to perpetuate the present ASCAP rates and to extract from its relatively few members the maximum revenue available among all writers, according to their talents and the use of their music. ASCAP is one more move to retard music progress in this country than any other factor, and broadcasters are united in my conviction the continuation of this policy.

Interested But Unwilling

Broadcasters are interested further in your contract because of the splendid work of many members of your Society, and would like to continue to use this music, but they are unwilling to contribute all the funds available for the purchase of music to compensates some members of your Society and close the door upon the meritorious music of the many independent composers who have been prevented by the ASCAP contract from finding an audience for their works.

Our industry at this moment pays 4 times as much as the gross revenue as other industry which does business with your Society, and could do more by paying 80 times as much and increase our payments from approximately $4,500,000 to almost $4,000,000.

The interest of broadcasters in your contract is accompanied by the strongest condemnation of its terms, and representations which substantially criticize the ASCAP. Your Society is trying to impose upon us a contract which is highly colored with monopolistic power. That interest has not caused any broadcaster to sign your contract, but has caused representative broadcasters, who pay over two-thirds of the money your Society receives from all broadcasters, to establish Broadcast Music Inc. as a means to introduce to the American broadcasting public the splendid music of many young writers and to give broadcasters the right to purchase music in a free and inexpensive manner as they purchase other requirements.

The basic principles in which broadcasters believe are known to you at the time the new contract was drawn. I believe recognition of these principles and a more cooperative approach would have made any arrangement of the contract unnecessary.
"You'll need this pin
to show WHO coverage!"

- If you'll sit down a minute, Sir, and listen to a few statistics, we think we can show you some things that may greatly influence your thinking about radio coverage in Iowa.

In the first place, this big State has a total population of 2,470,900, but nary a city of as many as 175,000 souls. . . . We have seventeen cities between 10,000 and 170,000 population—and actually sixty-four good towns of less than 10,000! . . .

In addition, we have 967,979 people living on farms.

The only way any radio advertiser can reach a sizeable proportion of all these people at minimum cost is to use WHO—the one station in Iowa which has enough power to cover the State. . . . WHO is "heard regularly" in daytime by 70% of Iowa's urban people—by 86.1% of our village people—by 85.1% of our farm people. No other station is heard regularly, in Iowa, by even so much as half of these percentages, in any of the three categories.

That's about enough statistics for today. But there are dozens of other highly significant facts, about all phases of listening habits, in the new 1940 Iowa Radio Audience Survey, by H. B. Summers of Kansas State College. Write for your copy, today!

WHO
for IOWA PLUS!

DES MOINES . . . 50,000 WATTS
J. O. MALAND, MANAGER
FREE & PETERS, INC., National Representatives
Joint Ownership of KGKO Voted

FCC Approves New Division Of Fort Worth Holdings

ACQUISITION of half interest in KGKO, Fort Worth, Tex., for $250,000, by trustees for the A. H. Belo Corp., which publishes the Dallas News and owns WFAA, was approved July 25 by the FCC. Under the arrangement, the Fort Worth Star-Telegram, which operates WBP, retains 50% interest in KGKO, equally dividing the holdings of the Dallas-Fort Worth newspapers in both WFAA-WBAP and the Fort Worth outlet. The application involving KGKO was filed March 29.

WFAA and WBAP use a common transmitter and divide the 800 kc. clear channel as a fulltime NBC outlet. KGKO, regional with 1,000 watts night and 5,000 watts day on 750 kc., is the NBC-Blue outlet for the Fort Worth-Dallas area and is the key of the Lone Star Network.

Joint Sales Plan

It is understood that, with the approval of the transfer, KGKO will be operated in conjunction with WFAA-WBAP. Unlike the new 50-50 ownership of KGKO, however, WFAA and WBAP are individually owned but the sales operation is maintained jointly. The new KGKO Broadcasting Co. will have as its president either Amnon Cartor, president of the Star-Telegram and WBP, or G. B. Dealey, president of the local KGKO. As approved, the transfer of 350 shares of new common stock was to G. B. Dealey, E. M. Dealey, M. M. Donosky, all Dallas News executives.

Under the operating plans, a new sales organization will be established, to be headed by Martin B. Campbell, general manager of WFAA, who is expected to serve as general sales manager of both the Red and Blue network operations. Harold H. Hough, general manager of WBAP and KGKO and circulation manager of the Star-Telegram, is the executive of the Fort Worth operations and will continue as managing director of the new operation.

It is expected that Alex Keese, assistant to Mr. Campbell, will become manager of WFAA, George Cranston, general manager of KGKO, is slated for the management of WBAP.

Mr. Carter purchased half interest in the WFAA transmitter, near Grapevine, Tex., for WBP several months ago, after which provisions were entered into for sale of half interest in KGKO to the Dallas News interests. WFAA and WBAP have shared time virtually since they began operations in 1922.

PLAQUE DEDICATED TO FREE RADIO

Radio's Gridiron

WHAT MAY BE the forerunner of an annual radio skit, during which industry figures and events will be lampooned, following the pattern of the famed Gridiner Dinners of Washington newsmen, will be presented at the NAB banquet in San Francisco Aug. 7. Titled "The Grenier Pastures," the burlesque was written by J. Kenneth Jones, until recently director of the Federal Radio Education Committee, in collaboration with Ed Kirby, NAB public relations director. It will be presented under the auspices of the Do-Do Club, organized two years ago by Lambdin Kay, WSB, Atlanta, made up of broadcasters of "ancient vintage." The elaborate presentation will employ a professional cast, and will be directed and produced by Mr. Jones.

PLAQUE TRIBUTE

Identical Symbols Will Be -Unveiled at Fairs

SYMBOLIC of a free American radio is the plaque (above) to be unveiled Aug. 3 as the first national tribute to the tradition of the broadcaster. Identical plaques will be dedicated in ceremonies at the New York and San Francisco World's Fairs during observance of Broadcasting Day, Sept. 13. An appeal for funds has been made by the Emergency Committee for Radio, the name of the chief executive, will be sent by remote control from Washington.

The plaque shows the American broadcaster (closest to the microphone) whose devotion to freedom of speech has been a tradition of the nation's free American democracy, represented on the plaque by the heads of Lincoln, Washington, Patrick Henry, Thomas Jefferson and Benjamin Franklin. Everything for which radio stands today (in this country) expresses what these statesmen fought and were willing to die for—a free American democracy.

The artist is Anton Refregier, a young American painter and sculptor with exhibits in all major national museums and at the World's Fair in New York. The plaque is of bronze against a walnut background, with gold leaf inscription from Walt Whitman, reading: "I say there can be no safety for black men, without free tongues among free ears willing to hear the tongues." The dedication is "to a Free Radio in the Public Interest."

Riverside, Cal., Grant Recalled for Hearing

WHAT is seen as a possible new test of the newspaper ownership issue involved the sudden action an FCC board July 26 in reconsidering its July 17 grant of a new local station, KBBA, to Riverside Broadcasting Co., Riverside, Cal. The Commission acted on its own, revoking its original grant, based on a previous FCC grant [see earlier story on page 72] on the basis of "new facts." Acting were Chairman Prentice and Commissioners Walker and Thompson.

The Riverside Broadcasting Co., appellee in the hearing, was granted a hearing simultaneously with two conflicting applications—those of Broadcasters of America, Inc., seeking 1,000 watts fulltime on 1390 kc., and Mollin Investment Co., seeking 500 watts daytime on 1390 kc., both in Riverside.

Riverside Broadcasting Co. had its officers and stockholders on call for a hearing to be held Aug. 21, chief engineer of KAWM, Galpin, N. M., president, 5% stockholder and stockholder of additional 471/2%; James K. Guthrie, vice-president, 15%; Howard R. Hayes, tourist service owner, 15%; and the Riverside Enterprise and Press, 15%; W. Harry Hammond, publisher of the Riverside Enterprise and American, 15%; J. C. and E. W. Lee, owners of KFXM, San Bernardino, 5%.
SHOWMANSHIP WINS DETROIT'S BILLION DOLLAR AUDIENCE!

This year individuals in the Detroit and WXYZ market will be paid over a billion dollars. We know that they respond to and applaud good showmanship. That's been proved time and again by the success gained by radio productions originated by the WXYZ organization. Advertisers applaud this response because of sales gains that mean profits.

This unique combination is offered at the Lowest Radio Dollar Rate in Detroit.

WXYZ
KEY STATION OF MICHIGAN RADIO NETWORK
5000 WATTS Daytime . . . 1000 WATTS Nighttime
Basic Detroit Outlet for NBC Blue Network

National Sales Representative, PAUL M. RAYMER CO.
Thurman Arnold Takes Over Government's ASCAP Case
Asks Detailed Data From Stations and Other Copyright Users on Relations With Society

GOING into high gear in its anti-trust action against ASCAP after five years of walter on the Federal court docket, Attorney General Thurman Arnold, trust-busting executive of the Department of Justice, is personally taking a hand in the current proceedings.

Leading industry figures conferred with Mr. Arnold for an hour July 26 in connection with the litigation. Participating were NAB President Neville Miller, Niles Trammell, NBC president; Edward Klauber, CBS executive vice president; Alfred J. McCosker, chairman of the board of MBS; John J. Burns, CBS attorney and director, and Sydney M. Kaye, vice president and general counsel of Broadcast Music Inc.

Beyond the observation that the conference was "entirely satisfactory," Mr. Miller made no comment. No word was forthcoming from the Department. It is presumed, however, that the conference centered around the newly-instituted procedure against ASCAP and that in behalf of the industry the Assistant Attorney General was advised that the questionnaire data sought would be filed as fully and as expeditiously as possible.

Would Speed Case

Apparently anxious to speed the Department's case, Mr. Arnold on July 18 personally dispatched to all stations a questionnaire seeking detailed information on dealings of stations with ASCAP and other copyright organizations and delving into all other music contractual aspects of broadcasting.

"The information acquired by means of this questionnaire," Mr. Arnold stated, "will be used by the Department to establish the exact nature of the transactions as described and to ascertain whether or not your business and that of other broadcasters has been subjected to unreasonable restraint imposed by any combination of owners of copyrighted music. All documents supplied by you in response to this questionnaire will be preserved and returned to you when they have served their purpose."

Letters and questionnaires also were dispatched by Mr. Arnold to music publishers, hotels, motion picture exhibitors and other copyright holders. The quest for information by questionnaire follows submission to the Department by ASCAP of files and records which had been requested in criminal proceedings instituted in New York by the Department after ASCAP repeatedly had refused to supply them.

After a motion to quash the Government's subpoena had been denied in the Federal District Court in New York, CBS-CBS, Inc., June 15, July 1, July 15, ASCAP supplied the information voluntarily. ASCAP has been informed in no uncertain terms, it is reliably reported, that the Department intends to pursue the five-year-old anti-trust suit pending before the New York Court, or perhaps even institute criminal proceedings.

Victor Waters, special assistant to the Attorney General, has been in immediate charge of the ASCAP case, reporting, however, to the Assistant Attorney General. It is understood he is making a thorough analysis of the ASCAP data. Presumably the precise course of action will not be decided upon until the results of the questionnaire analysis are ascertained.

Questions Asked

Questions asked of stations, regarding ASCAP contracts as form of contract, blanket licenses, threatened infringement suits, hotel, motion picture exhibitors, dance halls or others who have sued or have received threats of litigation from ASCAP; number of tunes ASCAP claims to control; other interrogatories designed to ascertain whether ASCAP has claimed a monopoly, restrained trade, or has otherwise contravened the statutes.

Other questions relate to network affiliation, and whether such outlets were required, contractually or otherwise, to have ASCAP licenses; newspaper form of contract; negotiations through NAB for ASCAP licenses, and the like.

The final questions go to the ASCAP requirement that a percentage of station revenue derived from programs irrespective of whether ASCAP music is performed, must be paid as a license fee. Stations are asked whether radio artists, musicians or orchestras have received requests or instructions from ASCAP or its representatives that they refrain from performing non-ASCAP music.

SUCCESS of the weekly half hour Burns & Allen Show is in the hands of this capable crew of radio executives and artists. They are: Top (1 to r), Dave Elton, NBC Hollywood director; Wayne Griffin, BBDO producer of the series; Jack Smalley, Hollywood manager of the agency; lower, George Burns, Gracie Allen, featured comedians; and Artie Shaw, musical director. Program is sponsored by George A. Hormel & Co. (Spam), on 62 NBC-Red stations, Mondays, 7:30-8 p.m. (EDST).
CONFIRMING to a surprising degree the estimates made by BROADCASTING last February, the FCC July 23 announced that net time sales of practically the entire broadcast industry for the calendar year 1939 amounted to $129,865,026, or about 11% more than the preceding calendar year, based on an official analysis of data submitted by networks and stations.

The estimates made by BROADCASTING, as published in its 1939 Yearbook Feb. 1, were $130,800,000, or approximately 12% ahead of the preceding year.

In virtually all net time sales categories, the FCC official figures varied less than a percentage point or two from the BROADCASTING estimates, made by Dr. Herman S. Hettinger, associate professor of marketing, University of Pennsylvania. Dr. Hettinger, BROADCASTING's consulting economist, in using the more conventional figure of gross time sales, which is comparable with figures of other advertising media, arrived at a total of $171,000,000, or an increase of 14% over 1938. The FCC analysis, if projected on a gross basis, was stated authoritatively, would result in approximately the same figure.

### Increased Expenses

The official figures were compiled by the Commission's Accounting, Statistical & Tariff Department on the basis of records from the three major networks and 705 stations, including those owned, managed or operated by the networks. Despite the increase in volume, the FCC found that expenses skyrocketed, due to increased items of overhead.

**Total broadcast expenses of the industry for 1939 were given as $100,043,920, as against $92,503,594 for the previous year, or an increase of $7,539,326.** During the year, their 23 affiliated stations had 54.1% of the total business last year, but their proportion of the net business, after deduction of commissions and payments to affiliates, was given as 38.2%. The proportion of the 682 other stations was 61.8%, according to the FCC. Time sales last year resulted in agency commission payments totaling $17,405,414, as against $16,497,900 for 1938.

### FCC Finds Net Time Sales of 130 Million

**11% Increase for Year Shown in Analysis**

In analyzing the 1939 broadcast station revenue figures and sales, the FCC considered the following points:

- **1939** was a year of increased business, with net time sales for the year totaling $129,865,026.
- The 1939 net sales figures were 11% higher than the 1938 figures.
- The gross sales figure, based on Hettinger's analysis, was $171,000,000, or an increase of 14%.
- The FCC's analysis, if projected on a gross basis, was stated authoritatively, would result in approximately the same figures.

### 1939 Combined Income Statement of U. S. Broadcasters

(FCC Report Covering Three Major Networks and 705 Standard Broadcast Stations)

<table>
<thead>
<tr>
<th>Class of Time</th>
<th>Amount</th>
<th>%</th>
<th>Amount</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Major network time (U. S.)</td>
<td>$61,816,971</td>
<td>47.3</td>
<td>$65,114,558</td>
<td>47.0</td>
</tr>
<tr>
<td>National non-network time</td>
<td>$30,472,053</td>
<td>23.4</td>
<td>$28,109,185</td>
<td>23.9</td>
</tr>
<tr>
<td>Local time</td>
<td>$37,916,774</td>
<td>28.7</td>
<td>$33,402,801</td>
<td>25.8</td>
</tr>
<tr>
<td>Regional network time</td>
<td>$889,629</td>
<td>0.6</td>
<td>$735,315</td>
<td>0.6</td>
</tr>
</tbody>
</table>

**Total** $129,968,026 100.0% $117,379,459 100.0%

Of the aggregate number of station reports, there were 186 which had revenue for the year totaling less than $25,000—an increase of 11 over the preceding year. These stations had total sales of $2,724,507, as against $2,620,026 for 1938.

The FCC analysis disclosed that while 1939 net time sales were only 11% ahead of the preceding year, and while expenses increased about 8%, the earned incomes of all stations showed an increase of about 25%. The 1939 total of what the FCC calls "Broadcast Service Income" was $18,205,716, as against the 1938 total of $14,505,338. For the industry as a whole, including the major networks, the 1939 total earned income was given as $23,857,844. This compared with a total of $18,854,784—an increase of $4,983,160, or 26%.

In addition to the domestic network business of $61,310,571, the FCC stated they realized $1,311,118 for network business placed over Canadian and other extra territorial stations, making their grand total $62,621,689.

H. D. COLLIER, since 1931 vice-president of Standard Oil Co. of California, San Francisco, has been elected president. He succeeds late W. H. Berg, who died in June.

<table>
<thead>
<tr>
<th>Item</th>
<th>Networks (Col. 1)</th>
<th>23 Managed broadcast stations (Col. 2)</th>
<th>682 Other broadcast stations (Col. 3)</th>
<th>Total (Col. 4)</th>
<th>Grand total (Col. 5)</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. REVENUE FROM THE SALE OF TIME</td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Revenue from the sale of station time:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(1) Networks</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sale of station time to networks and stations</td>
<td>$5,791,099</td>
<td>$18,709,911</td>
<td>$22,500,941</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sales of station time to national networks</td>
<td>1,189,244</td>
<td>1,189,244</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sale of station time to local networks</td>
<td>478,948</td>
<td>478,948</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total sale of station time</td>
<td>$6,929,019</td>
<td>$19,929,019</td>
<td>$23,680,185</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(2) Non-network (before commissions)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sale of station time to advertisers or sponsors (including their services)</td>
<td>$5,687,105</td>
<td>24,804,948</td>
<td>$30,492,053</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sale of station time to local advertisers or sponsors</td>
<td>$3,081,217</td>
<td>34,284,547</td>
<td>$37,365,774</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total sale of station non-network time</td>
<td>$6,968,322</td>
<td>59,085,495</td>
<td>67,787,827</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total sale of station time</td>
<td>$14,499,352</td>
<td>77,412,608</td>
<td>91,901,955</td>
<td></td>
<td></td>
</tr>
<tr>
<td>B. REVENUE FROM INCIDENTAL BROADCAST ACTIVITIES (after deduction for commissions):</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Talent (Sale of talent under contract to, and in the pay of, networks and stations)</td>
<td>$1,100,928</td>
<td>679,355</td>
<td>3,644,684</td>
<td>$4,524,216</td>
<td>5,675,147</td>
</tr>
<tr>
<td>Commissions, fees, and profits from obtaining or placing talent</td>
<td>$1,009,260</td>
<td>27,027</td>
<td>82,735</td>
<td>110,262</td>
<td>1,119,522</td>
</tr>
<tr>
<td>Sundry broadcast revenues</td>
<td>$2,199,359</td>
<td>459,096</td>
<td>1,866,138</td>
<td>2,325,234</td>
<td>4,524,583</td>
</tr>
<tr>
<td>Total revenue from incidental broadcast activities</td>
<td>$3,308,547</td>
<td>1,366,158</td>
<td>5,543,547</td>
<td>6,958,705</td>
<td>11,319,252</td>
</tr>
<tr>
<td>Total broadcast revenue</td>
<td>$33,991,218</td>
<td>142,461,509</td>
<td>75,969,196</td>
<td>99,999,446</td>
<td>123,958,654</td>
</tr>
<tr>
<td>C. TOTAL BROADCAST EXPENSES OF NETWORKS AND STATIONS</td>
<td>$28,959,990</td>
<td>91,902,626</td>
<td>62,591,464</td>
<td>71,783,990</td>
<td>104,043,920</td>
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<td>D. BROADCAST SERVICE INCOME</td>
<td>$5,631,228</td>
<td>5,428,924</td>
<td>12,777,792</td>
<td>18,205,716</td>
<td>22,378,444</td>
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1 Stations licensed to major networks, and those licensed to others were managed by major networks as to programs, time, or sales. One station less after November 27, 1939.
2 Since stations with revenue of less than $25,000 for the year were not required to report details, this figure may include amounts for some networks.
3 This amount does not agree with the amount shown in column 5 as sales to major networks, since it includes amounts paid to Canadian and other extra-territorial stations and to other networks.
4 Applicable to the total sale of network time, $62,621,689.
### Stations Serving as Outlets for Major Networks

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<th>Item</th>
<th>Clear Channel</th>
<th>Regional</th>
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<td>Stations with time sales of $25,000 or more:</td>
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<td>To national and regional users:</td>
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Speech by Hitler Cut Off by Don Lee; Nazi's Refuse to Feed MBS Programs

TO PREVENT his "attempted justification of the crimes he has committed", Adolf Hitler's speech to the German Reichstag was cut off the air on all Pacific Coast stations of the Don Lee Broadcasting System July 19 by orders of Lewis Allen Weiss, vice-president and general manager.

"The management of this network is of the opinion that it is not in the public interest now in harmony with the attitude of this Government, to permit the continuance of this broadcast by Mr. Hitler from Germany", said a statement by Mr. Weiss which was read over the network. "We feel that our American listeners will concur in the opinion that Mr. Hitler should not be permitted to use our American facilities to justify his crimes against civilization itself."

Hitler's speech was cut off from Los Angeles shortly after it began, as the announcement read the statement. Shortly after Stu Wilson, KJH, Los Angeles, announcer and commentator, read the announcement, Don Lee officials in Los Angeles and San Francisco said they were swamped with numerous telephone calls complimenting them on the action. Both CBS and NBC stations on the West Coast continued the broadcast of Hitler's speech without interruption.

* * *

Nazi Ban Imposed

THE BAN on German-originated programs for broadcasting in MBS, instituted by the Nazi Propaganda Ministry in retaliation for the action of Don Lee in cutting off Hitler's announcement, has had the effect as this issue of BROADCASTING went to press, despite the cabled explanation of Mutual's general manager, Fred Weber, that under the American system of broadcasting a network cannot compel its affiliated stations to carry programs they do not individually consider in the public interest.

Service Cut Off

Sigrid Schultz, MBS correspondent in Berlin, notified Mutual headquarter's New York that Dr. Otto Dietrich, personal press representative of Hitler and chief of the Reich Rundfunk, has asked her for an explanation. Mr. Weber's cable reply that MBS should not be held responsible for the actions of an affiliated group over which it could exercise no control apparently did not satisfy Dr. Dietrich, for he immediately ordered service to Mutual discontinued. First program affected was a news broadcast by Miss Schultz, scheduled for July 19, which did not go on, nor has MBS had any programs from German territory since that time.
KGO is in second place in San Francisco

...but so was this horse in the Kentucky Derby

Recognize him? That's right, it's Bimilech—one of the truly great horses in racing history. That he lost to Gallahadion at Louisville this year in no way minimizes his greatness. On the contrary, the mere fact that he ran a close second in the most famous race on turfdom's calendar is a testimonial to that greatness.

We feel the same way about KGO. Thus we do this unprecedented thing—we frankly admit that in circulation it is in second place among San Francisco stations. But being second to KPO, one of largest two stations in the West, in no way minimizes KGO's importance. On the contrary, when you take KGO's considerably lower costs into consideration, such a position is a testimonial to KGO's importance as an outstanding radio advertising buy.

This importance KGO has carefully built up until today its leadership is recognized in many fields—vital fields, such as

NEWS: Programs every few hours, edited from complete U. P. and I. N. S. services—plus NBC Blue news features and alert special events.

SPORTS: Play-by-play professional baseball and college football, championship fights, local sports commentaries.

CULTURE: Town Meeting, Metropolitan Opera, NBC Symphony and all the NBC Blue educational shows.

AGRICULTURE: Daily service programs directed by a veteran full-time farm program director—plus National Farm and Home Hour.

There's class! And if you want mass, 7,500-watt KGO can deliver that for you too... as, for instance, it does for Homestead Bread with a Monday night amateur hour bucking major network shows. During its three years Homestead Amateur Hour has pulled up to 90,000 votes a week, ranked first for its time in coincidental survey.

KGO boasts case histories in all divisions. Ask your nearest NBC representative for those in your own field of interest.

Represented Nationally by NBC

SPOT Sales Offices

NEW YORK  CHICAGO  SAN FRANCISCO  BOSTON

CLEVELAND  DETROIT  HOLLYWOOD  PITTSBURGH
Mullen Is Slated To Fill New NBC Executive Position

Trammell to Head Quartet, Including Woods, Russell

UPON recommendation of President Niles Trammell, the NBC board of directors at its meeting Aug. 2 is expected to elect Frank E. Mullen, BCA vice-president and

A Radio Formula For Department Stores

TIME AND AGAIN department store executives say, "Yes, we've used radio. It doesn't work."
The trouble with this statement is that it rarely, if ever, is followed by the reasons why.

Perhaps the unsuccessful user really doesn't know, anyway. For, after carefully questioning the executives and buyers of 15 leading stores located in as many major cities in the East and Middle West, one automatically discovered that those who had used, or were using, radio successfully from day to day definitely followed a basic and almost identical formula which supplied the answer.

Peculiarly enough, those stores which hadn't used radio successfully ran completely counter to this formula on each of its three basic points.

The Unintelligent Users

should, in time, add greatly to this basic list.
The four classifications are: (a) The Shopping Show; (b) Morning Musical Clock; (c) Amateur Participation Show; (d) News Broadcast.

You'll notice that these four types, each dictates the use of a particular time of day. The time of day, in turn, in most cases determines the type of merchandise to be plugged.

The Morning Musical Clock, for instance, has been used most successfully in the early morning to get the attention of the family as a group. The Shopping Show has reason for this variance. A comparative study of the personality types has proven that (1) the success of the show depends entirely upon the popularity of the personality selected; (2) a good show can be ruined by the selection of the wrong personality and vice versa. This is rather elemental, but it's been ignored too often to be quietly accepted as always taken for granted.

Willard Campbell, publicity director of Fox's Department Store, Hartford, and Kenneth Taylor, executive vice-president of Taylor's, Kansas City, put it quite pithily when they jointly state:

IT'S GREAT

Tilford Jones Purchases Full Control of KXYZ

A PURCHASE deal whereby M. Tilford Jones will become sole owner of KXYZ, Houston, has been made with Fred J. Heyne, identified with the Jesse Jones interests, and FCC approval for transfer of control of the NBC-Blue outlet is being sought.

Mr. Jones, nephew of the chairman of the Reconstruction Finance Corp., proposes to buy the 50% stock interest held by Mr. Heyne.
KGO is in second place in San Francisco

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KGO boasts case histories in all divisions. Ask your nearest NBC representative for those in your own field of interest.

Represented Nationally by SPOT Sales Offices
Come and see WESTERN ELECTRIC'S New Synchronized FM TRANSMITTER perform—and don't miss the all-star supporting cast of high quality Mikes, Amplifiers, Speech input, Transcription pick-ups and other broadcasting accessories.

ASK YOUR ENGINEER—
N.A.B Convention 1940

Chronized
Western Electric

Eastern Electric
Mullen Is Slated To Fill New NBC Executive Position

Trammell to Head Quartet, Including Woods, Russell

UPON recommendation of President Niles Trammell, the NBC board of directors at its meeting Aug. 2 is expected to elect Frank E. Mullen, RCA vice-president and a veteran in network broadcasting, to the newly-created post of vice-president and general manager of the NBC presidency July 12, Mr. Trammell urged the Mullen appointment, which had been agreed to by David Sarnoff, RCA president and chairman of the NBC board. Mr. Trammell has planned executive alignment of NBC under a quadrumvirate comprising himself, Mr. Mullen, Frank M. Russell, NBC Washington vice-president, and Mark Woods, vice-president and treasurer. On July 17 he gave to Mr. Woods added responsibilities covering practically all non-sales and non-programming operations, and himself took over direction of all other activities.

Shift in Functions

Mr. Mullen, in his new capacity, will report directly to Mr. Trammell, a business associate and friend of more than a dozen years. Both first began their careers with NBC in Chicago. Department heads now reporting to President Trammell under the vice-president, executive alignment presumably will report to Mr. Mullen, leaving the president free to handle all policy matters.

While his status as Washington vice-president remains unchanged, Mr. Russell is expected to figure more prominently in executive affairs. He has worked closely with Mr. Trammell during the last decade, even while the latter was vice-president in charge of NBC's central division. Mr. Mullen, as RCA vice-president, has been in frequent and close association with Mr. Russell in his official capacity. Moreover, they were classmates at Iowa State College, and before the advent of network broadcasting were agricultural journalists. Station relations, fundamental network policy, and related matters presumably will come before the new high council created by Mr. Trammell.

Mr. Mullen is described as good-natured and resourceful, a thoroughly familiar with practical all phases of network operations. He was agricultural director of NBC from 1926 until 1934, created the National Hour, and was director of the sale of a network of programs in the Farm category. Since 1934 he has been with RCA in New York, first as manager of its department of information, and since May, 1939 in the then newly-created post of vice-president in charge of advertising and publicity.

Horton Heath, manager of the department of information of RCA and a veteran employee of the parent company, will continue with that title, but is slated to take over Mr. Mullen's executive duties in connection with advertising and publicity. He has been with RCA some four years, and prior to that was partner in an advertising agency.

Less than a week after he took over the presidential assignment at NBC, Mr. Trammell issued an order revising executive operations of the network organization. He had served as executive vice-president under Lenox R. Lohr since Jan. 1, 1939, and was entirely familiar with the functioning of the organization. So far as is known, Mr. Trammell does not at present contemplate any additional major executive changes.

New Lineup

Under the new orders, Mr. Trammell specified that the following department heads and vice-presidents would report to the president, and presumably to the new vice-president and general manager when Mr. Mullen takes over:

Roy C. Witmer, Red Network sales; Edgar Kobak, Blue Network sales; John F. Royal, programs; Frank E. Mason, information; A. L. Ashby, legal; Janet MacRorie, continuity acceptances; Sidney N. Strotz, Chicago chief; Don A. Gilman, Pacific Coast head, and Vice-President Russell.

In expanding the responsibilities of Mr. Woods, the July 17 order

Tilford Jones Purchases Full Control of KXYZ

A PURCHASE deal whereby M. Tilford Jones will become sole owner of KXYZ, Houston, has been made with Fred J. Heyne, identified with the Jesse Jones interests, and FCC approval for transfer of control of the NBC-Blue outlet is being sought.

Mr. Jones, nephew of the chairman of the Reconstruction Finance Co., proposes to buy the 50% stock interest held by Mr. Heyne for $300,000. Mr. Heyne holds 30% of the stock, and 10% each is held by C. Brown and F. S. Williams with Mr. Heyne as beneficial holder. The station is a 1,000-watt outlet on 1440 kc., and apparently Jesse Jones interests in advertising interests has been identified with the Houston Chronicle and Houston Post.

Young Jones also owns 50% of the stock in Gulf Coast Broadcasting Co., licensee of KRIS, Corpus Christi, in which the Houston Harte-Bernard Hanks newspaper-radio interests hold the remainder.

Radio Executives Seek New Local in Worcester

A GROUP of three prominent figures in radio business, applied to the FCC for a new 250-watt station on 1200 kc. in Worcester. They are Easton Wooley, manager of the service division of the NBC station relations department in New York, president; Joseph Katz, of Baltimore, president of the Joseph Katz Advertising Agency, vice-president; G. Bennett Larson, former director of KDKA, Salt Lake City, now with Young & Rubicam, New York. Mr. Larson is slated to become manager of the station if it is granted.

ALAN HALE, sports announcer of WINS, Milwaukee, on July 17 was elected president of the baseball associations, at their meeting in Kansas City.

specified that in addition to his present duties, he will actively supervise and direct artists services, radio recording, auditing, and international broadcasting, both sustaining and commercial.

Executives who will report to Mr. Woods are George Engles, artist manager; and Steve Johnson, executive; Alfred H. Morton, television; Vincent J. Gilcher, general service, radio recording, auditing, and international broadcasting; A. E. Teichner, treasurer, and R. J. Teichner, treasurer's department; Lloyd L. Bland, financial assistant; Harry F. McKuen, auditing; J. P. Yandell, international broadcasting (sustaining) and L. P. Yandell, international broadcasting (commercial).

Mr. Woods has been in radio since 1922 when he began setting up an accounting system for the radio department of AT&T, Inc. In the broadcasting business, Stil only 39, he joined NBC on Nov. 1, 1926, and has been in broadcasting operations to NBC, and became the network's assistant treasurer, assistant secretary, and office manager. He became treasurer a year later, was made assis tant executive vice-president in 1934 and vice-president and treasurer in 1936.
This Is the Story of
"This Is The Story"

"Thank you for something really worthwhile in entertainment."
"The type of story is appreciated. Prefer the shorter ones to the long drawn-out, extremely emotional ones."
"We who have wished for a higher type of daytime program are hoping that 'This Is the Story' will be continued."
"So thrilled and delighted to thank you for these programs."

These statements are repeated over and over again in the flood of listener comment which pours in to WKY since "This Is the Story" made its bow.

THE TALENT
Against a background of novachord music that colors the scene and interprets the action, Madeline Douglas Bullard, talented play writer and critic, brings the story and its characters to life. Combining narration with the important dramatic episodes of each story, Mrs. Bullard clearly and faithfully interprets all characters herself.

FLEXIBLE IN APPEAL, LENGTH
"This Is the Story" restricts itself to no specific listener group. Each story is unfolded in from 5 to 10 days. Stories for all ages and all tastes give change of pace and change of interest to the program from week to week. Its new technique has captured widespread interest and secured the vociferous approval of WKY listeners.

WKY Cuts the Pattern
For a
New Technique in Dramatic Serials

"This Is the Story" typifies WKY's ability to serve its audience a fare of radio entertainment that tempts the most jaded appetite. WKY does not stop with developing talent and producing shows of network caliber. WKY feeds production shows to the network. It is the only station (not owned or operated by the National Broadcasting Company) off the basic Red network to do this. And because of such sparkling programming WKY is able to get noteworthy results for sponsors... to earn repeated citation for performance in product exploitation in the Southwest.

THE PROGRAM
"This Is the Story" is a daily dramatic serial for which the world's best writers have already fashioned the scripts and plots... novels and stories, each of which took months to write... good (but not high-brow) literature, both classic and modern.

WKY
Oklahoma City
NBS Affiliate - 500 No.

OWNED, OPERATED BY THE OKLAHOMA PUBLISHING CO.
THE DAILY OKLAHOMAN • OKLAHOMA CITY TIMES
THE FARMER-STOCKMAN • MISTLETOE EXPRESS SERVICE
KVOR, COLORADO SPRINGS • KLZ, DENVER (Affiliated Mgmt.) • REPRESENTED BY THE KATZ AGENCY, INC.
A Radio Formula For Department Stores

Selling Their Merchandise by Radio Requires Time, Care, Staff

By JOSEPH CREAMER and JOHN P. NELL

THEMEN STORE
used each of demonstrate its within personnel.

opportunity and selection shown closely by the department store merchandise.

peculiarly enough, those stores which hadn't used radio successfully ran completely counter to this formula on each of its three basic points.

The Unintelligent Users

Let's consider the unsuccessful user of radio first. On what evidence might he base the decision of not using radio intelligently to sell department store merchandise?

The evidence breaks into four parts:

1. He had made a more or less careless selection of program and personality. His choice was not based on any pertinent precedents.

2. His radio advertising was placed in the hands of people utterly unacquainted with this specialized medium.

3. His radio promotion was not planned with the same care and intelligence that he bestowed on his black-and-white advertising.

4. He failed to give radio sufficient time within which to demonstrate its value. Even if the show originally selected had been the right one, it was not given an opportunity to prove its worth.

What, then, was the formula followed closely by those department stores which were found to be using radio to advantage? Nothing more than three simple points:

a. The selection of a proven program formula.

b. Careful store administration and selection of skilled radio personnel.

c. The signing of a contract with the radio station for sufficient time within which to permit radio to demonstrate its value.

At first glance this three point formula for successful department store use of radio seems a comparatively simple and obvious thing. But, let's look more closely into each of the three points.

The Right Program

A careful study of the programs used by the department store and radio station executives questioned indicated that successful department store programs are usually grooves themselves into four basic types. These four classifications are not to be accepted as final. But they do provide, in value by moving department store merchandise in double-quick time; and increasing store traffic from 14 to 29. A study of experiments by radio stations and stores throughout the country should, in time, add greatly to this basic list.

The four classifications are: (a) The Shopping Show; (b) Morning Musical Clock; (c) Amateur Participation Show; (d) News Broadcast.

You'll notice that these four types, each dictates the use of a particular time of day. The time of day, in turn, in most cases determines the type of merchandise to be plugged.

The Morning Musical Clock, for instance, has been used most successfully in the early morning to get the attention of the family as a group. The Shopping Show has been used to attract the housewife before she begins her day's marketing. The Amateur Participation Show, however, is being used successfully on Saturday morning by

"SHOW ME what radio has done! Give me some program formulas that have proved they can work!" These are two of the many challenges that were hurled at John P. Nell, WOR retail account executive and Joseph Creamer, WOR promotion director, when they began campaigning for New York department store business less than a year ago. Though eager to show them, Nell and Creamer soon discovered that radio had gathered little or nothing to show. Nobody, it seemed, had made a comprehensive study of radio and the department store. This was the impetus that prompted WOR to send Nell on a 3,000-mile department-store radio field survey during which he visited 29 radio stations in 15 cities in the East and Middle-West and interviewed executives of 15 leading department stores. This article is based upon excerpts from the WOR study which will be released this fall in a book by Mr. Creamer.

Fox's had some wicker furniture which it had not been able to dispose of. They asked Hawthorne to do his best with it.

How Hawthorne Does It

Hawthorne talked about the furni

iture with his morning listeners, "These pieces of wicker furniture I'm looking at are probably the worst pieces of furniture that has been filled. Furthermore, if you sit in them on your lawn on a windy day you are apt to get seasick, etc."

Result: Fox's cleaned out its stock of unmovable wicker in three days!

Though Hawthorne's technique is unique, Willard Campbell stressed the point that it can be done for health. It must be handled with restraint, variance and discretion. Hawthorne, it might be said, did his listeners and knows what he can and what he cannot do.

Similar experiences, in greater or lesser degree, can be cited for other stores; the "greater" and the "lesser" degree depending entirely upon the strength and popularity of the personality involved.

How Personalities Rate

Not only do proven department store-radio program personalities sell goods, but they clock outstandingly good audiences. One might say, therefore, that they can be sold for granted. Not so. Some extremely successful department store shows have comparatively small audiences, resulting in variable ratings and unsuccessful ones have the reverse.

The Joanne Taylor show which is sponsored by Taylor's in Kansas City, regularly rates between 45 and 50% of the listeners and was selected as the No. 1 program in the store's time program during the 1938 Billboard poll. Fox's, in Hartford, regularly rates approximately 75% of the listeners. Both are very profitable shows.

Store Backing Counts

Point two of the department store formula which was presented earlier in this article stressed the importance of store administration and the selection of skilled radio personnel.

Though it's impossible to cover this point thoroughly and completely within the brief space of this article, let's briefly look into those factors, within the store, which have been found to definitely affect the success or failure of a department store program.

Most important, but not always considered so, is cost allocation. Yet, there is wide disagreement on this point even among the successful users of department store radio.

Montgomery-Ward, Minneapolis, and Fox, Hartford, charge every department directly. Kauffman, Pittsburgh, and Shirley, Rochester, charge general expense. Taylor's (Continued on page 150)
Established -
Audience
FEATURES

Ray Dady
and his
"Sidelights
on the News"
A St. Louis KWK Feature
for more than 5 years.

Carol Gay
-the foremost feminine name
in St. Louis radio - exclusive
over St. Louis KWK.

Helen Adams
conducting
"Let's Help You Keep House"
Five Days a Week on St. Louis KWK.

Al Sarli
His Piano
His Orchestra
Featured on St. Louis KWK
for Ten Years.

Myron J. Bennett
Broadcasting
The News

ST. LOUIS
KWK

THOMAS PATRICK, INC.
Represented Nationally by
PAUL H. RAYMER CO.
It was way back in 1926 that the National Broadcasting Company was formed. Nation-wide broadcasting was then in swaddling clothes—and it was great to be a broadcaster, to watch the infant grow, to play an important part in the building of a new industry, a new service to the public.

Today, we at NBC still think it’s great—and we’re thankful we’re an American broadcaster. For that means something.

It means private ownership, and the liberty
TO BE A BROADCASTER—

AN American BROADCASTER!

to present the American public with facts—pro and con—about any and all issues.

It means we can give them the news of the world unvarnished, unvarnished and true.

It means we can give our listeners the kind of entertainment they want to hear, entertainment that heightens their spirit and morale.

It means we can contribute to their fullness of life with programs that will broaden their minds.

It means that we can offer this great force to our country in the aid of national defense.

In short, it means freedom of speech and action on our part—freedom of listening for those we serve... No wonder American broadcasting is without equal anywhere else in the world! And no wonder we're proud of the contributions and accomplishments of NBC in making it the finest.

NATIONAL BROADCASTING COMPANY
WORLD'S GREATEST BROADCASTING SYSTEM
A Radio Corporation of America Service
Rate Chiseling Seen Rampant, NAB Urged to Revise Code

Egolf, KV00, Charges Stations Still Suckers for Cut-Rate ‘Buys’ Under Cut-Rate ‘Buys’ Under

DESCRIPTING the commercial section of the NAB Code, which became effective July 1, President Neville Miller July 18 urged stringent reforms in industry rate practices to prevent “chiseling.”

“Chiseling is so rife in radio that it is doubtful if an appeal to honor will accomplish a return to rate cards everywhere," Mr. Egolf stated. He advocated a "commercial rate code" with penalties for violation, as a possible solution, and urgently suggested that the NAB convention in San Francisco Aug. 4-7 take up the problem.

Mr. Egolf is an attorney, a former advertising agency executive, president of the Tulsa Advertising Federation, director of the 10th District Advertising Federation of America and a director of the Tulsa Better Business Bureau.

Here is Mr. Egolf's “open letter”:

"On my desk is a copy of the Commercial Section of the NAB Code, which became effective Oct. 1, 1940. This is a handsome book but it is a gold crown for a rotten tooth. The lovely figure on the cover, however, has a face, but it is Jezabel in the conduct of her own affairs. Those two fingers stick more firmly than any new law and take us to her for a reason to feel uncomfortable in her reception.

Our Private Morals First

"What a farce it is for the radio industry to buttress its public morals when its private morals are as week as Minnie the Moocher’s. Every more can be said for Minnie. She gets her price, or more, seldom less. She is rarely the victim of a commercial, synthetic friendship. I take this means of advising you that the "commercial rate" system of radio has become as much of a hollow shell as it was in the dark days of 1938. Radio, of all things, the strongest selling force in the world today, the most popular advertising medium in existence, where demand far exceeds supply, is allowing itself to be freely pilaged by time buyers. Fastening upon everything that presents an excuse, time buyers seize under the names of ‘package deals,’ ‘service features,’ ‘courtesy announcements,’ ‘minimum budget requirements.’ Some even plead the fact that their agencies have been put on the spot by the chiseling activities of competitive agencies, therefore the stations must help them make a living. That is the stuff that the competition’s, in order to hold the accounts involved.

One time buyer, by making a special deal of the kind that he was able to buy announcements at approximately 50% less than the card rate on an entire list of stations.

The statement was made recent-ly that only KV00 and one other station on a time buyer’s list would not cut rates.

Reps Look Other Way

"Preliminary telephone conversations between time buyers and radio station representatives are rapidly eliminating a discussion of rates. Instead these conversations are filled with assurances to the time buyer that such and such a station is ‘friendly’ or that the time buyer ‘need not worry’ about a certain station.

"Station representatives are developing the increasing habit of referring any and all chisel deals direct to the stations, not daring to turn them down out of fear that the stations might actually be interested.

"We have been in business a long time here at KV00, therefore we have had our moments of weakness. But we reformed and did penance to the tune of many thousands of dollars of chisel business which we turned down, therefore we claim the privilege of speaking our piece without having to answer the charges usually hurled at a ‘reformed reformed.’

"A man of our acquaintance is prominent in the American Hotel Association. He stated that hotels were once victimized by convention managers who would chisel one hotel against the other, claiming that one hotel quoted for example, $8 per person per day, on the American Plan, and 12 ‘free’ rooms for the use of officials, which would influence the second hotel to cut its rates and furnish 15 or more ‘free’ rooms for officials, and so on, ad infinitum. The American Hotel Association overcame this situation by establishing a ‘clearing house’ or system of exchanging information whenever quotations were made. Even in the face of diminishing, instead of increasing, hotel business, these men recognized the weakness that they were exhibiting in the control of their business and corrected it.

Suggests Clearing House

“Chiseling is so rife in radio that it is doubtful if an appeal to honor will accomplish a return to rate cards everywhere. A Commercial Rate Code, with penalties for violation, offers one solution. A chiseling activity, with branches for each section of NAB, with which copies of all quotations will be filed, presents a possibility.

"If commercial radio continues to follow its wayward trend, freely victimized by time buyers and exhibiting less and less ability at self control, the least we can expect is an ‘industry dictator,’ while as business men our mental superiors will regard us with generous and increasing contempt.

What can the 1940 NAB convention do about this problem?"

50 kw. For WPTF, WFLA Full Time

APPROVING a mutual agreement regarding interference limitations between the stations, the FCC July 17 gave at least an increase in power from 5,000 to 60,000 watts, while WFLA, Lawrence, will have 15,000 watts full-time in lieu of daytime on 680 kc. A pending application of KWW, St. Louis, filed July 12 for 60,000 watts full-time was not considered, and no action was taken on a conflicting application, previously reported, of KFQ, St. Joseph, Mo. [BROADCASTING, July 15].

The decisions, it was pointed out, were based on a decision on the applications for fulltime assignment on the channel in Missouri. KWW proposes that it be given 680 kc. with a directional antenna, and that KFQF, now operating limited time on the frequency, be shifted to the present KWK assignment on 1350 kc. making possible a mutually agreed service, according to the KWK claim.

WPTF, NBC outlet, several months ago, was awarded fulltime on 680 kc., on which KPO, San Francisco NBC-owned outlet, has been the dominant station for years. KFLA has operated with 1,000 watts daytime on the frequency, but sought fulltime. The agreement between the two stations for use of directional antennas, the FCC authorized both grants. WPTF, under its construction permit, will use a directional antenna night with 50,000 watts, as will WFLA with its new 5,000-watt transmitter.

IRNA Meeting Planned

Aug. 5 by Rosenbaum

A MEETING of Independent Radio Network Affiliates at the St. Francis Hotel, San Francisco Aug. 6, to which all affiliated stations are invited, was declared full by Samuel R. Rosenbaum, chairman of IRNA, in conjunction with the annual meeting of the NAB. Only affiliations that have paid dues to IRNA are legally entitled to vote, he pointed out, and the annual meeting of the IRNA board has resolved to invite all affiliates, regardless of membership, to attend the annual meeting, at which membership business will not be transacted.

General matters on the agenda cover such subjects as the FCC network-monopoly report, the present situation with regard to ASCAP, status of relations with American Federation of Musicians, and general views of practice in network commercial broadcasting, especially in connection with commercial continuity and station breaks.

National Biscuit Spots

NATIONAL BISCUIT Co., New York, on July 22 started a series of three-minute quarter-hour Music Clock programs for its breakfast cereal, Cobs, on WBBM, Chicago, and WABC, New York. This is in addition to the similar music, time signals, and weather reports. Lord & Thomas, Chicago, are handling the business.

WYTHE WILLIAMS, radio commentator and former foreign correspondent, has joined the House, according to WBBM. His program will be heard on WCC, Bridgeport, Conn. His new series of talks on "Old Time Songs" will be fed to MBS stations, not including WBBM.
TIME-BUYER eyes DENVER

So the Advertiser May
Know WHICH Station Is . . .

**FIRST in DENVER**
in Everything!

*ADVERTISING POWER SHOWMANSHP
AUDIENCE PROGRAMS SALES RESULTS

*ADVERTISING

Question: "What station should I buy for my client in the Denver Market Area for best results and lowest advertising cost per thousand listener families?"

Answer: The station on which more national, local, and spot advertisers place the largest dollar volume of radio advertising in the Denver Market Area!

Of course, it's KOA

Year after year—locally, regionally, nationally—the greatest advertising names are found using KOA for superior results at lowest cost.
Agency Executive Who Handled ‘Eveready Hour’ Tells How It Started Modern Broadcast Trends

THE TREMENDOUS growth of radio in recent years is one of the best examples I know of advertising’s contribution to progress. Radio is so new that most of us can remember its “stone age.” Listeners who now push buttons to tune in symphonies or swing from distant points can still remember the howls and noises made by the early receivers, or indeed even the earlier crystal sets, with their filaments of wire poised on little pieces of galeta. After all, that was less than two decades ago.

I believe almost everyone who ever twisted the many dials of an old-time radio receiving set still remembers the Eveready Hour broadcasts which ran from 1923 to 1929. Certainly those old Eveready commercials are outstanding. Indeed, they would be outstanding even by today’s standards.

When they began I had the pleasure of being associated with the National Carbon Co., as senior vice-president with the agency handling the account. Because of this association I was privileged to play a part in the early development of radio advertising.

Queensborough First

There had been commercial broadcasts before the National Carbon Co. first went on the air. It is now fairly well established that the first company to pay for the use of radio for advertising purposes was the Queensboro Corp., which first used the facilities of the American Telephone & Telegraph Company’s transmitter WEA on Aug. 28, 1922. Other advertisers who employed radio at about that time were E. E. Squibb & Sons, Shur-on Optical Co., Mineralva, Tidewater and American Express. Two of these, Squibb and Shur-on, I helped to arrange.

These programs ran for 10 minutes and consisted of talks, usually by some member of the advertiser’s own organization. When the National Carbon Co. decided to go on the air, its program followed the general pattern. Each program lasted for 10 minutes and was just that of a talk on radio batteries by George C. Furness, a National Carbon official. The first of these broadcasts was July 25, 1923.

From this it will be seen that advertisers were not rushing into radio in those early days. No one, including the very first station, was then the only one selling, quite knew what they had to sell or how to go about it. Indeed, I am told that the first four questions the agency was then asked for the people who ran WEA: Does the public want broadcasting? What sort of programs does the public want? Who is going to give the public the programs? Who is going to pay for them?

Early Reluctance

With radio a doubtful quantity even to the people tuning in the broadcasting stations, it is not surprising that there was a certain reluctance on the part of advertisers to give its public use a fair trial. Some of my associates were apprehensive or opposed to using it. Because of their doubt, it was necessary for me to have our early programs handled as a special service of the agency's publicity department.

Paul Stacy, a member of the department, was put in charge of the work. Closely associated with the building up of the famous Eveready Hour series were William B. Okie, of the agency, who is still associated with me; Douglas Coulier, of the agency, now with CBS; George C. Furness, of the National Carbon Co.; George Poyden, then with WEA, and William Ensign, also with WEAF and now with CBS.

In building the Eveready programs we were following a well-tried formula that would make radio so interesting that millions of people would listen to it. All tube-operated radios at that time were powered with batteries, and we were selling Eveready batteries. The advertising slogan for the batteries was, “The air is full of things you should not miss,” and the broadcasts had to bear out that promise. Incidentally, by getting into radio when we did, we had for a time a virtual monopoly on radio advertising insofar as the battery was concerned.

At that time WEAF maintained a policy of permitting no competitive advertisers to use its station's facilities. Because of this, the Eveready Hour was known as "The First Half Hour in New York." The broadcast was sponsored by the agency, and each program featured Eveready Hour music, as well as other items which were supplied by WEAF.

Personalities Participate

When, on Dec. 4, 1923, we started the Eveready Hour series, as against the ten-minute battery talks, there was no cut and dried plan to follow. Among those who appeared in these programs were Eddie Cantor, John Drew, D. W. Griffith, Julia Marlowe, George Gershwin, Moran & Mack, Weber & Fields, and the Flonzley String Quartet.

Mr. Mathes

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THE ANCIENT customs of their ancestors, carried down through the centuries, have given way in part to the modern mode for nearly 50,000 inhabitants of San Francisco's famed Chinatown. They recently adopted radio as a means to move their merchandise.

Six nights a week, Monday through Saturday, direct from the heart of Chinatown, the Chinese present in their own broadcasting studios, a full hour program in Chinese on KSAN, San Francisco. The programs consist of rare Chinese music, played by live talent on Chinese instruments, some of them centuries old, songs by pretty Chinese maidens, songs about the Orient and news flashes in Chinese. An Oriental master of ceremonies presides over the entire broadcast, released from 10:00 to 11 p.m. (PST).

A group of Chinatown businessmen recently formed the Golden Star Radio Co. The firm has purchased the time on KSAN and in turn sells participating spots on its programs. Sam and Tommy Tong are two of the major figures in the unusual enterprise. Although the program has been on the air but a few weeks, the Chinese promoters are finding it commercially satisfactory. To date they have signed up a number of noted Chinese cafes, cocktail bars, curio shops and large merchandise houses. The commercial announcements are given both in Chinese and English.

The news flashes are given only in Chinese. Although most of the program is directed to the Chinese population in San Francisco and its adjacent area, and will make announcements in English to keep the American listener posted as to what is going on. S. H. Patterson, manager of KSAN, states that he believes this to be the only all-Chinese commercial program on the air in the United States.

Mr. Mathes

by J. M. Mathes, President, J. M. Mathes, Inc., New York

Once Upon a Time: A Veteran Reminiscences

BROADCASTING • Broadcast Advertising

Page 50-D • August 1, 1940

SAN FRANCISCO’S CHINATOWN

Merchants Take to the Air to Market Their Merchandise Through a Chinese Hour

THE ANCIENT customs of their ancestors, carried down through the centuries, have given way in part to the modern mode for nearly 50,000 inhabitants of San Francisco's famed Chinatown. They recently adopted radio as a means to move their merchandise.

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MANY MARKETS are served and sold by WLW. It is the daily listening habit of millions of consumers living within its primary area. Merchants serving these consumers are naturally guided by the resulting preference for WLW-advertised brands.

NEW YORK—TRANSAMERICAN BROADCASTING AND TELEVISION CORPORATION, CHICAGO—WLW, 230 NORTH MICHIGAN AVENUE.
will soon be operating with 50,000 WATTS

C. P. GRANTED JULY 17, 1940.

Serving, better than ever, the LARGEST TRADING AREA between Baltimore and Atlanta

NBC RED-BLUE
680 KILOCYCLES

WPTF RADIO CO., Inc.
RALEIGH
NORTH CAROLINA

FREE & PETERS, Inc. New York • Chicago • Detroit • Atlanta • San Francisco • Los Angeles
Extensive NBC Survey of Listeners To Shed Light on Audience Habits

After months of tabulation and analysis, checking and interpretation, NBC is just beginning to release the results of the "first all-county census of network listening habits and preferences", the most extensive technique probably the expensive listener survey ever conducted by an individual radio company.

Before the survey was launched, NBC research specialists had spent nearly two years in preliminary investigations, aimed at perfecting a practical and practicable technique which would give a picture of network listening habits in every part of the country.

Postcard Questions

On the surface this technique appears simple enough, impressive only in its magnitude. What NBC did was mail 12,000 postcard questionnaires to as many home-owners, located in every one of the country’s 2,572 counties. Each card asked the recipient to answer a radio "quiz" because "the sponsors of your favorite programs want to find out what stations people listen to." The quiz consisted of two simple questions: "What radio stations do you listen to most?" and "What others do you hear?" By reversing this order and injecting the word "regularly," NBC believes it has eliminated mention of stations listened to rarely and that it gets a surer measure of the most popular station by first focusing the mind of the person answering on the family’s regular listening habits.

To those who question the mail survey method as compared to personal interviews, NBC cites the six months of special studies conducted under the direction of Dr. Paul F. Lazarsfeld, director of radio research of Columbia U, which satisfied him that NBC’s questionnaire could be depended upon to give an accurate measurement of the network station listening habits of radio families. Before the questionnaire finally used was adopted, 37 distinct field tests were made, using various sizes and colors of cards, wording of questions, etc.

In fact, says NBC, for a survey of this type, a mail questionnaire has at least one distinct advantage over the personal interview, in that

Boyhood Secret

IT REMAINED for Time Magazine (July 22) to disclose a hitherto carefully guarded secret about Niles Trammell, newly elected president of NBC, Dow in Marietta, Ga., his hometown, was formally known as Leonard Gates, informally as "Pud," reported Time. "A member of a Mark Twainish clan of rappers called 'The Dirty Dozen,' Pud was a bit on the model side," the magazine related, "until the boys persuaded him to smoke a few cigarettes, toss off a couple of niggers of beer."

AMONG THOSE PRESENT at NBC’s July 15 party were (l to r) Linnens Nelson, A. K. Spencer and John U. Beber, of J. Walter Thompson Co., the latter vice-president in charge of radio, and Ed Kobak, recently named vice-president in charge of Blue network sales.

STANDARD BRANDS, New York, has appointed Kenyon & Ehrhardt, New York, to handle advertising for Fleischmann's Foil Yeast, according to an announcement July 17 by Thos. L. Smith, president of Standard Brands, Inc., New York, which formerly handled the account, had already signed a renewal contract for the Fleischmann program I Love a Mystery to return Sept. 30 to NBC Blue, and according to the new agreement, the program will be renewed as scheduled.

August 1, 1940 • Page 53
Ruling for Radio
Upsets Lower Tribunal

IN A PRECEDENT-making decision which is a 100% victory for the broadcasting industry, the United States Court of Appeals for the Second Circuit July 25 reversed the lower court and found that a broadcaster may buy ordinary phonograph records and use them on the air without the necessity of obtaining permission to do so from either the manufacturing company or the recording artist and "in entire disregard of any attempt" on the part of either manufacturer or artist to restrict such use.

Fees Postponed

While a further appeal to the U. S. Supreme Court is almost a certainty, this ruling, at least, any danger that in addition to the demands of unions and other groups broadcasters will be faced with the necessity of paying month-ly fees for the right to broadcast phonograph records.

A lunar decision of the three-judge district court, Learned Hand, with Justice Charles E. Clark and Robert P. Patterson (just named Assistant Secretary of Commerce), the ruling reverses that of Judge Vincent L. Leibb in the Federal District Court (handed down exactly a year ago July 25) in the case of RCA Mfg. Co. against Paul Whiteman, WBO Broadcasting Corp., (operator of WNEW, New York) and Elin Inc. (sponsor of a record program broadcast on WNEW), in which Justice Leibl found the station and sponsor guilty of violating the copyright law by granted permanent injunctions to both RCA and Whiteman restraining WNEW from broadcasting their records without permission [BROADCASTING, Aug. 1, 1939].

Appeals from the Leibell decision were taken to the Supreme Court by Whiteman and WNEW, with the National Assn. of Performing Artists acting for Whiteman and the NAB similarly underwriting the appeal of WNEW.

In the oral argument of the appeals on June 17, Col. Joseph M. Hartzell of White & Case, co-counsel for the broadcasters with Stuart Sprague of Crawford & Sprague, made the plea that the broadcasting industry is already paying millions of dollars in profits to the copyright proprietors of the music on the air under the provisions of the national Copyright Act, and that now the record companies and performing artists, who have been unable to get even this limited copyright protection from Congress, are asking for "perpetual monopolies" on their alleged common-law property rights [BROADCASTING, July 1].

A meeting of the broadcasters and circuit court decision stated that "certainly when the 'common-law property' is in a work which the Copyright Act covers there can be no doubt; Congress has created the monopoly in exchange for a dedication, and when the monopoly expires the dedication is complete. . . . We see no reason why the same acts that unconditionally dedicate the work to the public without copyright under the act should not do the same in the cases of works not copyrightable. Otherwise we are left with a pro tanto, to have the advantage of dissemination of the work at large, and to retain a perpetual right of 'making copies' which is contrary to the whole policy of the Copyright Act and of the Constitution. Any relief which justice demands must be found in extending statutory copyright to such works, not in recognizing perpetual monopolies, however limited their scope."

Recognizing that "the law is otherwise in Pennsylvania," the circuit court stated that it saw no choice of denying any injunction whatever or enjoining WNEW "from broadcasting throughout the Union and in Canada in order to prevent a tort in Pennsylvania alone" the latter would be "an obvious misuse of the writ which goes only in the aid of justice."

Appeal Planned

Regarding the unfair competition claims of the artists, the court said the opinion that if they "cannot bring themselves within the law of common-law copyright, there is nothing to justify a priori any continuance of their control over the activities of the public to which they have seen fit to dedicate the larger part of their contribution."

RCA's appeal that WNEW was guilty of a tort in buying records from New York in violation of this company's agreement with RCA, the court dismisses as having no legal effect on WNEW.

In its present appeal the broadcasters, NAPA and RCA agreed that, whatever the result, the case would be taken to the Supreme Court for final decision. Sufficient extra copies of the documentary evidence presented to the Circuit Court were printed so that they are available for filing with the Supreme Court, together with copies of this new decision. While no such action has as yet been taken, it is expected to follow promptly.

Restrictions on Artists

In addition to halting, temporarily at least, any plans of record manufacturers for licensing broadcasting phonograph records, the decision imposes the same restriction on the recording artists. NAPA, together with the New York Local (6-201 of the Federation of Musicians, has been considering a plan for the distribution of money collected from radio stations for the purchase of phonograph records among the members of the orchestras making these records. About 80% of NAPA members also belong to AFM, most of them to 802 since most of the recording of phonograph records is done in the New York area.

Plan of Payment

Plan, discussed at a NAPA meeting in New York recently, is essentially based on what along the lines of the ASCAP system of royalty payments. Books would be kept of all musicians employed by radio stations on phonograph records and at regular periods, possibly once a year, the income from NAPA's radio licenses would be divided among the artists and band members according to a system based on a number of factors, including the number of records in which they have appeared, the orchestra, popularity of the records, etc.

In addressing the group of more than 500 architects, for example, Jacob Rosenblum, ex-mayor of New York and now president of NAPA, compared the lot of the composer who writes one phonograph record to a common-law partner who, draws royalties on it for the rest of his life, and the performing artist who gets only immediate compensation, regardless of the length of the continuing sale of his records. Other speakers included Jacob Rosenblum, president of Local 802, and Maurice J. Speiser, who reviewed the history of the litigation instituted by NAPA to gain recognition of the rights of performing artists in the records they make.

Text of Court Decision in Phonograph Record Case...

Right to Broadcast Recordings Upheld

[Continued on page 118]
forecast... already come true!

FIRST REPORT ON COLUMBIA'S COAST-TO-COAST NEW PROGRAM PRESENTATIONS
IT WAS only a few weeks ago that we announced an entirely new, logical program plan... an idea, deep-bedded in common sense, which is, nevertheless, a daring departure from the conventional in radio.

We created fourteen completely new network programs—with fresh and vital new material, new ideas, new productions for radio. The fundamental plan behind each program fuses the right idea, the right director, the right material and the right performers into one smooth-running unit. And does this fourteen times over!

"Auditions"... Air-Tested

We are now offering these new programs to audiences and sponsors at the same time... through actual broadcasts over the coast-to-coast Columbia Network. The series—twelve half-hour and two full-hour programs—is scheduled each Monday evening throughout the summer.*

We ventured into the precarious field of prophecy when the name of this series was first announced: "FORECAST." We said then, among other things, that...

"at the end of the eight week season, 'FORECAST' would be acclaimed by the audience for its discoveries"... and

"radio editors, from Portland to Portland, would hail 'FORECAST' as a brilliant innovation."

*Mondays 9:00 to 10:00 P.M., starting July 15, 1940
As we go to press, the first of the eight-week series has been aired (and the second is about to go on the air).

"Best ever heard...cleverest"

Already mail has poured in, from listeners throughout America. Excited, exciting letters. Such comments as: “one of the best programs to come along in years”...“give us more”...“the idea is grand—can’t be beat”...“cleverest in a long time”...“ought to get a medal”...“most enjoyable radio hour in many months”...“refreshingly good”...“henceforth, Monday night will be my radio star night”...“marvelous—please keep it on the air”...“perfect program”...“don’t know when I’ve been so enthusiastic”...“best half-hour I’ve ever heard”...marvelous...grand...masterpiece...bravo...bravo...

Again, CBS sets the pace

We go ahead with our plans—more confident now than ever that, once again, Columbia provides a substantial milestone in the record of radio’s progress. Now, the vitalizing freshness of new ideas and new talent to radio can be heard under actual broadcast conditions...making possible an accurate, intelligent choice of good radio for their needs.

There follows, on the next page, a partial list of the contributors to “Forecast”...
"Forecast" of Characters

WE raise the “FORECAST” curtain just high enough to give you an alphabetical glimpse of the talent that is scheduled to appear during “FOREGAST’S” eight full hours on the air.

Actors and Actresses... Edith Barrett, Lee Cobb, Jane Cowl, Frank Craven, Florence Eldridge, Clifton Fadiman, Ruth Gordon, Walter Hampden, Edward Hughes, Elsa Lancaster, Charles Laughton, Elliott Lewis, Fredric March, Herbert Marshall, Burgess Meredith, Martha Scott, Margaret Sullavan, Virginia Vale, Loretta Young.

Comedians... Roy Atwell, Arthur Q. Bryan, Eddie Green, Edward Everett Horton, Danny Kaye, Alan Mowbray, Colonel Stoopnagle.


Music... Larry Adler, Howard Barlow, David Brockman, Bernard Herrmann, Frankie Hyers, John Kirby, Wilbur Hatch, Jelly Roll Morton, Lyn Murray, Raymond Paige, Earl Robinson, Harry Salter, Albert Spaulding, Joe Venuti, Mark Warnow.

Song... John Boles, Joan Edwards, Fredda Gibson, Golden Gate Quartet, Woody Guthrie, Hall Johnson Singers, Frank Luther, Gertrude Niesen, Paul Robeson.

We hope you will follow the actual program listings—week to week—and join us in listening to “FORECAST”. And that you will give us your opinion of these new efforts.

Columbia Broadcasting System
Networks Prepare to Drop ASCAP Music

Stations, Sponsors Told Dec. 31 Is Deadline

For current developments of Broadcast Music Inc., see page 106.

IF IN LATE JULY there was still any lingering belief that in forming BMI the broadcasting industry was merely making a move to secure better terms from ASCAP, and that at the last moment the networks would get together with ASCAP and settle the matter for another five or ten years, it was rudely dispelled by letters sent by letters to all their affiliated stations, to all orchestras playing on network sustaining programs and to all advertisers and advertising agencies using the networks' facilities.

Keynote of all letters was the direct statement that after Dec. 31, 1940, no ASCAP music will be broadcast by either network and that stations, bands and advertisers should make their plans accordingly.

Getting Ready

The networks state that they themselves have already taken steps to make the transition as painless as possible and to insure an adequate supply of music following the end of the year.

Meanwhile, Elliott Roosevelt, president of Texas State Network, July 36 became the first broadcaster to accept the new BMI licensing agreement, using the move as a springboard to denounce NAB as the tool of the networks and denouncing BMI as the networks' attempt to extend "their monopolistic control" of radio in the music field. He charged that the move means "life and death power over the whole amusement industry."

Effective July 31, every orchestra playing a sustaining program on NBC must include at least one non-ASCAP number on each broadcast. CBS, which since April has reduced the use of ASCAP music on sustaining programs by 33% and in May eliminated all restricted ASCAP numbers requiring special creeds from its remote dance band pickups, will also require one non-ASCAP number from all remote bands beginning Aug. 5. Both networks say that the proportion of non-ASCAP music required will be steadily increased.

In addition to a rapidly-mounting catalog of BMI music, the networks have available music controlled by the Society of European Stage Authors & Composers, by Associated Music Publishers, by G. Ricordi & Co. (Milan), by the Society of Jewish Composers, Publishers, etc. and the Song Writers Guild, as well as concerns and individuals plus, of course, special arrangements of the entire vast supply of public domain music.

NBC's letter to orchestra leaders suggests that they study their signature tunes and if the ones they are currently using are ASCAP numbers that they consider changing them now to numbers they will be able to use after the first of the year. All three of NBC's letters were signed by Niles Trammell, the network's new president. Paul W. Kesten, CBS vice-president and director, signed that network's letter to advertisers and agencies; Edward Klauber, executive vice-president, signed the letter to CBS affiliates, and Lawrence W. Lowman, vice-president in charge of operations, signed the one to orchestras.

Elliott's Statement

Elliott Roosevelt signed the contract in the presence of a score of newsmen, photographers and ASCAP executives gathered in the ASCAP board room for the ceremony. The contract covered a five-year period from Jan. 1, 1941, for the network. Earlier in the day, Mr. Roosevelt said he had signed individual contracts for the nine TSN stations controlled by himself and his associate, Edward Klauber, executive vice-president; WLS, Chicago, has signed the contract for that station. Mr. Roosevelt said, declaring that "at the end of this contract, the one of the 19 stations is a member of NAB.

Mr. Roosevelt said he signed the contracts because "the established names in music" at a "ridiculously low price". Furthermore, he said, "it places the lion's share of the revenue which gets the lion's share of the income" in contrast to the present system under which "the networks get most of the lion's share of the revenue because they pay the station all the music fees." He added BMI has nothing to offer stations in the way of a library.

Charging that the "chain-controlled NAB" has organized BMI "for the announced purpose of using that music exclusively and barring the music of the 1,100 composers and authors represented by ASCAP," Mr. Roosevelt said he considered this "an extremely dangerous precedent". He said he was not being an "alarmist" but that he saw no other way of behavior on the part of BMI of "organizing a music publishing company and barring all other music publishing offices from the air, and organizing a music recording company and barring all other companies from the air.

John G. Paine, ASCAP general manager, said that while ASCAP had received some 140 applications for licenses from broadcast stations, Mr. Roosevelt was "given the courtesy of being the first to secure ASCAP's new license because of his pioneering activities in promoting the public domain of music throughout the Southwest."

SBSAC Addition

Society of European Stage Authors & Composers has signed the Arthur P. Schmidt Co. of Boston, obtaining the performing rights to a catalogue of more than 10,000 selections, chiefly in the field of standard music. Founded in 1876, the Schmidt Co. has long been one of the independent music publishers, until now refusing to become associated with any licensing company. Publisher of the works of Handel, Mozart, BStrauss and other popular American composers in the semi-classical field, the Schmidt Co.

(Continued on page 117)

BROADCASTING • Broadcast Advertising

August 1, 1940 • Page 59
CONTINUANCE of foreign-language programs, but under close NAB auspices, is being studied by government officials in order to guard against improper activity during the period of national preparedness. Also, the NAB has decided to release the NAB’s general manager, Mr. Clegg, from duties to allow him to preside at the meeting of July 26, the day on which the NAB was to be held. Results of the meeting are reported to the NAB to July 26, the day on which the NAB was to be held. 

Their Only Contact

"Following a careful study of the foreign-language broadcasts over domestic stations," Mr. Miller said, "we have decided that all American broadcasters are rendering a distinctly meritorious and patriotic public service in reaching great numbers of people in 31 major languages in the language they understand and reachable through no other media. "

"Our foreign-language broadcasts are not foreign broadcasts; they are American broadcasts of the foreign language. These broadcasts are propagating Americanism throughout our foreign-born population. Should broadcasting be under foreign language ever be removed a serious blow would be struck in our own campaign of preparedness and national defense, and those groups then be deprived of their news and their concepts of democracy from government-controlled shortwave radio stations broadcasting in their own tongues."

"American broadcasters rendering this foreign-language service have shown a high degree of responsibility in formulating policies designed to protect the best interests of the country. All employees are carefully investigated before hiring and full personnel records are kept. Foreign-language news of the regular news reports taken directly from the source is necessary to public service, which supply our daily newspapers and radio stations. Scripta are carefully checked and all material, save in cases of national defense and Americanism. Trusted and competent linguists are employed to exercise careful supervision in the news, and to eliminate any sinister influence which may be attempted by those unfriendly to our way of life." 

Mr. Miller said complete files of programs and continuing activities are being kept by stations for inspection by proper government authorities.

On June 27 Mr. Miller sent to all stations a questionnaire eliciting information on foreign-language broadcasts, to be used as a basis for discussion at the July 26 meeting. Questionnaires had been mailed to 836 stations, and returns were received from 398. Of the latter, 93 indicated they are currently operating foreign-language broadcasts. In addition, 13 stated that no such programs are now broadcast, indicating they had been carried in the past but were discontinued because of the war situation.

The 58 stations currently carrying foreign-language programs enumerated programs in 30 languages. Polish headed the list, with 36 stations, Italian on 35, German on 18, Spanish on 17, Hebrew on 15, and 14 languages each in Hungarian on 14, English on 13, with the remainder of less than 10 and less.

WVO, New York, leading Italian-language station, has announced that effective Aug. 15, it will broadcast only in English after 6 p.m., moving its Italian programs now aired at night to afternoon hours.

Attending the New York meeting were Arthur Simon, WPEN, Philadelphia; Milton Laughlin, WHAT, Philadelphia; Charles Chernoff, WLW, Cincinnati; Louis J. Miller, WBRE, Wilkes-Barre; Dr. George Gellard, WLTH, Philadelphia; Richard Lazarus, WEVD, New York; Emil Dorer, WURL, New York; Frank E. Mason, NBC, New York; Salvatore Angelone, WNYX, New York; Joseph Lang, WHOM, Jersey City; Frankly Viola and Forrest U. Daughdrill, New York.


Programs in Foreign Tongues Continue Under Surveillance

Meeting Under NAB Auspices Emphasizes Need of Americanism; Results Are Reported to FBI

ONCE AGAIN the WHO-Iowa State Fair National Tall Corn Sweepstakes will defend Iowa's supremacy as the State of the tall corn grows. For the second consecutive year the title has been claimed by WVXH, Charlestone, in behalf of West Virginia.

"We have made up our minds we are going to take the title," wrote Howard L. Chernev, assistant general manager of WCBS. Last year the West Virginia challengers admitted defeat when D. D. Hill, Iavita, Ia., cooked the sweepstakes with a stalk measuring 18 feet 2 inches in height. But the corn's "ace in the hole" was a 28 foot 10 1/4 inch stalk grown by Don Rada, Washington, Jr., Rada's entry received the National award but did not qualify for sweepstakes winnings because it did not beat an ear.

West Virginia's prize stalk was 17 feet 9 inches tall. Also in the 1939 interstate contest Donald L. Allen represented KFQ, Wichita, exhibiting a stalk measured at 16 feet 4 inches. Clark Luther, KFQ promotion manager, claimed "I've already won this year's corn competition but offered to stake his State's wheat or tumbleweeds against all comers."

J. O. Maland, in behalf of WHO and Iowa, declined the Kansas challenge on grounds that Iowa is not primarily a wheat-growing State. Mr. Maland's offer of $500 to KFQ was rebuffed by Mr. L. Provided C. S. B. Bledsoe, vice-president, D. L. Cozart, secretary, and Richard H. Mason, station manager; Henry Hull, technical supervisor; Howard Sugg, transmitter operator; Lacy L. Dawkins, transmitter technician.

Decade in Raleigh

FORMATION of a Ten-Year Club, honoring employes connected with the station for a decade or more, was announced July 23 by WPTF, Raleigh, N. C. At that time WPTF officials and staff members were presented 21 jewel wrist watches "in appreciation of 10 years loyal service."

The 10 cited were J. K. Weatherpoon, president; J. W. Cody, general manager; S. C. Boley, vice-president; D. L. Cozart, secretary; and R. H. Mason, station manager; Henry Hull, technical supervisor; William Sugg, transmitter operator; Howard Sugg, transmitter operator; Lacy L. Dawkins, transmitter technician.

QXQR Is Given AP News Rights

Both Sponsored, Sustaining Service Are Included

UNDER an arrangement similar to that made a month previously by WNEW, NAB, July 1, WQXR, New York, has acquired the rights to broadcast Associated Press news on either a sponsored or sustaining basis, at any period during its broadcast day.

In the case of WNEW, QXQR arrangements were conducted through the New York Daily News, although the owners of the New York Sun, the Post, or the Journal, or any other station. But newspaper intervention was necessary in each instance, as the AP regulations permit the use of its news on the air only through the medium of a member newspaper.

December in Raleigh

FORMATION of a Ten-Year Club, honoring employes connected with the station for a decade or more, was announced July 23 by WPTF, Raleigh, N. C. At that time WPTF officials and staff members were presented 21 jewel wrist watches "in appreciation of 10 years loyal service."

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"Funny thing about WSM. We have one account on there selling a ten cent product and another account selling machine units that start at $795...and both clients say it's one of the best producers on the list."

"Sure. WSM has studied the listening habits of its audience for 16 years with a resulting high in popularity. WSM doesn't cost...it pays."

HARRY L. STONE, Gen'l. Mgr.

NASHVILLE, TENN.
TWENTY YEARS AGO a small but curious little room on the fourth floor of The I Evening of August 20, 1920—the evening incidentally, was the first regularly scheduled station in America. A cardboard horn stood in a 20-watt de Forest transmitter. Operators excitedly got “Annie Laurie” and “Roses of Picardy” on the air with one then played “Taps” and the first WWJ broadcast.

TWENTY YEARS have brought much progress in broadcasting. Twenty years of broadcasting have brought much prestige to WWJ also—and a background of accomplishments. For not only has WWJ full development of the radio industry, but of even more relevance, it has held a listener-preference in Detroit unequaled by few radio stations in Michigan.
A group of spectators gathered about the Detroit News building. It was WWJ's first broadcast, which was broadcast by any radio station before a telephone "mike" on analogly adjusted dials, and then played on a phonograph. Some broadcast was over.

Advances to the science of radio and television brought great advances and in experience, memories and kept pace with the rapid development importance it has gained, as by any other radio stations in the world.

Above—The modern studio building of WWJ, completed in 1936. At left is WWJ's transmitter building which houses the most up-to-the-minute equipment known to radio broadcasting.
ON THE FLOOR and in the booths above the speakers' platform national network staffs were busy as birddogs covering activities of the Democratic National Convention, held July 15-18 in Chicago, following a busy week at the Republican Convention in Philadelphia a fortnight before. And as at Philadelphia, WLW-WSAI, Cincinnati, sent a six-man squad to Chicago for independent pickups. In addition to Chicago Stadium, convention site, other broadcasts originated at the Stevens Hotel, Democratic headquarters, and various focal points of convention activity. Hard at work on the Stadium floor during one of theousing Roosevelt demonstrations, using an NBC "beer mug" transmitter (at left), are Durward Kirby and James Thornburg (in background), engineer of the Chicago NBC staff. In center are three of CBS' convention news luminaries in the CBS booth, eyes fixed on some commotion on the floor—P. J. Paul W. White, CBS director of public affairs; Albert Warner, CBS Washington commentator; Bob Trout, CBS roving reporter. At right, in the MBS booth in the Stadium, Quin Ryan, manager of WGN, Chicago, and veteran newscaster, and weatherman, as he watches goings on through a window.

Time Sales During Campaign Offset by Convention Losses

Networks Drop $600,000 Covering Nominations; Listeners Protest Dropping of Boxing Match

WHILE the major political parties spent nearly $1,275,000 for time on the nationwide networks during the 1936 campaign, and while they are expected to spend even more this year, the networks are not anticipating any great increase in net profits for 1940 because of political business.

In the first place, the costs of covering the Republican and Democratic conventions have set the networks back for the combined sum of nearly $600,000. Furthermore, as most speeches of Presidential candidates are made before live audiences as well as before over the air, they come during the choice evening hours which have already been sold to commercial sponsors.

Entries, Not Revenue

That means that while the political parties are expending large sums for time—and for talent on the displaced commercial programs who get paid whether the programs are broadcast or not—for the networks a great share of the political business means merely a number of bookkeeping entries, but no additional revenue.

In covering the Democratic National Convention from its opening session on July 15 until the close of the demonstration following the address of President Roosevelt from the White House in the early morning hours of July 19, the major networks estimate that their combined costs totaled $233,942. Added to the $366,700 expended in covering the GOP sessions in Philadelphia three weeks previous [Broadcasting, July 1, July 15] the total reaches $599,642 which the networks spent as a part of their public service operations in keeping the public fully informed.

Out-of-pocket expense for the Democratic coverage is set by NBC at $13,250, by CBS at $22,000 and by MBS at $6,000, a total of $41,250. Commercial cancellations cost NBC $32,267 in lost time revenue after discounts and $35,425 in rebates for talent. CBS lost $75,000 for time and $25,000 for talent. MBS figures its losses at $2,000 for time and talent. The total commercial lost for all networks thus amounted to $189,692.

Rutland explains its losses because it was unable to arrange for makeup broadcasts for most of its clients whose regular programs were cut out by convention broadcasts.

Total expenses for each network for the conventions were as follows: NBC, $160,500 for the Republican and $100,942 for the Democratic conventions; CBS, $195,000 and $125,000; MBS, $2,000 and $8,000.

Totals for both conventions were: NBC, $261,442; CBS, $320,000; MBS, $27,200.

Fight Protests

Democratic coverage costs were uniformly lower than for covering the Republican sessions because the Democratic sessions fell chiefly in the late evening hours and because the Democrats wound up their convention with the Thursday night session and thus did not interrupt normal Friday schedules.

In most cases where the convention received precedence over the program normally scheduled for that time, listeners accepted the substitution without complaint. The sole exception was on July 17, when NBC-Blue carried the convention instead of the Armstrong-Jenkins fight, which would normally have been broadcast under the sponsorship of Adam Hats. At 9 p.m., when the fight was scheduled to start, Senator Robert F. Wagner of New York was reading the Democratic platform and, not wishing to cut him off mid-way, NBC arranged with network officials to delay the boxing match until 10 p.m.

At 10, however, Senator Wagner was still reading and the fight officials decided not to hold off any longer. A few minutes after 10 the NBC announcer cut into Senator Wagner's speech to announce that the fight would be put on the air the moment the Senator was through. At 10:34 the speech was ended and at almost exactly that moment Lew Jenkins fell for a drop of water and Armstrong was given the decision, which NBC announced almost immediately.

During the half-hour and for an hour afterwards, NBC's switchboards were flooded with calls from indignant fight fans who did not agree with the decision of network officials that the reading of the Democratic platform was an event of more national importance than the fight.

Pro Sports Gets Another Radio Figure as Owner

WITH the disclosure that former Gov. James M. Cox of Ohio is one of a Postmaster General James Farley's backers in the purchase of the New York Yankees baseball club from the Jacob Ruppert estate, another radio figure becomes prominently identified with the ownership of sports clubs. Gov. Cox, besides publishing the Dayton News, Miami News and Atlanta Journal, owns WHIO, Dayton; WIOD, Miami, and WSB, Atlanta.

Powel Clark, operator of WLW-WSAI, Cincinnati, is owner of the Cincinnati Reds, and through WSAI owns the Cincinnati pro football team. G. A. (Dick) Richards and Leo Fitzpatrick, operators of WJR, Detroit, formerly owned the Detroit Lions pro football team but sold their holdings last season. WJAR, Cleveland, also has an ownership stake in the Cleveland Rams pro football team. Howard E. Pill, one-owner and manager of WJAR, and H. S. Durden, also one-owner of the station, each holds 37 1/4% interest in the Montgomery baseball club.

Civil Liberties Union Reports

Sees Fewer Complaints Against Radio; Code Has Helped

"FREEDOM on the radio has shown marked improvement during the year," reports the American Civil Liberties Union in its annual survey of United States civil liberties, published in a 72-page pamphlet titled In the Shadow of War. "The new personnel of the FCC has 'frustrated from the promoters concerning programs which marked the Commission a year ago,' the survey continues. Station program managers, under the influence of the new NAB code, have shown a far greater appreciation of radio's function in presenting all sides of controversial issues, with the public type of forum discussion becoming more widespread, it stated.

Complaints of exclusion of speakers on the air have fallen off markedly, the Union noting only one instance involving political candidates and another incident involving a campaign.

An examination of the wording of the NAB code was made by the representatives of the National Council on Freedom from Censorship, ACLU affiliate, on all types of stations, with the net conclusion that the code has promoted "a far larger and fairer degree of discussion of public issues."

While President declared a national emergency in September, 1939, the Union, fearing that he might act under the law to take over and operate radio stations, reports in the survey that it prepared a bill to take that power from the President. Though such a bill was introduced in Congress, it has made no headway, and the pamphlet states that there has been no indication that the power granted the President will be so used.

MORE than 2,000 gold carnations were distributed to delegates, national and state, distinguished guests at the Democratic convention in Chicago by MBS. The bouquets were tagged "compliments of MBS" and given out by attractive blonde girls.
It's time to change all your old ideas about radio stations in Boston. It's time to know that one station dominates the city of Boston and all its suburbs.

WORLD'S MOST MODERN 50,000 WATT TRANSMITTER—WBZ Boston has the world's most modern, thoroughly efficient 50,000 watt transmitter. It dominates Boston because its signal is so clear, so powerful, and so far-reaching. But WBZ Boston has more than a sensational new transmitter . . .

NEW, STRATEGIC LOCATION FOR TRANSMITTER — On the clear unobstructed shore of Boston Harbor, directly across from the city itself, you can see two gigantic towers looming on the horizon. That paradise for transmitting facilities at Hull, Mass., is the new location of WBZ's powerful 50,000 watt transmitter. But even that's not all the news . . .

NOW! MORE EFFICIENT TYPE OF DIRECTIONAL ANTENNA — Westinghouse engineers use a type of directional antenna especially suited to WBZ requirements. This directional antenna directs the full force of Boston's WBZ in a great, invisible stream right on the city and its suburbs. All of WBZ's power goes to Boston and inland. Now — right now — one station dominates Boston and its suburbs, one station supplies a minimum strength of 50 MV/M in the city of Boston and a dominating 10MV/M carrier in the outer reaches of Metropolitan Boston. That station is WBZ!

BETTER LISTENING, MORE LISTENING Put your programs on Boston's WBZ. It provides better listening for 2,500,000 people in the rich Boston market . . . and better listening means more listening! New power, new transmitter location, new directional antenna, new and better coverage make WBZ your Best Buy in Boston.

EASY TO BUY! Westinghouse Station WBZ is represented nationally by the National Broadcasting Company Spot Sales Office (New York, Chicago, San Francisco, Boston, Cleveland, Detroit, Hollywood, Pittsburgh). The WBZ studios are in Hotel Bradford, Boston. Ask for complete information on WBZ.

NEW TRANSMITTER WENT INTO OPERATION JULY 27TH!

WBZ| SPRINGFIELD (1,000 WATTS) IS SYNCHRONIZED WITH WBZ BOSTON
MBS to Include 150 Stations for Baseball Classic

Gillette Again to Sponsor World Series Broadcasts

FOR THE second consecutive year the World Series baseball games will be broadcast exclusively over Mutual Networks, sponsored by Gillette Safety Razor Co. Boston, sponsor of the baseball classic last year. More than 150 stations in the United States, Mexico, Canada and Hawaii will be included in the list carrying the games, MBS announced, and shortwave listeners will take the play-by-play descriptions to all parts of the world.

Deal, which adds $100,000 to baseball's championship receipts, was announced July 22 from the Chicago office of Judge Kenesaw M. Landis, baseball's top commissioner. Contract was signed by Judge Landis, J. P. Spang Jr., Gillette president, and Spang, general manager of MBS. The $100,000 fee for the broadcasting tests will be divided among the two pennant winners, the commis-

sioner's office, the leagues and the clubs in the same manner as are the gate receipts, the broadcast of the 1939 series added nearly $600 spice for each member of the series-winning New York Yankees.

Background of Series

Last year's World Series broadcasts were carried by 238 stations, including some affiliates of both MBS and CBS. It couldn't be enough, by either WLW or WSAI, Cincinnati stations owned by the president, Harvey Spang, who is owner of the Cincinnati Reds, the National League. WLW offered the broadcasts to WLW and when that was rejected the network in turn offered to sell the broadcast to WSAI to carry the Series without charge. NBC and CBS were represented to have made a similar offer to Gillette, which was rejected because of the company's commitment to MBS, and to have agreed to accept the MBS broadcasts.

This controversy was called to the attention of the FCC, and is referred to the Federal Communications Commission, which was appointed by the Commission to supervise the investigation of chain broadcasting (the so-called Monopoly Report) as an illustration of the detrimental effects of exclusive outlet contracts. The report states:

Past Sponsors

"Mutual obtained exclusive privileges from the baseball author-

ities for the last two World Series broadcasts with the Gillette Co. as commercial sponsor. It then attempted to purchase time from stations in various communities, making offers to stations which were then under contract with other networks. Co-
luding a lack of justification, mutual proceeded to appear upon their outlet stations to protest the provisions of their contracts, claiming the stations were deprived of their rights under the con-

tracts. This prevented a certain number of stations from carrying a program for which they believed there was public demand and which they thought was in the public interest. It also deprived the advertiser

of network advertising in some areas, and prevented the licensee from receiving income which could have been obtained from acceptance of the program series. Mutual, on the other hand, refused to allow other stations to broadcast the program in communities where it had exclusive outlets and also refused the program to stations in other communities which it considered were within the areas covered by Mutual outlets. As a result, thou-

sands of potential listeners failed to hear the World Series of 1939."

The World Series of 1939 was broadcast as a sustaining feature by the major networks. The three previous years, 1934, 35 and 37, the Ford Motor Co. sponsored the series' broadcasts on NBC, CBS and MBS. Each year the baseball industry received from radio a fee of $100,000 for the broadcast rights.

Mutual listeners were informed of this year's Series broadcast plans in a special MBS broadcast the evening of July 22. Program originated in Chicago and New York and included Leslie J. O'Con-

nor, secretary to Judge Landis; Mr. Spang; William Harridge, presi-

dent of the American League; Ford Frick, president of the National League; Bob Elson and Red Bar-

ker, MBS baseball announcers who will probably be chosen to broad-

cast the 1940 Series.

Radio's Refugees

MEMBERS of the Canadian Association of Broadcasters, collaborating with the association, have agreed to find places in the homes of Canadian broad-

cast executives, and representatives for children of the employees of the British Broadcasting Corp., to be evacuated from England. Station manage-

ments also agreed to canvass radio advertisers and adver-

tising agencies. The evacuees are between ages 5 and 16. Maj. Gladstone Murray, CBC general manager, and other Canadian execu-

tives, according to the editors, have been designated as spe-

cial officers to handle the proj-

ect.

'RAMPARTS' PLUGGED

Van Vorhis Flits Wildly in

Shower of Spots—

ALL FOUR Washington stations participated in the ambitious promotion campaign conducted July 21-25, in conjunction with the world premiere of the movie, "The Ramparts We Watch," which was signed by Time and Life magazines and the March of Time staff. Claimed the largest individual promotion effort ever staged in Washington, the effort, according to John M. Spang, CBS general manager, had some affiliates of the Mutual network included in its plan.

From 4 o'clock July 21 through July 25 Announcer Van Vorhis made a one to five-minute announce-

ment every 15 minutes, each time on a different station, from 8 a.m. until 11 p.m. each day. A car with chauffeur was furnished for his shuttling back and forth among the stations, and special permission was granted for parking space at studio entrances. Stanley Bell, of the NBC sales staff, met Vorhis on his arrival and accom-

panied him back to his car. At the premiere of the picture, held July 23 at the local Mutual theatre, Tom Young, Mutual theater manager, provided the car with chauffeur, and a set for recording the first-night descriptions and inter-

views with Government officials and other prominent guests.

'Screen Guild' Returning

GULF OIL Corp., Pittsburgh, will bring the Screen Guild Theatre back to the air in October on CBS for a series of programs featuring Hollywood stars and industry talent, it was announced July 22. The program, which originated in Chicago and New York and included Leslie J. O'Con-

nor, secretary to Judge Landis; Mr. Spang; William Harridge, presi-

dent of the American League; Ford Frick, president of the National League; Bob Elson and Red Bar-

ker, MBS baseball announcers who will probably be chosen to broad-

cast the 1940 Series.

Radio Sends Own Reporters to Cuba

TO COVER the Inter-American Conference on Hemisphere Rela-

tions which met July 20-23 in Havana, Cuba, CBS sent a special staff of four experts to attend the meeting and make special broadcasts during its session. Steri-

ling Fisher, CBS director of education and one of the four U.S. experts, was a member of the conference as guest speakers. Mr. Fisher also supervised a demonstration in Spanish of the CBS School of the Air and arranged for talks by the statesmen in the 10:15-10:30 p.m. period on July 24, 25 and 27. Albert Warner, CBS Washington corre-

spondent; Alberto Zalamea of the CBS Havana, Cuba, staff, and Pierce Davis, former editor of the Boston Transcript, were in charge of the form program July 20 originated at the conference with Mr. Davis officials and delegates to the meeting served as guest speakers.

Daily Broadcasts

To further favorable relations among U.S. and Latin American countries, CBS has set up a shortwave studio in Inter-American House at the New York World's Fair, from which noteworthy events will be short-

waved to South America via WCBX, New York, and WCAB, Havana, Cuba, and also to several Latin American stations. This new schedule was inaugurated July 24 with a pro-

gram commemorating "Simon Bolivar Day," in honor of the great liberator. Consul generals of six South American countries were guest speakers. Earlier that day, Dr. John Crane, Brazilian author, broadcast a talk on Simon Bolivar from Columbia's Lecture Hall, 4:45 p.m.

NBC arranged for two daily broadcasts on Conference, begin-

ning July 20 and continuing for the duration of the meeting, at ap-

proximately 7:15-7:30 p.m. on NBC-Red and the Blue from 10-10:30 p.m. Edward Tomlinson, NBC's expert on Pan American affairs, analyzed each day's events on the two daily programs from Havana. Howard J. Trueblood, Long Island expert with the Foreign Policy Assn., gave a special talk on the meeting July 21 on Blue at 5-5:30 p.m.

Fulton Lewis jr. is covering the conference for MBS. Leaving Washington, where he is Mutual's regular representative, he will return lary on his broadcast on July 22. Lewis flew to Havana, from which he broadcasts his regular program each evening, summarizing the day's happenings. In addition, Lewis has had a number of special broadcasts presenting outstanding events of the conference.

NEW subscribers to International News Service include: KEAW, Rey-

more, Mexico; WIXX, Washington; WLH, Ft. Worth; BBN, St. Louis; KJBS, San Francisco; WEVD, New York; KRIC, Beaumont; WL, St. Louis.
The finest schedule of daytime programs in the world will unquestionably attract the greatest number of women listeners in any market.
It happened in '35 AT COLORADO SPRINGS

The highlight at the N. A. B. Convention at Colorado Springs back in 1935 was the birth of NBC THESAURUS—"treasure house of recorded programs."

NBC introduced this service to help local stations secure new advertising revenue through the "big time" programs which advertisers could get at economical cost.

In '35, NBC Thesaurus started off with 580 selections. Today it has 3000. These include programs of dance music, popular vocal music by groups and soloists, instrumental solos, mountain music, concert and symphonic selections, as well as mood music and sound effects.

From the very first, NBC Thesaurus has been successful. Because it offers a real service to broadcasters. Its "name" talent includes 75 individual artists and musical groups, names that listeners know—names that can be used profitably—names like

- Rosario Bourdon
- Xavier Cugat
- Al Donahue
- Jimmy Dorsey
- Shep Fields
- Fields & Hall
- Hildegarde
- Harry Horlick
- Richard Leibert
- Mary Lewis
- Vincent Lopez
- The Master Singers
- Russ Morgan
- Will Osborne
- Ranch Boys
- Allen Roth
- Jan Savitt
- Nathaniel Shilkret
- Ted Steele
- Thomas L. Thomas
- and many others

NBC Thesaurus Service provides weekly continuity for 21 outstanding program series—a total of 65 individual program periods a week. In addition, Thesaurus offers the extra advantage of NBC ORTHACOUSTIC—recording which literally makes programs sound like live studio broadcasts.
— and it's meant more profits for stations ever since!

...and in San Francisco in '40...

We'll be at the St. Francis Hotel during the N. A. B. Convention. Be sure to visit us and see the new ideas and plans we have, to make NBC Thesaurus and NBC Syndicated Programs work even harder and with greater results for you. If you are unable to drop around to see us, be sure to write your nearest NBC office for full details.

These stations are subscribers to NBC THESAURUS Service:

**Thesaurus Visit**

Atlanta, Augusta, Moultrie
Boston, Springfield
Chicago, El Paso, Houston, San Antonio, Seattle
New York, Philadelphia, Washington, D.C., Atlanta, Minneapolis, St. Paul

**Outstanding Local Radio**

Atlanta, Augusta, Moultrie
Boston, Springfield
Chicago, El Paso, Houston, San Antonio, Seattle
New York, Philadelphia, Washington, D.C., Atlanta, Minneapolis, St. Paul

**NBC Radio-Recording Division**

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

Radio City, New York  •  Merchandise Mart, Chicago  •  Sunset and Vine, Hollywood

**NOTE TO ADVERTISERS:**

If you are planning a listener support campaign in any of the above markets, ask the THESAURUS offices to audition any one of all the twenty-one THESAURUS Program Series. They are established in listener popularity—ready to go to work for you!
Democrats Adopt Free Radio Plank

AS DID THE Republicans at their June convention, the Democratic National Convention on July 10 adopted a platform plank affirming the freedom of radio and suggesting legislative steps to assure the same protection from censorship now afforded the press under the Constitution. The Democratic platform framers adopted the plank, and it was included in the platform unanimously adopted by the convention, after NARF (National Association of Radio Station Executives) had appealed before the resolutions committee at Chicago to urge it. The plank reads:

"Radio has become an integral part of the democratically accepted doctrine of freedom of speech, press, assembly and religion. We urge such legislative steps as may be required to assure the same protection from censorship that is now afforded the press under the Constitution of the United States."

We must strengthen democracy by improving the welfare of the people. We place human resources first among the assets of a democratic society."

The Republican platform's section on radio reads as follows:

"The principles of a free press and free speech, as established by the Constitution, should apply to the radio. Federal regulation of radio is necessary in view of the natural limitations of wave lengths, but this gives no excuse for censorship. We oppose the use of licensing to establish arbitrary controls. Licenses should be revocable only when, after public hearings, due cause for cancellation is shown."

Behind-the-Scenes Encounter Is Waged As Democrats Adopt 'Free Radio' Plank

A BEHIND-THE-SCENES battle over adoption of the "free radio" plank at the Democratic platform convention platform took place in Chicago in mid-July, with Senator Wheeler (D-Mont.) responsible in the final analysis for both the Resolutions Committee's and the convention's action. Flanking Senator Wheeler in his battle to push through the plank, over the steadfast opposition of Senator Wagner (D-N.Y.) chairman of the committee, were Senators Harrison (D-Miss.) and Byrnes (D-S. C.).

While clear-cut in an anti-censorship sense, the plank would have been far stronger had Senator Wheeler and his adherents had their way. The committee representing the broadcasting industry had proposed five-year licenses, a provision against renewal censorship and other assurances against undue governmental interference. The convention committee, however, stripped the resolution to the expression of "free radio" on a parity with the press.

Senator Wheeler had sought an even stronger expression, proposing that all parties involved in revocation or license renewal proceedings be given a judicial review both on the law and the facts. He did not support flat five-year licenses for broadcast stations, but favored a "longer" license term than the three years now specified in the law, or the one-year tenure now authorized by the FCC within its discretionary power.

Sen. Wagner's Opposition

Senator Wagner's opposition to any radio plank at all was understood. He opposed vigorously, it is understood, the longer license term provision. It is presumed the FCC had been contacted in this connection, and that Chairman Wagner, as the Administration spokesman on the committee, had reflected the FCC's views.

NAB President Neville Miller headed the industry contingent which appeared before the Platform Committee. In Chicago also were John A. Kennedy, West Virginia network, chairman of the NAB Legislative Committee, and Harry C. Butcher, Washington vice-

BROADCASTING • Broadcast Advertising
Fall bookings are highest in WPRO's history.
Place your fall schedules NOW!

W e're on 630 kilocycles
the best frequency in Rhode Island.

P over 5,000 watts unlimited
(greatest full-time power in Rhode Island).

R CA 5DX transmitter just installed.
Also new 400 ft. Blaw-Knox towers
erected in salt water marshes.

O.K. in New England

WPRO - Providence, Rhode Island - CBS Basic
National Representatives: Paul H. Raymer Co.

August 1, 1940 - Page 71
New Regionals, Locals Granted

Syracuse, Paterson Get 1 kw.; Marion, Riverside Locals

FOUR new broadcasting stations, two in the regionals and two in the locals, were authorized by the FCC in July 17 decisions, all being granted without hearings.

The regionals will be located in Salina, N. Y., a suburb of Syracuse, and Huntington, N. Y., with two new locals being located in Marion, O., and Riverside, Calif., in neither of which communities a station with a power of more than 1 kw. had been licensed.

The Salina, N. Y., grant to all intents and purposes gives Syracuse another station and was made to the Sentinel Broadcast Corporation, allocated 1,000 watts fulltime on 620 kc., using directional antenna. Its officers and stockholders are Frank C. Revoir, motordailer, president; the company is owned by T. McCaffrey, president of the Lincoln National Bank of Syracuse, vice-president; and A. M. Muench, candle manufacturer, vice-president, 10%; Francis E. Doonan, bookbinding and printing business, 15%; and Mrs. Anna Smith, 15%.

The Paterson, N. J., grant was to North Jersey Broadcasting Company, Inc., allocated 1,000 watts fulltime on a daytimestation on 900 kc. The officers and stockholders are James B. Coon, executive vice-president; Mrs. Alexes M. Coon, manufacturer, vice-president, 12%; Mrs. Ella M. Coon, secretary-treasurer, 18%; and C. K. Farnblon, CBS chief engineer in Chicago, vice-president, 25%; Rex M. Heyes, CBS Chicago salesman, 22%.

The Local Grants

The station in Riverside, Cal., was granted to Riverside Broadcasting Co., and was authorized to use 250 watts fulltime on 1,420 kc. President, the company is Richard T. Sampson, owner of 21% of the stock and subscriber to five additional shares. His additional holdings are to the credit of Mrs. James G. Coon, another stockholder, executive vice-president and chief engineer of San Bernardino, owning 15%; secretary-treasurer is Howard H. Hart; comptroller, Edward F. Raymond, publisher of the Riverside Enterprise and Press, 15%; and J. C. E. Wertz, owners of KFYM, San Bernardino, 2% each.

At the same time it made the Riverside decision, the FCC also ordered a hearing on the application of Mollin Investment Co., of Riverside, for a new 600-watt daytimestation on 1,260 kc.

The station in Marion, O., was granted to Marion Broadcasting Co., using 250 watts fulltime on 1,800 kc. President and prospective manager of the station is Roy W. White, younger brother of Frank E. Mace, NBC vice-president who with his wife are the former owners.

EXECUTIVES of Wesson Oil & Snowdrift Sales Co., New Orleans, and WLS, Chicago, literally ate up a recent demonstration held in the studios of the station when Ruth Williams, home economics director of the oil company, distributed cheeses, crackers, and other snacks.

The snack was described over the air by Martha Crane and Helen Joyce, directors of the Wesson Feature Foods program on WLS. Shown (1 to r) are Martha Crane; Ruth George, WLS traffic manager; Chief Freeman, WLS salesman; H. N. Wick, western sales, and E. L. Rehnke, district Wesson manager; Frank Baker WLS continuity head.

Gets Bridgeport Local

A SECOND station in Bridgeport, Conn., was authorized to 970 kc. on July 19 in an order granting the application of Harold Thomas for a new station with 250 watts on 1920 kc. Mr. Thomas is also owner and operator of WATR, Waterbury, Conn., and WBFR, Pittsfield, Mass.

Better Facilities Granted

WGAN, Portland, After FCC Proposes Shifts

FOUR Proposals Shifts

FOLLOWING through on its new doctrine of imprisonment by negotiation, the FCC July 17 granted WGAN in Portland, Me., limited timestation, a construction permit for fulltime on 560 kc., with 5,000 watts, after having suggested to the station that it apply for these facilities. The grant was part of an arrangement under which the FCC plans to give to WABI, local in Bangor, Me., a regional facility, assuming that station withdraws its application for fulltime operation on 560 kc. [BROADCASTING, July 15]

It is understood the Bangor station will file for assignment on 880 kc., channel now used by WCLF, Chicago, and KJR, Seattle, in compliance with a suggestion from the FCC. The Commission, through Chairman Fly, initiated the series of actions following an exchange of telegrams with the Newfoundland Government, under which it was given priority on 560 kc., occupied by WGAN, and in return relinquished priority on 560 kc., both facilities being earmarked for assignment in Newfoundland under the terms of the pending Havana Treaty.

A complicating factor in the series of moves was seen with the filing of an application by William H. Rines, of Portland, for a construction permit to use the 560 kc. assigment, with 1,000 watts night and 5,000 watts day. Moreover, it is not expected that WABI will withdraw its pending application for fulltime on 560 kc., until action is taken by the FCC on the proposal for the fulltime assignment on 970 kc. Mr. Rines, son of the late Henry Rines and a recent Harvard graduate, is identified with the Congress Square Hotel interests, licensees of WCHS, Portland.

Style Show Campaign

F. SCHUMACHER & Co., New York, during the week of Sept. 23 will be promoted a "radio style show" campaign on 40 stations throughout the country. The show, which is initiated by the firm, is a high-society event that is of considerable interest to the trade. Program is for Washingtonians and broadcasters who have shown an interest in the show. Program to include a prize for featured show, which is given to the most interesting model. Program is to be held in the Palace Hotel.

Golden Gate’s De Forest Day

DB. LEE B. FOREST will be honored Sept. 7, when the Golden Gate International Exposition names the after the famous radio pioneer, coming in association with the 12th annual conference of the Veterans Wireless Organization of America, of which he is honorary president. Program calls for the presentation of the special Golden Gate Awards to be presented at the conclusion of the conference. A banquet in the evening. Mayor Ross Gilchrist will preside. Among those expected are Mr. and Mrs. Forest, the latter being the former wife of the late Charles H. Shireman, secretary of the Ohio Civil Service Council.

Three on 580 kc. Get Full 5 kw.

Eight Others Get Increases In Time and Power

THREE regional stations on 580 kc. will receive new fulltime assignments, 15,000 watts, given by the FCC July 17 with authorizations from the FCC for power increases, 5,000 watts fulltime. They are WIBW, Topeka, WCHS, Charleston, W. Va., and WJHL, Johnson City, Tenn.

Simultaneously the FCC granted a number of stations increased power, a awarding to WTMT, Milwaukee, 250 watts fulltime, 5,000 watts fulltime on 620 kc., while at the same time changing the time of operation on 620 kc., so that the station now operates from 8 a.m. to 10 p.m.

The FCC also granted a new assignment on 620 kc. to WJCL, Orlando, Fla., through licensing of a new station on it in Syracuse, and shifting a Knoxville station to the channel.

Sentinel Broadcasting Corp. of San Antonio, Tex., was granted 1,000 watts fulltime on 620 kc. [see story on this page], while WJOL, Knoxville, was shifted from 1310 to 620 kc. with an increase in power from 250 watts to 500 watts night and 1,000 watts fulltime.

To WGW, Green Bay, Wis., which sought an assignment on 620 kc. with 1,000 watts fulltime, was granted 1,000 watts, but with a 250-watt daytime operation, was redesignated for hearing on the application of a station at the same location, to be on the granting of a petition for reconsideration.

WGN Fulltime on 560

WJHL, Johnson City, Tenn., on a petaton to a 5,000-watt, fulltime grant without a hearing was given a change in assignment from 1200 to 560 kc., and also recently purchased 1,000 watts fulltime, using a directional at night.

WGAN, Portland, Me., in the first phase of a multi-station shift evolved by the FCC largely to accommodate demands of Newfound-

land, was given a fulltime assignment on 560 kc. with an increase in power from 1,000 watts to 2,000 watts night and a change in hours from limited to unlimited time. Now on 640 kc., the shift was made to permit the station to use the 560 kc. frequency at night.

In another action, on the same frequency, WABI is slated for assignment fulltime with 5,000 watts on a regional frequency in lieu of officially assignment, as part of this hears, by the FCC [BROADCASTING, July 15].

Granted power increases to 250 watts fulltime on their local frequency, as part of the horific FCC is being released power boost schedule included under the pending Havana Treaty, were KPHO, Phoenix, WBPB, Altona and WLPN, Suffolk, Va.

Boiler Group Seeks Another

J. W. B. L. R. Paul, president of the North Central Broadcasting System, a regional network, is one of the purchasers of television rights for a new station with 500 watts night and 1,000 watts fulltime to be licensed in Brainerd, Minn. He holds 30% of the stock, the same amount held by the owners of the Vollinger stockholders of St. Paul, and Howard W. Johnson, in the railway supply business in St. Paul, and manufacturer of the radio by the Northern States Council, has been appointed as a district census supervisor at Brainerd, Minn. The company, which is owned by the children of Mr. Vollinger's parents, is planning to develop a new station in the area. The station is expected to be licensed in the near future, and to be operated as a fulltime station.
WELI, with new, modern Lehigh Towers enabling its signal to reach 1,913,000 sales prospects, is now ready to do your national selling job in the prosperous, populous New Haven-Long Island test market which annually spends over $700,000,000 in retail sales.

New Haven's only station which is RCA equipped throughout thoroughly covers this famous diversified manufacturing area with a program policy of progressive showmanship distinctly attuned to community service.

The second largest city in Connecticut, New Haven, is the home of Yale University which adds over 5,000 potential sales during the school year. With its 242 foot Lehigh Towers situated on Long Island Sound, WELI throws an exceptionally clear signal to wealthy Long Island residents, in addition to its intensified coverage of southern Connecticut.

If you want sales results in this area which has an annual payroll of over $477,000,000, WELI is your first advertising medium.

W E L I 500 Watts

NEW HAVEN, CONN.

JAMES T. MILNE, GENERAL MANAGER

National Representatives: William Rambeau Co., New York, Chicago
MBS Seeks Ban On New Network Affiliation Pacts

Delay Pending FCC Action on Monopoly Report Is Urged

MOVING once more against the "long-term restrictive contracts" of NBC and CBS, MBS on July 17 filed with the FCC a motion to adopt a regulation maintaining the status quo by prohibiting the writing of new or renewal station-network contracts beyond a date to be specified by the Commission, pending FCC action on recommendations of the Chain-Monopoly Committee. The brief, submitted by Louis G. Caldwell, Frank D. Scott and Charles H. Washington, counsel of the network and MBS key stations, explained that to prevent NBC and CBS from further jeopardizing MBS position as a national network before the FCC must yet render a decision in the network contract situation, as recommended by the Chain-Monopoly Committee.

Monopoly Claimed

The July 17 motion is the third of its kind offered by MBS since the six-month chain-monopoly investigation concluded in April, 1939. Following the initial offer in the closing stage of the hearings, the request for a regulation was filed again July 16. The latest proposed regulation reads:

"No licensee of a standard broadcast network shall enter into a contract, agreement or other arrangement with any national network organization, or dealing with the affiliation of such licensee's station with the national network organization, or into any renewal or extension of any such existing contract, agreement or other arrangement, or exercise any option or other privilege contained in any such existing contract, agreement or other arrangement or exercise any option or other privilege contained in any such existing contract, agreement or other arrangement which would in any manner extend therefor for a period extending beyond..."

The proposal, MBS reviewed its principal arguments against NBC and CBS operations at the close of the antitrust inquiry, charging that their operations, centering on station-network broadcasting, have resulted in "a substantial monoply of the more desirable outlets for the most desirable broadcasting time" amounting in most cases to a virtual monopoly in the network broadcasting field. Special comment was made on what MBS claims are NBC and CBS practices, contracts, time options providing provisions in the agreements and the long-term nature of the contracts.

The MBS counsel also pointed out that the continuing practice of NBC and CBS in imposing these "unlawful" contractual clauses upon affiliates, in addition to placing "a practical matter seriously impair the power of the Commission to eliminate the jurisdiction over the subject matter if and when it promulgates regulations thereon."

Troy Lore

WHEN Carol Gould Lawrence in mid-July discussed the founding of Lansing, Mich., on WTRY's "Sideline of History," she told how Abraham Jacob Lansing had laid out the community back in 1771. After the broadcast she learned that the great-great-grandson of the founder of Lansingburgh, Gerald Hall Lansing, was the announcer for her program.

SEEKING a new 250-watt station on 1570 kc. in Tyler, Texas, where the FCC must yet act on proposed findings to delete KGKB (Broadcasting, July 15), is a group of citizens of Tyler and Lafayette, La., formed as Rose City Broadcasting Co. Judge S. D. Lindsey, Tyler industrialist, heads the company, which includes a 25% stockholder, George H. Thomas, part owner of KVOL, Lafayette.

KWK 50 KW. PLEA OPPOSED BY KFEQ

OPPOSITION to the petition of KWK, St. Louis, for assignment on 680 kc. with 50,000 watts in a suggested shift under which KFEQ, St. Joseph, Mo., now operating limited power, could take over the present KWK facility on 1550 kc., was filed with the FCC July 22 by the St. Joseph station.

Asking that the KWK application [Broadcasting, July 15] be denied, KFEQ contends that its own application for fulltime on 680 kc. be granted, or that both applications be set for joint hearing. KFEQ contends that the engineering data submitted by KWK does not reflect a true and accurate picture of the proposed operation. Assignment of 680 kc. to St. Louis as "will not result in the best use of the frequency" from an engineering standpoint, KFEQ contended.

Publishers Plan Sept. 1

Start for New KMYC Scheduled to begin operating Sept. 1, the new KMYC, Marysville, Calif., authorized for construction last January, has ordered an installation of 5 kw. at the Wenders station, and will be linked to the group comprising KHSL, Chico, Cal.; KEZ, Fort Collins, Colo.; KGW, Portland, Ore.; KMKK, Merced, Cal., and KWLK, Longview, Wash., all outlets of the Don McClung empire. The new KMYC thus far announced are Hugh McClung, general manager; Walter Thompson, general manager; Royal G. Mullady, commercial manager; Robert S. Hambley, production manager; Leon Stauffer, chief engineer; Dorothy E. Harwood, account executive.

Marysville-Yuba City Broadcasters Inc., which will be licensed to operate on 1430 kc., is headed by Horace E. Thomas, president, publisher of Marysville Yuba City News, Democrat, 50% stockholder. Treasurer is Hugh McClung, who is co-owner of KHSL, Chico, which sells 15% of the station. Mr. McClung, a member of the KHSL, in which the McClung family has a 50% interest. The McClungs also control KMYC, St. Joseph, Mo.

Betty Burridge, Hollywood writer and script writer for the CBS Melody Ranch program, sponsored by IBM Jr. Co. of Columbia Broadcasting System, also writes the Gene Antry screen plays. Deal was made with J. Walter Thompson Co., Chicago, agency producing the program.
To:
The FIRST Radio Station
in the SECOND City
in the FIRST State
in the BEST Country.

Try WBEN
Buffalo

Yes, sir,
that's sound advice
Try WBEN
Buffalo

900 kcs • 5000 watts day • 1000 watts night ★ Represented Nationally by Edward Petry & Co., Inc.
How the War Affects Radio Listening

Surveys Show Set Use Keeps Close Pace With News

By C. E. HOOPER
C. E. Hooper Inc.

THIE WAR in Europe has cast its shadow over the American scene. It has affected the thoughts, the emotions, the hopes and the fears of America's millions. It has also affected their activities, and radio listening habits have not been exempt from change. For radio is more than entertainment or for advertising. It is a medium for the dissemination of news.

We have seen the radio audience increase during national elections as America held its breath for the latest returns. We have seen the radio audience increase during presidential elections. When America was roused by the lightning moves of a former Bavarian paperhanger.

The degree of increase in radio listening coincident to the development of any given "news situation" is one guide to the general interest in, of emotional response to, that news. The following table of radio listening percentages showing "set use" for the "normal" years 1937-39 (averaged) centers, is flanked by the percentages are averages by months covering the evening periods from 7:00 to 10:30 p.m. They are the result of calling more than a million homes.

<table>
<thead>
<tr>
<th>Month</th>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
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<tbody>
<tr>
<td>1937-39</td>
<td>32.8%</td>
<td>34.8%</td>
<td>34.9%</td>
<td>36.7%</td>
<td>36.4%</td>
<td>31.0%</td>
</tr>
<tr>
<td>1940</td>
<td>39.0%</td>
<td>38.2%</td>
<td>39.2%</td>
<td>38.9%</td>
<td>33.1%</td>
<td>28.1%</td>
</tr>
</tbody>
</table>

The minimum difference between 22.8% and 25.6% for June or even the maximum difference in the April findings of 31.6% and 39.6% may not seem, at first glance, to be particularly signifcant. It is still to remember, however, that each percentage point, if projected literally to total radio homes, represents something over a quarter of a million families.

It follows that the fourth of a million homes were involved in the June comparison, and that two and a quarter million homes were represented by an increase in the April, 1940 over the average for the three preceding Aprils.

Headlines and Listening

Now let us dramatize the timetable of increases in listening by adding a summation of news headlines.

"SERENADE" to a sunrise "signup fest" might well be the title of this picture which shows Vic Rugh, sports and special events director of NBC, stepping up in the Hooper Control Area includes a summation of news headlines, and may not again be reached unless events in some future time strike "nearer home".

The second possible reason is quite different in character. Listening to, just like broadcasting of, news has probably followed a more regular pattern since April than in the preceding months. Moreover, many must be virtually repetitious of the previous news broadcasts. This has resulted in tuning in and out of scheduled news programs rather than continuous tuning to catch news flashes, plus concentration on those programs considered the best.

The following a list showing comparatively the number of weekly scheduled-in advance news periods, or programs, covering late news, by leading New York stations as listed by one of the consumer publications. Keep in mind that in April, 1938 the total was 97.

<table>
<thead>
<tr>
<th>Month</th>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
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<tbody>
<tr>
<td>1940</td>
<td>155</td>
<td>180</td>
<td>170</td>
<td>175</td>
<td>155</td>
<td>150</td>
</tr>
</tbody>
</table>

Why the comparative decline in May listening and again in June? There are probably several reasons underlying the explanation of the phenomenon. The first is that American nerves have probably rebelled at having too many too fast news. The emotional peak has passed; and may not again be reached unless events in some future time strike "nearer home".

BROADCASTING • Broadcast Advertising

Defense Program Meeting Delays

But Progress Is Made Despite Shortage in Some Lines

THOUGH the FCC is making "excellent progress" in the establishment of a national defense field organization, financed by a $1,600,000 budget procured from the national defense, the delays are being caused by shortage of certain types of monitoring equipment and lack of qualified personnel.

The FCC has established a 24-hour communications watch, with monitoring equipment capable of keeping a constant surveillance on all radio operations. The defense program is being carried out under the direction of Engineer Ewell K. Jett and George Sterling, assistant chief of the FCC. They are working with Lawrence Fly, at his July 22 press conference, praised Lieut. Jett’s organization of the field operations.

Foreign Tongue Check

A number of foreign language broadcasts have been recorded by field stations and the FCC plans to increase this phase of its operations. It is looking for replace-able improper activities. It is also surveying all international programs for their content, the frequencies used and the relative signal strength of such stations in various parts of the country.

Activities of monitoring stations are being accelerated as the equipment and personnel are pro- cured. When the organization is completed there will be a complete network of field stations flanked by mobile units, spanning the radio communications and broadcasting spectrums. Applications for positions as radio operators are now beginning to flow into the FCC, as a result of the ar- rangement made with the Civil Service Commission permitting employment of unskilled temporary examinations.

Moreover, brief training courses of the regular FCC field personnel have been established at the school established in Baltimore, and these inspectors are now back on their regular assignments.

The FCC already has purchased about $150,000 in radio equipment, in addition to the apparatus of the dual-type recorders, direction finders and accessory devices, now being delivered to designated field offices. The program contemplates expenditure of several hundred thousand dollars in additional monitoring and related apparatus.

WCBS, WAKR to Blue

TWO additions to the Blue Network—WOR, III, and the projected new WAKR, Akron—have been announced by NBC, bringing the total number of affiliations to 195. WOR, operating with 250 watts on 1420 kc, becomes a Blue supplementary station. WAKR, with 1,250 watts on 1530 kc, will join the basic Blue about Oct. 1. WBCS will be operating 24 hours a day on 860 per hour, WAKR at $140.

JEROME SCHWARTZ, CBS Hollywood's writer, has sold radio rights to "Oscar the Orichir" to Arch Oboler.
Recording Engineers!...

NEW PRESTO AIR BLOWER ENDS TROUBLES WITH DISC SHAVINGS

Reduces surface noise . . . crackles . . . pops
Makes your cutting needles last longer

THE NEW PRESTO AIR BLOWER SYSTEM
Sends a tiny blast of air across the disc just behind the cutting head, cleaning every particle of dust and grit from the surface of the disc just before it passes under the cutting needle.

NO CHANCE FOR TANGLING
The airstream whisks the shaving across the disc and winds it in a ball on the center spindle. No need to touch outside-in recordings until the record is finished.

BETTER THAN A VACUUM SYSTEM
... the airblast is kept away from the cutting needle where it cannot produce "air noise".

BETTER THAN A BRUSH OR WIPER
... It can't scratch the surface of the disc or interfere with the speed of the turntable.

Models for every type of Presto turntable ready for immediate delivery. Special models for other makes of turntables. Give make, type and serial number when ordering.

FREE 10 DAY TRIAL to any Presto owner. No charge or obligation except transportation costs. Order your Presto type 400-A Blower system today. List price complete, ready for quick easy attachment $75.00 FOB, New York.

Presto Recording Corporation
242 West 55th Street, New York, N. Y.

World's Largest Manufacturers of Instantaneous Sound Recording Equipment
War, ASCAP Dominate NAB Agenda
(Continued from page 31)

and that broadcasters will offer no appeasement to any group. "Seeking plunder or special favor", BMI is his answer.

The copyright proposal which the convention will be called upon to vote will take one of two pre-determined courses, both with BMI as the base and with ASCAP out of the picture as of Jan. 1, 1940. The more ambitious of the plans envisages acquisition of the catalogs of Metro-Goldwyn-Mayer, motion picture producers, for some $4,500,000, but interest in this move has waned. Inability of M-G-M to deliver, unenumbered, the rights attaching to its important catalogs might make this acquisition hazardous. It is understood. Nevertheless, the matter will be brought to the attention of the convention with definite recommendations.

To finance this project, the NAB board recommendations to the some 310 BMI station members would have been a three-year plan of assessment under which stations would pay to BMI an amount equal to 2½% to 5% of net time sales for 1939, with the networks paying the same percentage for owned or affiliated stations and an additional 1% on all network time sales for 1939, exclusive of payments to affiliates.

Fee Boost Opposed

The second project—and the one most likely to be presented with a favorable recommendation—is for speeding up of the present BMI operation of acquiring writers and independent publishers in its own right. To finance this, each BMI member would be asked to contribute a sum equivalent to 2½% of its 1939 net time sales, with the networks paying one-half of 1% of their net income from the sale of network time. This would raise an approximate $1,250,000 for the next year. For smaller independent stations, this sop by ASCAP in its proposed new contracts, a new sliding scale already has been adopted by BMI, working with National Independent Broadcasters, which would more than offset the seeming advantages of the ASCAP offer, it is stated.

At this writing it appears certain that NBC and CBS will not capitulate to ASCAP demands for a 7½% tax on income, and that the majority of the industry is not disposed to go along with the plan which would mean an overall boost beginning next year of from approximately $4,500,000 to almost $9,000,000 in royalties. Moreover, the BMI plan has won strong support among advertisers and agencies, who see in the ASCAP proposal an inevitable increase in radio time and programming costs. They are aware of the inability of radio to absorb these increased charges.

Carrying the copyright issue to the floor will be President Miller, as president of BMI; Sydney M. Kaye, prominent New York attorney, serving as BMI vice-president and general counsel; and the drafters of the basic BMI plan; M. E. Tum-kins, BMI general manager, and Carl Haverlin, BMI station relations director, who has barnstormed most of the country in selling the BMI plan to broadcasters.

The convention agenda carries its full load of commercial and business subjects, with the beleaguered self-regulation code expected to reverberate long and loud during the sessions. Code Committee Chairman Edgar K. WMBD, Peoria, will pilot this discussion, aided by a majority of the NAB board, which is geared to fight off any effort to weaken the commercial creed. Ed Kirby, Code Committee secretary and NAB public relations director, who has borne the brunt of enforcement activity under direction of the committee, is expected at the Aug. 7 session to recount code benefits which already have inured to the industry.

Second only to the code deliberations on the commercial agenda is the plan to reinstate a business index under NAB auspices, to measure monthly volume of stations. William J. Scripps, chairman of the NAB Research Committee, will file-manage this move, assisted by NAB Research Director Paul F. Peter. The former business index was knocked out some five years ago by the NAB convention because of exaggerated reports of radio's wealth, which purportedly made it the target of every itching-palm group and easy bait for union organizers and even government functionaries who wanted the Government to retrieve some of that gold by dollar-per-watt or some such similar confiscatory license fee systems.

New Radio Services

New broadcast services, such as FM and television, will get full convention attention at sessions on Aug. 6 and 7. John Shepard 3d, president of FM Broadcasters Inc., and an important figure in FM commercial development, has arranged an elaborate session, including an FM roundtable presided over by Paul de Mars, vice-president in charge of engineering of Mr. Shepard's Yankee Network, and an actual demonstration of FM transmission and reception at the closing session Aug. 7. The transmitter will be installed by Radio Engineering Laboratories in coopera tion with KSFO, San Francisco. There will be an executive session of FM Broadcasters Inc. following this demonstration.

At a night session Aug. 6, Ted Smith, RCA television transmitter sales chief, and Harry R. Lubke, Don Lee television supervisor, will discuss development of the visual medium, in non-technical terms, and describe audience reaction, apparatus requirements and the role of the present day broadcaster in television's development.

The first convention day, Sunday Aug. 4, will be given over to
committee meetings, and the customary board of directors dinner session that evening to devise convention policy and to consider additions to the agenda. The first business day Aug. 5, opening formalities, rendition of reports of officers and directors and consideration of amendments to bylaws, will feature Chairman Fly's address at a luncheon session.

Group Sessions

In keeping with the innovation at last year's convention, the afternoon of Aug. 5 will be given over to group meetings, permitting various industry segments, with peculiar problems, to devise convention policies and transact other business. These meetings, already scheduled, include a session of Independent Radio Network Affiliates, which may vote on a permanent organization, with retention of paid counsel and personnel; National Independent Broadcasters; National Sales Managers, with station representatives and advertising agency men; Clear Channel Group; National Association of Regional Broadcast Stations; Local Stations.

During each convention day, NAB department heads will be available for breakfast sessions, in the form of roundtables. Presiding at these sessions, scheduled for 8:30 a.m., will be Lynne C. Smeby, engineer; Ed Kirby, public relations and code; Paul F. Peter, research; Russell P. Place, law; Joseph L. Miller, labor and wages.

Following adjournment sine die of the convention on Aug. 7, the annual banquet will be held that evening on Treasure Island at the Golden Gate Exposition. Instead of the customary radio entertainment, a specially written satire titled "Greener Pastures" will be presented, with professional actors depicting various personality roles. J. Kenneth Jones, radio writer, recently with the Federal Radio Education Committee, is the author and producer. Ed Kirby collaborated in the writing. During the banquet the Broadcasting Magazine Gold Trophy, will be awarded to the winner of the tournament scheduled at the California Golf Club Aug. 4.

Trammell's First Mike Chore

As his first "station relations" chore after being elected president of NBC on July 12, Niles Trammell was guest speaker saluting the new NBC-Blue supplementary group of Florida stations which joined the network July 15. The stations are WKAT, Miami Beach; WJHG, Jacksonville; WMFJ, Dayton Beach; and WTMJ, Ocala. NBC announced network base rates for the stations as follows: WKAT, $140 per evening hour; WJHG, $120; WMFJ, $60; WTMJ, no charge.

Cheyenne's newly authorized station, which the FCC on July 11 authorized Frontier Broadcasting Co. to construct (Broadcasting, July 15), will bear the call letters KFBC.

PACIFIC STATIONS SIGN WITH AFRA

Contracts between the American Federation of Radio Artists and KPO-KGO, San Francisco; KQW, San Jose; KROW, Oakland, Calif., affecting announcers, sound effects men and staff artists, were signed recently, according to Vic Connors, executive secretary of the San Francisco AFRA chapter.

In each instance, according to Connors, the contracts call for a 40-hour, five-day week with two consecutive days off for the announcers and sound effects men. In the past part announcers received slight increases in pay due to the AFRA contract. The contract also calls for a raise in salary every six months.

Connors stated AFRA is now negotiating with KSFO, San Francisco affiliate of CBS. When the KSFO contract is signed, AFRA will negotiate with KFYA, which will be the only remaining station not yet signed by AFRA, he indicated. The San Francisco chapter of AFRA moved its headquarters on August 1 to 111 O'Farrell Street, taking over the upper left floor.

CBS Drops Theatre

With CBS Hollywood now utilizing two new studios recently constructed and adjoining Columbia Square building, the network has relinquished its lease on the Music Box Theatre on Hollywood Blvd. The 1,500-seat theatre was used for nearly four years, the originating point of Lux Radio Theatre, sponsored by Lever Bros. With return of the weekly program in fall, it will originate at the CBS Vine St. Theatre.

With the largest habitual audience in the West, KNX extends its primary nighttime coverage over seven million people in 272 counties in ten Western states.

For more information about KNX, one of the sixteen CBS 50,000 watt stations, inquire at Radio Sales: New York, Chicago, Detroit, St. Louis, Charlotte, N.C., San Francisco.

COLUMBIA'S WORKSHOP IN THE WEST

BROADCASTING • Broadcast Advertising

August 1, 1940 • Page 79
Are you all ready for the American and with your Fall radio program?

If you have goods to sell that radio can use the World plan of broadcasting... your own markets... intensify here and down there... start in a hurry and stop hurry, if this suits your sales strategy.

And with all this broadcasting flexibility which is so desirable today, you enjoy a tremendous advantage working the World. Wherever your program goes, the heart of radioland or in the heart of the plains—World broadcasts are heard with form clarity. Our unique method of recording—the Western Electric vertical-cut Range system—actually gives your aud...
near and far a higher fidelity broadcast than they can enjoy through any other vehicle of sound.

So how about that Fall program? Need an idea? We can help you as we have helped dozens of sponsors, big and small. We work closely with agencies, assuming any desired part of the program preparation, from idea straight through to broadcast.

To give you the fullest and most modern broadcasting service, World’s studios are located in the three talent centers—New York, Chicago, Hollywood—with branches in San Francisco and Washington.

It’s nearly curtain time... may we serve you?
NAB's 'Anti-Snatch'

BROADCASTERS, at their annual convention in San Francisco, could do worse than adopt a one-word slogan, evolved to fit any contingency. We hereby submit "anti-snatch".

A glance at the agenda for the convention—admittedly one that may have an important bearing on shaping of the industry's future—reveals how apt such a slogan can be.

Many broadcasters view with gravity a possible snatch of control of Radio by the American Plan as an outgrowth of the war emergency, despite assurances to the contrary. It's ASCAP that seeks to snatch new dollars from broadcasting's exchequer. And it's a snatch at those same dollars that motivates the AFM's the AFRA's and kindred groups.

Unlike most previous conventions, the war situation has cast a pall over the San Francisco sessions. Broadcasters have but to turn an eye toward Europe, either enslaved by dictatorships or at total war, to realize what the snatch means in radio.

The first move of the dictator upon his conquest of new territory is to take over radio, under the theory that a too-quiet radio (and press) is more potent than mightiest artillery in subjugating the people.

That's not only because of our brand of democracy and our geographical advantage, but because, unlike Europe's, radio here in peace-time is a free competitive enterprise. Moreover, our radio under the current stress has acquitted itself in such a way as to win praise from every segment of the public, and of the Government. It is working in complete harmony with the national defense plans and has adjusted itself almost overnight.

But national defense planning means nothing more nor less than planning for actual war. In those plans we are assured that commercial radio will continue unmolested. That will be as long as radio continues to conform with the policy as it is at that moment.

It is not our intention to inject a scare-element into the war mobilization picture. Our only purpose is to admonish those who convene in San Francisco, to think ahead in terms of what might happen, and shape plans to fit.

The best defense against any possible snatch activity is that in which recognition of the values of that growth.

This, to our mind, adds up to adequate and responsible representation of the broadcasting industry in the communications councils of the Administration. The industry has plenty of brainpower. There are a dozen men who could qualify as communications coordinator working with the National Defense Advisory Committee. It is more than a mere protective device we have in mind. It is the patriotic duty of the broadcasting industry voluntarily to shape its operations in such fashion as to give our Government the maximum service of which it is capable. Practical broadcasters, whose radio every day, are best qualified to fashion such a plan.

The San Francisco convention, in more ways than one, is destined to make radio history. It will be the convention at which ASCAP's bluff will be called—unless we miss our guess. It will be a convention devoted to many of the customary bickering and small talk.

But every broadcaster who attends can carve his initials in a new creed for radio, and leave it as a heritage to future broadcaster generations, who may be transmitting sight, sound, and perhaps even heat and light, by adopting the "anti-snatch" slogan and applying it to every eruption that endangers free radio.

Outlook Good

HARDLY a discordant note is discernible in the glowingly optimistic reports of broadcasting business prospects gathered by Broadcasting throughout the country in this issue. By and large, this summer is holding up exceedingly well; the networks, bellwethers for the industry as a whole, are running well ahead of last year, and fall and winter bookings and prospective bookings already assure continued new monthly records. Except for copyright demands, growing labor costs and new capital expenditures necessitated by equipment installations either for improved facilities or new techniques such as FM, the business outlook for radio apparently is rosy indeed.

As the networks do, so does the business of broadcasting as a whole—this has become virtually an axiom in charting the industry's revenues. In this connection, a word of caution spoken before might well be heeded again. We refer to the apparent dependence of radio on a few industry categories for the bulk of its income. The six-month classification of industry revenues by industries published in this issue, while gratifying so far as grand total is concerned, shows a tendency to place radio's eggs in too few baskets.

Again foods and food beverages account for more than one-fourth the networks' revenues, 28.7% as against 30.57% for the same period of last year. Again drugs and toilet goods runs a close second, 27.1% as against 27.36% last year. Again there is a wide margin before the next ranking categories are reached—tobacco, 15.2% as against 12.01%; laundry soaps and cleaners, 11.5% as against 11.22%. Again no other classification ranges anywhere near as high as 10%.

It is true that these are basic consumer commodities especially well adapted for radio advertising. But it is also true that a "break" in any one of these industries, so far as advertising is concerned, would seriously disrupt the whole economic structure of radio. Certainly radio doesn't want any of these industries to curtail, but certainly a big selling job to other lines of distribution remains to be done by radio. All of which means radio has not by any means reached the peak of its sales possibilities.

'As Free as the Press'

WHETHER it's Roosevelt or Willkie in November, radio should be sitting pretty. Never before has the broadcasting industry been given the kind of endorsement and assurance of a "free radio" as that voted unanimously both by the Republican and Democratic conventions in separate radio planks of their respective party campaign platforms.

Inclusion of the radio planks, pledging radio on a parity with the press, whose freedom is constitutionally guaranteed, is an eloquent example of what can be done through objective planning. Delegations representing the broadcasting industry, under the aegis of the NAB, appeared before the Resolutions Committees of the two conventions.

Radio is non-partisan. But even if it were not, on the basic issue of Radio by the American Plan, it should have no qualms about the victory of either party candidate. The President has been more than friendly to radio from the start of his administration in 1933. He stands for a free and unfettered radio even though his selections of personnel for the FCC have often been criticized.

Mr. Willkie has made no public expressions regarding radio. His whole business background, however, appears to him to be unassailable. It is disputable that he will be 100% for the maximum freedom for radio. He has his own ideas about regulation, too, from what we are able to glean, and, if elected, probably will introduce a new government process of running alphabetical agencies through the meat-grinder. It is hardly likely that radio will be a campaign issue, except possibly for a few pot-shots at the bungling tactics of the FCC as a New-Deal agency, particularly with respect to television. But it is already apparent that radio will play a greater part than ever before in the actual political campaigning. President Roosevelt, for example, chose to make his third-term announcement via radio. And his acceptance of the nomination likewise came via radio.

Also tying into the action of the political conventions in adopting radio planks is the observance of Broadcasting's Day at the New York and San Francisco fairs, with the red and white plaques giving the spirit of free American radio. That is purely nonpolitical.

These events, we submit, should peg 1940 as radio's coming-out year and should effectively silence those who have constantly clamored for a gagged and bound and politically hamstrung radio.
LEWIS ALLEN WEISS, vice-presi-
dent and general manager of Don Lee Broadcasting, has been a
member of the Broadcasters section of the Society of Motion
Picture Exper ienced Film Makers. He
has been a member of the Broadcasters section of the Society of Motion
Picture Exper ienced Film Makers. He
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FRANKLIN C. SALSBURY, for two years administrative assistant to
FCC Commissioner Thad H. Brown and for the last six months an
attorney in the FCC Law Department, has been appointed to
\( \text{continued on page 97} \)
BEHIND THE LADIES

DOROTHY MALLINSON, formerly of Chicago, Illinois, has joined the CBS production staff in New York, and will produce the weekly Grand Union Fission program, announced by Lambert Pharmaceull Co. for Listerine, Miss Mallinson is one of only two women on the CBS production staff.

ROBERT WOOD, formerly news editor of CBS, has been appointed assistant to Paul White, CBS director of national affairs.

BRIAN HODGKINSON, announcer of CKY, Winnipeg, has joined the Royal Canadian Air Force. His plans are being held at CKY by Wilfred Carpenter, announcer and program director of WFXI, Philadelphia.

AL COLLINS, formerly of WIOD and WQAM, Miami, and WXD, Atlanta, has joined the announcing staff of the new WLOG, Logan, W. Va., along with Fred Parson, formerly of WYRT, Fort Worth, W. Va. Ted Eiland, of WLOG, has joined the announcing staff of WCHS, Charleston, W. Va.

RUSSELL SALTER, program director of WJHO, Opelika, Ala., has been placed on leave of absence after a honeymoon. Elliott Phillips has resigned from the WJW announcing staff to join the new AM station in Columbus, Ohio.

ALEAN H. MILLER has joined WTOL, Toledo, as production manager. Harry Neuberger, formerly of WTOL, announced the station.

HERBERT NEWALD, formerly chief announcer of the station, and Bernard Young, new to radio, has signed with the new announcing staff. Stanley Watskacki, director of programming, will be in charge of the seventeen announcers, now due to be joined by four from July 11.

JOHNNY BERNOU, salesman in the talent division of WQN, Chicago, is the father of a boy born early in July.

HILDA KIRBY, of the publicity staff of WJAZ, Philadelphia, has resigned to write continuity and handle a woman's program on WPDI, Petersburg, Va.

PAUL GYNN, formally in charge of the night news desk of CBS in New York, is now the publicity director of WSJW, CBW, Philadelphia. Paul has resigned from that post after a honeymoon. Elliott Phillips has resigned from the WJW announcing staff to join the new AM station in Columbus, Ohio.

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CHRIS YACICH, musician at WWJ, New Orleans, recently placed fourth tunes for publication with Radio Music Corp., "Life Is a Mighty Long Time," We Will Meet by the Bend in the River," "The Little Green Mound on the Hill," "When There's Trouble in the Trenches," a series of book songs for the last 20 years, Yacich has had about 50 published.

HERALD GOODMAN, formerly head of the art staff of the Philadelphia Inquirer, has joined the program and announcing staff of WHIN, Dallas.

Bill O. CONNOR has joined the announcing staff of KGNE, North Platte, Neb.

H. V. KALENBORN, news analyst, will be the chief specialist of the AFRA benefit in the Auditorium Theatre, Chicago, on Aug 8. His subject will be "Behind the Scenes in Hollywood."

DOROTHY O'HERON, formerly of the stenographic department of NBC, Chicago, has been named assistant secretary to S. N. Strots, head of NBC Central Division, replacing Alice Barres. Mr. O'Heron also has been named assistant to a new, second stenographer, replaces Margaret E. Huffman, resigned, as assistant supervisor of audience mail.

Ray B. Van Benschoten

FUNERAL services were held in Syracuse July 23 for Ray B. Van Benschoten, announcer of WSYR, who was drowned while vacationing at his camp in the Adirondacks. Michael Durkin, apparently fainted while sitting on a dock, and fell into the lake. He had been with WSYR. The necropoli was left to the family, who will announce the full time salesman in Syracuse.

John G. Bridges

JOHN G. BRIDGES, 34, program director and sports announcer of WALA, Mobile, Ala., died July 13 at 10:30 a.m., funeral service at WALA for several years, Mr. Bridges was active in handling sporting events for the station.

MRS. MARION M. WARD

MRS. MARION M. WARD, formerly radio personality and director of WFPS, White Plains, N. Y., has announced marriage to Earle John Bayboult, Helen Holkam, secretary to Frank Becton of WPSM, where the director, also was married recently to James Bayboult, Jr. She will continue with the station.

DON FRANK, formerly of WAPI, Birmingham, has joined the announcing staff of WCHS, Charleston, W. Va.

LARRY MALLERY, announcer of WHAT, Philadelphia, early in July married Berly Evans.

JOHN MOORE, formerly of WWBW, Chicago, and the Iowa Network, has joined the announcing and production staff of WTY, Baltimore.

ALAN STRONG, formerly with the National Players and director of WLS, Chicago, has joined the announcing staff of WVO, New York.

HELEN BAYLIS, receptionist of WOR, Newark, recently was married to James E. Pyz, a New York Times engineering trainee.

ERWIN DARLINGTON, announcer of WRVA, Richmond, Va., was given a leave of absence recently in order to substitute for Ralph Edwards in announcing the NBC show, Against the Wind.

ADA BETH PEAKER, of the staff who, Des Moines, is the author of "Four Years From Now," a song recently accepted for publication by Broadcast Music Inc.

MERRILL MURPHY, chief announcer of KJJO, Sioux City, Iowa, the last two years, has resigned as of Aug. 9 to take journalism at the University of Iowa, according to Gay Ferguson, formerly of KABC, Aberdeen, and RUD, Vermillion, S. D., has joined the KJJO announcing staff.

TOM KIRKZER has joined the merchandising department of KGNC. Announcer.

WAYNE C. BYERS, program director of WHB, Virginia, Minn., is the author of "The Best Man," a newspaper series started by George A. Byers, formerly of WGY, Schenectady, and WQDM, St. Albans, Vt., has joined the announcing staff of WCAX, Burlington, Vt.

GLADYS CRONKHITE

HER FELLOW workers attest to the abilities of Gladys Cronkrite, home economics director of KGS and KPO, San Francisco. Recently she baked a batch of pumpkin and mince pies for staff members, and she proved she knows what she talks about on her five-a-week morning International Kitchen programs.

BORN in Nebraska, educated in the Southwest, she is a Californian by choice and a veteran of San Francisco's radio world. Editing a woman's page in a Northwest newspaper formerly occupied her time, but during her stay in California, she had only three months vacation from the other waves. Listeners to her KQKI programs like her voice and send her all kinds of unusual presents, from a miniature Bible to a potato mashers to an apple tree limb. She collects cook books and old food facts as a hobby.

Cupid at CBS Hollywood

WITH Dan Cupid running rampant through the CBS Hollywood studios, six marriages were solemnized July 9 and 10, and Monsignor Louis Berr of the script department will marry Robert Johnson, the New York-based announcer, on Aug. 13. Marrie Fleck, head of the network's record library, and Clark Casey, CBS sales effectients, have set Aug. 19 for their wedding, and the other four couples will marry on Aug. 31. James Murphy, sound effectients, and Alylin Craig, former film actress, have announced Sept. 3 as the date of their wedding. Elizabeth Heiseman, sales department secretary, and Bradford Swope, special investigator for the Department of Security Administration, will take their vows Sept. 4.

HARRIET HESTER, educational director of WLS, Chicago, has been added to the summer school faculty of Northwestern U, where she will conduct a course in "Music Education for Rural and Village Schools.

DOUG CARTER, formerly free-lance executor of Chicago, has joined the announcing staff of WJHO, Opelika, Ala.

GEORGE HENNEGAN, newest member of the WBBM, Chicago, newspaper staff, has been given a full scholarship in the School of Speech of Northwestern U. He is a third year student.

JOE HERGET, formerly continuity director of WSAZ, Huntington, W. Va., has joined the new WBN, Wheeling, W. Va., as program manager.

GORDON HITTENMARK, Timekeeper of WRC, Washington, is selected Director, D. C. Department of the American Legion to receive one of its first 1940 "good citizenship" awards at the Legion convention held in Denver.

PARK A. WITTL, a graduate of Harvard U and formerly in radio with the McClatchy stations on the West Coast, is now in New York City and has joined the announcing staff of KOA, Denver.

AL S. WITT, announcer of WBA, Atlantic City, is to marry Jane Smathers, daughter of U. S. Senator Frank S. Lanham.

LORNE GREENE, chief newscaster of the Canadian Broadcasting Corp., Toronto, on Sept. 3 will marry Rita Hargreaves, of Windsor, Ont.

RUTH PETERSON, actress at KPO, San Francisco, was married July 5 to Charles Patrick Breen, of San Francisco.

DON HYBOWITS, announcer of KTV, Philadelphia, is the father of a boy born in mid-July.

HUGH CARLISLE, announcer of WRTD, Richmond, is recovering from an emergency appendectomy. Carol Goodwin, sports announcer of WPID, Petersburg, Va., handled his WRTD program.

HUB JACKSON, formerly program director of D. W. Akron, has joined KID, Denver, Tex., to handle both the same capacity. Bill Brisl and Trivia Cabanias have joined the KABC announcers in San Francisco. Football announcer Winston Van Nostrand has returned to the Wind City. Director of Voice of America, Beatrice Berry has joined the clerical staff.

BILL BIVENS, announcer of WBT, Nashville, Tenn., has become the father of a boy born July 15.

JOHN CANNON, formerly of WEDC, Decatur, Alabama, a member of the announcing staff of WHV, Cleveland, replacing Harry Brown, resigned.

HUGH BARTLETT, Canadian Broadcasting Corp. announcer in Toronto, on Aug. 3 will marry Pauline Schurr of Toronto.

RAY NAIRD, announcer of WERI, Boston, is the father of a boy born July 17.

CHARLES BANFE Jr., U. of Chicago, recently appointed, is the father of a boy born July 15.

J. PETER HARKINS, formerly a WBBM announcer, has joined the announcing staff of WBTM, Danville, Va. He is to marry Miss Mary G. Rowe, of Washington, in mid-September.

SAM HAYES, Hollywood correspondent of the Associated Press, is the father of a boy born July 19.

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SAM HAYES, Hollywood correspondent of the Associated Press, is the father of a boy born July 19.
FRANCIS B. SCHIPPER, accountant of WELL, New Haven, Conn., on Aug. 17 is to marry Helen McHugh.

CHARLES GUSSMAN, author of the NBC serial, 'L'il Abner, in the father of a girl born July 8. Mrs. Gussman is the former Mary Young of the Ziegfeld Follies and Follie Rose.

PAUL MOSELEY, recent graduate of Minnesota U, has joined the announcing staff of KFJF, Grand Forks, N. D. In addition to studio duties, he is assisting Elmer Hanson on baseball broadcasts and has taken over the daily KFJF Sports Review.

JOHN CONTE, Hollywood announcer of the NBC Kay Kyser's College of Musical Knowledge, sponsored by Lucky Strike, has relinquished that assignment to Ken Carpenter. Conte will underwrite a screen test at Warner Bros. and later fulfill stage assignments.

BYRON PALMER, formerly of the CBS Hollywood Junior staff, has joined KPLA, Los Angeles, as news editor. Morton Block, formerly of KBF, Bakersfield, Calif., has joined KFAC as announcer.

GENE EUBANKS, formerly NBC Chicago producer for five years, is now in Hollywood where he plans to relocate in radio. He is a pioneer in West Coast radio and motion pictures, having made his home in Hollywood for many years before going to Chicago.

HAL FIMBERG, Hollywood radio writer who has been employed by Republic Studios, that city, to script "Belle of Atlanta," which will be filmed shortly.

SIDNEY MOFFETT, new to radio, has joined KFHC, Houston, as assistant to Franklin Whitehead, program director. New also to the staff is Irene Mitchell, in charge of special sales.

HARVEY HELM, formerly Hollywood gag writer for Burns & Allen, has joined the writing staff of the CBS Al Pearce & His Gang program, sponsored by R. J. Reynolds Tobacco Co. (CAMEL).

JULIA MEDLOCK, formerly public relations director of Kellogg Products and the Allentown New York Corp., has joined Tom Fidale in charge of fashions. She was previously radio director of the San Francisco Chronicle.

CAPT. BILL ROYLE, nationally known in radio, is in the Veteran's Hospital, Sawtelle, Calif., recovering from a serious illness.

JOE PARKER, NBC Hollywood producer, and Betty Hill, film singer and actress, were married July 22 in Tijuana, Mex.

WILLIAM CASS, formerly of the WBMB-CBS, Chicago, continuity department, has left for New York where he will assist Lester Weisroit in writing and producing Meet Juiler Meek, weekly quarter-hour CBS serial.

TAMARA ANDREEVA, CBS New York fashion editor, is being transferred to Hollywood to handle styles and women's news.

EDWARD A. CLELAND, for the last two years with WINS, New York, has joined the continuity staff of WBMB-CBS, Chicago.


BEN ALEXANDER, NBC Hollywood scriptwriter, portrays a freight announcer in a Universal Studios film now being produced.

Wynn's Thrill

DICK WYNN, announcer of KSFO, San Francisco, played a role in a real life thriller recently when he found himself practically in the center of a gun battle between a holdup man and a store proprietor. One bullet struck a passerby, who was dropped to the pavement, wounded in the abdomen. Wynn dashed for the nearest policeman and then ran back to the scene of the shooting. The holdup man was captured.

HAL MOON has been named chief announcer and Frank McIntyre news editor of KGVO, Missoula, Montana, and Tom Sawyer, formerly of KVI, Tacoma, Wash., has joined KGVO as sports announcer.

CHARLES WALTERS, program director and chief announcer of WRID, Augusta, Ga., recently married Mildred Brooks, formerly of the continuity department of WMC, Memphis.

RALPH CAMARGO, announcer of KOIN-KALE, Portland, Ore., is the father of a girl born in mid-July.

WILLIAM JEFFRAYS, formerly of the radio department of Geyer, Cornell & Co., New York, has joined the announcing staff of WATT, Jersey City, N. J. Jeffray also writes a syndicated musical column via State-Wide Features.

HALL BRADLEY, well known in radio acting, has joined the announcing staff of KMPC, Beverly Hills, Calif.

JESS KIRKPATRICK, announcer of WGN, Chicago, is featured on the cover of the July issue of Golfing magazine.

Mendel Jones Appointed Manager of New WAKR

ALTHOUGH the starting date has not yet been fixed, S. Bernard Berk, who will be operator of the new WAKR, Akron, has announced the appointment of Mendel Jones as general manager. Mr. Jones, who has resigned as production manager and program director of WCKY, Cincinnati, has already reported for duty in Akron, working from Mr. Berk's law offices in the Second National Bank Bldg. It is hoped to have the station, which will operate with 1,000 watts fulltime on 1530 kc, in operation this autumn.

 Authority to construct WAKR was first granted in August, 1938, but opposition held it up and a regrant was issued last January. Mr. Berk, who heads Summit Radio Corp., the licensee, owns the city's largest wholesale and retail sporting goods firm, in addition to which he practices law. His new manager is a veteran of many years in radio, having started as a band leader and then served as salesman with the old WEDH, Erie, Pa., and the old WJAY, Cleveland. Mr. Berk also announced the appointment of Don Dayton, local radio man, as chief engineer of WAKR.

MRS. EDWIN PETTIS, sister of Burridge D. Butler, president of WLS, Chicago, and publisher of "Prairie Farmer," died July 9 at her home in Grand Rapids, Mich.

FOR ONLY \$10 PER HOUR

EVENING: LESS EARNED DISCOUNTS

CBS ADVERTISERS CAN SELL SOUTHERN COLORADO FROM WITHIN

KVOR COLORADO SPRINGS

CBS STATION FOR SOUTHERN COLORADO

The Oklahoma Publishing Co. * The Oklahoman and Times

The Farmer-Stockman * WKY, Oklahoma City * KLE, Denver

(Affiliated Management) Represented by The Katz Agency, Inc.

1000 WATTS FULL TIME

- Available to CBS advertisers using the Mountain Group is "inside" selling penetration of the rich Colorado Springs and Southern Colorado market through KVOR...best-liked, most-respected station in the Pikes Peak region...at the phenomenally low price of $50 per evening hour, less earned discounts. Daytime rates are lower still. Add this top-slice of Colorado's sales melon to your hook-up at a negligible increase in cost.
Ladies First... as News Listeners, Too

CBS Finds Fair Sex Faithfully Follows Broadcasts

By JOHN J. KAROL
CBS Washington correspondent

DURING the last two years, there has been a large increase in the number of news programs heard over the radio. This has resulted in speculation by the broadcasting companies and news sponsors on how much and what sort of audience these programs reached. How many people listened and just how many of them were women.

CBS has just collected and collated the results of many studies by different investigators which throw light on the subject of how women fell for radio broadcasts. CBS researchers took charge of the marshalling of facts, both past and present, and the woman-hunt was on.

More and More Facts

In country, in city, on farm and in factory the researchers have gathered more and more facts on new-listening. From Providence, R. I., to Madison, Wisc., and Philadelphia to the "typical prairie State" of Kansas, the questions were asked, over and over again: What type of radio program do you like best? Where do you ordinarily get most of your news?

And many other questions in the same vein, with perhaps slightly different syntax. All of them concern radio and news.

A group of these researchers from Ohio State University tackled the city of Dayton, armed with 2,000 questionnaires, and asked men and women there to check their five favorite types of programs. News won overwhelmingly with both sexes; 81.5% of the men preferring that type of radio program, 70.7% of the women favoring it.

PROBLEMS OF HOUSEWIVES and how to go about solving them, was the topic when these three nationally-known home economists got together in Southern California to compare notes. They are (1 to r) Beth makers department, Swift & Co., Chicago; Norma Young, director of the daily Happy Homes program on KJL, Los Angeles, and Verna Miller, home economics department director of Freginals Co., Dayton. Their discussion in part, was televised over the Don Lee television broadcasting station W6XAO, Los Angeles.

The data thus far, which had shown that women not only were interested in the news but preferred hearing it over all other programs, had been collected in mid-western cities. For a more cosmopolitan view the hunt shifted its operations to Philadelphia.

Scouts on the Job

Here the Philadelphia Council of the Boy Scouts of America loosed their Eagle Scouts, and those of lesser rank, on some 35,000 unsuspecting citizens. To the question which had been used out west was repeated in these thousands of personal interviews: Which type of radio program do you prefer?

At the conclusion of this survey, the Boy Scouts found that they really had done their good deed in helping to do away with a faulty axiom—that men might be more interested in the news than women. For the Philadelphia story showed that almost as many women were interested in news programs as men, and that women favored news programs over other types of radio programs even more than men! It seems that men, judged by their radio entertainment choices, are more escapists than the weaker sex. The women want to know what's going on!

In choosing their first five favorite types of programs the women of Philadelphia put news bulletins second only to popular music, ahead of all the rest. On the other hand, the Philadelphia men, who also placed popular music first, could do no better with news bulletins than place them fifth.

In actual percentages the men and women were closer than a photo finish. 33.4% of Philadelphia men turned to news bulletins as their second choice in radio programs, while 36.6% of the men favored this type of show, landing it only in fifth place. (Fourth spot went to sports news, showing that men will be boys.)

Here's the complete result of the survey:

<table>
<thead>
<tr>
<th>MEN</th>
<th>WOMEN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pop. Music</td>
<td>37.0</td>
</tr>
<tr>
<td>Melodrama</td>
<td>40.0</td>
</tr>
<tr>
<td>Comedy</td>
<td>45.6</td>
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<tr>
<td>Semi-Class. Mus.</td>
<td>30.0</td>
</tr>
<tr>
<td>News Bulletin</td>
<td>27.3</td>
</tr>
<tr>
<td>Household</td>
<td>35.3</td>
</tr>
<tr>
<td>Farming</td>
<td>36.4</td>
</tr>
</tbody>
</table>

That survey was taken of both sexes, so when the researchers moved on to Madison, the question was asked only of housewives. (In this any desire of women to show off their knowledge before men, they might be eliminated, and there would be no compulsion to say "news" because it sounded more intellectual, and would impress the men.) The results were tabulated and the favorite five were to be checked.

When the dust of the pencils had been cleared away, the results, in a word, were all the rest, being the first choice of 36.4% of the women, against 25.3% for the second choice—popular music.

Test in Supreme Court

New indication of an eventual Supreme Court test of the authority of the FCC to curtail coverage of the negative character of the news broadcasts through assignment of other transmitters on the same channel, with an amendment of a hearing, was given July 20 with a second FCC denial of a petition by WCOL, Cincinnati, against assignment of WCOL's own signal to another station [Broadcasting April 15].

WCOL, operated by Scripps-Howard's Ohio Inc., had appealed from the FCC decision of Oct. 10 granting WCOL a construction permit without hearing for assignment on 1200 kc. with 250 watts unlimited time, involving a frequency once used, from 1210 kc. The Cincinnati station claimed its service would be reduced and sought a hearing or rehearing. When this was denied, WCPO took an appeal to the U. S. Court of Appeals for the District of Columbia, against the issuance of the construction permit. With the action of July 20, denying its second petition for rehearing, the FCC, through its counsel, Paul M. Segal, now plans to appeal to the appellate court from the issuance of the license to WCOL.

In its new decision the FCC said it denied the WCPO petition because its language suggests that operation by WCOL under the grant results in interference in performance, and interference between two stations, but sets forth no facts in any way indicating that the Commission's action based on the "public interest" would be served by the grant.

Plans for New WKPA

TENTATIVE plans for WKPA, daytime regional outlet in New Kensington, Pa., near Pittsburgh, to go on the air about Sept. 1, have been announced by J. W. C., the station's recently appointed general manager, Les Ryder, formerly of WPTF, Raleigh, N. C., who was authorized by the FCC June 25 to operate with 250 watts daytime on 1120 kc., the station having been licensed to Kiski Broadcasting Co., a group of seven local business men and city officials, each holding an equal interest, and headed by C. Russell Cooper [Broadcasting, July 1]. Selection of the station personnel has not yet been completed. Studios and transmitter will be RCA equipped throughout.

WHKY Staff Completed

JOHN McALLISTER, formerly of WBT, Charlotte, is manager of the new WHKY, Hickory, N. C., authorized last month to operate on 1370 kc. with 250 watts full-time. James McClendon, formerly with WSTP, Salisbury, N. C., is program manager; Orville Campbell, assistant commercial manager; E. S. Long, former manager of WSPF and WNGC, Gastonia, chief engineer; Wesley I. Nodine, assistant engineer. An engineer for Two Run and Weston Hatfield. An RCA transmitter with Western Electric receivers and Collins console is being used. A Truscon tower is located atop the Hotel Hickory, adjacent to the studios.
We thought this was terrific...but LOOK—

The same war map offered again on Don Lee brought 23% increase in response!

When 60,000 Avalon packs were mailed in as a result of six announcements on Don Lee in the first Brown & Williamson war map offer, we thought we had a whale of a story—so did Brown & Williamson and their dealers...

But now B. & W. makes another war map offer, only this time listeners had to send in 10c, and what happened...a 23% increase in returns! No wonder Pacific Coast dealers and distributors prefer the Don Lee Network. They know, from experience, Don Lee brings action where it counts—at the cash register.
Preponderance of Youthful Personnel Vital Factor

As the number of Canadian broadcasters enlisting in the armed forces continues to grow, Canadian broadcasters are faced with a problem of depleted staffs, some of this for the first few months. Conscription of single men from 21 years up starts late in August or early September. Conscription has been legislated in Canada for home defense, enlistment for overseas service still being a voluntary one.

Offices of the Canadian Assn. of Broadcasters are daily being queried by returning soldiers for information, but at this writing no government regulations have as yet been released on dates when conscription registration starts or what classes will be called up. Most stations will be heavily affected, as must as most staffs consist largely of young men. One group of stations has practically its entire staff in uniform now, and within a month many of the staff single. The Canadian Broadcasting Corp. is similarly affected as much of its staff consists of men under 30.

No Exemptions

At the outset of the war, it is learned, a register was made by the CABC of all staffs of all privately-owned stations, and forwarded to Ottawa for reference purposes. At that time it was also announced that the CABC will arrange for technical staffs of the private stations would be exempt from war services, as broadcasting is considered an essential wartime service. The situation has changed, and the government has obtained for home defense regulations does not allow exemptions.

The present government-announced conscription for home defense plans call for a training of about six weeks, some in evening time, some in both. Engineers will be sent as liaison to hold positions open for men called up, to pay full salaries or make up salaries, to be paid once an army pay and their regular salaries, as conscripts will not be paid for dependent's need of training. Conscription is voluntary, to join the Canadian Active Service Force.

It is understood there will be some cooperation between the government and industries, including broadcasters, so that entire staffs will not be depleted for home defense training. In addition to the conscription of young men, there will also be evening training in militia units similar to the United States National Guard regiments with camp training for those able to fit and for married men and those not called in conscript classes.

More Auto Radios in Canada

Auto radios took a boost in Canada in 1939, according to the latest report issued by the Radio Branch, Department of Transport, which reports a total of 65,657 in the fiscal year ending March 31, 1940, as compared to 28,844 in the previous fiscal year, which represents an increase of 226% of the total number licensed. Every province showed an increase except Ontario. Free radio licenses were granted to 4,690 blind persons in Canada, as compared to 3,926 in the previous year.

The BUSINESS OUTLOOK: CANADA

By James Montagnes

Radio advertisers have not and do not plan to stint on commercial radio advertising just because Canada is at war. That is the consensus after a survey of Canadian broadcasters, advertising agencies and station representatives. The spot broadcasting and the network broadcasting pictures both look good in Canada, with an increase expected for autumn business this year as compared to last year. As one leading time buyer stated: "Everything points to a normal increase in spot and network time, the same normal increase which has been evident the last five years." That speaks plainly for radio advertising in Canada, the war being at war for nearly eleven months.

Spot Holds Up Well

It is as yet too early for many of Canada's radio advertisers to make any final arrangements for their fall schedules, but advertising agencies are busy with the Canadian Broadcasting Corp., station representatives and time agents who are trying radio for the first time. No executive interviewed was pessimistic on the radio advertising picture for the last months of 1940. All opined that it would be as good and possibly better than last fall.

Spot broadcasting has held up well in Canada despite the war. Few advertisers found it necessary to curtail or abandon their plans for radio, though a few did. These were mainly companies who imported their products and were not sure of deliveries in quantities large enough to warrant radio advertising. Some of these companies had their products for 42% of the total number licensed. The provinces showed an increase except Ontario. Free radio licenses were granted to 4,690 blind persons in Canada, as compared to 3,926 in the previous year.

CAFD, in Charge, Woman Manager in Charge

As conscription of single men from 21 years up starts late in August or early September, conscription has been legislated in Canada for home defense, enlistment for overseas service still being a voluntary one.

The NUMBBER OF American and Canadian advertisers new to Canadian networks. Reasons given for this growth include the Canadian advertisers are nationalizing their regional distribution, are making radio advertising a part of their over-all plans for regional distribution, and are turning from the radio ad to other radio entertainment on commercial programs.

The quiz show is felt by some to be the way out. All the sponsored newscast situation (there is strong newspaper-backed movement for the elimination of sponsored newscasts in Canada) is finally settled in August, national stations are to be backed on some program material. There are two Canada-wide sponsored new services now on the air in the Dominion, and operators big and small have shown an interest, when the situation clears.

Transcriptions and Elections

Despite increased customs duty and the difference in Canada and United States dollars, transcription shows continue to be imported to Canada. Transcriptions, sales of imported shows are on a par with last year, before war outbreak, according to one import firm. On the other hand, custom-made transcriptions in Canada are continuing in demand, one special set recently made being for a food firm with an Italian name to tell its all-Canadian ownership story in 13 Canada-wide musical broadcasts.

The war actually benefited Canadian broadcasters this spring, as CKPC in Brantford held a federal election. Past elections saw the cancellation of commercial broadcast stations, owing to network election talks. This time, with war control on election broadcasts by the CBC, and each election talk, local and network, having to be approved by the CBC, broadcasters found that less commercial stations had to be canceled for network election talks, although there is no question the net result was more money for the stations.

With prospects of increased business, the fall advertising agency executives report that specific time is constantly becoming a luxury on individual stations, while network time is considered so hard to get that "a shoehorn is needed." All at present looks as if the war will mean excess profit taxes for most Canadian stations, instead of a slump in radio advertising as expected in the fall last year. War was out last September.
Columbia engineering has developed a transcription which is incomparable in tonal fidelity.

During the past five months we have seen blase union musicians thrill like "school-boys" at first hearing a Columbia reproduction of their work.

We have enjoyed the sensation of being forced to telephone a broadcasting station to prove to an advertiser that the "live orchestra" he thought he was listening to, was a NAB-Lang-Worth transcription.

Yes, we have even had a complaint from a program manager who wrote: . . . "These new NAB-Lang-Worth transcriptions are making me trouble. They are so real they embarrass my live orchestra!"

When the agreement between NAB and Lang-Worth was signed, Lang-Worth pledged itself to provide Radio stations with a transcription service of the highest possible technical excellence at the lowest possible cost.

That Service is NOW ready for YOU!
PACA Vancouver Radio Session Is Big Success
Felis Committee Brings U. S., Canadian Radio Delegates

By LINDSEY SPIGHT

BROADCASTERS from the United States and Canada, as well as West Coast advertising and agency representatives, attended the radio department of the Pacific Coast Advertising Club's Association in Vancouver, in mid-July last, to see the westward gale of commercial radio. That was because the departmental, which concluded several sessions of the 37th annual PACA convention, was the best attended of all special functions and was hailed as the most successful session in recent years.

Divided under the chairmanship of Hugh Felts, commercial manager of KOMO-KJR, Seattle, and a committee of West Coast broadcasters, the group was given the opportunity to give delegates from the States an idea of the problems of Canadian broadcasting, with special emphasis on war under the stress of war conditions. A list of representative speakers was discussion on major industry problems.

Daylight Time Issue

A subject of great importance to Pacific Coast broadcasters and advertisers—daylight saving time—was fully covered with the expected sympathies for elimination of the summer differential, which was rightly pointed out as being of great hindrance in the West.

Just like Casey

Mr. Herzog, program director of WSAI, Cincinnati, strayed into this high-swinging third strike during a baseball game at the big picnic given July 14 under auspices of the Cover Pullers program of WSAI. More than 2,500 members of the Cover Pullers Club and their guests, attended this first annual jamboree, engineered by Bethlehem Steel, KFHF, Cameron, m.c. of the early morning program.

Just like Casey was Clair Adcock, program director of KFW, Wichita, under the cooperative sponsorship of its original four backers. Broadcast from the stage of the Civic Theatre, the contest feature simulates a real baseball game, with Larry Stanley,ports to bat-play-by-play color. Prizes from $25 up to more than $100, built up cumulatively, are given in every contest for all regular prizes by O. F. Sullivan, theatre manager.

At the broadcast Vernon Reed, KFHF program director, distributes to audience participants miniature baseball bats, numbered to correspond with particular questions. Each question is good for one, two, three bases or a home run, if answered correctly.

Assignment of Hodges

RUS HODGES, sportscaster of WBT, CBS affiliate in Charlotte, N. C., should share honors for the two-hit shut-out game recorded on NBC by the Buck Newsom of the Detroit Tigers over the Washington Senators. While broadcasting, Hodges heard that Newsom was worrying about his father, who was down with a Maz_Final.

Hodges heard that Newsom was worrying about his father, who was down with a Maz_Final. The Buck in the player's dugout then had to leave the game and send out good luck wishes to the sick man. Newsom's distress was well known to Hodges, as he was the Buck in Hartsville, S. C., of the Carolina baseball league, and Hartsville is the Buck's home town and the Buck saw the player's dugout and sent him the shut-out game result.

Johnson Wax Shortwave

S. C. JOHNSON Co., Racine, Wis., on July 12 started two Friday night programs via NBC's shortwave stations WBHF and WRCA, to promote Johnson's wax in South America. Series will run 25 weeks during the program, in Portuguese, is titled Hollywood Life and features Isacema de Malio, 7:15-7:30, Pacific Standard Time. In the second program, Hollywood, is carried in Spanish with Olga Andre, 9:30-10:30, EST. The scripts are prepared weekly in Hollywood, then mailed to NBC in New York for translation into the proper language. Commission to Latin America, Erwin, Wasey & Co., New York, handles the export advertising of the company.

A HARRING has been ordered by the FCC on the application of the Huntsville Times for the facilities of WBHP, Huntsville, 250 watts on 1200 kc. The Times is owned by the same interests as the Birmingham News and Age Herald and operates WSGN, Birmingham.
Year in and year out, the prosperous WTIC market ranks with the nation's best. The latest figures show this grand market more than ever at the top of the heap today.

Last year, for instance, the 420,895 families in our primary area alone had—and spent—84.3% more money per family for consumption goods than the national average.* Their per family purchases even topped the remainder of better-than-average New England by 10.9%!

Here's a market that can and will buy your product—lots of it. WTIC gives you this big, convenient, billion-dollar market literally on a silver platter!

*National Resources Committee
**Printers Ink Market Explorations

WTIC 50,000 WATTS
A "MUST" FOR A BIG JOB IN THE BIG SOUTHERN NEW ENGLAND MARKET

The Travelers Broadcasting Service Corporation, Member NBC Red Network and Yankee Network
Representatives: Weed & Company, New York, Chicago, Detroit, San Francisco

 broadcasting • Broadcast Advertising  August 1, 1940 • Page 91
SOUTHERN COTTON OIL Co., New Orleans (Wesson Oil & Snowbird) through Fitzgerald Ad Agency, assured city, on July 15 started for 13 weeks participation in a combined Sunpride and Housewife Protective Programs on KNOC TV Los Angeles (department store), in a 13-week campaign which leads through Milton Weinberg Adv Co., that city, also is using six-weekly partici- pating in these programs, for new participating sponsors include Coors Brewing Co., Los Angeles (air conditioning systems), thru W. Austin Campbell Co., that city, for 13 weeks ending Oct. K & Schwabacher-Frey Co., Los Angeles (chain stationery), for 62 weeks, ending July 5, 1941. W. Austin Campbell Co., the agency, Lindsay Ripe Olive Thrus Co., the agency, Aug. 5, starting daily participation in these programs for Coop. for 13-week Sales Corp., Los Angeles (Cheerfresh furniture juices), John Eaton, and a 13-week participation starting Sept. 2nd, placing through Scholts Adv. Serv- ice Co., that city.

KIP Corp., Los Angeles (sunburn lotion), seasonal users of radio, thru Phyllis J. Meir, Chicago, opened a 20-day campaign which ended July 31, used daily transcribed announcements on KFRC-KCBS, Los Angeles, and KBLE on station KBLE at South Bend, Ind. GOLDEN STATE Co., Los Angeles (dairy products) frequent users of Southern California radio time, in a test program, placed an ice cream product, on July 15, starting a 13-week spot announcement week, three-weekly quarter-hour, Word Hunters, on KECA, Los Angeles, Warren P. Fehlan Adv, Huntington Park, Cal., services the account. McMahan Furniture Co., Santa Monica, Cal. (retail chain) in an eight-week campaign starting with the same program on KNOC-TV Los Angeles, Aug. 5, is sponsoring a 25-weekly early morning quarter-hour commentary program featuring Fleetwood Lawn on, both on KFJ and KECA, Los Angeles, Ad Department, McMahan, agency, handles the account.

ENERGY RESEARCH Associates, Los Angeles, (energy products) have started a 13-week initial spot program using radio for the first time, to introduce D-B-Q Tablets, a vitamin food product, in a test program, including five spot announcements per week of two-weekly quarter-hourly, sending announcements on KMPC, Beverly Hills, Cal. Contract ending, Sept. 18, and placed direct, is for nine weeks.

Adore Milk Farms, Los Angeles (dairy products), occasional user of Southern California radio time, has started a 13-week spot promo- tion campaign, on July 6, starting a seven-weekly quarter-hour program, Word Hunters, on WMBF, San Diego, WMBF, Los Angeles, which they have placed direct, is for nine weeks.

GENERAL DRY BATTERIES of Canada, Toronto, July 12, as a test a half-hour barn dance on CKNX, Wingham, Ont. Account was placed by W. Austin Campbell Co., the agency, Canada Stark Co. Ltd., To- ronto (corn syrup) on July 1, a semi-daily hour Transradio news cast six times weekly on CKNX, placed by Vickers & Treadwell Adv, New York, and a report of five-weekly participa- tions through Baldwin Laboratories (D Wilmington) and placed by Young Co., Erie, Pa.

On the Line

SOUTHERN PACIFIC Rly. to in- troduce its new coach-tourist train The Beazer between Portland and Los Angeles, using the line's transcribed announcements on KOLT, Portland, with the sounds, by Leigh Abbott, advertising manager. Opening with the sound of a passenger train, the short program dramatizes features of the train, including its musical arrangements.

SEABOARD FINANCE Co., Los Angeles: (auto and furniture loans), a test program, placed a new quarter-hourly program, on July 5, starting a six-weekly quarter-hourly program, Word Hunters, on KJMR, and a similar number in Rose & Shine on KFRC. In addition, the firm is using full spot announcements weekly on KHY and a weekly on KFRC. Exclusively for San Francisco, the program is also broadcasting on KFRC in Los Angeles. The firm is also sponsoring a weekly quarter-hourly program on WSP, and a weekly half-hour broadcast on KFAC. In addition, KEL- ley Co., uses a one-hour program of recorded classical music on the latter station, and a weekly half-hour Smith & Bull Adv., Los Angeles, has the account.

MILES LABS, Elkhard, Ind. (Alka- seltzer) has started a five-weekly quarter-hour trans- mission program, on Friendly Neighbors, on WLS Chicago, Adve. Agency, Chicago, handles the account.

RAINFIRE BREWING Co., San Fran- cisco, thru Nationwide, has placed this spot broadcast program, on July 5, starting a six-weekly quarter-hourly program, on WBOY, Huntington, W.Va., and KVQR, Colorado Springs, and three other stations.

RUSSELL MILLER MILLING Co., Minneapolis, on Aug. 6 will start a schedule of six-weekly quarter-hourly program, on KFRA, St. Paul, Minn., and WABW, Chicago, with Baldwin Laboratories (D Wilmington) and placed by Young Co., Erie, Pa.

WXYZ's 'NeNe Jordan' Spon- sored by Candy Co.

ANOTHER of the WXYZ, Detroit, shows, which has been originated by Mr. Trendle, president of the King-Trendle Broadcast Corp., owners of WXYZ and operators of MRN, Franklin Bruck Agency, New York, placed the account. The program theme deals with five-column elements in America and the efforts of Newy, railroad claim agent, and his employer, J. E. Medwick, trans- portation tycoon, to combat them.

Samuel R. Hornstein

SAMUEL R. HORNSTEIN, 53, pres- ident of Coast Fish Co., New York, was the guest of the Southern California radio advertising, July 14, at his home, after a brief illness. Born in Cairo, Egypt, he was educated in Japan and returned to the United States in 1946 to take up residence in the rice business. He later estab- lished his home and business in Los Angeles county. His firm, for Bait Dog Food, was the first in Southern California to use new wave of Southern California radio advertising, and the only one to use Uncle John Dagget's Digest. Between, 1941, when the company was affiliated with the Los An- geles Times. Surviving in his widow, Mrs. Myrlie Hornstein, two sons, William and Robert, and his mother, Mrs. Charles Houghton.

CHARLES J. COWARD, formerly with Ralph H. Jones Co., Cincinnati, has been appointed manager of the National Electrical Manufacturers Assn., has been appointed director of advertising of promotion of the ad- vantage Division of Nash-Kelvinator Corp., Chicago. He succeeds J. Nelson Stuart, resigned.

J. SCOTT WEBSTER, formerly sales promotion manager, has been elevated to the position of manager of advertising of Peoples Furniture Company, Chicago, and its subsidiaries.

H. M. ELLSWORTH, formerly adver- tising manager of Sterling Products Co., Easton, Pa., has been named adver- tising manager of Pennsylvania Salt Mfg., Co., Philadelphia, and its subsidiaries.

J. E. DAWSON last month was named manager of the Public Relations Division of the Wesson Oil & Snowbird Sales Co., sponsors of the NBC Pacific Coast Network house, and the House- through House. He succeeded E. L.Haynes, who retired after 20 years of service.

AL C. JOY, advertising manager of the Pacific Gas & Electric Co., San Francisco, which sponsors the 2-hour nightly Evening Concert on KJ KY, has been elected first vice-president of the National Public Utilities Advertising Assn.

R. B. DONNELLEY, formerly of Vick Chemical Co., New York, has been named Vice-President and Sales Manager (cigarette cigars), as vice-president in charge of sales and advertising.
EIGHTH YEAR of sponsorship of the noon newscasts on WOWO, Fort Wayne, was celebrated when Kamm & Schellinger, Mishawaka, Ind. (beer) renewed again last month. Bob Wilson is current newscaster on the series which has had at the mike such notables as Harry Flannery, now with KMOX, St. Louis; J. Howard Ackley, now on a WOWO executive; George Applegate, now in West Coast radio. Seated (1 to r) are A. J. Kamm, sales manager of the sponsor firm; Rudolph Kamm, president; Clarence Kamm, brewmaster; standing (1 to r) are Lincoln J. Carter, handling the account for Carter, Jones & Taylor, South Bend agency, and Ford Billings, manager of WOWO-WGL.

THE BUSINESS OUTLOOK: NEW YORK

(Continued from page 26)

by firms whose station lists include chiefly the larger, well established stations which might be presumed to have approached their saturation points, while the reports of doubled sales came from representatives of smaller stations with more time available under normal conditions.

Renewals a Help

Another interesting angle, stressed by many representatives, is that three-fourths of the business increase is due to expanded spot campaigns of present advertisers, who are almost unanimously rene

ing their contracts and in many cases are adding more time on stations already used as well as going on the air in new markets. While the expansion is based primarily on better business conditions, several representatives expressed the feeling that the renewals were at least partly due to the growing realization on the part of station management that it is less expensive to hold an old account than to secure a new one.

The increased merchandising, promotion and other cooperation given to advertisers by these stations has had an appreciable effect in raising the percentage of renewals, the representatives believe.

Agency executives also reported an increased interest in spot radio among their clients, both those who have never been on the air and who are planning test campaigns in selected markets and those who have heretofore confined their broadcasting to the networks but are now adding spot campaigns in supplementary markets. There is no tendency for network advertisers to drop that medium in favor of spot, however. In all of its calls, BROADCASTING was told of only one example of an advertiser replacing a network campaign with a spot campaign and in that case there were unusual conditions that made the advertiser unwilling to be tied up by a network contract with its 13-week cancellation requirement.

Red Network Sellout

With network billings for the first six months some 14% higher than those of a year ago, with summer business at a higher level than ever before, and with advertisers already competing for the time still available for fall and winter, network executives expect an extremely busy fall renewal season which optimism the agency time buyers generally concur. NBC reports that the Red Network is already sold out between 8 and 10:30 p.m., which has never before happened at this time of year. On all networks there is a noticeable decrease in the summer hiatus, with advertisers who formerly took 13-week vacations now reducing them to much shorter periods or, in many instances, remaining on the air straight through the summer.

Fall renewals are also coming through in good shape and with some expansion, it is reported, CBS mentioning that several of its clients are adding 25 or more stations to their present networks. In addition to the regular commercial business, the networks report that they are already receiving inquiries for political time on a regular schedule. In the 1936 campaign the politicians learned that while it was usually possible to clear time for an address by a Presidential candidate the public resisted untimely interruptions of their normal listening habits.

Plans of the Politicians

Furthermore, when a commercial advertiser relinquishes his time for a political speech, the party must pay not only for the time but also for the advertiser's talent, greatly increasing their expenses. Therefore, if they can arrange for their candidates to speak on a regular schedule the political parties can secure more time for their money and avoid offending any regular follower of commercial programming.

Following President Roosevelt's statement that the trouboulous international situation would proceed on the assumption that he was conducting a normal campaign, fear was expressed that this might curtal political purchases of radio time in the other stations, feeling that the Republicans following suit. The general feeling, however, is quite the opposite: That if the President and his candidates can in Washington and New York and so are unable to make their usual in-person appearances they will obtain greater coverage through campaigning by radio, thus increasing rather than decreasing their radio expenditures.

The broadcasting industry's action against the music monopoly of ASCAP, which may quite possibly lead to the banning of ASCAP music in the fall, if the suit filed Jan. 1, 1941, has as yet had no effect on the placement of advertising on the air, neither network or local station managers have announced any change in advertising policy.

Many advertising agencies have expressed the opinion that the “networks will settle this matter before anything really happens, just as they did before in the past.” A few of the larger agencies said that they were watching the situation closely, but that they would probably not approach networks as they do now and they were not planning any action before the NAB convention in any event.

The political situation may be summed up in a single sentence: The outlook for radio is better than it has been at any time of year.

Breakfast Club on NBC

Now Has 30 Sponsors

FIRST comprehensive report on the NBC Breakfast Club as a locally sponsored show indicates that in the final week of June the program had 80 different sponsors in 23 cities.

The Breakfast Club was offered as an NBC-blue presentation offered for local sponsorship last February.

Sponsors and stations are as follows: American Express, New York; American Express, Chicago; Lewis-Howe Co., WJZ, New York; Gordon Company, WSAI, Cincinnati; Griffin's Shoe Cleaner, WRTD, Richmond; Hygeia Milk Products, KRVG, Green Bay, Wis.; Montgomery Ward, W T C N, Minneapolis; Crescent Laundry, WJWX, Jackson, Miss.; Manchester Bison Co., WQV, Fargo, N. Dak.; Woman's Wear Week, WJZ, New York, and Les Wheeler Electric Co., WEBR, Buffalo; Shapiro's, LBL, Cleveland, and other firms.

In addition, shots were given by Wheelers, Toledo; Griffin's Shoe Cleaner, Scranton; Derst Bakery, WHK, Cleveland; Jenkins Auto Sales and Frigidaire Sales, WING, Dayton; Kohler Electric Co., Columbus; Crooks and Sears, WOC, Des Moines; Moore Bros. Auto Sales, WOC, Davenport; Schroeder & Horse Value, WOC, Dubuque; CBL, Decatur; WOC, Dubuque; WOC, Des Moines; and WOC, Des Moines.
Skyward, by day and night, they strain anxious eyes for signs of danger on Europe's once-peaceful horizon. And they are not alone. In a lesser degree, on other horizons, tireless vigilance is more than ever needed in the midst of today's far-reaching, bewildering changes. On news fronts throughout the world Transradio keeps a 24-hour watch for signs and portents of vital concern to this country. Through its own correspondents and its unexcelled affiliations with leading news agencies abroad, Transradio offers the utmost in authoritative, swift and accurate news coverage. Its growing staff of military, diplomatic and other experts supply lucid, informed interpretation. With redoubled vigilance, Transradio is doing the most outstanding news job in radio today.
What's he thinking when

BROADCASTING DAY*

features the fairs?

He's thinking of the blessings of democratic institutions, of personal liberty, of free speech, of a free Radio. He's thinking of his favorite station, of Radio by the American Plan. He's thinking Radio.

And when he reads BROADCASTING,

he's thinking Radio, too!

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!

They're Radio-Minded when they read BROADCASTING

August 3 at the New York and San Francisco Fairs.
Daniel J. Danker, Jr.

(Continued from page 38)

In Atlantic City, WFPG, Is Placed on the Air

Second Outlet in Year

deal, and General Cigars took the converted team under sponsorship. It was one of the first big coast-to-coast network shows produced by a radio station originating from Los Angeles. It originated from the KHJ studios when that network was affiliated with CBS.

By the end of 1935 Danker had enticed some more than one of the Hollywood stars and other film talent to the mike. He believes that the average Hollywood actor and actress today has an awareness of what to do and what not to do on the radio, but it took them a few years to realize that knowledge. He has learned that a properly handled radio appearance enhances their value to the box-office and also "humanizes" them with the American public. Hollywood has approximately 400 big names today who are billed as stars. With very few exceptions these men and women, directors, producers, writers, photographers, fashion authorities and technicians, have met Danker for radio appearance.

Danker is one of the youngest executives of the J. Walter Thompson Company. He has been named vice-president in early 1937. Although talent buying for radio programs is an important function, it is not one of the agency responsibilities that rests upon his shoulders. For the past five years many executive duties have been added to his role of Hollywood's No. 1 radio talent buyer, and he carries these responsibilities comfortably. He acts as liaison between the client and permanent talent on the weekly network programs which originate from Hollywood, and it is his job to keep everybody happy. Danny has also negotiated many an important deal, bringing many a new advertising client to the J. Walter Thompson fold.

When the Southern California offices of the agency were consolidated and moved to the present Hollywood headquarters at 1549 N. Vine St., Jan. 1, 1939, Danker personally supervised and furnished the set up to meet all requirements. It is today one of the most modern and best-equipped advertising agency offices in the Pacific Coast area. It is one of the few to boast its own Little Theatre for auditions.

Danker was never the desire to produce a program. He frankly admits his interest lies in the business end of advertising, and in talent buying. He likes to work out the policies of a show and then swing as many responsibilities to a responsible staff. He knows exactly what he wants done and expects them to carry it on. That staff, incidentally, varies from 30 to 70 persons, depending upon the number of network shows being produced at the moment. His office supervises an internperable parade of agency writers, producers, publicity men and others essential to the success of a radio show. Each draws on Danker's knowledge of radio, talent and general company policies.

Blue-eyed, with brown hair, Danny stands 5 feet, 11 inches tall and weighs 180 pounds. He was married Dec. 6, 1934, to Lorence Layson, Warner Bros. film actress, and they have one child, Suzanne, who is the pride and joy of the Danker household. She reigns supreme. When he is talking to Hollywood stars, he is a radio contract, Danny is usually master of the situation, but when 2½ year old Suzanne tries to hog the limelight, he is powerless. He has no hobbies besides his work, which is a 24-hour job. His chief private hobby is constant on the radio. Danny does like to putter around the garden of his Beverly Hills home, with his wife, Suzanne, and his baby. His greatest ambition is to raise his family successfully. He's not quite sure what he does...long to the Harvard Clubs of Boston and New York. Although he plays on the football team during both his prep school and college days, and also went in for a bit of boxing, Danker has little time for sports today. He does, however, keep up with the activities of the Hollywood baseball club of which he is one of the stockholders.

Philip Morris Change

PHILIP MORRIS & Co., New York, on Aug. 4 is replacing its "Barrymore, Stars Present," CBS Radio's hit series, with Present program for Philip Morris cigarettes, Sundays, 8:00-8:55 p.m., which a dramatic serial by Max Marcin titled "Crime Doctor!" In each week's drama a "prisoner" who has served him minimum term tells his story to an examining committee. Listeners can win cash awards for letters of not more than 100 words recommending the convict's release or retention, the two best letters receiving a check and the next 10 best rating $10 each. The Blowing Co., New York, is the agency.

A SMALL-TOWN radio station was the setting for "Tune in My Heart," a romantic comedy starring Shelly and Bill Thomas, performed by Claire Trevor (as owner) and Don Ameche (as manager). Old Gold show July 19 on NBC-Red.

When you buy WLAW, LAWRENCE, you only pay for Lawrence but you cover four big cities—a total population of 714,892.

For WLAW covers Lawrence, Lowell, Haverhill and Nashua—all at WLAW's modest rate for 1000 watts—680 kilocycles.

Plus this with a thorough merchandising understanding of these markets brought about by joint ownership of WLAW and the Lawrence Eagle and Tribune.

LAWRENCE, MASS.

PAY FOR A SOLOIST...

GET A QUARTET!

When you buy WLAW, LAWRENCE, you only pay for Lawrence but you cover four big cities—a total population of 714,892.

For WLAW covers Lawrence, Lowell, Haverhill and Nashua—all at WLAW's modest rate for 1000 watts—680 kilocycles.

plus this with a thorough merchandising understanding of these markets brought about by joint ownership of WLAW and the Lawrence Eagle and Tribune.

W. L. A. W.

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M. O. M. A. WINE Co., Lodi, Cal., Western advertising to Robert Kahn & Associates, Chicago.

CHAP STICK Co., Lodi, Cal., (Fleets Chap Stick), to Lynn Baker Co., N. Y. Radio may be used later.


WILLIAMSON CANDY Co., Chicago (Oh Henry bars), to Aubrey, Moore & Wallace, Chicago.

COLUMBIA RECORDING Corp., Bridgeport, Conn., to Benton & Bowles, N. Y., effective immediately. No media plans have been formulated as yet.


SAN GABRIEL WINE Co., Long Island City, N. Y. (Colombo wines), to Emil Mogul Co., N. Y. Test campaign begins beginning and extensive use of radio included in expanded advertising program.

DETROIT-MICHIGAN STOVE Co., Detroit, Zimmern Stove Inc., Detroit.


Nationally represented by Weed & Company, New York, Chicago, Detroit and San Francisco. Owned and operated by the St. Louis Star-Times. On approximately October 15th, KXOK will change its frequency from 1250 kc. to 630 kc. and its power from 1000 watts to 5000 watts day and night.
For about October 15th.

Frequency of 630 K.C.
Increase in Power
Immeate 10 Fold Increase
Night Time Range

KXOK

ST. LOUIS, MO.
Radio Asked to Aid the Military In Locating Men for Skilled Jobs

WITH 100,000 skilled civilian workers needed by the military establishment of the country, the broadcasting industry has been asked to aid on the job of locating this manpower and placing it in contact with proper authorities in their area, and the NAB has pledged full industry support. In a special bulletin to the industry, NAB President Neville Miller July 19 notified stations of the NAB pledge and asked them to cooperate by spot announcements which will be sent out from Washington in quest of the skilled workers.

Mr. Miller pointed out that the national defense needs of the country require immediate employment of 100,000 skilled civilian workers in the War and Navy Departments, Civil Aeronautics Authority and several other departments. To locate these men speedily is an "urgent and patriotic duty that radio can perform best," he said.

Announcements mailed to stations will designate definite jobs open in particular sections of the country, Mr. Miller stated. Only in exceptional cases is it likely to be necessary to release blanket announcements. The jobs will be Civil Service, but all red tape has been cut, stations were notified. The applicant does not have to pass a written examination.

Emphasizing that the need is urgent, Mr. Miller said that men responding to the radio announcements can secure application blanks at the nearest first or second class postoffice.

Every week, stations were told,

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Allen Joins KFBI

FRED L. ALLEN, for the last three years commercial manager of KLZ, Denver, has joined KFBI, Wichita, Kan., in the same capacity, according to an announcement by H. R. Hollister, KFBI manager.

Mr. Allen has been identified with the commercial side of radio for the last 10 years, and during his three years with KLZ was credited with numerous successful programs and advertising innovations. Before entering radio he was with a Denver advertising agency and was advertising manager of a national distributor of men's apparel.

NAB will confer with the Civil Service Commission about jobs. "It is expected that needs at certain points will change frequently. As they change, supersedings will be sent," the notice stated.

"Therefore," states were advised, "in the interest of efficiency, in this hour of emergency, we shall operate on the assumption that stations will continue to broadcast an announcement until it is killed or modified to meet the changing conditions." Stations were asked to "turn on the heat" to locate the men needed for the country's defense. Suggestions also were solicited.

Submitted to stations were blanks to be signed under which stations confirmed their desire to cooperate in the plan. Mr. Miller pointed out that it is necessary to provide the Civil Service Commission with accurate knowledge of the areas being covered by the announcements.

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Change in WMSL Control

THE 48 shares of stock in Tennessee Valley Broadcasting Co., Inc., licensee of WMSL, Decatur, Ala., for which Ted R. Woodward held subscription rights, was described Mutual Savings Life Insurance Co., now holder of 40 out of the 130 issued shares, under a deal in which POC approved by the FFC is sought. The insurance company would take up the stock in its entirety. WMSL was sold last September by James R. Davis a group including the insurance company and its executives, Manager Woodward and Clarence H. Callum, Jr., Atlanta attorney. Mr. Davis, who operates WGST, Atlanta, acquired 49 shares, which he retains.

DR. HENRY B. KRANZ, former Viennese journalist and dramatic critic, a member of the staff of the CBS shortwave listening post on Long Island, is on a lecture tour, discussing "Inside Radio War Propaganda."

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OUR FAMILY IS MIGHTY BRAND-CONSCIOUS

SINCE early pioneer days, folks in WIBW's territory have made their purchases and placed their trust in brand names. Acceptance was slow and tedious in those days... depending solely on word-of-mouth recommendation.

TODAY, "brand-consciousness" of even the newest product is established in days instead of years. WIBW's friendly, neighborly recommendations get prompt, positive action from the 1,321,980 members of Our Family throughout Kansas and adjoining states.

Let us show you how quickly and economically Our Family can be influenced to start asking for your product... BY NAME!

---

WIBWB IN "The Voice of Kansas"

NEW YORK • DETROIT • CHICAGO • KANSAS CITY • SAN FRANCISCO

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BROADCASTING • Broadcast Advertising
Ten Video Stations Granted By FCC as Interest Slackens

NBC, CBS, DuMont, Don Lee, WCAU Applications Are Approved; RMA Action Gets Endorsement

SEEKING to keep alive interest in television, which had waned sharply following its actions since its inauguration last May, the FCC July 17 announced first regular grants of its new broadcasting licenses to DuMont and Don Lee for Los Angeles and San Francisco and on July 20 announced similar grants to DuMont in New York and Washington, and to CBS in New York. Three additional grants were made July 25: WCAU, Philadelphia, and to Purdue and Iowa State U.

Simultaneously, it gave its blessing to the action of the Radio Manufacturers Assn. in organizing a national television systems committee to seek to work out technical standards or visual radio.

Supplementing its action of June 18, when it announced tentative approval of applications of new television stations, the FCC now has confirmed the approval for these ten stations. This was done on the basis of showings by the stations that they would carry on programs in support of educational development, experimentally, designed to contribute to advancement of the art. Presumably the other applications, which were not called for under this act, will be considered with these conditions to the FCC's satisfaction [Broadcasting, July 25].

RMA Committee Named

Appointment of Dr. W. R. G. Baker, of Bridgeport, vice-president in charge of engineering of General Electric Co., as chairman of the new National Television Systems Committee, was formally announced July 17 by RMA President E. S. Baker. At a meeting in New York of the committee has been set for July 31, with both FCC Chairman Ply and Chief Engineer E. K. Jett slated to attend.

President Knowlson said the committee will take into industry interests, whether or not members of RMA. The committee will have 13 members, specially invited to nominate representatives are CBS, Don Lee, Allen B. DuMont, Farnsworth, General Electric, Hazeltine, J. V. L. Hogan, Hughes Tool Co., Institute of Radio Engineers, Philco, RCA, Stromberg-Carlson and Zenith.

"I think I am safe in saying," said President Knowlson, "that the concept of the RMA feel that in this way we are setting the vexing problem of television standards in the right path with lead to a satisfactory solution. We are both encouraged to feel that by doing it we are serving the interests of all concerned!"

Two on West Coast

The three stations given the much-abused "green light" on July 17 were WECAU in Los Angeles, New York, W6XAO, Don Lee's pioneer video transmitter in Los Angeles, and a new Don Lee station, call letters yet undesignated, in San Francisco. All three stations are assigned to the new Television Channel No. 2.

At its July 20 meeting, the FCC authorized regular grants to Allen B. DuMont Laboratories and to CBS. DuMont's new Washington station will operate on Television Channel No. 4, with 5,000 watts for both aural and visual transmission. Its New York station will use Channel No. 4, (72-84 mc.) with similar power. DuMont's present television station, W2XVT, at Passaic, N. J., is authorized to increase power to 5,000 watts aural and visual, and transmit on Channel No. 4. The CBS station, W2XAB, New York, not yet on the air, was assigned to Channel No. 2 (66-66 mc.) with 7,500 watts aural and visual.

WCAU, College Grants

At its meeting July 25 the FCC announced grants to WCAU, Philadelphia, for a station on Channel No. 5 (84-90 mc.), with 1,000 watts aural and visual; to Purdue University, West Lafayette, Ind., on Channel No. 3 (66-72 mc.) with 750 watts both emissions, and to State University of Iowa, Iowa City, on Channels Nos. 1 and 12 (90-56 and 210-216 mc.) with 100 watts visual only. Neither of the school stations will engage in public program service, but will concentrate on transmission standards, systems of modulation and similar technical pursuits. The WCAU adjunct would experiment with 441 to 728 lines and 15 to 30 frames, along with interference checks and compare FM with AM as the sound component for video transmission.

The FCC said that the NBC New York station will continue to use the RMA standards but will increase the number of frame lines from 441 to 607, and will continue experimentation in collaboration with RCA. Both Don Lee stations will experiment with 525 lines-30 frames, or 441 lines-30 frames, the (Continued on page 124)

Seek Met Sponsor NEW

ABC's Blue Network sales force has hopes of selling the Metropolitan Opera series of 16 Saturday afternoon telecasts next winter, since the setting of a blanket price of $225,000 for the whole season, including talent, a reduction of more than a third from the previous quotations. The talks have expressed interest in the series, which has not been sponsored this season, but the ABC-National Broadcasting Co. purchased the opera broadcasts for Lucky Strikes.

SCOPHONY PLANNING AMERICAN BRANCH

AN AMERICAN branch of Scophony Ltd., English manufacturer of television transmitters and receivers, is being formed, according to Arthur Levey, Scophony official, who arrived in New York July 24. Company, to be called American Scophony Television & Radio Corp., has secured financial backing from NBC, and is to be operated by a group headed by Arthur Levey, which is not yet disclosed.

About two years ago, when Sol Siegelman, a pioneer in the radio in English, was approached by the firm, he was, but out voted on this stand agreed to the majority rule in favor of 441 lines. He has been given the 507 lines instead of some higher definition, such as the 625-line images which the Du Mont group was thinking of. The new company will broadcast, is that 507 is the maximum number of lines which can be transmitted at 31 frames per second interlaced. With 625 lines, the Du Mont transmitter will broadcast only 15 frames per second interlaced.

It has also been learned that NBC will retain one transmitter sending out 441-line images, so these pictures can be compared with those of 507-line definition. The change will necessitate a slight adjustment in the receiving sets, it was said.

SCHUDT TO EXHIBIT COLUMBIA RECORDS

TO SUPERVISE final preparations for the upcoming entry of Columbia Recording Corp., CBS subsidiary, into the transcription field [Broadcasting, Sept. 21], Schudt Jr., general manager of CRC's transcription and commercial recording division, is spending several days in Chicago during the selection of personnel for his staff in that city, which will be headed by Girard (Jerry) Ellis. Following the NAB convention, where he will demonstrate CRC equipment, Schudt will visit the CRC transcription office in Hollywood, where Paul Crowle is in charge.

I. P. Rodman, director of engineering and development for CRC, is also visiting Chicago and Hollywood, making final arrangements for the installation of technical equipment. The precision-of-cut recording in all CRC studios was designed and built by CBS and CRC engineers under the direction ofrick Viertling and Victor Liebler of CRC's engineering staff. While not previously equipped to get into the precision recording, CRC has for some months been recording the Lang-Worth Program Service.

NBC Shuts Down Television Plant

W2XBS Off the Air Pending Transfer to 507 Lines

INTERRUPTING a regular television program service maintained by W2XBS, New York, since May, NBC is shutting down this video transmitter to make the necessary adjustments in its facilities. NBC has now briefly moved the recent FCC order moving the station from the 44-50 mc. band, now assigned it, to a new band between 50-56 mc., which is to be television's new No. 1 channel.

The W2XBS transmitter will also be increased to a notch from the picture definition from its present 441 lines to 507.701.131 building, rebuilding and readdressment is expected to take between six weeks and two months, with the station returning to the air about Oct. 1.

Revises Old Standard

While no official explanation has been made, it is believed that in connection with this change to 507-line, RCA is returning to its ideas of several years ago, when it urged that 607-line images be adopted since, but out voted on this stand agreed to the majority rule in favor of 441 lines. There are plans for sending both 507 lines instead of some higher definition, such as the 625-line images which the Du Mont group was thinking of. The new company will broadcast, is that 507 is the maximum number of lines which can be transmitted at 31 frames per second interlaced. With 625 lines, the Du Mont transmitter will broadcast only 15 frames per second interlaced.

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Broadened Exemption Sought for Fair Labor Standards Act

NAB Suggests Changes in Definitions to Permit Inclusion of More Personnel as Executives

By LEWIE V. GILPIN

BROADENED exemption for radio employees under the Fair Labor Standards Act was proposed July 25 by Joseph L. Miller, NAB labor relations director. The proposal was offered at a hearing, the fourth of a series in recent weeks, held in the Wage-Hour Division of the Labor Department.

The series of hearings was scheduled to give representatives of various industries an opportunity to advance recommendations redefining the \"executive\", \"professional\" and \"outside salesman\" classifications exempt under the Act.

The NAB proposal held special significance for the industry in the light of a July 16 opinion by the Wage-Hour Division that an advertising solicitor does not qualify for exemption from overtime provisions as an \"outside salesman\" under the Act. Holding that an \"outside salesman\" must make sales exclusively in the business of the property, Rufus G. Poole, associate general counsel of the Division, denied a letter application in that inquiry by Mr. Miller: \"An advertising solicitor is not engaged in performing work resulting in the transfer of title to property, but is merely negotiating contracts for the broadcast of prescribed materials to the facilities of the radio station.\"

Speaking for the radio industry, Mr. Miller proposed revisions in the accepted definitions which would remove the principal difficulties met by radio operators, arising from the Act's maximum-hour restrictions and overtime provisions. Application of these restrictions to such station officials as chief engineers, program directors and salesmen has caused most trouble.

High Average Wage

Pointing out that minimum wage requirements go far out of concert to the broadcasting industry, with one of the highest average wages of all U. S. industries, Mr. Miller declared the present narrow definition of \"executives\", \"professionals\" and \"outside salesman\" was proving \"both burdensome and undesirable.\"

Also appearing at the July 25-29 hearing, presided over by Harold Steih, assistant director of the hearings branch of the Wage-Hour Division, were representative of the National American Publishers Assn., National Editorial Assn., American Association of Schools & Departments of Advertising, and other organizations in the communications, transportation, publication and public utilities fields. Labor representatives were both in present testimony and cross-examining witnesses, included International Brotherhood of Elec- trical Workers, American Newspaper Guild, National Labor Communications Assn. and American Federation of Radio Artists.

Mr. Miller recommended that the Wage-Hour Administration's definition of an \"executive\" be amended by striking out the provision that he \"do no substantial amount of work of the same nature as that of the employees\" who are exempt. A chief engineer, program manager or sales manager, as a \"bona fide executive in management\", directed departments, employing employees under him and enjoying the power to hire and fire, and make suggestions along that line, would qualify for exemption from the maximum hour and overtime provisions.

On FCC figures, Mr. Miller stated that the networks and 660 commercial stations had 18,359 full-time employees during the week beginning Dec. 11, 1940, giving an average wage of $45.20 for that week, one of the highest paid by any industry. The FCC figures also show that the $45.20 average was based on a compensation of $78.51 for station executives, Mr. Miller pointed out.

Exemption Effect

\"We recently asked stations to inform us how many of their executives, not now exempt, would be exempt if the section were amended as we recommend. \"Two hundred and seventy-seven station managers so far have informed us that the total in their stations would be 546; 15 small stations said 178 executives, now subject to the Act, would be exempt with the change, their average compensation being $39.31 a week; 136 medium stations said 317 of their employees now covered would be exempt with the change, and that their average compensation was $43.41 a week.\" Mr. Miller added.

\"We believe this a typical cross-section. If we are correct, the change we propose would exempt somewhat less than 1,500 employees who receive an average weekly paycheck of $47.13. In considering that the change we recommend would exempt approximately 9% of the industry's 15,000 full-time employees, it must be remembered that the average broadcasting station has few employees compared with most industrial units.\"

Mr. Miller stated that the networks and 660 commercial stations employed an average of 22 persons on a full-time basis.

\"It appears only natural that an industry, and profession, so varied in output as does a radio station, would need more executives than most industrial units with such a small payroll.\"

Those 22 employees include technicians, writers, salesmen, announcers, directors of both musicians and actors, auditors, stenographers, janitors and others. The general manager of a station rarely could find time to give necessary executive

Since summers get pretty hot in the Connecticut River Valley around Hartford, announcers of WDRC are permitted—on exception of hot days—to do their sports from a 16th floor terrace outside the studios. Here are three WDRC announcers, with cool drinks handy, putting on one program and preparing for the next one while working. They are (l to r) Gil Bayek, Harvey Olson and Bob Provancher.

The American Federation of Radio Artists (AFRA) to Review Disc Negotiations

Membership to Get Reports On Status of Dickering

STATUS of negotiations between committees representing the transcription industry and the American Federation of Radio Artists over the AFRA code of wages and standards of employment, wages and provisions for actors, announcers, singers and sound effects men on recorded programs will be reviewed by AFRA membership at meetings scheduled to be held in New York on July 30 and on about the same date in Chicago, Detroit, and Hollywood.

Reception of AFRA's code (Broadcast, June 1) by the transcription manufacturers and the counter proposals of the recorders will be reported in full to the union members, according to Mrs. Emily Holt, executive secretary of AFRA, who said reaction of the membership to these reports would determine the future course of the negotiations.

Convention Delay

Although there are still a number of points on which the union and employer viewpoints are widely divergent, and although the convention will interrupt the committee meetings for at least a week, Mrs. Holt expressed the belief that it might be possible to conclude negotiations before the AFRA convention, which is to be held later this week, July 23-25.

Discussion of these two sets of negotiations so occupied the AFRA convention July 29 that it did not find time for consideration of the one-big-union plan for covering all branches of the Associated Actors & Artists of America into a single organization in lieu of the recent sets, under which each field of entertainment has its own union. The council of Actors' and Artists' unions, meeting special meeting July 19, announced approval of the plan, but to date other AAA organizations have not acted on it.

Bromo Plans Return

EMERSON DRUG Co., Baltimore (Bromo-Seltzer), has appointed Ruthrauff & Ryan, New York agency. Plans now being completed call for a weekly half-hour program on NBC-Blue, starring Ben Bennek and station WJZ, as yet unsettled. Account has been the subject of lively solicitations by a number of agencies since it left J. Walter Thompson Co. recently.

CEREMONIES and events of New Jersey Day at the New York World's Fair, July 30, were broadcast over a week-end by station WPRF at WHOM and WAAT, Jersey City; WGAN, Trenton; WIPA, Paterson; WNYC, New York; WCAU, Camden; WBBB, Red Bank; WBB, Atlantic City; WSNJ, Bridgeton.

state business, and in no wise detracts from the fact that the intention of Congress is to exempt those whose work from the nature of their employment could not be controlled.\"
Unions on Coast Violate Pickets

Workers Refuse to Recognize Patrol of NBC Studios

PICKETS continued to patrol the NBC Hollywood studios as no indication, at present time, of a settlement of the dispute involving the network and three AFL unions was apparent. The union, representing stagehands, janitors and electrical workers, was thrown around the network's western studios. The pickets were at the headquarters July 17, following a breakdown in negotiations.

Picketing was ordered by Local 33, International Alliance of Theatrical & Stage Employees, International Brotherhood of Electrical Workers, and Building Service Employees International, in an effort to enforce recognition as bargaining agency for workers in those classifications. The unions declared NBC is now employing non-union help in departments over which they claim jurisdiction.

Spurn Gilman Proffer

Don E. Gilman, NBC western division vice-president, stated that none of the pickets were NBC employees and that no worker from that company was on strike. He declared that "NBC is ready at any time and has been ready to negotiate with any labor organization which has proper representation under the law among our employees."

He further declared that the picket line was thrown about the studio with no advance notice other than a telephone conversation about 10 minutes before the pickets arrived. Mr. Gilman recommended that the three unions take the case before the National Labor Relations Board and that NBC "would be glad to cooperate in such a procedure."

Carl Cooper, head of Local 33, IATSE, admitted that the local had no membership in the studio, but declared that "we belong" there and that the unions were seeking agreement similar to those with CBS. He charged NBC with employing inexperienced boys and women, paying lower wages than are paid at NBC, and non-union workers were employed on other technical departments. Unions claim they are picketing the NBC studios, which officials refused to bargain. They refuse to take the matter to the NLRB declaring that "this is purely a matter of recognizing our jurisdiction and nothing for the Labor Board, since the union is NBC of failing to negotiate in good faith with them, although meeting with network officials had been held.

Efforts to have APRA and the musicians union join the picketing and proposed strike have failed. Musicians and radio artists have international agreements with NBC, which bar walkouts. Hollywood union leaders feel that only the combined efforts of the international in the area can bring about a settlement. Meanwhile musicians and actors have been walking the picket line to fulfill engagements on network programs.

Some 22 pickets took position July 17 when reports were established, but on the following day there were less than a dozen on duty, with the number dwindling to four at press time. There has been no disturbance.

COMMUNIST POLICY

WFIL Refuses to Sell Time,

-Five-Half Hour-

BECAUSE of uncertainty whether Communist Party candidates will be allowed on the Pennsylvania ballot, WFIL, Philadelphia, has refused to sell the party time, although President Franklin Roosevelt gave time for a special 30-minute broadcast July 26. Carl Reeve, educational director of the Communist Party of Pennsylvania, at that time answered attacks made on the right of the party to have its candidates appear on the ballot.

In a statement outlining his reasons for refusing to sell the Communist time, Mr. Rosenbaum said WFIL was informed "that until existing doubts are removed, the Communist Party may possibly not be a duly qualified political party, the name of which will properly appear on the ballot." He explained further that since he abhorred and opposed censorship of free speech by force, and because he refused to make Mr. Reeve a "martyr", he had given him 30 minutes time on July 26. He added that WFIL will grant similar facilities "to a proper representative of those who hold other views" if they wish to answer the Communist speaker.

FHA Autumn Campaign Includes Use of Radio

Radio has been included in plans for the fall modernization drive among housewives of the Federal Housing Administration. Although local and sectional FHA units are handling the housing program in various regions, the FHA radio section in Washington has announced it will issue a double-face recording containing three 5-minute dramatizations on one side and 12 dramatized spot announcements on the other available for local sponsorship by building concerns.

In addition, the modernization drive in several areas of the country is issuing weekly spot announcement service of the FHA headquarters, and it is anticipated that series of 15 five-minute talks on modernization which will be sent to field officials will be coordinated with FHA World Broadcasting System is producing a new weekly transcribed series, So You Want to Build a Home, concerned with the planning and building of low-cost homes through the FHA setup.

Sinclair Dealer Discs Includ EDI

SINCLAIR REFINING CO. has informed its dealers and service station operators that they must use NBC Theatresaurus transcriptions on their local stations. The Sinclair 50-50 advertising plan, with the company paying half of the cost, Dealers were told that the arrangement the company has made with NBC in a folder listing 52 These will be one-hour musical programs, ranging from a single quarter-hour to six hours weekly, as well as number of dramatic programs, if the dealer prefers them stations lists stations currently broadcasting the Theatresaurus service. "Actual recordings require no approvals," Sinclair has already approved them," the folder states. "You must, however, use the commercials sent you by the District Office."

Sutton's Marlin

FIRST blue marlin to be taken in North Carolina waters this season was brought into Cape Hatteras July 23 by George O. Sutton, Washington radio attorney, fishing from his cruiser Happy Day II. It weighed 246 lbs. and was taken on 39-pound line. Sutton is one of radio's most ardent sea fishermen, and has many big catches to his record, particularly white marlin, of which he caught a dozen last season.

General Oil Football

GENERAL PETROLEUM CORP., Los Angeles, out of radio for more than two years, on Sept. 18 starts for 13 weeks Football Forecasts with Sam Hays, on nine CBS West Coast stations (KNX KSFO KARM KOKO KRV KFPP ROY KTUC), Wednesdays, 6:45 p.m., PST. Agency is Smith & Drum, Los Angeles. Hayes is also commentator on the five-week-quarter-hour early morning Sperry News, sponsored by Sperry Flour Co., San Francisco, on 6 NBC-Pacific Red stations, Monday, through Friday, 7:45-8 a.m., PST. That series, through Westco Adv. Co., San Francisco, has been renewed for 12 weeks, effective Aug. 12. In addition, Hayes is commentator on the Sunday Spectator, an NBC-Pacific Blue network sustaining program.
George B. Porter to Leave FCC Post To Enter Practice of Law With Haley

TERMINATING nearly a decade as assistant general counsel of the Federal Radio Commission and its successor, the FCC, George B. Porter has resigned, effective Aug. 1, to enter private practice of law in Washington, specializing in governmental matters.

Actively identified with broadcast matters during his tenure, Mr. Porter has been assistant general counsel in charge of broadcast matters since creation of FCC in 1934. He will establish offices in the Earle Bldg., Washington, and Andrew G. Haley, FCC attorney who resigned last September, will join him. The firm will be known as Porter & Haley. Mr. Porter plans to resign upon his retirement from the FCC.

FCC Chairman James Lawrence Fly, in commenting on Mr. Porter's resignation, said, "We reluctantly relinquish to private practice a man ideally qualified by experience and training for the important work which he has so satisfactorily performed."

Advertising FCC general counsel, paid high compliment to Mr. Porter in a statement accepting his resignation, and expressed regret over his decision to leave the Government service. Mr. Taylor said:

"Mr. Porter's long experience and expertise in the field of radio law has been highly important and invaluable in the performance of the Department's duties. I deeply regret that my association with him has been so brief and extend him every good wish in his new activities."

Successor Not Named

No announcement has yet been made of Mr. Porter's successor. Lucien Hilmer, of New York, who on July 17 was named special counsel of the FCC, has been named as Mr. Porter's assistant at $6,500, and is expected to be assigned to broadcast work. Oscar Schaeffer, of New York, was named as special assistant attorney at $3,200, and has been assigned to national defense operations. While attached to the Department, he presumably will function as legal aide to Chief Engineer E. K. Jett. He came to the FCC from the legal staff of the Public Works Administration.

Marcus Cohn, of Tulsa, a graduate of the University of Oklahoma, University of Chicago Law School and Harvard Law School, was named as a special assistant attorney at $3,200, and is expected to be assigned to broadcast work. Oscar Schaeffer, of New York, was named as special assistant attorney at $3,200, and has been assigned to the litigation section. Assistant General Counsel Robert A. Griffith, of the First Circuit, was appointed assistant attorney at $2,600, and presumably will be assigned to the broadcast section.

Chairman Fly declared July 22 that the Investigation Unit probably will start out with a half-dozen men, but will draw upon regular FCC personnel for supplementary aid. These men, drafted to broadcast or to new applications, he said, but it will "investigate where investigation seems necessary."

"Out east" representations have formed a staple basis of official action by the FCC, Mr. Fly said this did not contribute to "good administration". The first hand in investigation should include this in many cases, he added. Among other things, Chairman Fly said it is hoped to get someone out of the Investigation Section, like Engineer Steve Dier and his staff immediately set up, to set the house in order and get the labor problems that arise in the industry. He disclaimed any intention of waging a "crusade."

George B. Porter

Lloyd Named Investigating Counsel; Lawyers Added

Mr. Lloyd's appointment came coincidently with the addition of five other attorneys to the FCC staff, most of whom will be assigned to broadcast work. FCC Chairman James Lawrence Fly has long advocated creation of an investigation unit, having told committees of Congress that the FCC has been handicapped in checking qualifications of applicants because of lack of such an organization. The move was noted that about $50,000 would be required for the personnel of the unit, to headquarter in Washington.

Mr. Lloyd, who is 29, was former assistant chief counsel of the Senate Civil Liberties Committee. His appointment as a special counsel gives him a salary of $5,600. It is presumed other attorneys on the FCC staff have possibly experienced investigators from other governmental agencies, in course that he was assigned to function under the new investigation chief.

Other Appointments

Another important legal appointment was that of Lucien Hilmer of New York, to be special counsel in the broadcast division of the law department. Mr. Hilmer becomes "second man" in the broadcast section. He was the Senate's nominee to the New York office of the Senate Interstate Commerce Commission in its railroad investigation.

The remaining four appointments were under Civil Service classifications. Leo Resnick, of Oklahoma City, was appointed associate attorney at $3,200, and has been assigned to national defense operations. While attached to the Department, he presumably will function as legal aide to Chief Engineer E. K. Jett. He came to the FCC from the legal staff of the Public Works Administration.

Fleming-Hall Co., New York, is using daily quarter-hour spot spots to promote its new test campaign for Mapleton cigarettes and smoking tobacco. On July 20, the company's new program was called "Cigarette Spot scams". Bert Lee's round-up program broadcast from Baltimore to New York. The new spot as of 7:30, and a similar series is being used on WIND, Gary, Weis & Geller, New York, is agency.

Election Delays Monopoly Report

AGENCY, N.Y. (July 25) — The FCC has been asked to hold its decision on the broadcast monopoly license application of the United States Steel Corp. until after the presidential election of Nov. 1. However, the FCC has refused to reconsider the application. The agency has set the matter for hearing on November 8th.

Mr. Amstutz, of Chicago, Illinois, in a lengthy letter to FCC Chairman James Lawrence Fly, asked the FCC to delay its decision on the monopoly license application until after the presidential election. Mr. Amstutz is chairman of the Committee on Radio and Television, of the Illinois Republican State Central Committee.

FCC Invites Briefs, to Be Filed Up to Sept. 15

FCC INVITES briefs, to be filed up to Sept. 15, in connection with the report of its Network-Monopoly Committee, which has drawn sharp attacks from many radio broadcasters. The committee's report is expected to be completed by September 15th.
Pact Allocations Received by FCC

Action After Labor Day Seen On Treaty Wave Tables

WITH FIVE of its seven members present, the FCC July 19 formally received from its engineering department the long-suffering standard broadcast reallocation tables provided for under the so-called Havana Treaty, and made it clear it is the intent of the FCC to give the treaty table detailed study, with active consideration planned after Labor Day and Sept. 2.

Under the terms of the treaty itself [Broadast Radio, July 15] the FCC must exchange allocation lists 180 days after the last nation of the Big Four on the continent ratified the pact, which becomes finally effective March 29, 1941. An earlier date can be agreed to mutually by Mexico, Canada, Cuba and the United States, but the absolute deadline is March 29.

Status of Cears

Present at the meeting were Chairman Fly and Commissioners Craven, Walker, Thompson and Payne. Commissioner Craven is convalescing at his summer home on Narragansett Bay, while Col. Thad H. Brown, nominated for a seven-year tenure from July 1, still awaits Senate confirmation and until it is forthcoming cannot sit officially at FCC meetings.

Deep concern has been shown in broadcasting circles over failure of the FCC to act on the treaty allocations. Moreover, the fact that certain members of the FCC favor wholesale changes in the prescribed treaty allocations as a means of breaking down clear channels, has caused apprehension [Broadcasting, July 15]. It is stated, however, that the FCC proposes to complete its consideration in advance of the Sept. 29 ratification date and that diligence will be employed to avoid serious complications.

The July 19 meeting was the last held by an FCC quorum of three members (Fly, Walker and Thompson) met July 23 and July 26, but only as a board, and took actions subject to ratification by a quorum under recently instituted procedure. The FCC, it is understood, does not contemplate another regular meeting before Labor Day.

Van-O Cleaner Tests

CHEMICALS Inc, Oakland, Cal. (Van-O cleaner), in July started a 13-week test campaign on five California stations in behalf of its product, comparatively new on the market. Five-minute dramatized transcriptions are being used on KFRC, Sacramento; KVO, Stockton; KHS, Chico; KVCO, Redding; KTRB, Modesto. Account is handled through Botsford, Constantine & Gardner, San Francisco.

Grove Labs. in Canada

GROVE LABS., St. Louis (Bromo-Quinine), in October will start a varying schedule of quarter-hour programs, news period and local 100-word announcements on 20 Canadian stations. Contracts will run through March, 1941. Russell M. Seeds Co., Chicago, places all Canadian advertising for this account.

WSB Adds to Staff

SINCE the recent acquisition of WSB and the Atlanta Journal by the James M. Cox radio-newspaper interests, many staff additions have been made by J. Leonard Reisner, new general manager. Staff appointments include: Ernie Harwell, formerly on the sports staff of the Atlanta Constitution and recent journalism graduate of Emory U., sports editor; Elmo Israel, former assistant publicity director of Alabama U., publicity director; James Bridges, former Georgia U. graduate, continuity editor and announcer; Hubert Batey, formerly with WGIF, Albany, Ga., news announcer; Bill Spencer, formerly with WBRC, Birmingham, and WAPO, Chattanooga, announcer; Claude Wilson, formerly with WTOC and WSAV, Savannah, continuity and announcing; Lorin Myers, recent Emory graduate, salesman; Bill France, formerly the AAA, farm director. In addition, WSB has appointed Charles Wells, Georgia U. junior, and Harry Hutchings, Emory U. junior for "internships".

Wins-But Loses

THE Revenge, Class A cruiser owned by Blair Walliser, producer of CBS, Chicago, and Ken Griffin, CBS writer, on July 22 was first to cross the finish line in the Chicago-to-Mackinac yacht race. As a "scratch" boat, the yacht had to stand by while other smaller boats which were given handicap times surpassed its 65 hours, 35 minutes and 24 seconds established time. The Revenge was winner of this race two years ago.

Richfield's 10th Renewal

RICHFIELD OIL Co., Los Angeles (petroleum products), through His-son-O'Donnell Adv. Inc., for the tenth consecutive year on Aug. 11 renew for 20 weeks the five weekly quarter-hour Richfield Reporter on six NBC Pacific Bed stations (KFI KRO KPO KGW KOMO KQO), Sundays thru Friday, 8:00-10:15 p. m. (PST).

Hughes News Sponsored By Langendorf Bakeries

LANGENDORF UNITED Bakeries, San Francisco, West Coast bakery chain, on July 22 started sponsorship of News by Hughes, featuring John B. Hughes, news analyst, on six CBS Coast stations (KSF-KNX KARM KIVO KBOY). Monday through Friday, 1:00-1:45 p. m. (PST). Contract, for 52 weeks, was placed through Leon Livingston Agency, San Francisco. Hughes, for nearly five years a newscaster on KFRC, San Francisco, will retain two of his commercial newscasts on that station and the Don Lee-Mutual network. Brown & Williamson Tobacco Co. (Avalon cigarettes), sponsors his News & Views Monday, Wednesday and Friday at 6:30 p. m. (PST) and Bristol-Myers Co. (Sal Hepatic) sponsors the same feature Tuesday, Thursday and Saturday nights over Don Lee stations in California. Hughes gave up a 4:30 p. m. news period on the Northern California network of Don Lee-Mutual, sponsored by Borden's.

One way to get on a Horse

—BUT YOU'RE IN THE SADDLE WHEN YOU COVER
Indiana's "BRIGHT SPOT"
FROM THE CENTER WITH
WOVO
FORT WAYNE, INDIANA

WESTINGHOUSE RADIO STATIONS, Inc.,
10,000 WATTS 1160 Kc.
NORFIC B AND Y BLUE NETWORK

BROADCASTING • Broadcast Advertising
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BMI Ships 50 Transcription Numbers

450 More Slated As Production Expands

WITH DETAILS of the transcription plan by which Broadcast Music Inc. will insure a steady supply of cut sheets to 200 of its small-station members who are largely dependent on records for their musical broadcasts not yet copyrighted, BMI has already produced its first six-months' double-faced transcriptions containing more than 60 non-ASCAP compositions, which were shipped last week without charge to all BMI members.

At additional 450 such numbers will also be distributed before the end of the year and details are now being worked out by which BMI stations will be assured of a regular flow of non-ASCAP music in recorded form.

New Fee Formula

Announcement of the transcription scheme was made following a BMI board meeting, held in New York on July 16, at which a new formula for levying the charge was adopted at the end of the initial license period, was also adopted. The new fees are based on a sliding scale of payments designed to greatly reduce the payments to be made by stations in the lower income classifications of the industry.

Report of BMI progress to date was made at the July 16 board meeting by Neville Miller, president of the NAB, who listed seven major accomplishments of the industry-owned publishing house:

1. BMI has made the first comprehensive study of the musical requirements of broadcasters and has begun the preparation and production of material to meet those needs for 1941.
2. In its first three months of operation, BMI has given broadcasters most of the music published under its own imprint and is now on a production schedule of 150 selections a month—30 new tunes and 100 new arrangements of public domain music—a rate never surpassed in music publishing history.
3. BMI's new popular tunes have been successfully used on the air, both by networks and local stations, and are being played with increasing frequency in all parts of the country.
4. BMI's transcription plan will make several hundred selections available in recorded form by the end of the year. Also BMI's tunes are being recorded on phonograph records for use for profit.
5. BMI has acquired catalogs containing more than 5,000 copyrights and producing more than 40 new titles each month, with plans for 100 new copyrights every quarter. Additional catalogs of great importance are in progress.
6. BMI staff has begun compiling all ASCAP music available for performance, including that of all other licensing societies, that already recorded and that of publishers not affiliated with ASCAP. More than 7,000 non-ASCAP selections have already been selected.

7. BMI has maintained the support of a united front of broadcasters representing all branches of the industry, despite ASCAP's efforts to split the industry into antagonistic groups. It is this united backing which has enabled BMI to make its present record of achievement. BMI members now number 306 commercial stations representing more than 50,000 broadcasters who handle non-network stations, calling to their attention the fact that while BMI's recent announcements may have made production of transcriptions difficult, it is not impossible, for many small broadcasters to participate, "they now have the opportunity to enjoy the same advantages and benefits of the industry-owned music supply at a reasonable and fair cost."

Further Hearing on Brown Nomination Is Called as Senate Action Is Blocked

THE INSPIRED cam paign to block Senate confirmation of the nomination of Thad H. Brown to serve a new seven-year term as a commissioner of the Federal Communications Commission has been launched during the last fortnight, with the outlook for further hearings. Another session is set July 31. Meanwhile, Col. Brown remained in the status of commissioner designate without portfolio or salary, since his old term ended June 30 and he cannot sit until the Senate confirms his nomination.

Senator Tobery (R.-N.H.) continues to lead the opposition, and has demanded that the nominations be referred to the Commerce Committee on the ground that Col. Brown is not qualified for the post. A new recruit against confirmation has blossomed, it is now reported, in the person of Rep. Leon Ely (D.-Mich.), a persistent critic of the FCC and the networks. Rep. Connery, it is disclosed at the Senate Committee, had advised him of information he had procured which he indicated would enlighten some of the activities of FCC members and staff.

Inside Staff

It was reported in reliable quarters that the General Accounting Office had been asked to supply detailed information on travel vouchers of Commission of Brown and certain other FCC officials respecting a trip to Texas, California and Washington last February, including a trip to Agua Caliente. Because of the nature of the information which the committee was inquiring about, on which page of the FCC, is based, the Senate Committee on Commerce will be opened to public gaze, and that further demands will be made on the FCC to furnish more information, other than the agency and its membership. What is most of the members of the Senate are confident that all these inquiries will be to the FCC itself, since few if any people on the outside could know so much about the personal conduct of FCC members.

Another angle of approach to stations still outside the BMI fold was taken last week when some station representatives were the guests of BMI at a luncheon at the Senator William Proxmire home in Wisconsin. Invitations were extended to representatives of BMI's general manager, and Carl Haverlin, in charge of station relations, held in a letter given a letter containing a list of the kinds of stations, checked to indicate which were BMI members, with the suggestion that if he is sold on the idea of BMI he try to get all of his station lined up.

Disces for Small Stations

The BMI transcription plan, first discussed early in July with representatives of firms producing library services [Broadcasting, July 15], was revisited by the BMI board on July 16 and expected to be finally worked out at San Francisco. In the meantime, the necessity of supplying small stations, without staff orchestras and so unable to use the orchestrations distributed by the new transcriptions, as well as of the BMI arrangements of public domain music, with enough recorded music to permit them to continue without ASCAP contracts after Jan. 1, 1941. This task, which BMI is resolved to do, could be accomplished by BMI going into the business itself. The alternative step, which is the one now under consideration, is a plan whereby the records required can be furnished by the existing transcription services, who have offered their full cooperation.

It is proposed that each of the library services record each month certain transcriptions which will be available not only to the subscribers to the BMI service, but to other stations subscribing to any transcription library. The difficulty is chiefly legal, due to the exclusivity clauses in some of the ASCAP contracts, which it is hoped all stations will be willing to waive in this emergency for the common good. The transcription companies say that if the legal difficulty can be overcome and that BMI will make available a sufficient number of tunes to furnish an adequate supply to the stations, then they will cooperate in every way.

'Bonus' Numbers

Already six transcribers have re- ceived a 'bonus' number, which have been sent not only to their own subscribers but to all BMI members as well, including some 50 non-ASCAP tunes, as follows:

NBC Thebaurus: 'There's an Old Easy Chair by the Fireplace, Pied Piper, Thee Winds, Dead End, Windy Hill, and Phantom in the Dark, all BMI tunes, on one side, with six patriotic selections on the other side, including 'Thee United States of America, Dixie, Mary land, Yankee Doodle and Co-

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Drafting of Ethridge Proposed As Communications Liaison

Industry Trouble Shooter Would Be Coordinator With the Knudsen-Stettinius Commission

WHITE HOUSE consideration is being given to appointment of Mark Ethridge, former president of the National Association of Broadcasters, as industry's all-front trouble shooter, as defense communications coordinator to function with the National Defense Advisory Commission, or WHAS, for the emergency service as representative of the broadcasting industry. Mr. Ethridge is held in high regard in Administration circles, and often has been called in by President Roosevelt for conferences on broadcasting and newspaper matters.

 FCC Coolness

Mr. Ethridge figures in a plan whereby the proposed Defense Communications Committee would be tied in more closely to the all-powerful Knudsen-Stettinius commission, following the precedent established by the Stockpile committee. It does not mean abandonment of the Defense Communications Committee plan, under which a Government board of five officials would be named to plan communications defense activities. But it foresees an advisory board subordinate to the Knudsen-Stettinius operation, by a direct liaison established through the medium of the proposed industry coordinating committee, in which little Mr. Ethridge presumably would function.

The Ethridge move apparently is a matter of convenience and favor by the FCC, particularly since Chairman James Lawrence Fly espoused and personally was responsible for the proposed executive order, now pending at the White House, and which would create the Defense Committee without an industry coordinator as such. Instead, Mr. Fly proposed that the committee designate a person to be a liaison with the various industries under its supervision. The executive order has been drafted for the President, after having cleared all essential points in consultation with Army, Navy, Coast Guard and State Department designating other committee members.

The industry coordinator proposal was submitted to Chairman Fly July 8 by President Neville Miller of the NAB. Simultaneously, the White House became aware of it. Mr. Fly, so far as known, has not yet responded to the Miller letter, orally or otherwise.

The basic proposal advanced was that the industry (including telephone, telegraph, cable and other networks) be named by the FCC desires voluntarily to cooperate in war defense planning. It was pointed out that the past record has been cut, since other basic industries either are represented on the seven-man National Defense Advisory Commission of coordinators. The fact that the 1916 Act, under which the Knudsen-Stettinius commission was established, allows for the seven reul in the subsequent ap-pointment of industry coordinators.

Highly Referred

Barry Bingham, president of WHA, and publisher of the Milwaukee newspapers, visited the President in mid-July. It is presumed, among other things, that the question of Mr. Ethridge's drafting for the coordinator post was discussed. Forty-four years old, Mr. Ethridge has had a distinguished career in journalism, first as a reporter and later as a publisher during the last 10 years as a publisher. He served as interim presi-dent of the NAB from March 30, 1939, until the present Mr. Stettinius was designated in July, 1938, having been instrumental in bringing about the association's reorganization during its internal strife. He has the confidence of the industry's rank and file, and is regarded as radio's strongest personality.

Many broadcasters look askance upon the Fly proposal for a Government board, since there would be no practical industry representation on it. It is felt the actions of the Governmental committee should pass through the seasoned brain of some one experienced in business, rather than through a board of military and civil government Department of Defense, with practical knowledge of business.

The President has made no formal comment on the defense committee plan but an infor-mant's observation that he had dis-cussed the matter with Chairman Fly. It is known, however, that the proposal has been considered, and that in White House quarters there is support for the industry-coordinator project and for drafting Mr. Ethridge for that post.

NEW FM LICENSES

AWAIT LABOR DAY

WITH a total of only 11 applications for new FM licenses on file since promulgation of the new green light rules June 22, the FCC is not likely to license any new stations until after Labor Day. The 11 applications already filed are:

1. Detroit, James F. Hopkins (WJKB), 48,000 kc. to cover 3,500 watts.
2. St. Louis, St. Louis Star Times, (WSLR) 95,800 kc., with 40,000 watts, 3,000 watts (Class C).
3. New York, Loew's Inc. (WJYN), 15,000 kc., with 50,000 watts (Class C).
4. Baton Rouge, Baton Rouge Broadcasting Co., (WJBO), 44,100 kc. to cover 8,100 sq. miles, with 1,000 watts.
5. Chicago, Moody Bible Institute (WMBI), 43,300 kc., to cover 16,522 sq. miles with 50,000 watts (Class C).
6. Milwaukee, The Journal Co. (WMJ), 42,600 kc. to cover 5,480 sq. miles, with 50,000 watts (Class C).
7. Chicago, WGN Inc., 43,300 kc. to cover 16,822 sq. miles with 50,000 watts (Class C).
8. Columbus, Ohio, WBN Inc., 43,100 kc. to cover 12,400 sq. miles with 10,000 watts (Class B).
9. St. Louis, St. Louis Star Times, (WSLR) 95,800 kc., with 40,000 watts, 3,000 watts (Class C).
10. Binghamton, N. Y., Howitt-Wood Radio Inc., 43,000 kc. to cover 18,000 sq. miles with 5,000 watts (Class C).
11. Fort Worth, Ind. Evanville On The Air Inc. (WGRF-WEOA), 43,700 kc. to cover 3,005 sq. miles, with 10,000 watts (Class B).

Network Crews on Job

For War Game Pickups

AMERICA's largest peace time maneuvers, to be held in the Plattsburg-Watertown, N. Y. area Aug. 9 and 10, will be the object of special war game operations by CBS, participating [BROADCASTING, July 16], will be thoroughly covered by the major networks. No definite schedules of broadcasts are available, but each network has announced that it will do its part to give a complete war-game coverage in radio history.

NBC has three men at Army headquarters doing preliminary arrangements—Arthur Feldman, of the special events department, Lieut. Amos of field engineers, and Tom Dolan, of traffic. CBS will have a crew of 14 correspondents, special events men and engineers “at the front” when maneuvers begin, headed by Bob Trout, ace correspondent. They will be at the field itself, give a shot-by-shot description, and Maj. George Fielding Elio, CBS military expert, there will be a man at the scene of combat and give an air-view analysis of the “war” beneath. MBS has announced that at least two more, so that it, will cover the maneuvers.

Gen. Mills’ New Serial

GENERAL MILLS, Minneapolis, has started a new serial on CBS, Beyond The Fires of War. The serial is about a girl who dreamed of happiness beyond the valleys of the small town in which she lives. Program is broadcast on CBS 15 times daily, starting at 15:15-5:30 p.m., Monday through Friday, following the same sponsor’s radio, this being broadcast on stations five times weekly for Wheaties. New Program was placed through the office of Blackett-Sample-Hummer.
GREETINGS FROM THE THIRD MOST POWERFUL STATION IN SOUTHERN CALIFORNIA

WARNER BROS.

KFWB

HOLLYWOOD

LATE PERSONAL NOTES

THOMAS E. DIREH, formerly of Rutbauff & Ryan, Inc. New York, and more recently in the advertising and sales promotion department of Columbia Steel Co., Los Angeles, has been appointed northern California manager of MacManus, John & Adams, Inc., with headquarters at 405 Montgomery St., San Francisco.

EDMUND M. PITTS, formerly an account executive of J. Walter Thompson Co., San Francisco, has established the Edmund M. Pitts Public Relations Organization, at 310 S. Spring St., Los Angeles.

WILLIAM G. CHAMBERLIN, sales executive of Pacific Oil Co., Los Angeles (petroleum products), has joined Bessie & Britton, sales and advertising counselors, that city. He succeeds the late A. E. Britton.

BILL KILMER, formerly of KLO, Okmulgee, Okla., has been named program director and consultant of KNPR, North Platte, Neb. He has formerly worked for KDPA, Amarillo, and KGKO, Fort Worth.

HELEN TURNER, for the last three years director of women's programs of WFLA, Enn Claire, Wis., on July 20, married to Frank Griffiths, of Racine, Wis., a road construction engineer.

BILL FAIRLEY, formerly of KFCA, St. Louis, Mo., has joined the announcing staff of KGB, Okemos, Mich. Sigfried Floren has joined the announcing staff of KBX, Muskegon, Mich.

J. LEONARD REINSC, general manager of WSR, Atlanta, is the advertising man who recently returned to his home, Jr., born July 23, his second child.

HELEN SINCLAIR, radio copy writer for Columbia Broadcasting, New York, was married July 30 to Harold Hoven, associated with the A. B. Dick Co.

TOM LEWIS, Young & Rubicam Inc., now in charge of production executive, and Loretta Young, Hollywood film star, have announced their engagement. The wedding is scheduled for early September.

IRWIN ROBINSON, managing editor of the American Songwriter, has been named permanent master of ceremonies and interviewer of the Ad Week program on WOV, New York.

EUGENE S. THOMAS, sales manager of WOR, Newark, and Daniel S. Ryan, of Denison University, Granville, O., have announced their engagement.

CHARLES LLOYD, program director for KLJX, Los Angeles, and Mrs. L. D. C. Whitehorn, Altair, Neb., have announced their engagement.

HARRY HOGG, engineering manager of WLS, Chicago, is away from his desk due to an emergency appendectomy. He is at the Illinois Masonic Hospital.

R. L. BURGER, commercial manager of WCAG, Bellingham, Wash., is the father of a girl born late in June.

IOSET APPOINTED MANAGER OF WAGA DON IOSET, manager of WLOK, Lima, O., on July 24 was named manager of WAGA, the Atlanta Blue Network outlet, by George B. Storer, president of the Fort Industry Co., which owns WAGA. Mr. IOSET has been in charge of the station for several years.

A pioneer in midwestern radio, Mr. IOSET's first assignment dates back to 1930, when he was associated with_Toledo's first station, WTMA, forerunner of WSPD, parent station of the Fort Industry group. He returned to Toledo in 1933 to join WSPD as a newscaster and announcer, during which period he was the advertising director for both WSPD and WMA, which has now been acquired by the company. In 1939, when Fort Industry acquired an interest in WSPD, Lima, O., Mr. IOSET managed the station for a year and subsequently was detailed to Lima.

Millions of listeners find greater enjoyment in the broadcasts from these stations because exacting acoustical quality has been achieved in studios and control rooms through the use of J-M Sound-Control Materials and Methods...

For full details on J-M Sound-Control Materials and complete information on how J-M Acoustical Engineers help improve broadcast quality, write Johns-Manville, 22 East 40th Street, New York, N. Y.
FRANK A. GUNTHER, vice-president in charge of engineering of Radio Engineering Laboratories, Long Island City, N.Y., on July 16 spoke on frequency modulation and its possibilities relative to educational broadcasting before a group of students and teachers of the New York University School of Education. After the lecture, a demonstration was given and recordings were heard from WEZMN, Alpine, N.J. The group then went on a tour of the REL plant to observe the manufacturing of PM antennas.

A. H. SANTON, NBC western division chief engineer, leaves his Hollywood headquarters Aug. 8 for a 90-day business and pleasure stay in New York. During that time he will participate in the five-day NBC division engineers meeting to be staged in that city starting Aug. 19.

SETH GAMBLIN, of the engineering department of WOR, Newark, recently observed his 15th anniversary with the station and received one of the special pins given 15-year veterans. He also received a special check from station officials in recognition of his long service. Other WOR personnel with 15 years or more service are Alfred J. McCook, president, J. R. Poppele, chief engineer, and John R. Gamblin.

FREDERICK WHEELER, assistant chief engineer, WXY, Oklahoma City, and formerly chief engineer of WRFN, Lawrence, Kan., has resigned to join RCA in this city to form a new educational engineering group.

FRANK M. DAVIS, of Cedar Rapids, Iowa, on July 9 issued Patent No. 2,646,892 for a method of controlling apparatus, rights to which he has assigned to Collins Radio Co.

ROSS McCOUGH has joined the engineering department of KQNC, Amarillo, Tex.

STANLEY NEUBRECHT, engineer of WTOL, Toledo, on July 14 married Dorothy Diller, staff pianist.

W. R. NICHOLS, formerly of KSRQ, Santa Rosa, Calif., joined KNT, Ju- neau, Alaska, as chief operator and engineer.

G. W. HUDSON, of Richmond, Va., has been appointed chief of the Bell Telephone Laboratories as its factory representative in Eastern Tennessee, Virginia and the Carolinas. For several years Mr. Hudson has been a manufacturer's representative in his territory, handling several well known radio lines.

GEORGE HOOVER, engineer of WIBG, Glendale, Pa., is the father of a girl born July 22.

TED FOWLER, a technician of CKWX-CFX, Vancouver, B.C., on July 18 married Hester Atkins, continuity head of the stations.

Temporary Jobs Offered by FCC

Commercial, 'Ham' Operators May Get Emergency Work

IN ITS quest for radio operators to work in the field in its plans for a 24-hour watch of communications during the war emergency, the FCC announced July 16 that temporary positions, paying from $1,620 to $1,800 per year, are available to those holding radiotelegraph licenses.

Civil Service examinations are open now for operator positions, it stated in a public notice, but the FCC is prepared to accept applications from licensed commercial operators and amateurs for appointment in the field service, with the understanding that those selected will be given temporary employment for 30 days and examined during that time by the Civil Service Commission. Temporary employees who pass the examination and are reached in the order of their standing on the eligible list will receive indefinite probationary appointment on a temporary basis as the "present emergency may justify," the FCC said.

Covered in Defense Fund

The Commission has procured from defense appropriations a budget of $1,600,000 for monitoring equipment and increased field personnel. [Broadcasting, July 1, 15]. It needs some 3,400 additional operators, clerks and other field personnel, all of whom must be procured from Civil Service eligibility lists. Explaining the procedure to be followed regarding the temporary appointments, the FCC announcement stated:

General Conditions

Applicants receiving appointments must defray the expense of travel to the city or town designated by the Commission as their headquarters. The Commission reserves the right to make transfers from time to time according to the best interests of the service. A few positions will be available outside the Continental United States to those who pass the Civil Service examination. Those who are willing to accept appointment in Alaska, Hawaii, and Puerto Rico should indicate their order of preference. Adoption of this preference may also be shown for regions within the Continental United States, as, for example, "West Coast," "Southeast," etc.

Temporary appointees are also required to pass a physical examination which is conducted at U.S. Public Health stations throughout the United States. Operators will be required to travel in Commission field cars on official business, and when operating outside of the limits of their headquarters station will be paid five dollars per day for subsistence.

Operators in the Commission's service are required to stand a rotating watch which involves work on Saturday afternoons, Sundays and holidays. Personal holding radiotelegraph first class licenses will be appointed to fill positions at $1,800 per annum and those holding radiotelegraph second class licenses at $1,620 per annum.

Amateur's Qualifications

Amateur licensees desiring to file applications for positions as operators in the field service must possess the following qualifications:

(a) Must be at least 21 years of age and not over 55 unless they have veterans' preference; (b) Must hold as amateur operator's license for a continuous period of at least five years prior to making application for employment; (c) Must demonstrate in a Commission field office their ability to transmit and receive plain English text in the International Morse Code at the rate of 20 words per minute. The salary for amateurs who qualify for appointment is $1,020 per annum. A deduction of 32% per cent is made from all salaries toward retirement, but this is returned if the employee leaves the government service before retirement.

Applications should be submitted on U.S. Civil Service Application Form 8 to the secretary, Federal Communications Commission, Washington, D.C. Complete information must also be filed with proof of citizenship and fingerprints under FCC Order No. 75. Further information relative to these positions may be obtained by writing to the FCC or to the U.S. Civil Service Commission, Washington.
PLOUGH SHOWETTES  
Complete Family Episode  
In 30 Seconds

PLOUGH Inc., Memphis, has placed a unique series of one-minute spot announcements on 18 Southwest stations for Mexican Heat Powder, through Lake-Spiro-Shurman Agency, Memphis. The transcribed Happy Holmes Family series, called showettes by the agency, consist of 30 seconds of a complete episode in the life of the family, with the other half devoted to the commercial. The complete 30-second episodes feature clearly defined characterizations and everyday human appeal.

Cast of four for the series was selected in cooperation with World Broadcasting Co., which wrote the series, and includes well-known New York radio actors. Three to seven Happy Holmes Family transcriptions are carried weekly on KLRA, Little Rock; WMC, Memphis; KRGV, Harlingen, Tex.; KPRC, Houston; WFAC, Fort Worth; KPNO, Lubbock; KJSA, San Antonio; KLRV, Las Cruces; WWL, New Orleans; KOMA, Oklahoma City; KTUL, Tulsa; KFF, Wichita; WAFB, Kansas City; KWK, St. Louis.

Public Domain Interest Is Found Progressing  
RAPIDLY growing interest in tax-free public domain music is indicated in a 24-page booklet The Last Milestone, published late in July by Lang-Worth Feature Programs Inc., New York. In a foreword the transcribed music-program firm states that letters have been received from 301 stations, requesting comprehensive information on the NAB-Lang-Worth Library Service, which includes the copyright-free music list acquired by Langlois & Wentworth from the NAB Bureau of Copyrights.

According to this latest Lang-Worth prospectus, which emphasizes "copyright independence" as fostered by Broadcast Music Inc. in competition with ASCAP, the NAB-Lang-Worth Library contains 304 complete 15-minute recorded radio shows and 1,700 separate musical selections, guaranteed non-ASCAP. Along with the complete service, which includes script and publicity services, index system and storage cabinet, all sold outright, a monthly continuation service built up around BMI releases also is offered for outright sale over a 15-month contract period, "with the full approval and support of the NAB". Columbia Recording Corp. is cutting Lang-Worth selections.

Seeks New Mexico Shifts  
A. R. HEBBENSTREIT, owner of KGGM, Albuquerque, and KWSF, Santa Fe, has applied to the FCC for new facilities for those stations. The New Mexico contractor asks for 300 kc. and 5,000 watts fulltime for KGGM, now operating with 1,000 watts at 1230 kc. For KWSF he seeks 1,000 watts on 1230 kc. in lieu of its present signal of 100 watts on 1310 kc. KOB, Albuquerque, recently was authorized by the FCC to increase its power to 50,000 watts.

MANNFRED B. LEE and Frederick Dannay, New York authors of the CBS Radio Queen mystery dramas, are in Hollywood to write a film version of the series for Columbia Pictures Corp.

'Broadcasting Day'  
(Continued from page 81)

Bill Stern, Virginia Rae, Stebbins Boys, Morton Downey, Graham McNamara, Margaret Speaker, Ted Husing, Ray Perkins, Col. Stoopnagle and the Revelers.

All Groups Cooperating  
Conrad Thibault will sing the "More Perfect Union" tone poem from New York. Norman Corwin is expected to write and produce a dramatic sketch along the lines of his "Seems Radio Is Here To Stay", which was written in 1939 in connection with NAB Open House Week. Arrangements may be made to have Charles Laughton, famed character actor, play the lead role.

In addition to the contribution of services by the famous stars, the American Federation of Musicians and the American Federation of Radio Artists have given full clearance to their members to participate in the program. The broadcast portion of the program will include brief messages from Harvey D. Gibson, chairman of the board of the New York fair, and Marshall Dill, president of San Francisco exposition. Dr. John S. Young, director of radio and television for the New York Fair, and R. C. Coleson, director of radio at the San Francisco fair, will be masters of ceremonies. Pickups will be from Washington and Hollywood as well as the fairs.

The fairs, working in collaboration with the NAB and the industry, conceived the joint celebration as an expression of public good will toward the radio industry. Emphasis is to be placed on radio's efforts to promote national unity through the free expression of ideas. Ed Kirby, NAB public relations director, was the industry's principal liaison with the fair groups. The radio program is being produced and directed by William S. Rainey, former NBC production manager.

In the non-broadcast ceremonies, the fair committees have asked concerns having exhibits and also network programs to invite their stars to come to their exhibits and act as hosts throughout the day. Many outstanding radio personalities thus will be on hand. New York and San Francisco local stations throughout the day will make special pickups from the fairs.

Newsreel cameramen will be on hand. A pictorial brochure, memorializing the occasion and the statements made, will be published.

W. H. REITZ, manager and chief engineer of KVAK, Atchison, Kan., which began operating exactly a year ago, has purchased that station from Carl Latenser, local music and home appliance dealer of Atchison, Leavenworth and Fall City, Neb. The purchase price was undisclosed, and application for transfer of ownership has been filed with the FCC.
consider these specifications

**Application** Deluxe Broadcast service in the frequency range 550 kc to 1600 kc.

**Carrier Power** 5000 watts with provision for reduction to 1000 watts.

**Power Reduction** Instantaneous reduction of plate voltage to final amplifier and modulator.

**Frequency Stability** Less than 10 c.p.s. deviation from assigned value.

**Audio Frequency Response** Constant within plus or minus 1.5 db from 30 to 10,000 c.p.s.

**Audio Frequency Distortion** Less than three per cent r.m.s. between 50 and 7500 c.p.s. at 100% modulation.

**Residual Noise Level** More than 60 db below 100 per cent modulation level (unweighted).

**Radio Frequency Output Termination** Concentric or four wire grounded transmission lines of 60 to 300 ohms impedance.

**Personnel Protection** Fully interlocked front and rear doors.

**Tuning Method** Centralized control of all motor driven variable elements by selective switch on control panel.

**Metering** Twelve rectangular case instruments, including 40E meters, with selective metering switch on control panel.

**Monitoring** Provision for connection of frequency and modulation monitors.


**Cabinet Sizes** Transmitter Proper 120" wide x 30" deep x 78" high. Monitor Rack 20½" wide x 14" deep x 78" high.

**Power Consumption** 16.5 kw—no modulation; 18.5 kw—average modulation.

**Power Source** 220 volts, 60 cycles, 3 phase.
Aircooled 5kw 21A

31 superior features

inverse feedback
economical aircooled tubes
motor tuning
instantaneous power reduction
centralized control and centralized metering
positive relay protection
class A and class AB audio system
positive overload protection
vertical chassis construction
correlated cabinets
fully encased external components
magnetic circuit breakers
highly efficient circuit
low circuit distortion
simpler adjustments
full length access doors
arc back indicators
inductive neutralization
recycling relay
high reactance filament transformers
standard vacuum tubes
complete personnel protection
low power consumption
low initial cost
convertibility to 10 kw
easy installation
spun glass air filters
ferrule type resistors
complete tube visibility
r-f arc-over protection
quadrature connection of main rectifier tubes

accessible
reliable
efficient

COLLINS RADIO COMPANY

CEDAR RAPIDS, IOWA
NEW YORK, N. Y.: 11 WEST 42 ST.
May Reinstall Business Index
(Continued from page 33)

On your way to or from the San Francisco Convention stop at Youngstown and visit the model studios of WFMJ

Nowhere does the American predication for free speech run more rampant than in "B. Mike’s" radio column in The Oregonian. B. Mike says what he thinks about radio programs and radio performers. Listeners have a chance to say what they think. And some of the comments fairly sizable.

The result is a much "cussed and discussed" radio column which keeps radio listeners listening to KGW and KEX, the radio stations of The Oregonian.

In Portland it will pay you to pick KGW and/or KEX—Portland’s only newspaper-owned and operated stations.

Straight from the Shoulder!

KGW
RADIO STATIONS OF THE
OREGONIAN
PORTLAND • OREGON
5000 WATTS CONTINUOUS
NBC RED
National Representatives—EDWARD PETRY & CO. INC.
New York Chicago Detroit St. Louis San Francisco Los Angeles

KEX
1500 KC
5000 WATTS DAYS
1000 WATTS NIGHTS
NBC BLUE

BROADCASTING • Broadcast Advertising

Page 114 • August 1, 1940

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5000 WATTS DAYS
1000 WATTS NIGHTS
NBC BLUE

BROADCASTING • Broadcast Advertising

Page 114 • August 1, 1940
A new and improved guyed tower designed for commercial radio stations. Uniform cross section. Liberal safety factor throughout, for example, guys have safety factor of five in a 70 mile wind. Low erection cost. Lower initial cost due to tremendous annual tower volume in wind-electric field. Wincharger tower now used and endorsed by numerous commercial and government stations.

**APPROXIMATE COSTS**

Following prices include towers furnished with prefixed guy sockets (except 200 foot tower), Lapp base insulators, high strength guys, guy insulators, turnbuckles and paint:

- **200 FT. TOWER** $675.00
- **240 FT. TOWER** $1525.00
- **300 FT. TOWER** $2100.00

(Experienced erection engineers available to handle complete installation of tower.)

*F.O.B. Sioux City, Iowa less lighting and erection costs.

**WINCHARGER CORPORATION**

SIOUX CITY, IOWA

WRITE FOR COMPLETE DETAILS INCLUDING STRESS ANALYSIS ON TOWERS

ROADCASTING • Broadcast Advertising

August 1, 1940 • Page 114-A
Television Notes

Course in Television

THOMAS H. HUTCHINSON,
NBC television program director,
will conduct the first university-
course in planning, writing and
producing television programs to
be given at New York U this fall
according to an announcement by
Douglas Coutler, director of the
NYU Radio Workshop, who is
assistant director of broadcasts for
CBS. Students in the course, which
will begin Sept. 26, will practice
writing original scripts and also
adapting material for television,
will be taught to plot video pro-
grams with diagrams and maps to
determine whether material would
be good for television presentation
or not.

INTENT upon its television trans-
mission development, recently given
the green light by the FCC, Allen
B. DuMont Laboratories, Passaic,
N. J., announces the perfection of
this portable pickup unit weighing
only 45 lbs. and mounted like a
camera on a swinging movie tripod.
Entire equipment, excluding of
still relay transmitter and transmitter
power supplies, comprises
Ronco-type camera and seven units
that can readily be carried in an
automobile. Tested at the Passaic
experimental transmitter, the unit
has also been tested and will be
used by the new DuMont trans-
mitter being built at 515 Madison
Ave., New York.
ATTENTION: PLEASE
OVER 141 STATIONS USING THE
ORIGINAL TEL-PIC NEWS-PHOTO
AND MERCHANDISING DISPLAYS

Progressive broadcasters, 141 of them*, from Maine to California are now using Tel-Pic's News Display, radio's newest merchandising plan for station and sponsors. Developed exclusively for radio, Tel-Pic's Plan helps build an audience for the station and sponsor with its neat, attention-creating display which offers a daily stream of merchandising and publicity tie-ins for the station and for all types of local or national products.

Only TEL-PIC gives you the following features:
1 Illuminated electric display (18 by 28 inches) in six colors . . . red, blue, black, yellow, white and green . . . patented bio-lite ANIMATED waves. (Not just a frame.)
2 News flash photos of outstanding world events mailed daily, except Sundays and holidays. This creates daily news interest. Photos are printed on 70 lb. coated stock and mailed in card-board tubes to insure protection.
3 Ample space for sponsor or station merchandising in bottom-removable panel of display. (Hand painted on glass.)
4 Simple, durable equipment. Merely insert plug in AC or DC current and display becomes animated, and call letters in top panel become illuminated in radio-like waves.
5 Sold exclusively to your station on monthly budget plan at extremely low cost.

Tel-Pic Syndicate Inc. will send its representatives to your city to sell choice locations for its displays in banks and merchants' windows at no cost to you under our new reciprocal plan that will be sent on request. Billings to customers are handled direct by Tel-Pic Syndicate Inc.

See TEL-PIC's representatives at the St. Francis Hotel in San Francisco, August 4-7. You owe it to yourself to investigate TEL-PIC's Display Service before making any 1940-41 merchandising plans.

*Tel-Pic's 141 subscribers include local stations, network affiliates, network M & O stations, 100 watters to 50,000 watters.

See "Tel-U-Vision" display model at convention. Greatest attention-arrester yet devised for store windows.

TEL-PIC SYNDICATE Inc.
1650 Broadway • New York City • Circle 5-4688
HENRY P. HAYWARD will handle production of Musical Americans, sponsored on NBC Blue and Red stations by Westinghouse E. & M. Co., New York, according to an announcement July 18 by Kenneth Watt, radio director of Fuller & Smith & Ross, agency in charge. Mr. Watt will continue to supervise the program, serving temporarily as m.c. of the series, he will begin work immediately on building two new shows for agency clients.

CHARLES McCANDLES, formerly with Lord & Thomas, has joined the research department of J. M. Mathes Inc., New York.

MCKEE & ALBRIGHT, Philadelphia agency with a New York branch office, is planning to open a new business department in mid-August as part of its New York setup, under the direction of Herbert Korholz, who is currently on vacation until that time. No announcement of accounts the department will handle has been made pending Mr. Korholz's return.

GEORGE COMTOIS, radio director of Federal Adv. Agency, New York, for the last three years, has resigned and has not yet announced his plans. No successor has been named.

TOM REVERE, New York radio director of Benton & Bowles Inc., is in Hollywood supervising West Coast activity during the absence of Donald Corcoran, production manager, who is recovering from a severe illness.

RODNEY PANTAGES Inc., Hollywood talent agency, with offices at 6235 Hollywood Blvd., has filed new incorporation papers with the California Secretary of State in Sacramento. Rodney A. Pantages, L. A. Saltier and A. M. Fritich are named as directors.

ARTISTS STUDIOS, Hollywood talent agency, with offices at 6615 Hollywood Blvd., has been granted articles of incorporation by the California Secretary of State. Directors are H. A. Miller, P. Herrie and E. Fisher.

FRANK HSALY, formerly in charge of radio contacts for RKO Radio Pictures Inc., Hollywood, has opened his own talent agency, at 8555 Sunset Blvd., that city, and will handle film personalities for radio.

SAMUEL STILLMAN, formerly advertising manager of Glove Department Store, Los Angeles, has formed his own agency under the firm name of Sam Stillman Adv., with offices at 550 S. Broadway.

DONALD COPE, Hollywood radio production manager of Benton & Bowles Inc., has recovered from a severe attack of pneumonia, and is now recuperating at his home.

JAMES J. STINSON, president of Gratchel & Manning Inc., Philadelphia agency, was installed as president of the Poor Richard Club at its annual meeting July 16. William Berry took office as first vice-president; Howard A. Medhold, second vice-president; V. Winfield Challenger, secretary; Dr. Franklin H. Cawl, assistant treasurer. Poor Richard is a club of local advertising executives. Stinson succeeded Adolph Wiedemann. New members of the board of directors are Peter L. Schaeuble, Howard C. Store, James McCabe, Charles E. Eyles, Joh - H. King and H. H. Kynett.

LAKE-SPIRO-SHURMAN Inc. is the new name of the former Lake-Spiro-Cohn, Memphis agency. Milton M. Shurman, secretary-treasurer, has been a member of the firm for more than 10 years. Avron Spiro is president. The firm recently added to its executive personnel as part of an expansion program.

MELVILLE E. WANK, head of Wank & Wank Agency, San Francisco, has been elected president of the Industrial Marketers of Northern California.

SANFORD BARNETT, Hollywood producer of J. Walter Thompson Co. on the CBS Low Radio Theatre, announced by Lever Bros., is in New York for conferences with home office executives on fall plans for the series. Harry Kerr and George Wells, agency writers on the program, are vacationing in Lake Tahoe.

NAT WOLFF, recently resigned as radio director of Myron Selznick Co., Beverly Hills, Cal., talent agency, has formed his own organization under the firm name of Nat Wolff Inc., with offices at 170 S. Beverly Drive, that city. He is now in New York on a five-week business trip for radio and television talent representation. Jack Creamer, of the NBC Hollywood main office of the department, has been assigned to join the new talent agency as account executive.

EARL B. CULP has joined John R. Riordan Co., Los Angeles agency, as vice-president and account executive. Prior to his new affiliation, he was account executive of Heine's Picking & Co., that city.

MAURICE BLATT has opened an advertising agency in Philadelphia, trading as Blatt Features, with offices at 4901 Spruce St.

C. FREDERICK RIEGEL has resigned as vice-president of Geare-Marston, Philadelphia agency to join the New York office of Alley & Richards Co. as account executive.

E. H. BROWN, Adv. Agency, Chicago, has moved to temporary quarters, Suite 1502, Merchandise Mart. On Sept. 1 the new location will be Suite 933; telephone, Delaware 5333.

GEORGE DURAM, time buyer of II. W. Kastor & Sons, Chicago, is the father of a girl born June 20. It is his second daughter.
KFIRO, Longview, Tex., has posted for normal operation of a 1,000-watt operation on 1340 kc from July 15 to Aug. 4 because of the intense political activity in the State during July. The station plans to build a formal opera- tion for public relations purposes, including an RCA 1,000-watt transmitter and building. The station will have three 175-foot Winchburger towers.

When KFIRO started operating its new facilities recently, 26 stations throughout the country sent congratulatory messages, in addition to the transcribed greetings, other instructions, and wires and letters to James R. Curtis, president.

LISTENERS to the Court of Mis- take, a program presented by Sterling Products, New York, for Ironized Yeast, now have an opportunity to win money even if they aren’t among the mining beneficiaries, following a ruling by the aposer that $50 will be awarded anyone who furnishes information leading to the discovery of an heir sought on the program. As the offer became effective July 16, the aposer was handed over to four estates, involving a $70,000 estate left by a Chicago spinster who died without making a will; a $15,000 bequest to her brother, left by another spinster; and two other estates valued at $4,000 respectively. Agency handling the account is Rhathum & Hyen, New York.

LEON A. FRIEDMAN, president of Network Features, New York, who recently acquired a Los Angeles motion picture company, has announced full and weekly production of a 15-minute “Eye-View of Hollywood, Radio Raffles, Father Reads the News,” a musical quiz program with music by an orchestra, and a name band production.

WITH ARRIVAL of warm weather, WHN, Cleveland, has initiated a new promotion, which has resumed its half-hour daily summer program Music to Swim By, with a full-time girl program through public address systems to New York’s public swimming pools and beaches.

RANGING from sweet to swing, from classics to spinners, CBS during the week of July 22 tried out a series of sustaining musical shows featuring Columbia artists. From June 30 to July 14, 10:45-11 p.m. period. Talent presented included the following: Monday, Bern- nard Herman’s 15-piece orchestra with Genevieve Rowe as vocalist; Tuesday, Lynn Marlow, and the Four Chubbins singing popular songs; Wednesday, the ballad singing of Louie Wedgewood’s orchestra with Genevieve Rowe, Thursday, Buddy Clark and Ray Boyestell’s orchestra with Jane Froman, and Ral- gate Quartet, and Saturday, Michael Loring and Ray Bloch’s orchestra.

WEAI, Boston, on July 23 was host to about 100 newboys, under guidance of officers of the Burroughs Newboys Foundation of Boston, as part of a Fourth of July demonstration and broadcast. The boys were served a free lunch from sponsors’ products, and were conducted on a tour through the studio.

WHN, New York, has issued a new radio card, Number 2, which becomes effective Aug. 1, 1940. Base rate for an evening hour has been raised from $400 to $500 and for a morning hour from $400 to $500. The card will go out to 1010 kc, with 5,000 watts day and 500 watts night.

KOW, Oakland, Cal., recently received a letter from the State of California CCC selection office stating that rates are outpulled by 10:1 in attracting CCC enrollees. KOW’s solicitors have been making announcements for the CCC, advising of openings in nearby camps. According to the agency, the CCC selections in several counties kept track of the success of information given to local youths to apply, and the 4 to 1 ratio resulted.

THIS PAIR of miniature networks, operated similar to big broadcast stations, is used in the General Elec- tric Philadelphia office where D. Lee Chestnut dramatizes the current events of GE, one AM, and one FM, a Green network AM. In center, a midget cut- away house, complete with antenna, contains FM and AM receivers, which pick up signals from two FM and two AM stations. Power comes from transmitters housed in wireless record-players. Effect of inter- fference between FM and AM signals is demonstrated, as well as freedom from station interference.

KOFB, Fairbanks, Alaska, America’s farthest North station, recently presented a trio of well-known U. S. citi-zens on visits to Alaska, Maj. Gen. Henry H. Arnold, chief of the Army Air Corps, visited the General Evange- listic program, with special emphasis on Army Air Corps development in Alaska. Edward E. Willkie, vice-presi- dent of Libby, McNeil & Libby and brother of Republican presidential candidate, was inter- viewed by Jack Winston, KOFB manager, and Walter Gilcrest, local chairman of the American Legion Auxiliary, described the national program of the Auxiliary for Alaskan listeners.

THROUGH courtesy of Sidney N. Strotz, vice-president of NBC in charge of the Central Division, the Chicago Historical Society has started a collection of “verbal manuscripts” comprising important historical events as the Hin- dring, L. Edna Grey’s farewell speech, Chamberlain’s farewell speech, and one of the first interviews with Douglas Corrigan. Mr. Strotz will continue to present the story with recordings of events soon after they occurred.

THE GOSPEL Tabernacle, “radio built,” will be formally dedicated Aug. 4 at Corpus, with Mr. and Mrs. Evangelist H. P. Williams ascertaining to WHIG, Greensboro, and its director, Mr. F. H. Dedrick, is now engaged in making possible erection of the imposing structure.

KAMEHAMEHA SCHOOLS, Hono- lulu, which is open to students who are at least part Hawaiian, is includ- ing Cuba as a mission, and hold- ing part of its curriculum. The series of 52 one-hour Bible dramas is produced by George Logan Price Inc., Los An- geles, and for the last two years has been sponsored on KGU, Honolulu, by a local concern.

WGAN, Portland, Me., cooperating with the U. S. Army, has started a series of weekly hour broadcasts from nearby Fort Williams, featuring music and music of the 86th Coast Artillery Band with five-minute talks by recruiting officers of the post. This supple- ments the spot schedule for all branches of the Army, Navy and air force. Additional time will be given increased to the local Main Citizen’s Coordinating Commit- tee for Defense, of which Guy P. Gran- net, president of Portland Broadcasting System, WGAN licensee, is chair- man.

THE six-nn network team of KWK, St. Louis, has been squared with KMOX July 14 in a special inter-sta- tion match played at Sunset Hills, Mo. For the WGN team had an aggregate of 544 strokes, outscoring the KMOX group by six strokes. The KMOX news and financial representatives, won medal honors with a 72 in the 18-hole match.

WHEN United States passport regu- lations came into force July 1 on the Canada-Us. border, it caused diffi- culties for the staff of at least one Canadian broadcaster, CKLW, Wind- oor, Ont., who was making large posters in Detroit. Passport and visa difficul- ties have now subsided and CKLW employees may commute once more between Windsor and Detroit without trouble.

KTSA, San Antonio, has engaged Col. H. L. Landers, U. S. A. Retired, as staff military analyst and advisor. He was recommended by Gen. Breen, commanding the Eighth Corps Area, who said, “I feel that Col. Landers is highly as the famous Maj. George Fielding Elliot.

WWJ, Detroit, Mich., cooperat- ing with Charles H. Brown, publicist director of Chautauqua Region Inc., has started a series of local programs, Chautauqua Region News & Rhythm, descriptive promotion of the Chautauqua Lake region area.

KROD, El Paso, Tex., in mid-July carried a special account of the local Sock Hop. Boy Dental competition under sponsorship of the Borden Co. with remote control facilities supervised by Chief Engineer Ed Talbott, commentators were handled by Al Keinsey, Darrell Taylor, and Morrison Quigltough.

KIFR, Longview, Wash., has announced several new hookups for Texas- cians, including, Gov. D. Daniel of Texas, Fred B. Kent, full-time radio personality, KCMD, Texarkana, and Col. Ernest O. Smith, manager, TWC, Texarkana, from Center to KPLT, Paris, and KCMD, Texarkana.

WOR, Newark, starting July 22, has a new 40-minute special, in the 2:30-10:30 period across the board Mondays through Fridays for a new program, sponsored by the United Daughters of the Confederacy, titled Meet Mr. Morgan, to be produced by Henry Morgan.

WPEN, Philadelphia, now opens and closes its broadcasts daily by playing “God Bless America,” abridging its old theme song, “Lights Out,” used for the last four years. Special per- mission was secured for the use of the song, WPEN claiming to be the only station in the country permitted to use “God Bless America” as a theme song.

KOIN, Portland, Ore., on July 12 carried the 1,000th newscast sponsored by Joe Wilson, Portland sailor. The station has carried a daily Headlines report for Waller, Sundays excepted, by Frank N. Dennis, who is still its producer and commentator. Labor News Re- views in their current trends and events, as they affect labor, industry and economics.

WHIP, Hammond, Ind., announces the appointment of J. J. Halme & Assoc., Chicago advertising agency, to handle sales and commercial pro- gramming.

WRAK, Williamstown, Md., in mid-July started a new daily “Heatline” with an open house attended by 2,500 visitors, opening with a number of modern studios, the station conducted a special demonstration of its portable studio.

CFRN, Edmonton, and CPCN, are hooking up via Government phone lines to carry The Army Rhaps from the Edmonton encampment of the Southern Alberta Regiment each week.

As A FEATURE of the Saturday night Country Journal programs on CBS, Charles Strokey, CBS-director of Country Programs, will take advantage of the “agricultural tour” of the United States, which extends from June 15 to Aug. 14, giving local farm experts to talk on radio for discussions of farm problems in their particular sections of the country.

BROADCASTING • Broadcast Advertising
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The text provided seems to be a mixture of legal and technical information, possibly from a legal or technical manual. The content appears to discuss various topics such as copyright, trademark, and possibly engineering services. However, the text is not clearly legible, and it is challenging to extract coherent sentences or paragraphs from it. Without clearer visibility, it's difficult to summarize the document accurately.
To Drop ASCAP
(Continued from page 59)

has owned its own licenses to the networks and individual stations
and programming. RCA Mfg. Co. has the right to broadcast
"To a Wild Rose," "To a Waterfall," and other works of
MacDowell.

Acquisition of this catalog by
SESAC makes it generally available for broadcasting, as was
stated, since SESAC now licenses more than 600 stations and all networks,
both regional and national. SESAC licenses run for five-year
periods, are negotiated individually and not altogether as under
the ASCAP system: Recent renewals include NBC, CBS, Don Lee
and Yankee networks, it was said, and such stations as WOR and
WWN. With the Schmidt catalog, SESAC now controls about 50,000
numbers published by about 100 publishers, of which two-thirds are
American companies.

**KXOK Plans Fall Debut**

With 5 kw. Transmitter

KXOK, St. Louis, announced July
29 that it plans to be on the air
this autumn, utilizing its new 630
kw. assignment with 5,000 watts
fulltime in accordance with a re-
cent action of the FCC authorizing
shifts in assignments of several
St. Louis stations. A 90-sec.
station has been procured in Madison
County, Ill., five miles from down-
town St. Louis. Three Twin
Steel towers 300 feet high will be
erected in triangular formation,
and a new 5,000-watt Western Elec-
tric 405 B-1 transmitter has been
purchased.

Phasing units for day and night
directional transmissions are housed
in cabinets designed by Victor J.
Andrew, Chicago engineer. Art
Rekar, KXOK chief engineer, and
Fred Grimwood, consulting engi-
neer, are supervising the installa-
tion. The transmitter house
contains two rooms and is ultra-mod-
ned in design.

**Reverses Libel Law**

FLORIDA radio libel law, passed
by the State legislature in 1939,
has been declared unconstitutional
by Judge Bayard Shields of Du-
val County Circuit Court, accord-
ging to a report from Jacksonville.
The law, urged by station operators,
provided protection of owners, lessees,
licensees and operators against
 damages for any defamation or
libelous statements published
or uttered by one other than
such owner, lessee, licensee, or
operator or agent or employee thereof.

"In a rich, populous area made-to-order for profitable
merchandising, WJW now offers complete and co-
ordinated facilities for reaching and selling this vast Akron market.
With new low rates, we have given more value to each dollar spent
by our advertisers . . . because each dollar now buys the atten-
tion of more potential customers."

**W. M. O'NEIL**

General Manager

Mr. O'Neil, thoroughly skilled in sound business practice merchandising
through his association with the General Tire and Rubber
Company, has shaped the policies of WJW along progressive and
dynamic principles. Outstanding improvements in service and re-
sults are inevitable. WJW is now a basic medium for every sales-
mined advertiser!

Represented by: HEADLEY-REED CO.

Graybar Bldg., New York

**NEW LOW RATES**

**NEW PROGRESSIVE MANAGEMENT**

BROADCASTING • Broadcast Advertising

August 1, 1940 • Page 117
Analysis of 1939 Broadcast Station Revenues by Broadcast Region and State

<table>
<thead>
<tr>
<th>Broadcast Region and State</th>
<th>Network</th>
<th>Non-network</th>
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<tbody>
<tr>
<td>NORTHERN DISTRICT</td>
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<td>New England</td>
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| SOUTHERN DISTRICT         |         |            |
| Southeast                  |         |            |
| Alabama                    |         |            |
| Arkansas                   |         |            |
| Mississippi               |         |            |
| Florida                    |         |            |
| Georgia                   |         |            |
| Louisiana                 |         |            |
| Tennessee                 |         |            |
| South Carolina            |         |            |
| North Dakota              |         |            |
| South Dakota              |         |            |

| WESTERN DISTRICT          |         |            |
| Mountain                  |         |            |
| California                |         |            |
| Oregon                    |         |            |
| Washington               |         |            |
| Pacific                   |         |            |
| California                |         |            |
| Oregon                    |         |            |
| Washington               |         |            |
| Total, Western District   |         |            |

| Total, United States      |         |            |

<table>
<thead>
<tr>
<th>Yankee Traders</th>
<th>Sponsor's 5,000 Dealers to Have Swapping Lists</th>
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<tbody>
<tr>
<td>H. P. HOODS &amp; SONS, Charlton, Mass. (Ice cream)</td>
<td>Aug. 2 starts The Original Yankee Swapper on the CBS New England net. including WEEI, Boston, WBRO, Providence; WORC, Worcester; WMAS, Springfield, and WBRN. Program material is derived from the &quot;Original Swapper&quot; columns of Yankee Magazine, published in New York, N. Y., and feature guest appearances of swappers. WEEI will originate the program. Listeners may obtain free swap lists at any of the 5,000 Ice Cream dealers in New England. The lists also advise listeners how they may participate in the pro- gram and appear on the program. Additional participants may be invited between themselves, participants may swap articles with the Original Yankee Swapper himself. Plans to start by swapping an inexpensive item on the first program and &quot;swap all the way up to a yacht&quot;, making one trade a week. Agency is Harold Cabot &amp; Co., Boston.</td>
</tr>
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Drene on NBC-Red

PROCTOR & GAMBLE CO., Cincinnati, has contracted for the 7:30-8:00 p.m. (CST) period Saturdays on NBC-Red for a program to begin this fall in behalf of Drene. Starting date and show title have not been definitely set. H. W. Kas- tor & Sons, Chicago, placed the contract, which runs through June, 1942.

LEE NASH, formerly news editor of KGVO, Missoula, Mont., won one of four nominations to the State legislature in the July 16 Democratic primary.

U. S. Lines Schedule

UNITED STATES Lines, San Francisco and New York, conducted a two-week spot announcement campaign in late July over seven Pacific Coast stations (KDKA, KAIK, KFRC, KPO, KFBR, KJL, KJH) to call attention to the additional palatial dining rooms and lounge facilities carried on the New York-San Francisco run—the Manhattan and the Washington. One-hundred-word live spot announcements were used on stations, averaging one a day and varying in length from day to night. The campaign was handled through J. Walter Thomson Co., San Francisco.
Regions and States: FCC Report Covering 705 Stations

**FCC Quorum Order**

Routine amendment of its new administrative order (No. 3), whereby less than a quorum of the FCC can function, was announced July 27. The order authorizes less than four members of the Commission to function as a board on all save those matters specifically reserved for the Commission en banc, with the provision that any party affected by such orders or decisions of the board may file a petition for rehearing by the Commission, which must be passed upon by the Commission.

**Sports for Ladies**

A SPORTS program for women, with a woman commentator in charge, will be started Aug. 5 on WGBA, Rochester, N.Y. Titled *In This Corner—The Ladies*, the program will be broadcast from 4 to 6:30 p.m. each afternoon Monday through Friday, featuring Alice Brewer, former columnist of the Boston Post. The program will be heard in several series on the Yankee Network.

**While Show Went On**

MYRON DUTTON and Ben Gage, Holly Hill’s director, and announced respectively of the NBC program, *Our Half Hour*, also are linked as tenants of a hillside home. Five minutes before going on the air with a recent program, they were informed their house was five on five agencies of radio which included any mud and rush to the scene to remove the house, so nervously they endured the full program and dashed to the scene immediately after signing off. Danner, as assessed by a much relieved Gage, consisted of one large hole in the roof, a smoke-blackened bedroom, and a pair of shoes slightly charred. The bedroom and shoes belong to Dutton.

**DR. GEORGE W. YOUNG**

Owner and manager of WDGY, Minneapolis recently sold one of his airplanes to the Canadian Government for use as a fire-fighting plane. The plane, a Stinson 105, has complete aerial and radio equipment and was used formerly for radio broadcasting on WDGY. Dr. Young, commissioner of the Minnesota Aeronautical Assn., has been flying for 17 years.

**NEHI Corp.**

Columbus, Ga. (Royal Crown Corp., on Sept. 13 will retire *Believe It or Not* with Robert B. Ripley, to an undetermined CBS network for a Friday evening half-hour which is also not settled as yet. Agency is BBDO, New York.
Network Accounts

New Business


ALMONT, COLLIERS & Co., Toronto (Pond's Cream), on Oct. 8 starts The Jazz Singer on 32 Canadian Broadcasting Corp. stations, Tues., 8-8:30 p.m. Agency: Walter Thompson Co., Ltd., Toronto.

SUNNYYALE PACKING Co., San Francisco (Hance Soup), has started participation in Bush Bury, the Market Scout for 2 weeks on 31 Don Lee stations, Mon., Wed., Fri., 8-8:45 p.m. (PST). Agency: Lord & Thomas, San Francisco.

F. G. GOETT & SONS, Philadelphia (scrapple), on Aug. 11 starts Radio Breakfast for 20 weeks on 8-8:45 a.m. Orlie Santoro, yodeler, on 11 NBC-blue stations, Sun., 5:18-5:30 p.m. Agency: Clements Co., Philadelphia.


LANGENDORF United Bakersies, San Francisco (bread and cake), on July 22 started 3-week series by Rochester on 6 CBS West Coast stations (KEXF KMBJ KGIY KIRO KOVI), Mon. thru Fri. 1:30-1:45 p.m. (PST). Agency: Leon Livingston & Co., San Francisco.


LUTHERAN LAYMEN’s League, St. Louis, on Oct. 27 resumes The Lutheran Hour on 30 stations, Mon., Wed., Fri., 1:30-2 p.m. (EST), 7-7:15 p.m. (CST), or 12:30-1:30 p.m. (CST). Agency: Kelly, Stahlman & Zahranit, St. Louis.

SKELLY OIL Co., Kansas City, on July 29 started new commentaries by Capt. E. D. Shelp on 12 NBC-Red stations in the Midwest, Mon. thru Fri., 8-8:45 a.m. (repeat 9:9:15 p.m.), for 20 weeks. Agency: Henri, Horst & McDonald, Chicago.

Renewal Accounts

MODERN FOOD PROCESS Co., Philadelphia (Thovo dog food), on Sept. 10 resumes The Happy Hollow on 11 NBC-Blue stations, Sun., 5-5:30 p.m. Agency: Clements Co., Philadelphia.

COLGATE-PALMOLIVE FEET Co., Jersey City, N.J. (shaving cream), on July 25 resumed 32 weeks Strange As It Seems on 55 CBS stations, Thurs., 8-8:30 p.m. Agency: Benton & Bowles, N.Y.

STERLING PRODUCTS Corp., New York (Bayer Aspirin), on July 12 started 32 weeks Strange As It Seems on 55 CBS stations, Tues., 1:30-8 p.m. Agency: Blackett-Sample-Hummert, N.Y.


LEVER BROS. Ltd., Toronto (Lux soap on Sept. 9 renewal, Radio Theatre on 30 Canadian Broadcasting Corp. stations plus CFBF, Toronto, and CFCF, Montreal, 8-8:45 p.m. Agency: J. Walter Thompson Co., Ltd., Toronto.

STANDARD BRANDS Ltd., Toronto (Tenderleaf Tea) on Oct. 6 renew 4-5 series, 5 on 22 Canadian Broadcasting Corp. stations, Sun., 8-8:30 p.m. Agency: J. Walter Thompson Co., Ltd., Toronto.

STANDARD BRANDS Ltd., Toronto (Chase & Sanborn Coffee), on Sept. 11 continues Charlie McCarthy and Edgar Bergen on 22 Canadian Broadcasting Corp. stations, Sun., 8-8:30 p.m. Agency: J. Walter Thompson Co., Ltd., Toronto.

WELCH GRAPE JUICE Co., Westfield, N.J., on Aug. 11 starts Irene Rich on 46 NBC-Blue stations, Sun., 9-9:45-10:30 p.m. (repeat 7:30-10:30 p.m.). Agency: H. W. Kasarskis & Sons, Chicago.


P & G Serial Returns

PROCTOR & GAMBLE, Cincinnati (Teas), on Sept. 2 will return its Those We Love, weekly half-hour dramatic show, to 59 CBS stations Mondays 8-8:30 p.m. (EDST), and 11 outlets for a repeat show for Mountain and West Coast regions at midnight. The cast will remain the same as last year, with leading roles handled by Nan Gray, Richard Cromwell, Almer Kruger, Virginia Sale, Oscar O’Shay, Helen Wood and Donald Woods. Broadcasts will originate in Hollywood.

H. W. Kastor & Sons, Chicago, handles the account.

Network Changes


R. J. REYNOLDS TOBACCO Co., Winston-Salem, N.C. (Prince Albert tobacco), on July 30 added 8 NBC-Red stations to Grand Ole Opry, making for a total of 33 split NBC-Red stations, Wed., 5-10:30 p.m. Agency: Wm. Esty & Co., N.Y.

CUMMER PRODUCTIONS Co., Bedford, Ohio (Lumina), on Sept. 4 broadcast What Will You Have Done, making a total of 35 split NBC-Red stations, Wed., 5-10:30 p.m. Agency: Young & Rubicam, N.Y.

ARMAND Co., Des Moines (cosmetics), has appointed H. M. Scola & Sons, Chicago, to handle all its advertising. Full plans include radio, newspaper and magazines.

ALBERT Labs., Chicago (Respirin, cold remedy; Ban Ams, asthma remedy), has appointed First United Broadcasters as its agency, with Hugh Rager as account executive. A spot radio campaign is planned for this fall.

Jack W. Laemmle Joins Lord & Thomas, Chicago

JACK W. LAEMMLE, for 18 years assistant time-buyer and member of the research staff of Blackett-Sample-Hummert, Chicago, on Aug. 1 was appointed time-buyer and head of the radio department of Lord & Thomas, Chicago. While at BSH, Mr. Laemmle was responsible for radio, TV and major network coverage. The NAB has on its agenda at the current convention a discussion of the conclusions of previous joint BSH, Mr. Laemmle was with the Lord & Thomas research department. He is a 1932 graduate of Loyola U of Chicago and did postgraduate work at Northwestern U.

Holly Shively, formerly time-buyer in charge of radio for Lord & Thomas, has joined the executive staff of the copy department of that organization. James Whipple remains in charge of production.

‘True Story’ on MBS

MACADDEN Publications, New York, on July 31 started a new daily-time dramatic program, ‘Tll Never Forget’, on 78-station MBS network, which program features dramatizations of prize-winning letters published in the ‘Never Forget’ column of True Story Magazine, which it advertises. Pat Barnes, master of ceremonies, and Frank Luther, tenor, are featured on the broadcasts.
FM at Convention
REL Transmitter Shipped for Demonstrations

For the benefit of Western broadcasters who have not previ-
ously heard frequency modulation (FM) at 1 kw, FM transmitter
has been shipped from Radio Engineering
Laboratories to San Francisco,
along with radio equipment, to the
High Frequency Broadcast Stations.

FM Demonstration Is Planned by WE

Featuring exhibits of synchronized
FM and a line of ultra-high
quality speech input equipment,
Western Electric plans to her-
ald radio's latest developments at the
NAB Convention in San Fran-
cisco. Another exhibit, covering
functional station architectural de-
sign series, will be available to
winning entries together with 24
others that won honorable mention in
the Yankee Network's Special
Designing contest. A complete line of
accessory equipment also will be
displayed, according to H. L
Savill, technical director of the
WE specialty products division.

Representatives of Western Elec-
tric, along with officials and engi-
neers of Bell Telephone Labora-
tories and Graybar Electric Co.,
will attend the convention to ex-
plain and demonstrate the new de-
velopments. A 1 kw, FM transmit-
er, one of a group of experimental
units that will be on exhibit, is a
new 100-250 watt AM transmit-
er also will be exhibited.

In addition to demonstrations, other
representatives at the meetings will in-
clude E. W. Thurston, L. F
Brockover, G. W. of New
Hampshire, C. W. Reynolds.

GM Laboratories will be represent-
ated by J. F. Morrison and W. H
Doherty, Graybar by A. J. Evans
New York; G. I. Jones, Wash-
ington; E. H. Taylor, Chicago; C. C
Rose, Los Angeles; W. H. Johnson
and E. H. McIntosh, San Francisco.

WOW to Move Studios, Become Key Station of Atlantic Seaboard Net

Removal of studios and offices of WOW, New York, to 730 Fifth
Ave., where 10,000-square feet of space will be occupied, will be effect-
ed on October 15, according to Harold A. Lafount, former Radio
Commissioner, now general man-
ger of General Electric, and
Ray S. Geoffrion, manager of
the station, which recently began
full-time operation, is expected to
become a part of the Atlantic Seaboard
board network, to be known as
American Broadcasting Co.
Present studios and offices of WOW, W. 46d St. Mr. Lafount will main-
tain his New York office at the
new quarters, continuing his daily
broadcasts over New York and
Washington.

On August 12, WOW initiates a re-
vised program policy, and will start a
daily all-music schedule running from 6 p.m. to midnight, accord-
ing to Miss Hyla Kiczak, general
manager.

The only departure from the six-
hour programming schedule for the
quarter-hour sports review by Tom
Spadaro at 6:15 p.m. weekdays and
five-minute evening newscasts on
Sunday. On Sundays the popular music schedule will be supple-
mented by the 9-10 p.m. Opera
Haus and the 9-10 p.m. program
WOW. In conjunction with the change the station has expanded its
local program schedule and will be
confined to daytime hours and to commercial clients, with all
daytime shows permitted. "It's our
 designing those to foster American traditions and per-
form a distinct public service.

RCA to Display FM at Convention

An RCA 1,000-watt FM transmitter
will be exhibited for the first time
at the NAB Convention in San Fran-
cisco in April 4-7, at display rooms
in the San Francisco Plaza and
Francis Hotel, according to an
announcement July 24 by RCA Mfg.
Co. in New York. Thomas J. Sargent,
sales manager, will head a contin-
tinue degree of RCA sales engineers at
the exhibit.

The RCA exhibit in Rooms 551-
554 of the Francis will include
new channel modulation units, transmitters, adapters for stand-
ard AM equipment, new models of
FM receivers, and new display type
of monitors and public address sys-
tem. It will also form a part of the
RCA special section of the dealers in San Francisco, on Treasure Island or in
to the route to the convention.

For demonstration of RCA, in addition to Mr. Baker are H. C.
Vance; T. A. Smith, C. M.
Dexter, and Mr. Sargent, in charge of
engineering products division in
Cameron; Harry LeRoy, manager of
农业生产 products; T. T. Trouvé and
T. J. Boerner, transmitter engi-
neering; R. A. Wilson, of RCA's
International部, Mr. Skennert, Ben Adler, "Red" Reesor, "Happy" Hopkins, Bill Witty, Bill Beitz and Jack Frost, district sales
managers.

CBS Seeks Gains in Drug Billings

Renewal of three programs sponsored for drug products, each
for a total of 63 stations, an ex-
Large of a fourth drug-spon-
sored series leads CBS to predict
\300,000,000 billings for fall. Two of the programs, Ask-It-Basket and Strange as It
Seems, are underwritten by Colgate-Palmolive Co., and the whole
total of 17 radio stations in the
northeastern United States is underwritten by Upjohn Co., the manu-
facturer of one. Strange as It
Seems, for Palmolive shave creams, added two stations to its billing
trail, bringing the total to 23.

Also, for the 8 to 9:30, 9:30 to
10 P.M. series respectively. CBS reports the 8:59-9:19 spot for Elmer Davis' night-
ly review of the news from England.

Network for Ask-It-Basket, ad-
vertising Colgate Dental Cream,
has added one, Strange as It
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trail, bringing the total to 23.
THE BROADCASTING INDUSTRY

... is cordially invited to witness Radio Engineering Laboratories' FM demonstrations to be held in the REL suite at the St. Francis Hotel, August 4-7, during the NAB convention in San Francisco.

REL will install a 1 kw FM transmitter in the studio building of Radio Station KSFO and will broadcast high fidelity programs continually from KSFO to the REL demonstration rooms in the St. Francis Hotel.

As the pioneer FM transmitter manufacturer, REL is proud to have been associated with the inventor of FM, Major Armstrong, in building the first FM station on the air. Over 95 percent of all FM stations now in existence use REL-FM transmitters from 1 kw to 50 kw.

Come and hear the best there is in FM.

REL welcomes your inquiries.
WFBL's increased power from 1000 to 5000 watts makes your advertising dollar pull even harder . . . reaches more people with greater force!

Measure WFBL's worth to you not only by programs and service, but by its coverage, as well. Remember it gives you the greatest coverage of any station in the Syracuse and Central New York area. Coverage that multiplies your present sales by a new and greater potential—5000 watts both day and night!

WFBL
SYRACUSE
NOW
5000 WATTS
NIGHTS!

ONONDAGA RADIO BROADCASTING CORP.
Syracuse, New York
MEMBER BASIC NETWORK COLUMBIA BROADCASTING SYSTEM
National Representatives, Free & Peters, Inc.

WMEX
TRANSMITTER BUILDING COMPLETED
5000 WATTS
RCA EQUIPMENT DELIVERED
1470 KC.
WILL BE OUR NEW FREQUENCY
FULL TIME IN
BOSTON
ON THE AIR VERY SOON

Representatives

GEORGIA Broadcasting System, comprising WATL, Atlanta; WBBL, Columbia, South Carolina, and WQPC, Macon, has appointed International Radio Sales as its national representative.

WMEX, Boston, has appointed Joseph H. Harrington as its national representative.

BURN-SMITH Co. has been appointed exclusive national representatives of the Southern Network, composed of WRNR, Cincinnati; WGLC, Lebanon and WMCX, Nashville; WLAP, Lexington, Ky.; WQMG, Allentown, Pa.; and WQRM, Ashland, Ky. All stations are CRS affiliates.

WILLIAM G. RAMBEAU Co. has been appointed exclusive national representatives of WOY, New York; WORL, Boston; WELI, New Haven; WQRI, Philadelphia;

NORTH CENTRAL Broadcasting System announces the appointment of Ihnen Furniture Co., formerly of Chicago, to the Chicago area.

Paul A. Delk, formerly of RCA Equipment Co., has joined the sales force of WQBC, Greenville, S.C., as national representative, effective Aug. 1.

WFDB, Boston, has appointed George M. Watson Jr. as general sales representative. Mr. Watson was last connected with the advertising department of Lever Bros. He will take charge of WFDB's recently opened office at 365 Madison Ave., New York.

WAFF, Greenville, S.C., has named Weed & Co. its representative, effective Aug. 1.

WFBC, Easton, Pa., has appointed George M. Watson Jr. as general sales representative. Mr. Watson was last connected with the advertising department of Lever Bros. He will take charge of WFBC's recently opened office at 365 Madison Ave., New York.

Paul F. Adler, Eastern Manager of Sears & Roebuck, New York representative firm, spent July in the business and professional men's group of the CMTC camp at Plattsburg, N.Y.

GEORGE L. BLOOM, General Manager of Forbie & Co., New York, station representatives, in August, will marry Pauline Diamond, well known soprano. Frank Daniels of the Forbie sales staff recently married Phyllis Santomarco.

William M. Wilson, formerly of the advertising department of the Washington Post, and Los Angeles Times, has joined the sales staff of WQBC, Greenville, S.C., New York, station representative.


CFJC, Kamloops, B.C., has appointed John Blair as national representative in Western Canada.

CFRC, Kingston, Ont., has appointed James L. Alexander, Toronto, as exclusive representative.

O'Keefe Files Appeal

WALTER O'KEEFE, radio M.C., has filed an appeal in the appellate division, first department of the New York Supreme Court, following the dismissal June 14 by New York Supreme Court Justice John E. McGeehan of his breach of contract suit for $45,750 against Young & Rubicam and the Packard Motor Car Co. (Broadcasting, July 1). At that time McGeehan ruled that business conditions beyond the sponsor's control caused cancellation of the Packard program featuring O'Keefe, a possibility contemplated when the contract was signed.

THE FCC, through Commissioner Thompson, on July 25 denied as in default the application of Ben J. Snel- low for a new local station in Alliance, Neb., on 1210 ke.

Video Grants
(Continued from page 101)

Commission said. The stations will make tests to determine the effect of different power supplies on reception and propagation characteristics, plus other studies.

NABC's New York station will be shifted to its new frequency in about two months, said the FCC, and will use 12,000 watts visual and 15,000 watts aural power. WFXT uses 100 watts visual and 150 watts aural, while the new San Francisco outlet will use 1,000 watts both visual and aural.

Plans for Stations

The FCC said the DuMont stations will in due course be on various types of the projectors, experiment with mobile pickup utilizing wire links and radio links, and will seek public cooperation on various types of program materials. Coaxial cable will be used between Washington and New York for relay, with the Washington station to test the practicality of providing satisfactory service to Washington and Baltimore, separated by 58 miles.

The CBS station proposes to make studies of synchronizing pulses, comparative studies of different combinations of lines and frames, investigate the effect on different polarizations in certain adjacent areas, and work with the public in testing reception of different techniques.

RMA Sets Up Committee

Formation of the RMA committee, representative of all segments of the budding television industry, drops from the FCC's expressed desire to work with an industry group in the formulation of standards. This presumably must come before the FCC will pry the lid off experimental television and permit full commercial operation as opposed to the present rigidly experimental status. The RMA committee, after it devises what it regards as acceptable standards of transmission and reception, to which all of its members will agree, will confer with the FCC in the hope of expediting the commercial authorization. The FCC said that, in following through its promise of last May that it stands ready to confer with the television industry and otherwise assist in working out remaining problems, it is cooperating "in..."
Johnson Wax to Start Disc Spots in September
S. C. JOHNSON & Co., Racine, Wis. (Wax-O-Name, household paint), starting Sept. 3 will use 30 stations for five-weekly one-minute live announcements for an under-determined length of time. In addition, six-weekly quarter-hours featuring Standard Radio Library Service with Alexander McQueen as mc. will start on WBBI, Chicago, Sept. 2, 8:30-9:15 a.m.

Stations selected for announcement schedule include WBRC KARK WJAX WOOD WPLA WSB WBOK KWKH WWJ KSTP WDAF KSDF KOWH KTSW WIRE WHO KPH WBN WPT WKRK WYXR KYGO WJAS WTM MA WOOG WNOX WSM WFAN RPR. Sponsor is currently using Meredith Wilson's Musical Revue on NBC-Red, Tues., 8:30-9 p.m. (CDST) in behalf of its Glo-Coat (floor polish) as a summer replacement for Fisher McGee & Molly who return in September. Needham, Louis & Erroby, Chicago, handles the account.

Change in KBST Control
THE Houston Harte - Bernard Hanks radio-newspaper interests on July 25 were authorized by the FCC to acquire control of KBST, Big Spring, Texas, where they publish the Big Spring Herald. Joe Galbraith, publisher of the newspaper, was authorized to sell 250 shares for $3,750, so that the stock setup now is Mr. Harte, 31.7%; Mr. Hanks, 31.7%; Mr. Galbraith, 16.8% Howard Barrett, station manager, 10%; Mrs. Bonnie Davis, Abilene, 10% (Broadcasting, June 15).

Sweetheart's Spots
MANHATTAN SOAP, Co. New York, is starting its spot campaign for Sweetheart soap during August and September on about six stations in different parts of the country, probably on a basis of eight times weekly. The company includes its NBC-Red series with Mrs. Franklin Roosevelt July 28. Franklin Bruck Adv. Corp., New York, is in charge.

JIM YERIAN, promotion manager of WBNS, Columbus, holds a check for $30 awarded the station by Campbell-Mithun, Minneapolis, Minn., agency for Taystee bread for the best merchandising stunt during June. Grabbing for the check and claiming a share are Bob Thomas (left), merchandising manager of the station, and Jerome Bowers (right), publicity director. Final decision was Solomon-style with the three lads cashing it and splitting the proceeds.

the organization" of the new committee to function under auspices of EMA. Membership of the committee, it is understood, was passed upon by the FCC.

The Commission added it recently paved the way for an increased number of television stations "with a view to crystallizing their experiment with different systems into a uniform standard upon which commercialized television broadcasting may be safely launched." It stated that previous television hearings had revealed "a serious conflict of engineering opinion" on standards.

FCC Statement
"Because of the inadequacy of the various suggested standards," the FCC announced, "the new group will explore existing television systems with a view to developing and formulating standards that will be acceptable to the industry as a whole in expediting establishment of a single well-founded national system—one which has promise of ultimately giving this country more television stations and receivers than all other nations combined, with resultant benefits to manufacturers, dealers, and broadcasters, as well as the public."

This project, though sponsored by the Radio Manufacturers Assn., will operate independently and represent the industry's opinion of the industry. Members will be appointed by James S. Knowles newly-elected president of the association. Before the approval of that association's executive committee. However, membership will not be limited to the association; it will embrace representatives of companies broadly interested and experienced in the television field, as well as individual experts."

FCC Chairman James Lawrence Fly welcomed organization of the committee as "affording a splendid opportunity for the cooperation of industry and government in the solution of a problem which is of such timely concern to the public and to business."

Conclusion:
It logically follows that similar results will be obtained by the national advertiser.

"When are you comin' round the mountain?"

250 Watts • 800 Kc. Clear • Member NAB

WTBO
CUMBERLAND, MARYLAND

National Representatives: BURNS-SMITH CO.
Heavy Expenditure for New Equipment
To Bolster Service to Latin America

LICENSEES of international broadcast stations will invest some $2,000,000 in new transmitting equipment to bring their stations up to the 50,000-watt minimum output specified by the FCC, and therefore will render vastly superior service, particularly to South and Central America, the State Department was told July 23 by a group representing licensees in this field.

As told by the Department, through Thomas Burke, chief of the division of International Communication, through the NAB, regarding future operations of such stations, particularly in the light of hemispheric solidarity considerations, the declaration of war by NAB President Neville Miller, outlined the proposed increased scope of such service arrangements were made following the three-hour afternoon session for further informal discussions. The meeting was preceded by a series of letters from the station officials at NAB headquarters at which an inventory of international broadcast operations was taken.

The group, in addition to the estimate of $2,000,000 for new transmitting equipment, told the department that increased expenditures of approximately $25,000 annually would be entailed in maintaining the improved operations and for new program features. They stated that at present an aggregate of 13 hours and 19 minutes of news is broadcast daily to South American listeners, and that constitutes the most desired radio feature, based on mail response and other surveys.

Latin Listeners Pleased

Some 10,000 letters per month are being received from "pleased" listeners in South America, it was said. It was also expected that with the improved signals and coverage of these stations when they all operate with the minimum 50,000 watt power, favorable audience reactions correspondingly will increase.

Plans to step up programming also were outlined.

The broadcasters' group said that the popularity of the American stations is increasing and that no new roads are being made by European stations beamed for South American service to spread their particular brands of propaganda. Next to news, South American listeners apparently prefer travelogues, historical dramas, stamp collection features, scientific developments, aviation and lessons in English.

At present the sessions for the State Department were Mr. Burke, James Clement Dunn, State Department advisor on propaganda relations, Francis Colt DeWolf and Harvey B. Otterman, of the Division of International Communications.

Representing the industry, in addition to President Neville Miller, were Harry C. Butcher, E. K. Cohan and Miss Elizabeth-Ann Tucker, CBS; Robert L. Gibson, General Electric; Frank E. Mason and Guy C. Heick, NBC; Oswald F. Schuette, RCA; J. G. Leitch and Kenneth W. Stowman, WCAU, Philadelphia; Walter C. Evans and J. B. Roche, Westinghouse; R. J. Rockwell and W. C. Konovitz, attorneys, Crosley Corp.; Walter Lenmon, World Wide Broadcasting Corp., Ed Kirby, NAB public relations director.

WLW, new Crosley international station in Cincinnati, will broadcast official hurricane and storm warnings of the U.S. Weather Bureau in English, Spanish and Portuguese as a special service to Latin American countries. The warnings will be flashed to the WLW-WSBJ newsmen and put on WLWO as bulletin immediately. They will be broadcast every three hours until new reports are received from Washington.

50 kw. Power Minimum
Of International Stations
Deferred to Next Jan.

EXTENSION of time to Jan. 1, 1941 for compliance with the requirement that international broadcast stations operate with not less than 50,000 watts, was authorized July 17 by the FCC for eight such stations holding construction permits or having applications pending. Only two stations, WLW, adjacent of Crosley Corp. at Mason, Ohio, and WGBQ, General Electric station at Schenectady, thus far have complied with the minimum power requirement, which was to have become effective July 1. They use 50,000 watts and 100,000 watts respectively.

Stations granted the six-month extension are WPT, Westinghouse, to be removed from Boston to Hull, Mass.; WRUL, World Wide Broadcasting Co., Scituate, Mass.; WCBX, CBS, near Wayne, N. J.; KGEI, General Electric, San Francisco; WGBA, General Electric, Chicago; WNBC, NBC, Bound Brook, N. J.; WRC, NBC, Bound Brook; WRWU, World Wide, Scituate.

The remaining stations, which the FCC said "have not yet moved" to bring power to the required minimum, and which presumably propose to allow their licenses to lapse, are WCBX, operated by WCAU, Philadelphia; WDJM, Miami, and NBC, World Wide, Boston.

The FCC announced it had granted the application of World Wide for modification of the license of WRUL to operate unlimited time on 6040 kc., and set for hearing the application of the same company for unlimited operation of WRIT on 6050 kc. It granted the application of Crosley for unlimited time for WLWO on 6050 kc. and specified deletion of WDJN at Miami, which shared the frequency with WRUL and now has sold its equipment to that station.

Tops Gum Will Add

TOPS CHEWING GUM Co., Brooklyn, New York, in the first station in a campaign to promote Tops gum, a new product. This also is the first advertising in any media by the company, which plans to add more stations later in the summer. Brown & Thomas, New York, handles the account.

ARKANSAS * NEWEST
RADIO STATION

KWFC
Hot Springs
Represents by HOWARD WILSON CO.
Our transcribed musical library is already being played over more "FM" stations than is the library of any other transcription service.

Because...

... ASSOCIATED transcriptions have won the approval and indorsement of FM experts after the most exacting tests.

... ASSOCIATED transcriptions are truly "wide-range". We have always maintained a recording frequency extending from 20 to at least 12,000 cycles. The coming of FM and the consequent improvement of microphones for sound pick-up and equipment for reproducing recorded sound, have made it possible for us to increase our recording frequency to and beyond 15,000 cycles. ASSOCIATED is keeping up the pace with FM.

... ASSOCIATED transcriptions are vertically cut... and only vertically cut transcriptions give satisfactory reproduction over FM equipment.

... Engineering tests have proven that programs for FM broadcast cannot be transmitted satisfactorily over available telephone wires as in chain broadcasting. Therefore, FM stations must rely on transcriptions for the majority of their programs.

... ASSOCIATED'S method of recording (licensed under U. S. patents of Western Electric Company) permit us to make "direct cut" transcriptions which are available for immediate broadcast. Although chain broadcasting (as we know it) is unsuitable for FM stations, programs may be broadcast simultaneously over many stations by the use of ASSOCIATED direct-cut transcriptions.

... in a recent report, the F.C.C. recognized the fact that "transcriptions are comparable in fidelity to personal presentations" and "are so technically satisfactory that their use should not be discriminated against".

... the ASSOCIATED transcribed library contains musical compositions of all types, performed by artists of "name" value, listener appeal and sales power, and is well suited to rendering the required program service utilizing the full fidelity capability of FM broadcasting.
WHEN Arthur Hull Hayes, new sales manager of WABC, New York, decided that early morning hours ought to pay in New York, since other sections found them profitable, he met with doubts from skeptical Oldtimers. But he went ahead with his idea, and WABC's operating time was moved from 7:30 to 6:30 a.m.

Mr. Hayes

Worst problem was the 5:30-7 half-hour, and it was solved by placing Larry Elliott, veteran CBS announcer, at the mike and letting him run amuck as the Rising Son. The successful Paul Cook participated quarter-hour, Morning Almanac, was placed in the 7-8 slot.

"Why don't you turn off your radio and go back to bed like a decent citizen?" Elliott inquires of his (at first) startled listeners. "If you're silly enough to get out of bed at this ungodly hour, it's your fault...don't expect my entertain you...I'm tired too."

Listening License

WABC knew, from the first, that it had something good in Rising Son. Mail in response to Elliott's admonition that anyone who wanted to listen to this program was required to obtain a listening license, lest the "big black wagon" draw up to the back door and take them away, was sufficient to convince sponsors (Ford Motor, Kodak Mfg., Gordon Baking, and Pall Mall Cigarettes) to schedule 100-word and one-minute announcements on the program.

It remained for Rising Son's newest sponsor, however—the Federal Life Insurance Co.—to put the program on a concrete mail-pulling test. On July 8, Federal Life inaugurated a three-a-week, 100-word announcement series that, naturally, from their very first announcement, it asked for mail, offering listeners a free book of household hints.

Neither Hayes, nor Federal Life's agency, Green-Brude Inc., knew in advance what results the program would produce in its first week. They expected there might be a few hundred replies.

But the first day's mail, alone, went higher than their estimate for the entire week! And the next four days, with the announcement series (running made on alternate days) kept pace. Rising Son finished its first week with Federal Life announcements with 1,200 mail replies and over 50 telephone inquiries!

Unusual in itself, the "mail order" provided only half the story of Federal's first-week experience with the program. For, as the agency put it in a letter to Hayes:

"Federal's men had a chance to do what even the radio station itself cannot—their respondents in the audience while delivering the book of household hints while listening to Rising Son and indicated that they listened to the program frequently, despite the extremely early hour at which it is broadcast.

"This loyalty was further borne out by the fact that in a large portion of these homes the family had framed and conspicuously displayed Larry Elliott's "License to Listen to the Program."

Enthusiastic over their results on Rising Son, Federal Life already has contracted with WABC for an additional program, 15 minutes of Zeke Manners & His Gang, Sunday mornings, 11:15 to 11:30.

The old-timers who raised eyebrows when Hayes first announced an earlier opening time for WABC have long since been convinced. Now they're watching with comment Hayes' latest move of putting WABC on the air every morning at 6:35 a.m.—and, in fact, expecting that before long Hayes will be reaching out for an audience from 6 o'clock on. And getting it!

EVEN AT GOLF the thoughts of Robert Tincher, manager, WYX, Yankton, S. D., are never far from radio. Here he puts away on the "Ye Idle Hour" four-hole golf course, a feature of the 1940 WYX staic. Jim Gies contended the hazards: holes cut through transcriptions, tunnels of conduits, traps of tube packing cases. Phil Hoffman, WYX commercial manager, copped the trophy— a golf club lobby chop.

ASCAP Sued Over Songs

SUIT for $6,000,000 damages was filed July 15 in New York Supreme Court against ASCAP and Southern Music Publishing Co., by Perry Bradford, acting on behalf of Frankford Inc., Acme Music Publishing Co. and Acme Music Co. Bradford charges that in February, 1934, he was leased $100 by Southern Music, to be paid in 60 days, in return for which Bradford turned over the rights to 40 songs as collateral, but that return of the songs was refused upon request and after payment of the $100. Bradford, who claims 15 of the compositions as his own, believes the prop- erty of Acme and Blues, also alleges that ASCAP collected royalties on the songs, listing Southern Music as an ASCAP member. According to Her- man Finkelman of the Dwight & Bal- ley, New York, ASCAP counsel, Bradford executed an assignment to Southern Music for the compositions and ASCAP licensed the works, relying on the assignment.

LONGEST on the air with political convention coverage was MBS, devoting 30 hours to the four-day Demo- cratic convention, to include 15 hours to the five-day Republican. It claimed a scoop on the Democratic platform when Fulton Lewis, jr. se- cured a copy and read it 2 ½ hours before the official reading by Senator Wagner.

South Carolina's First SPARTANBURG

There's new life in an old established station and new life in a famous old market. WSPA and Piedmont, South Carolina make a swell combination for sales. Write for rates.

1000 Watts 920Kt.

WSPA

Wichita's Wings to Sales

SO GREAT IS KANSAS' FAME as a producer of wheat that national advertisers too often overlook her other wealth. In Wichita—industrial hub of the Jayhawk State—two stations are working vigorously to meet the world demand for airplanes. With the encouragement of the War Department, which favors an inland aircraft industry, Wichita's importance to Aviation grows each year.

WICHITA KANSAS

KFK

The Only Full Time CBS Outlet for Kansas

OKLAHOMA

WICHITA

CBS 5000 DAY C.P. 5000 NIGHT Ready soon! CALL ANY EDWARD PETRY OFFICE

Page 128 • August 1, 1940

BROADCASTING • Broadcast Advertising
Transcriptions

Disc Code Arrangement Adopted on Pacific Coast

ASSOCIATION of Radio Transcription Producers of Hollywood and western division of Radio Writers Guild, Los Angeles, have adjusted their difficulties and worked out a basic code agreement agreeable to all concerned, it was learned in late July. Although no statement was forthcoming from either group, a general membership meeting of Radio Writers Guild has been tentatively set for Aug. 8 to vote on acceptance of the contract with transcription producers.

The proposed pact was approved by R.W.G. Council at a special meeting held July 17. It is now being revised by Attorney Aubrey J. Finn for submission to both R.W.G. membership and executives of transcription concerns. Minor revisions have been made in some of the wage classifications, but it is understood that R.W.G. gets a 160% Guild shop. Active in negotiations and representing transcribers and producers are C.P. MacGregor Co., Fields Bros., Fred C. Mestuk & Associates, Edward Slioman Productions, Radio Transcription Co. of America, Standard Radio, Raymond R. Morgan Co. Attorneys George E. Bodle and Finn represent R.W.G.

Alka-Seltzer Discs

MILES LABS Inc., Elkhart, Ind. (Alka-Seltzer), on July 22 started a series of five monthly, 26-episode transcriptions of Friendly Populars programs, featuring three Indiana housewives in an over-the-fence type of show, in eight markets in addition to WOOO, Ft. Wayne, and WPTV, Elkhart.

Record Firms Sued

DAMAGES of $30,064 are asked by Harms Inc., in its suit against Brunswick Recording Corp. Columbia Phonograph Corp. and Columbia Recording Corp. charging these companies with not providing royalties on phonograph records made of songs controlled by Harms. The complaint was presented as a script show. Station been used are WLS, Chicago; WABC, New York; WOR, Newark; W CARTER, Rochester; WIND, Columbus, Ohio; WSN, Nashville. Wade Adv. Dept., Chicago, handles the account.

From Coast to Coast, Hundreds of Radio Engineers Endorse Fairchild Precision-Built Recorders!

Radio men you know will tell you that Fairchild recorders produce better transcriptions—more easily and with less expense, both in the studio and outside. Precision-built, for better quality and higher fidelity. The Fairchild F-263 Recorder is instantly ready for action; takes any type of disc up to 17½ inches. Complete except microphone and stand. The Fairchild F-263 Recorder has:

1. High Gain Amplifier to permit use of microphone without a pre-amplifier!
2. Instantaneous Speed Change (33⅓ RPM or 78 RPM) through push-over control.
3. Floating Motor Mount to eliminate all possibility of objectionable motor vibrations.
4. Split-Second Timing through synchronous speed gear and worm drive at 33⅓ RPM, to assure wow-free recorded programs.
5. Variations in pitch and direction of cut are provided for in the recorder itself. No expensive, troublesome additional feed screws needed.

Send for free descriptive literature...today!

Fairchild Performance is Proof of the Higher Quality of Fairchild Precision-Built Recorders
Forbes Heads Recording Producing Firm on Coast

FIDELITY RECORDINGS, new Hollywood transcription and production unit, has been established at 9868 Santa Monica Blvd, with Don Forbes as general manager, and Harry Smith, chief engineer, co-partners. Recording facilities are custom built and include several innovations. The firm will cater to special requirements of radio stations and agencies nationally. Forbes is also commentator on the six-hour weekly quarter-hour NBC-Pacific Red program, Richfield Reporter, sponsored by Richfield Oil Co., and prior to taking that assignment was CBS Hollywood chief announcer.


EDUCATIONAL Radio Script Exchange of the U. S. Office of Education has announced that it has available fifteen 30-minute scripts based on municipal government operations. Dramatizations cover the work of various municipal government departments which are adaptable to local conditions.

920 CLUB
Boston's Biggest Radio Program
(Participating)

Write for 15 big success stories

WORL BOSTON

Page 130 • August 1, 1940

BROADCASTING • Broadcast Advertising

PRISONERS TAKE THE AIR
Carolina Inmates Reform as They Perform on WRL Prison Feature

BEHIND THE BARS once each week goes this quartet from WRL, Raleigh, N. C. They make up the "outside" talent of Central Prison Varieties, originated by WRL, Raleigh, N. C., and relayed to Carolina Network stations WFTC, Kinston, and WQTM, Wilson. The weekly half-hour, broadcast direct from the auditorium of Central Prison, the State penitentiary just outside Raleigh, has become a popular feature for listeners. But prison officials comment that its effect on participating prisoners has been even more remarkable.

Production of the show rests largely in the hands of Ken Hook, recreation director of the prison. Hook each week works with the men and women prisoners in developing the show, helping them select music and superintending rehearsals. A full rehearsal is held each Thursday night, with Bob Menefee, WRL announcer and mc of the show, as well as another the following night just before the program goes on the air.

Music is the backbone of the program, with vocal and instrumental soliasts drawn both from the men's and the women's prison. In addition to specialties by the String Band, the Four Walls, the Negro quartet, hillbilly crooners and blues singers, the feature incorporates prison news commentaries by an official, a young radio pro upon completing his sentence plans to seek employment in radio.

Effect on Inmates

Proof of the good effects of the program are best drawn from examples cited by prison authorities. One prisoner, condemned to death for murder, became a particular problem for the officials after his sentence was commuted to life imprisonment. During the year before the WRL series started, he spent nine of the 12 months in solitary confinement, all with no placating effect on him.

Fred Fletcher, WRL program director, about that time spoke to the warden and other officials about starting the program. The prisoner expressed a desire to participate, so the warden secured an electric guitar for him. For the last 10 months he has been a model prisoner, has not missed a single broadcast, and has not spent a day in solitary confinement.

The prison news commentator, a forger, is another case in point. Participation in the program has revealed his gift for terse, discerning and witty commentary and has prompted him to look to radio as a profession when he leaves prison. Another star of the series is a 19-year-old girl singer who was imprisoned for bigamy. She was one of the first women to appear on the program after participation was extended to include the women's prison.

Means of Expression

Prison officials, admitting that their viewpoint is not so much public entertainment as benefit to the prisoners, give a large share of the credit for the program's success to Hook, Fletcher and Menefee. The beneficial results of the program are indicated by the officials' efforts to buy more instruments for the prisoners, secure a musical director and in general to further this means of expression.

WRL takes particular pride in the program as a public service, daily ruling out all offers for sponsorship. Station officials emphasize that the program serves a purpose by merely acting as a working example of the place of radio in the world today. The station reports that in several cases inmates of other prisons in the State have asked to be transferred to the Raleigh prisons so they can participate in the programs.

ACA Confers on Radio

TO DISCUSS plans for organizing employees of radio stations, a conference of broadcasting locals of American Communications Assn., CIO union, will be held in Philadelphia, Aug. 17. Representatives of locals from Buffalo, New York, Philadelphia, Baltimore and Washington are expected to attend.

The conference which was called by Lenn Ohl, ACA vice-president in charge of the broadcast division of the union.

IN THE HEART OF THE MOTOR INDUSTRY!

WJBC
BLOOMINGTON, ILL

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IN THE HEART OF THE MOTOR INDUSTRY!

WJBC
BLOOMINGTON, ILL
Notables Slated At IRE Session

AN ELABORATE agenda is slated for the Institute of Radio Engineers' 1940 Pacific Coast convention, to be held at the Ambassador Hotel, Los Angeles, Aug. 28-30. Convention arrangements are in the hands of Los Angeles section of IRE, with William W. Lindsey, Jr., as general chairman. American Institute of Electrical Engineers will also hold its convention at the Ambassador Hotel during that time, and a joint communications session is planned, with notable speakers from both groups participating.

Besides previously announced seminars and roundtable discussions, with educational talks by eminent authorities on all phases of the technical end of radio, there will be several special demonstrations. Delegates will be taken on tour to the California Institute of Technology, the NBC Hollywood studios, the KNX-Hollywood transmitter site and other points of interest to technical men.


Extension of Rule

TO ACCOMMODATE the half-dozen or so stations still operating additional hours under experimental authorizations, until such time as the new allocations become effective, the FCC July 25 announced extension of the effective date of Section 3.32 (b) of its rules and regulations from Aug. 1 until Oct. 1. This rule when effective will prohibit broadcasting of commercial programs on experimental authorizations.

FM for Educators

IN LINE with its new FM allocations, the FCC July 25 announced repeal of the existing section in its rules allotting the band 41-42 mc. for non-commercial educational service. FM broadcasting stations, and substituting the band 42-43 mc. for FM operation. The new rule specifies that FM shall be employed exclusively for the educational service unless it is shown that there is a special need for use of AM.

FM for Laboratories

IN ANY case, the FCC July 25 announced the elimination of the existing section in its rules allotting the band 41-42 mc. for non-commercial educational service. The new rule specifies that FM shall be employed exclusively for the educational service unless it is shown that there is a special need for use of AM.

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FM vs. AM Tests Reported by GE

Tests Give FM Vastly Greater Area of Good Reception

THAT the area of good broadcast reception area with frequency modulated radio is 33 times greater than with amplitude, is reported by General Electric Co., license and pioneer experimenter with the Armstrong system. A report on tests and calculations were announced July 15 by GE engineers.

The calculations were made by I. R. Weir, GE radio engineer, using two amplitude and two FM transmitters operating on the same wavelength and placed on level ground 15 miles apart. First the two amplitude transmitters, each operating with 1,000 watts, were calculated to operate simultaneously. The area served without interference from either transmitter was limited to a radius of 1 1/2 miles. Next the two frequency transmitters, using the same power, were calculated. The area covered without interference was 33 times greater.

Varying Powers and Results

In the second condition the power was increased to 10,000 watts on one transmitter and remained at 1,000 on the other. With amplitude, the clear reception area of the 1,000-watt station was reduced by interference from the stronger station to one-third its size, and the area of the 10,000-watt station increased to about three times. When a switch was made to FM, under the same conditions, the clear area for the 1,000-watt station was reduced one-fourth, whereas with the 10,000-watt station the area was increased about three times.

The third and final calculation was made with the power of the transmitter at one point increased to 100,000 watts with the other transmitter remaining at 1,000. With amplitude modulation, the clear area of the 1,000-watt station was reduced to one-eighth area, and the 100,000-watt station area was increased approximately three times. With FM, the area of the 1,000-watt station was reduced to about one-tenth its size and the area of the 100,000-watt station increased about 4 1/2 times.

These calculations, according to Mr. Weir, give added proof that FM permits more stations to operate on the same channel. The same frequency can be assigned to a large number of stations which do not have to be separated by very great distances, and at the same time the stations can cover a greater area with good reception than is possible by amplitude modulation.

In the recent action of the FCC in assigning to FM transmission the frequency band from 41 to 50 mc. has greatly increased listener interest and stimulated technical activity in this field," stated Dr. W. R. G. Baker, manager of General Electric's Radio and Television Department, speaking on the GE Science Forum from WGY, WGEO and WGEA July 15.

"Unquestionably it will take some time to provide a national system of broadcasting using FM. Indications are that FM stations will supplement and not replace the existing broadcast system. Many localities not adequately served by the present system of broadcasting will undoubtedly benefit from the new frequency modulation installations."

Programs and Receivers

"With regard to programs, since one of the outstanding characteristics of FM is high fidelity and naturalness, we may expect program material which will benefit from this outstanding advantage. Programs, like the system itself, will be a process of evolution—the end result being better service to the listener."

"So far as FM receivers are concerned, we need only review the shortwave reception. First came the attachment which utilized our existing receiver, and finally the shortwave bands as they appear on the modern radio receiver. It is too much to expect that FM will follow the same path, so that eventually the FM band will appear as a third or fourth band on the receiver practically every home. In fact, GE has had on the market for over a year now a combination receiver that will receive either amplitude or frequency modulated signals."
"What is this new system? Can it provide a greatly broadened listener service? Can it effect a major extension of the Broadcasting Industry? Can it serve as the foundation of a truly universal and truly dependable Broadcasting Service? Is it a good 'buy'? * * * the Radio Industry in general has a great deal to think about!"

from "ARMSTRONG'S SYSTEM—WHAT IT MEANS"
by Paul F. Godley in BROADCASTING—
July 1, 1936

Paul F. Godley
Consulting Radio Engineer
Montclair, N. J.
Ladies First
(Continued from page 86)

In August, 1939, Fortune de-
ed to go deeper into the inter-
est of men and women in news in gen-
eral, and radio and newspaper han-
dling of news in particular—

studying a complete cross-section of the U.S. popula-
tion in every geographic area, every income level, in every conceivable group. In forming its questions, the poll recognize-
ted two facts which are self-evident in today's news pre-
sentation to the public; the aston-
ing growth in both popularity and im-
portance of the newspaper columnist and radio commentator.

You all know how many people today will credit a newspaper's growth, even its very existence, to a particular columnist whose daily essays fill a column of type in the paper. You also, I'm sure, know many who assert, without much fear of contradiction, that newspaper editors don't mean a damned thing any more, that the columnist's egocentric views are omnipotent in the field of influ-

encing public opinion.

Well, the editors of Fortune had heard so much of this talk that they decided to test it on a nation-
wide basis. They asked their cross-
section of people all over the United States: "Which do you like best: radio commentators, newspaper columnists, or newspaper columnists?"

Magazine Study

In August 1939, Fortune decided to go deeper into the interest of men and women in news in general, and radio and newspaper handling of news in particular — studying a complete cross-section of the U.S. population in every geographic area, every income level, in every conceivable group. In forming its questions, the poll recognized two facts which are self-evident in today's news presentation to the public; the astonishing growth in both popularity and importance of the newspaper columnist and radio commentator.

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New York World's Fair. Market Analysts Inc. interviewed 464 women and 533 men, on this mat-
ter of preference of source of news. (In this particular survey the education and income of the group was much higher than the national average.)

Here the question was simplified, reading: "Where do you ordinarily get most of your news — by radio or by newspaper columnists?" 67.6% said radio; 32.4% said newspapers; 1.3% said newssheets; 1.1% said magazines.

Cosmopolitan Group

Since the Fair draws an audience from all over the country, we can perhaps assume that this choice is a tribute to radio's complete coverage, with the smallest hamlet and the largest city being reached by at least one radio station. Radio also was chosen by these same women in response to a second question: "Where do you get your current news?" For current American news 49.7% listened to the radio, against 47.7% who chose newspapers. For current foreign news 56.5% of the women preferred radio, against 40.2% who stuck to newspapers.

This last answer was of particular importance to radio's research-
ers. Since the war began, each of the major networks has carried two, sometimes three, regular broadcast periods a day from abroad. These combined with the regular and frequent news sum-
maries and bulletins have made radio quite replace the old "extra" of the newspapers, and have kept the American audience right up with every move of the war, no matter how "blitzkreig" it might be. The result has been that the American audience is not only the most and the best informed of all,
but has learned to look immediately to radio for giving it the latest and most accurate news; to newspapers for amplifying all the details of each story.

Armed with this mass of fact, coordinated and analyzed in detail, CBS determined to survey 4,000 radio homes in five cities, during a week of its The World Today broadcasts, as final and conclusive proof of their evidence that women do listen to news. This series is the now famous 15 minutes from Europe, which Columbia instituted last September, after Poland first felt the wrath of the invader, and which is heard Mondays through Saturdays, 6:45-7 p.m. It usually comes from two cities in Europe, wherever the action is most critical. It is unquestionably one of radio’s most important contributions and services to the American people.

What’s New, Dear?

In each of these 4,000 radio homes, the coincidental survey, conducted by Crosley Inc., posed a single question: “How many men, women, boys and girls are now listening to the program?”

In Providence 46.2% of the listeners were women. In Portland, Maine, 48.2% those hearing the news from Europe were women. So, Republican or Democrat, women as well as men in Portland, Maine, were listening to the news!

In Baltimore, home of the coclitor and the oriole, 43.7% of that week’s news audience was composed of women.

In Charleston, 49.4% of the Southern belles were being very modern by listening to the news, while their cavalier beaux could muster up but 42.5% of the total.

And finally, in Little Old New York—East Side, West Side, in fact all around the town—the women have really taken over the radio for their own, for 47.4% of those hearing the Murrow from London and William Shirer from Berlin were women.

Because They Have Time?

Thus the factual evidence in the case of women and the news. That women are interested in radio news is proven beyond doubt.

One possible flaw in the story has been detected, and can here be refuted. It might be pointed out by some captious fellows that women, being in the home, have more time to listen to radio news and radio in general. Men, they would say, have to do their work, depend on newspapers for news, listen to the radio only at night. Now that is all well and good, but the five-city coincidental survey which CBS conducted came during an evening program; in fact, the most important evening news program. In every one of these cities, almost 50% were women. (The series on which the coincidental survey was made contained one of one million maps of Europe, made by the thousands of Sinclair service stations, spon- sors of the program. An evidence of the listener-interest, both male and female, in the program, is shown, when within two days, mid-western stations wired CBS to take

Send Me, Enosco

STRANGE things are going on in the recording department of WDAQ, Philadelp- hia, according to the station management. The boys were non-plussed recently when, during a classical music pro- gram, a two-record transcribed version of the “Romanian Rhapsody” got under way. When the second record was set on the turntable and started, instead of Enosco’s continuing classical measures out came the startling boogey-woogy of Fats Waller in “Send Me, Jackson!” The culprit had done a masterful job of switching labels.

KVOS Granted Renewal After Proceedings

WINDING UP what has been referred to as “the battle of Belling- ham,” the FCC on July 22 issued an order affirming its findings of fact and conclusions entered May 16 to renew the license of KVOS, Belling- ham, Wash. The protracted proceedings, centering on an applica- tion of Bellingham Broadcasting Co. for the facilities of KVOS, climax- ed July 13 in an oral argument before five FCC members. The final chapter in the three-year struggle between KVOS and the applicant company was highlighted by cross- firing charges of financial unfitness and questionable program policies.

Arguing his own case July 13 in absence of counsel, T. R. Waters Jr., president of Bellingham Broad- casting Co., maintained that his or- ganization had demonstrated its fitness to operate a station in Belling- ham, and declared that given a chance they would render a greater public service to that area than KVOS.

Speaking for the station, Andrew G. Haley, Washington counsel of KVOS, maintained the applicant had not demonstrated financial responsibility in compliance with FCC standards and that present operation of the station in public interest, convenience and necessity could not be questioned. FCC action upholding the KVOS license renewal came at an executive FCC session im- mediately after the oral arguments concluded, although Chairman Fly during the proceeding had indicated that the aggregate history of the station would be taken into consideration at all times, regardless of present operating conditions.

the offer off the air, since their supply was already exhausted. In three days another million maps had to be printed.)

So, with all the evidence in, it seems that the women have taken another privilege away from the males. No longer can the men pontificate on the news, and tell their women what’s been going on in the world (at least with the embroi- dery customary in those recitals).

For now, when you get home at night, and the little woman asks: “What’s new in the world?” don’t answer! Because she knows, and is probably just trying to trip you up!

“I AM 100% SOLD!”

Says L. B. BEEUWES

“We now have about 110 KYW-NEWS PICTURE DISPLAYS in high spot windows and locations in our listening area. As you know, we worked out our own promotion idea to take full advantage of them. To put it mildly, I have never seen anything click so fast or do a better job of station promotion. We figure that with- out one cent of cost to ourselves your attractive displays have not only materially increased our listening audience but that, as an indirect result, we will also pick up several new time contracts.

I am 100% sold—and I think it is a smart idea for any station. Incidentally, I am more than pleased with the way your organization handles all contracts and detail. Good luck—and you can tell the boys anywhere that we are for you!”

L. B. BEEUWES
Sales Promotion Manager

KYW Philadelphia

*** and among other users are

WBZ—Boston WBZA—Springfield
KDKA—Pittsburgh

WFBR—Baltimore WMAL—Washington

WELI—New Haven WOLF—Syracuse WBNY—Buffalo

Illustrated’s Picture-News Service, together with the handsome, illuminated displays shown above, is available FREE OF COST TO YOU in your area on an EX- CLUSIVE USE contract. Write, wire or phone.
New WFAA Studios

WFAA, Dallas, on July 17 started remodeling its powerhouse at the local Santa Fe Bldg. to make way for its new studios. A large auditorium, seating about 300, and four smaller studios are to be included in the new WFAA quarters. Other features will be a July 22, on two stories, featuring living quarters, client audition rooms and 12 offices on a second level, above the studios. All offices and studios will be air conditioned. George Dahl, Dallas architect, drafted the plans for the new quarters, with assistance of NBC engineers and Raymond Collins, WFAA technical supervisor, who is in charge of the

Highly Placed Positions Confidential
Station Manager—national advertisers must have station operating in metropolitan market; will be interested in proving himself. Must have experience in managing the local station, has been in R.C.A. service for more than 10 years. Will be interested in gaining additional experience in a metropolitan market. Must have strong management ability, knowledge of advertising, and an understanding of the broadcast industry. Salary will be commensurate with experience. Letter of inquiry will be appreciated. Box A886, Broadcasting.

Commercial Manager—financially successful station, must have a proven record of success in the broadcast industry. Must have experience in managing a large station and be familiar with all phases of the broadcast business. Salary will be commensurate with experience. Must have the ability to work with a strong management team. Letter of inquiry will be appreciated. Box A883, Broadcasting.

Technical Manager—station with a rapidly growing audience. Must have experience in managing a large station and be familiar with all phases of the broadcast business. Must have strong management ability, knowledge of engineering, and an understanding of the broadcast industry. Salary will be commensurate with experience. Letter of inquiry will be appreciated. Box A887, Broadcasting.

Situations Wanted

Help Wanted

Station Managers & Employees—we have made satisfactory placements in every section of the country with clients in 45 states and two U. S. possessions. Let us help you, too! National Radio Employment Bureau, Box 864, Denver, Colorado.

SOME SALESMAN—who wants to make money on a good MBS outlet, selling a station already first in local advertisers' preference in metropolitan market of 400,000. Can read this. If you have character, radio sales experience, not afraid to pound pavements, seek permanent connection on commission. Salary, protected accounts, write J. Smith, WGB, Louisville, or if in West please Commercial Manager, NAB Convention, Frisco, August 2-7.

Frequency Measuring Service

EXACT MEASUREMENTS ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
86 Broad St., New York, N. Y.

Radio Engineering Consultants

FREQUENCY MONITORING
7134 Main St., Kansas City, Mo.
Branch offices, Crossroads of the World Hollywood, Cal.

Help Wanted and Situations Wanted, 7c per word. Other classifieds, 12c per word. Boldface, 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.

FM RULES & STANDARDS
Complete Reprints Ready!

Including: Standards of Good Engineering Practice Governing High Frequency (FM) Stations: 43-50 Mc. —Adopted by the FCC June 28, 1940

Text of Rules Governing FM —Adopted by the FCC June 22, 1940

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One to 9 copies, 10c each • 10 or more copies, 5c each
CBS Makes Plans For School Series
New ‘American School of Air’ To Stress Hemisphere Subjects

EXPANDING its educational activities on a hemisphere basis, CBS estimated July 17 that 15,000,000 school children throughout the Americas will listen to its American School of the Air series, which will resume Oct. 7 for the new school year. Redesigned for Latin American countries and Canada as well as the United States, the CBS educational feature will incorporate a large amount of material drawn from these countries.

Among the governments that already officially have signified their intentions of participating are the Philippines, Hawaii, Alaska, Puerto Rico, Argentina, Brazil, Canada, Colombia, Chile, Dominican Republic, Haiti, Honduras, Mexico, Panama and El Salvador, according to Sterling Fisher, director of the CBS department of education. Mr. Fisher also stated that other countries are expected to join in by the time the air school classes resume.

Arrangements for classroom evaluation of the School of the Air on a national scale also are being completed by Elphe K. Smith, president of the department of education teachers in the National Education Assn., whose membership includes more than 985,000 teachers. Projects are to be set up in various U. S. cities in cooperation with educational directors of the local CBS stations, designed to show teachers how best to use the series in classroom.

Programs Changed, Renamed

Changes have been made in three of the five series comprising the School of the Air curriculum. The Monday Frontiers of Democracy programs have been replaced with another vocational guidance and social study series, Americans at Work, dramatizing production of vital American commodities and the lives of workers engaged in this production. Among distinctly Latin American products scheduled for treatment are cocoa, rubber, coffee and bananas.

The previous Tuesday program, Folk Music in America, has been renamed Worldspring of Music, and traces music’s emergence from Primitive work, play, religion, migration and human enterprise. The programs combine two films, a series of broadcasts, alternating dealing one week with American folk music and the next with symphonic selections. Alan Lomax, in charge of American folk song at the Library of Congress, will again conduct the folk music with the department director of New York, will comment on the symphonic programs. French Canadian and Latin American music will be included in this series.

Wednesday’s New Horizons series on geography, history and science will use The Waters of Life as its 1940-41 theme, tracing the growth of mankind and development of World civilization as influenced by great navigable bodies. Programs will dramatize the first migrations of Asiatic tribes, the Aztec, Incan and Mayan civilizations, and the explorations of Spanish, Portuguese and English voyages of exploration.

Latin America is represented on the Thursday literature series, Tales from Far and Near, by dramatizations of such books as Nanga, Aztec Drum and The Dauntless Liberator. Two Canadian books to be dramatized are Petite Suzanne and Trappines North, both with a Canadian locale.

Current public issues will be enacted, with a background of Pan-American relations, as a feature of the Friday Forum Discussion series. Programs will be broadcast, to originate each week from a different New York City high school. The final third of each broadcast will consist of a forum discussion of the issues presented.

‘BALLAD FOR AMERICANS’

Couldn’t Draw Much Attention on the Stage
But Radio Made It a Resounding Hit

Radio may doff its cap and take a bow once more for another musical success story. Certainly its most spectacular individual achievement this year in the field of music was popularizing the now famous “Ballad of Americas”, hailed as the nation’s song. By the time it was broadcast late in June as the highlight of the opening ceremonies of the Republican National Convention in Philadelphia, radio had established the soul-stirring theme as an American epic—after it had been tossed about for some time without taking hold.

The “Ballad” is Broadway’s newest success story. The selection, written by Earl Robinson and John Latouche, was produced originally a year ago as the finale for “Sing for Your Supper,” a stage play of the Federal Theatre Project. The play ran for six weeks without creating much stir—and so did the song—until Congress put an end to WPA theatrical activities. The song apparently died with the show and the Federal Theatre Project.

But Norman Corwin, CBS producer, had seen the play and was attracted by the “Ballad”. He arranged for Paul Robeson, famous Negro baritone, to sing the solo part on the CBS Pursuit of Happiness show early in November. The radio audience responded immediately, demanded a repeat performance. This came on Dec. 31. Overnight the movie and music publishers began scrambling for exclusive rights. Meanwhile, with other soloists, including Lawrence Tibbet, James Melton, Ray Middleton, the “Ballad” is becoming increasingly popular with symphony orchestras. MGM, which purchased the movie rights, plans a film based on the “Ballad”. And the Republican party has adopted it as its campaign song, along with Irving Berlin’s “God Bless America”—which also owes its success to Kate Smith’s efforts in plugging it on her radio programs.

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Broadcasting • Broadcast Advertising
In Syracuse:

- Printers' Ink's Study of "Families and how they Live" gives Syracuse a rating of 229—highest of all cities in upstate New York.

- Sales Management Survey of Test City Markets discovers 162 Agency Executives rate Syracuse second among all cities of 100,000 to 500,000 in the Atlantic States.

And in Syracuse the station that provides outstanding NBC Network shows, that retains in 1940 seventy percent of its 1927 advertisers is

WSYR
Syracuse, N.Y.

Westinghouse Broadcasting

LUNCH LISTENING
In Philadelphia Drugstores
Promoted by WDAS

SURVEYING drugstores in the Philadelphia area WDAS, Philadelphia, noted that the majority kept a radio tuned in most of the day. With this in mind, WDAS is now offering a new type of sales promotion help—an audio display.

Each week to the druggists, WDAS points out that many of the items they carry are stock in advance, a day before the purchase. During the lunch hour, the station pointed out, from noon to 1:30 p.m., WDAS broadcasts musical programs, sponsored by Toothpaste, Bayers Aspirin, California Syrup of Figs, Gistola, Phillips Milk of Magnesia, and Coconut Oil. The latter urges druggists to keep their radios tuned to WDAS during the lunch hour, to the fountain crowds not only would hear the luncheon music but would be asked at the same time to stop at the drug counter for any of the products mentioned during the broadcast.

In addition, the promotion department of the station is planning a visual display which will incorporate the station itself as a central figure, surrounded by the various advertised products. On the lunch hour, the Hudson postcards to the station, so listeners may send their requests to be heard the next day when they visit the fountain again for lunch.

Big Money Quiz
OFFERING more than $1,000 worth of prizes each month, the local Zale Jewelry Co. has started the new quiz show, Zale-Quiz, on KQCN, Amarillo, Tex. A different type of question is posed for each of the five days weekly the program is heard, and printed cards with instructions and space for answers are distributed weekly through the jewelry company. Entries must answer five questions each week to win a prize. Questions include true or false, song titles, last lines and right or wrong statements.

Capule Quiz
WHEN the sponsor, a men's clothing store, asked for something different, Dwight Merriam, announcer of WBNX, Youngstown, O., came up with what is claimed to be the shortest complete quiz program on the air. What's The Answer? The five-minute daily broadcast presents two announcers who, besides pulling off various awards, mention the sponsor and ask a single question each day. The listener with the most nearly correct list of answers at the end of each week wins a man's suit.

News in Dialogue
A DIFFERENT type news commentary program is offered by WBNX, New York, with the weekly quarter-hour. Tomorrow's Trend is a broadcast during which Richard Thomas, former AP correspondent and shortwave news commentator in Europe, and Margaret Frencon, free lance newspaperwoman and press agent, discuss in dialogue from the studio the news. The couple informally analyze late bulletins using as background material their experiences abroad.
The Hams' Own
AMATEUR radio operators now have their own program on WHAT, Philadelphia. Titled Hams On the Air, it is produced, directed and supervised by Joe A. Grady, newest addition to the WHAT announcing staff and himself a "ham," operating W2FVW. The weekly program is intended to acquaint ordinary listeners with the doings of the amateur radio operators, and also to acquaint the "hams" with information concerning "rigs," hookups, weather conditions and technical information.

* * *
Everyman's Salutes
PILOTING the Morn Patrol on WCEY, Cincinnati, Al Bland has evolved a new idea in radio salutes. Instead of saluting a celebrity or a city, each morning he selects one family from his listening audience and spends a few minutes talking about these everyday folks. He tells about the members of the family, when they get out, what they eat for breakfast, where Dad works, what Mother thinks about and the children and current problems and styles, where the youngsters go to school.

* * *
Victory as Motif
CFCF, Montreal, has started a daily quarter-hour Thought Barrage as part of its war effort. The program starts with the saluting of "Victory, Victory" in code, followed by an announcement, then the thought-barrage message. The program is daily produced by James A. Shaw, CF CF manager, with the purpose of having listeners concentrate their will and minds on the idea of victory.

* * *
Summer Doings
DESIGNED primarily for summer visitors, WBAB, Atlantic City, has started Amusement Page of the Air as a regular Thursday evening feature. In addition to covering the resort's best known attractions, the program provides up-to-the-minute information about theatres, amusement piers and night clubs, together with movie and radio gossip.

A NEW IDEA in programs for women has been put on the air by WSPA, Spartanburg, S. C., with Jane Dalton (left) interviewing colored Southern cooks for the occasion from some prominent Southern kitchen. As part of the Woman's Viewpoint program, Miss Dalton each week chats with a Mammy about current affairs and such, as well as cooking and recipes. The interviews, full of surprises, have proved highly entertaining, and listener reaction in buying various grocery products to try out a favorite recipe has been immediate.

Fashion Looking
KPO, San Francisco, is flouting with big department stores and specialty shops with its recently launched feminine shopping program, KPO Fashion Window, conducted by Gagnier. Each day Gagnier, the KPO stylist, makes a round of some of the city's best stores. In her broadcasts she mentions some particularly good buys observed. No names of stores are mentioned. Listeners must call KPO to obtain the information.

* * *
Kids' Postcards
HEARD twice weekly on WHAM, Rochester, N. Y., The Postcard Lady is an original series written by Mrs. Timothy M. Keenan. Girls and boys join the Postcard Lady's Club by sending her an interesting postcard. Each receives a membership badge, and a two dollar award is made each week to the most interesting card. On each program the Postcard Lady dramatizes the story of one of the cards.

Red Cross Safety
AMERICAN RED CROSS on July 28 started a second series of Listen & Live broadcasts on NBC-Blue each Sunday afternoon. Programs are designed to teach the general public some of the rules of safety as part of the Red Cross' program of life saving through education.

* * *
How to Fish
THE Hunting and Fishing Club on KYW, Philadelphia, in cooperation with the Dover Fishing Club, has established a novel school for free instruction in fishing and casting. Each Monday evening, at one of the pools in Philadelphia's Fairmount Park, Joe O'Byrne, director of the KYW program, and another member of the fishing club are on hand to give free fishing lessons to any boy or girl between 10 and 15. Details of the instruction are broadcast over the station each Friday evening during the program.

* * *
To American Music
DEDICATED to American music and its evolution, Our Musical Heritage is a new program recently launched on KGO, San Francisco. The feature is released Fridays, 7-7:30 p. m. (PST) and features Camilla Rome, soprano, the Knickerbocker Quartet and an orchestra conducted by Ricardo. All tunes on the broadcasts must be by American composers. Whether it be symphony or gut-bucket jazz, the composition will be American and contains something of the cosmopolitanism of America.

IMPORTANT FACTORS IN CHOOSING A TEST MARKET - Baltimore has all 10!

1. Good advertising coverage at reasonable rates.
2. An average income (as determined by Sales Management's Survey of Buying Power) which correlates closely with the section, or its population group.
3. A population which is diversified, representative, well-balanced, of average cultural level.
4. An average level of business activity.
5. Suitable and sufficient distributive outlets.
8. Close to average retail sales per family.
9. Compact boundaries, for sales efficiency and frequent checks.
10. Advertising media which will cooperate in making a test.

WHIZ Zanesville Ohio
with
NBC Red & Blue

Edward Petry & Co.
National Representatives

Broadcasting • Broadcast Advertising
August 1, 1940 • Page 139
QUICKLY, accurately, G-E engineers determine by thorough square-wave measurements the over-all performance characteristics of every General Electric FM transmitter. Carefully they check frequency stability in the G-E "torture chamber" at temperatures from freezing to 122 F.

Noise level, cross modulation, linearity—from every angle General Electric proves the capabilities of each unit before it goes onto the job. That is your assurance of dependable, high performance at low cost.

These typical square-wave measurements show an a-f characteristic that is flat within ±0.5 db from 15 to 16,000 cycles.
Features Like These in G-E FM Transmitters*

Speak for Themselves

- **EXCEPTIONAL FREQUENCY STABILITY**
  Over a room temperature range of 32 to 122°F, stability is ±0.0025%

- **FULL DYNAMIC RANGE**
  At 100% modulation, FM noise is down from signal level 70 db

- **SMALL TUBE COMPLEMENT**
  All G-E tubes. Entire 1-kw transmitter requires only 31

- **SMALL SIZE**
  Completely self-contained. Floor space required by 1-kw transmitter is only 9.3 sq ft

- **AMAZING FREQUENCY RESPONSE**
  A-f characteristic from 15 to 16,000 cycles is flat within ±1 db

- **ACCESSIBILITY TO ALL TUBES**
  By merely opening main doors, all tubes are INSTANTLY accessible

General Electric offers a complete line of FM equipment: 250-watt and 1-, 3-, 10-, and 50-kilowatt broadcast transmitters; 50-watt relay transmitters; G-E transmitting tubes; G-E crystals; FM antennas; FM home and station receivers; also FM police and emergency systems.

Complete information can be obtained through any of the 80 G-E sales offices (in principal cities). Consult our local representative, or write General Electric, Schenectady, N. Y.

*Designed by General Electric under Armstrong license
Review of 1939-40 NAB Activities

LABOR RELATIONS
Joseph L. Miller
Labor Relations Director

A PROGRESSIVE labor policy continues to pay dividends to the broadcasting industry as well as among them organized labor's continued friendship, goodwill and respect, although more tangible dividends have been apparent in the industry's day-to-day dealings with its employees and their representatives.

The industry's average weekly pay check of $45.20 is believed to be the highest in the country, and although it is difficult for broadcasting employees to keep the regular hours of factory workers, the average workweek in the industry was decreasing toward 40 hours even before Federal wage-hour legislation was enacted.

As a whole, the industry has accepted collective bargaining as a normal and permanent part of its relationship with its employees.

Only two stations in the last two years have been accused by the National Labor Relations Board of violating the Wagner Act—during a period when broadcasting employees were rapidly organizing.

Nine Strikes Reported
Nine broadcasting strikes have been called to the attention of the NAB during the last year—six resulting from failure of stations to agree with technicians on the terms of first contracts; the other three from failure to agree on terms for the employment of staff musicians, all three finally settled by compromise. Inexperience with collective bargaining and its technique on the part of station managers undoubtedly was a factor in these difficulties, and stations utilizing the service of the NAB labor relations directors in making first contracts fared better.

Compliance with Wage & Hour Act has turned out to be a severe industry headache. Rules, regulations and official opinions are so many and complicated that half the labor relations director's time during the last year has been devoted to trying to keep member stations out of wage-hour trouble. Approximately 500 inquiries about how to comply have come to the NAB labor relations department. The association is making efforts to broaden exemptions under the Act, either through redefinition of terms like "executively," and "professional" or by setting a wage-level for exempt employees. NAB expansion in its advisory capacity, and IBEW is approaching common ground on the general form for a contract covering staff technicians, although there have been no direct negotiations along this line and none are contemplated for the immediate future.

The American Federation of Radio Artists has continued to concentrate its activity in the larger production centers. Although the union has occasionally encountered a clause would be illegal.

Peace with AFRA
The director's only complaint after two years of service, is that the few labor difficulties stations have encountered in that time could have been averted if the NAB had been consulted in time.

The industry is currently at peace with the American Federation of Musicians. Although neither the industry nor the union is completely satisfied with the present arrangement, it appears to be working out reasonably well and to have been the best practical adjustment of a difficult problem. The networks and their affiliates since Jan. 17, 1940, have continued to employ staff musicians, generally speaking, and to pay them the same total annual salary they paid under the national agreement which expired Jan. 17.

As a result of this general policy, AFRA has dropped its demand of last Nov. 2 for a new national agreement with a $1,500,000 increase.

A large group of non-network stations is continuing to operate under a national agreement which calls for "quota" expenditures for staff musicians. The September, 1940, seems doubtful that the union will press for renewal of this agreement if the non-network stations continue to staff musicians as they have for the last two years.

IBEW Expansion
The International Brotherhood of Electrical Workers (AFI) has led in organizing broadcasting employes during the last year. IBEW, which takes in only technicians, claims membership of over 5,000. It was continuing to organize radio stations, and is talking about trying to get a national agreement within a few years. The NAB, in its advisory capacity, and IBEW are approaching common ground on the general form for a contract covering staff technicians, although there have been no direct negotiations along this line and none are contemplated for the immediate future.

The American Federation of Radio Artists has continued to concentrate its activity in the larger production centers. Although the union has obtained a few new contracts during the year, it struck a snag when it demanded extra fees for staff announcers for reading commercial announcements. The issue arose almost simultaneously in St. Louis, Chicago, Cincinnati, Philadelphia and Schenectady, and in only one instance did a station capitulate to the union's demand.

This summer AFRA approached transcription companies with a proposal for an agreement or "buyout" on wages, hours and working conditions of announcers, actors and singers. In addition to causing a material increase in cost of transcriptions to stations, the proposal would forbid the companies to furnish transcriptions to any station declared "unfair" by AFRA. The NAB advised both AFRA and the companies that the industry considered application of such a clause would be illegal.

ACOA, ANG SLOW
The American Communications Association (ACOA), which takes in all broadcasting employes but artists, has secured a few new contracts during the year, but it has not expanded on a scale with rival AFL unions. ACOA membership still is confined almost entirely to Washington, Baltimore, Philadelphia, New York and Boston.

The American Newspaper Guild, the other CIO union in the broadcasting field, still holds a few contracts covering radio writers, announcers and some technicians, although it was organized as a news-
Labor Is Happy

The only jurisdictional dispute arising during the year was between IBEW and the Stagehands Union, over which one’s members should operate television cameras and handle electrical equipment for television shows. There has been no show-down yet.

Owing largely to the increased liberality of the networks during the past winter in giving national labor leaders time on the air, both the AF of L and CIO are happy about the broadcasting situation. The NAB labor relations director arranged for an increase in the number of labor talks last fall when the CIO was looking with a wary eye at the NAB program code, feeling it would be used to keep labor off the air.

In a few instances the code has been used to keep local labor leaders off the air, but by and large it has worked to labor’s advantage. By arrangement with both AFL and CIO, neither makes any complaint to the FCC without first consulting the NAB. During the last year only one complaint went to the FCC; dozens of others were amicably adjusted.

Convention Displays

FOLLOWING custom established two years ago, station promotional material will be exhibited at the NAB convention headquarters in the St. Francis Hotel, San Francisco Aug. 4-7. The NAB has asked that promotional material be shipped to Arthur Stringer, at the hotel, along with instructions for posting in the exhibit room.

General displays will respect NAB members’ membership and organization information, along with elaborate charts and graphs copyright and paid for functioning of Broadcast Music Inc.

RESEARCH

Paul F. Peter
Director of Research

DURING 1939-40 research activity of the NAB has covered a wide range of fields, from statistical studies to development of revised accounting procedure and a unit plan for measuring broadcast advertising volume. The research for 1939-40 was directed by Mr. Peter in assembling basic industry data has continued, and the research department is better able to answer requests for information from the membership and general public. The work has been devoted also to collecting information and making special analyses for NAB officials and committees.

Collaborating with the NAB accounting committee, the research department has devised a new program log, recommended as satisfying the requirements of the revised FCC rules and regulations governing broadcast stations. The FCC has indicated that the recommended form and instructions satisfy the conditions of the revision that stations log all their programs.

Accounting Manual

Another practical development during the year was the revised accounting manual, also devised in collaboration with the accounting committee. The “Accounting Manual for Broadcast Stations” gives particular attention to the alignment of accounts to provide a direct and independent check on the FCC financial report, as well as for Federal and State income tax purposes. The manual also emphasizes the providing of a system that will produce the vital financial facts needed in conducting the business of broadcast advertising.

Among coming projects to get consideration in the future from the research department are two to be conducted in collaboration with advertising agencies-standardizing invoice forms used in billing for radio advertising, employing the program log required by the FCC as an unimpeachable proof of performance document to obviate the necessity of affidavits; and revising the standard order blank for spot broadcasting.

For research director, and the research department was active in cooperating with industry representatives, and devised a single radio question—‘Is there a radio in this dwelling?”—was included in the Housing Census schedule. Replies to the question will revise the industry figure on the number of U. S. radio families, but they will provide no definite information as to the number of radios in each home, nor a count of automobile radios, radios in business offices, hotels and institutions. It is hoped the Census Bureau will grant the revision in the question be analyzed against the census question on family income as well as other census breakdowns.

Annual Count of Sets

At direction of the research committee, the research department is preparing plans to develop annual estimates of the number and distribution of radio sets in the country. Plans encompass a continuous survey which will yield, in addition to receiving set data figures on available audiences at various hours of the day and actual amount of radio set use. The plan, as developed, employs much the same method as that used by the Joint Committee on Research in its study of rural radio ownership and use in the United States.

During the year the research department also has devoted considerable time to developing information on money copyright, in conjunction with ASCAP negotiations and formation of Broadcast Music Inc. Other activities include cooperation in the work of the Federal Radio Education Committee of the Office of Education; issuing and studying answers to various questionnaires, i.e., department store radio advertising, foreign language programs, wage-hour problems.

The research department also is preparing reports of research methods that may be employed in developing reliable information on program audience. The reports will be available in manual or form for use by stations conducting their own research or other stations, employing outside research organizations to serve as an aid in understanding and evaluating the methods employed. The research department and the research department also are studying methods for determining station service area, cooperating with the engineering committee.

AN INCREASE in power from 100 watts daytime to 1,000 watts at certain times. The FCC has granted WMBG, Glenside, Pa., July 5 by the FCC.

PROMOTION

Arthur Stringer

ACTIVITIES of the NAB promotion department divide into two parts—institutional promotion and circulation promotion. Although in most instances a single activity covers both phases, every effort is made to gear promotions to individual station activity, with stations admonished “to write your own ticket.” In many cases, competing stations in a single city have joined hands in industry promotion to present a unified front in selling the radio medium to the public.

Utility sales promotion has been a major project during the year, the promotion department taking the position that “your power com-

WATS WHAT BECOMES WHO’S WHO

TIME buyers are beginning to see the waste in buying watts they cannot use. They are shifting their schedules from watts what to who’s who.

In the Richmond area—WMBG is the Red Network outlet. A minute spot on Richmond’s WMBG—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

pany can be your best local cus-
tomer... From radio ownership fig-
ures it is apparent that every do-
metic utility customer owns at
least one radio receiver. As a cur-
rent consuming device, radio sets
have been rated fourth among elec-
tric appliances, accounting for 14%
of the entire domestic appliance
load, according to the Edison Elec-
tric Institute Bulletin.
Whatever a utility does to in-
crease radio listening, to its own
program or the programs of others,
has the same effect as putting addi-
tional appliances on the line, ex-
cept that the consumer need make
no capital investment whatsoever.
Since January additional power
companies have been converted to
the use of broadcasting; others have
increased their schedules. By ex-
perience broadcasting is being
found the most economical method
of reaching the power companies' customers, either to induce pur-
chase of appliances or to increase
the use of appliances now in the
home.

States Participate
The grass roots promotion, Na-
tional Radio Festival, held the stage
during May and June, and in some
cases will continue into the State
and county fair season in August
and September. More stations par-
ticipated in Radio Festival than in
previous promotions, and for the
first time a State—Connecticut—
registered 100% participation of all
its stations. Nine State governors
have issued official proclamations of
the Festival, along with a great
number of mayors. Comments re-
ceived from officials of participat-
ing stations have indicated the suc-
cess of the promotion.
To raise the plateau of summer
listening many stations are par-
ticipating in the twin promotion: "Li-
sten While You Ride", to push auto
radio sales, and "Listen While You
Play", promoting portable sets.
This approach to the problem of in-
creasing listener availability to pro-
grams is bearing fruit. One student
of the last season attributes a large-
part of this summer’s 15% increase
in the amount of listening to the
growing ownership of auto radios
and portable sets.
"Radio Christmas" was another
seasonal promotion, emphasizing
constancy as well as good work
through a drive to replace old ra-
dios with new sets, then repair the
old sets for distribution to under-
privileged families. Local dealers
and distributors, along with service-
men’s organizations, cooperated in
the drive.
Last year’s autumn time change
was ushered in with Curtis Rooten’s
industry-wide promotion credited

LASHED DOWN to resist Cana-
dian wind, hell and high water is
this new antenna of CJKL, Kirk-
land Lake, Ont. It is a Lingo guyed
tubular steel vertical radio tower
590 feet high. It is guyed at five eleva-
tions in four directions, spaced 90
degrees. The guys at the top of the
upper elevations are high strength
Copperweld steel strand % inch
diameter. Those at the three lower
elevations are extra high strength
Copperweld strand % inch diame-
ter.
with contributing substantially to
circulation increases. Another pro-
ject of the NAB research depart-
ment is a publication of a 36-page
brochure, Radio’s Riches, in April.
The NAB research department
estimates that a total of 44,000,000
active radio sets were in operation in
the United States in June, and 28,000
radio families have a least one set.
But in those homes are
7,500,000 extra sets and 6,000-
000 extra sets. A half million addi-
tional receivers are located in of-
ces, stores, institutions, apart-
ments, etc. The promotion depart-
ment is aggressively interested in
adding to the 7,500,000 extra or
"secondary sets", rather than by
primary sets", because of superior
quality reproduction.

Servicemen Cooperate
Cooperation with local radio serv-
icemen has been advanced through
the work of the promotion depart-
ment to increasing the mutual
benefits resulting to both the serv-
icemen and operators. Radio Ser-
vicemen of America cooperates
wholeheartedly with the NAB,
which urges establishing more
chapter of the national service-
icemen’s organization. RSA’s guaran-
teed service plan, with qualifica-
tion of local chapter members,
operating in some 40 cities. Refine-
mants in the plan were suggested by
the NAB’s two-man committee,
which worked out minimum stand-
ards for servicemen.
On July 19 the promotion depart-
ment announced and outlined a plan
for recruiting 100,000 trained work-
ers for national defense agencies.
The drive was under the super-
vision of the U. S. Civil Service Com-
mision by NAB, on behalf of all U. S.
stations.
With a radio campaign certain
this year, another promotion, “List-
en Before You Vote”, was an-
nounced July 18. Designed as a
combination institutional and circula-
tion-building campaign, Sept. 1 is
the suggested date for publicly
launching the “Listen Before You
Vote” campaign.

APART from a waltz of routine
functions of the NAB Engineering
Committee, its particular interests
during the year lay with television,
FM, facsimile and allocations prob-
lems arising from the Havana
Treaty. The committee also had
special duties to perform in connec-
tion with general FCC regulatory
workings, such as devising a sam-
ple transmitter log. These inter-
ests and functions will remain
substantially the same for a year.

On December 31, 1939, of Mr. Smhey as fulltime
engineering director, it was decided
so to expand the engineering commit-
tee membership from 15 to 21 to
allow a representative from each
district. Following this pattern,
the 1940-41 committee will include a member from each dis-
trict, 10 representing each of the three national networks, and
a chairman. The committee was
supplemented by an executive
engineering committee of six, ap-
pointed Dec. 28, 1939, by President
Miller to serve until the 1940 con-
vention.

Many Technical Developments
The last year has been one of
interesting technical developments
in which the engineering committee
has actively studied. Highlighting television de-
velopments was the two FCC hear-
ings held in 1940, on Jan. 15 and
April 8. A hearing on FM was held by
the FCC in March.

Stemming from the allocation
changes embodied in the Havana
Treaty, corollary problems in that
engineering committee has actu-
ally studied. Highlighting television de-
velopments was the two FCC hear-
ings held in 1940, on Jan. 15 and
April 8. A hearing on FM was held by
the FCC in March.

FIRST in PHILLY
C. E. HOOPER SURVEYS
audiences of Phila. Network stations
9:15-9:30 A.M. Mon. thru Fri.—4 Min. Avg.
WFIL 23.2% KWW 18.3% WCAU 6.3%
% listeners identifying station and program
First with 46 other programs

Footnote: Primary Coverage Only

Page 144 • August 1, 1940
Camera Club Jaunt

WFIL in late July exhibited in its studios the results of the recent jaunt to West Point taken by its popular Camera Club. The station was host to 420 persons taking the trip under the direction of "Pop" Gray, president of the club. Sixteen of the girls were reported "lost" among the cadets. The candid and blowups made a display which attracted many viewers.

Brewery Sponsors AP News

HORTON PILSNER BREWING CO., New York, has started a daily five-minute Associated Press newscast on WQXR, New York, incorporating a special series of one-minute transcribed playlets including commercials voiced by "Happy Horton," trade character featured in display material. The 60-second transcriptions also have been furnished Horton distributors along the Atlantic seaboard for local release.

R. M. Wilmotte, consultant, ex-officio; Lynne C. Smeby, director, ex-officio.

The engineering committee membership for 1939-40 included Mr. Hogan, chairman; John E. Peterson, WKO; J. H. DeWitt, Jr., WSM; John T. Schilling, WB; Mr. Poppele; Paul A. Loyet, WHO; William J. Egerton, KTSA; Mr. Hanson; Mr. Cohan; Carl J. Meyer, WGN; Mr. Heiser; William H. West, WTMV; Porter Houston, WCBM; Mr. de Mars; Herbert Hollister, KFBI; Mr. Wilmotte; Mr. Smeby.

PUBLIC RELATIONS

Ed Kirby, Director

RELATIONS of the broadcasting industry with the public have been excellent during the last year, as a result of a program service delivered by the entire industry that immediately affects the social and economic life of more than 28,000,000 American homes every day and night in the year. The public relations and program policy of radio are inescapably one and the same thing.

If there has been a single significant and sharply defined radio development in the last year, it is recognition that public relations and program policies are interwoven and interchangeable. The industry's war coverage policies, for example, proceeded as much from a consideration of public relations factors as from a consideration of program techniques and availabilities. The same holds true for political broadcasts. To weld the two in every unit of programming, commercial and sustaining, is public relations department's major operating job in 1940-41. The finest guide for this is found in the industry's own Code.

Churches Cooperate

The NAB public relations department has sought out pertinent information from all segments of the listening audience, and from all political, social and economic developments, which would help management and program policy makers. It also has performed liaison and contact work between the industry and outside groups, i.e., women, religion, education, labor, the con-

JANSKY & BAILEY

CONSULTING RADIO ENGINEERS

National Press Building, Washington, D. C.

An organization offering a complete radio engineering service backed by years of extensive training, research and experience.

BROADCASTING • Broadcast Advertising August 1, 1940 • Page 145
The service of American radio in projecting the voice of the pulpit to every home is acknowledged by every thoughtful churchman. In the last year the NAB has had fine cooperation and support from most of the church organizations of the country. Particularly active in this field have been Dr. Frank Goodman, executive secretary of the Department of National Religious Radio of the Federal Council of the Churches of Christ in America, and Edward J. Heffron, executive secretary of the National Council of Catholic Men.

There has been a marked and measurable improvement in the relations of broadcasting with those organizations representing the millions of clubwomen throughout the country—in direct contrast to the situation only two or three years ago. At that time clubwomen were disposed to feel radio held an indifferent attitude about the character and quality of children’s programs, and there was strong temptation to follow zealots seeking relief through pressure tactics and eventual government decree.

With their ideas mirrored in the NAB Code, there has followed a campaign of self-education on radio by various State and local club units. The American system of radio has no stronger bulwark of organized public support than that given voluntarily by the clubwomen and their organizations. Leaders of these organizations on Nov. 29, 1939 accepted the invitation of the NAB to attend a luncheon conference to outline a year-round program for more practical cooperation.

Council Formed

Perhaps the finest example of the active cooperation between the industry and women’s groups was evidenced last year when national organizations and leaders voluntarily set up the Radio Council on Children’s Programs to implement the children’s section of the NAB Code. The council is headed by Mrs. Harold V. Milligan, radio chairman of the General Federation of Women’s Clubs and president of the National Council of Women.

Last February the NAB board of directors authorized a survey to be conducted jointly by NAB and RCCP. RCCP named Mrs. Dorothy Lewis as its field representative, and she will visit radio stations, advertisers, agencies and clubwomen in making complete surveys of the children’s program situation in 44 States.

The understanding has existed between the press and radio since

COMMODORES of the Minneapolis Aquatennial greeted Mark Ethridge, president of KROW, last year, as he arrived in the Twin Cities July 19 to attend the dedication of the Cowles’ new Minneapolis Star-Journal building. At left, holding the WCCO microphone, is “Commodore” Earl Gammons, WCCO general manager, and at right is Win Stevens, president of the Stevens Buick Co.

the Munich crisis. The dramatic result of Munich was that followed forced an outline of the area radio was to occupy in the news field, further defined through the subsequent international situation. Apart from the mutual benefits of press-radio cooperation, it is interestingly evident that freedom of expression for both press and radio are a common concern of both industries.

The quality and scope of educational broadcasting has improved steadily in the last 12 months, along with an increase in the number of educational directors appointed by commercial school, university, and college radio directors. Throughout the year the NAB cooperated closely with the Federal Education Committee, jointly financed by the industry and educational foundations, to transcribe the scripts of educational radio, was set back this spring when Congress failed to provide funds to carry on the work of the service and the Office of Education, as well as other of its radio activities. Since stations throughout the country, as well as schools, have found these services of value, it is hoped this work will not be abandoned.

Consumer Action

An increasing number of meetings between educators and commercial broadcasters are being held. At the 11th Institute for Education by Radio at Ohio State U, about 500 persons attended, with representatives from some 70 commercial stations.

During the year there has been an accelerated growth in the so-called consumer movement. Since certain elements within the movement desire to destroy advertising of all kinds, the NAB has been hesitating in cooperating in establishing the Committee on Consumer Relations in Advertising Inc., which has been created by advertisers and media to examine the merit of charges made and to carry on a program of informed public education on a factual basis. NAB President Miller serves on the organization’s board, representing the broadcast industry.

When it was originally anticipated that Havana Treaty reallocations would be made about Aug.

d a plan to educate the public was developed to facilitate the frequency shifts from the standpoint of the radio listener. The plan included a tie-up with the radio industry’s organizations who, in conjunction with stations, would make the necessary adjustments on public auction at minimum costs and with guaranteed results. The plan is ready to operate the minute a definite reallotment is announced.

With the country engaged in intensive defense preparation, the NAB has been working on improving the security industry support of defense activities, both in station and man power. The projects already under way is the NAB’s collaboration with the various military departments in training and disseminating live and transcribed spot announcements to aid the recruiting drive for the different branches of military service.

LEGAL
Russell P. Place
NAB General Counsel

SINCE the appointment of Mr. Julius Logan Nov. 24, 1939, the work of the NAB legal department, aside from assistance to broadcasters and their attorneys and to the NAB staff and committees, has lain chiefly in the fields of legislation and litigation. Although proposals before Congress have drawn considerable attention from the NAB, the legal department has kept a close watch on measures considered by State legislatures.

The legal department has actively followed the course of legislation affecting radio during the year, in Washington and in individual States, studying and analyzing all bills with a radio angle. No measure adversely affecting broadcasters has been enacted.

Bills in Congress

The principal bills affecting radio now pending in Congress include: the Thomas Bill, drastically revising the copyright laws, opposed by the NAB and unacceptable to the industry, particularly because of retention of minimum statutory damages for copyright infringements; the Chapman-McGraney Bill, also revising the copyright law contrary to the interests of broadcasters, principally because it would grant copyright in recorded renditions of musical performances; the Johnson Bill, which would ban advertisement of alcoholic beverages on the radio, opposed by the NAB as an unwarranted interference with program content and because it discriminates against radio in favor of the other media; the Ditter Bill, which amend the Communications Act of 1934 in the interests of broadcasters, and the Dintenoff Amendments providing for a minimum license term of three years and forbidding denial of license because of the character or program; the Payne-Driver-Piper Bill, requiring hearings on any application for broadcast facilities at the instance of any person; the Walter-Logan Bill to revise administrative procedure.

The legal department has recently made a threat to radio to come from a State legislature during the year was the Perry Bill, introduced in the New York legislature, which would have required broadcasters to secure the written consents of all performers on a broadcast program. The NAB
THE BUSINESS OUTLOOK: PHILADELPHIA

(Continued from page 89)

October and November for scheduling dates are already crowded for those months. And in no case will the station agree to put the station for fall time on the air in less than 30 days after the signing of the contract.

Starting in August

The rush for fall time on the part of local advertisers has resulted in a situation which finds practically every local station taking down an extra dividend for August, normally a slow month. In any number of cases, agencies have the right to insist that a choice broadcasting time for autumn campaigns, is starting their campaigns in August. Some agency executives have objected to making them rush the season in order to get the necessary time. Station executives say it’s “good business,” only the advertising agents will not enact the regulations.

Station executives point to any number of national and local spot campaigns that have carried, from the summer order not to lose the time. Attention is also called to a local clothing house that was forced to reduce its advertising, and the early summer when most of the other clothing concerns were winding up their advertising, and the clothing house is well satisfied with the off-season sales increases.

Swing to Smaller Stations

At the network stations and Westinghouse advertising is expected for the new year. These stations report that while commitments are limited at this time because of the network shows to be carried, inquiries and calls for local spots are 20% higher than last year at this time and 10% higher for national spot business. At the network stations, time rates are adjusted so that the bulk of the national and local spot business will go to the smaller stations. The money has to go a longer way, they say, and the lower card rates along with rates they have to give the smaller stations more inviting.

Furthermore, they feel that the trend in spot buying is in packages, pointing to one agency that has been able to “freeze” an hour and a half daily on an independent local network for national accounts, and another agency being able to buy all the station breaks daily. Such spot buying, they add, is limited on the larger stations, not only because of the network industry, but also because of the sponsorship of baseball and football games.

The past season, all stations reported, met and in many cases exceeded pre-season anticipations. And the current summer business, in all cases, exceeded expectations. Of course, it is folly to say that all stations are making money during the summer. The important thing is that they are losing less money this summer than last year. And going back over a period of five summers, the seasonal losses are steadily decreasing at a rate that leads all station heads to believe that another summer or two, given normal conditions, will place the June-July-August totals on the profit side of the ledger. This is in the face of steady summer decreases in other media.

Agencies further add that radio is increasingly taking a larger share when mapping out a campaign. It is not expected that any new advertiser will champion radio as a first-time in his particular industry, but all those now using radio or who have used radio in the past, will continue to do so again on same and increased scales.

Doan's Test on Five

Foster-Milborn Co., Buffalo, early in July started a test campaign for Doan's pills using three-weekly spot announcements on KDYL, Salt Lake City; WHN, New York; KDKA, Pittsburgh; and WKN, Raleigh, N. C. More stations may be added later this fall, according to Street & Finney, New York, the agency.

Huge War Orders

ENRICH CANADIAN WHEAT BELT

- Last fall, Canadian farmers realized the greatest wheat and combined field crops in eleven years. Bank Debts rose 19.8 points over 1938. Then came war orders...more work and money for farmers and industries. Prosperity returned. Now, people are spending in the Canadian West. This means greater potential sales for your product. Command these sales at a low cost by placing your program on—

BROADCASTING • Broadcast Advertising

W W N C
A S H V I L L E, N. C.
Full Time CBS Affiliate 1,000 Watts
EXTRA MILLIONS OF DOLLARS!
The peak business season approaches...in Asheville and surrounding districts. Summer brings thousands of tourists...with millions to spend! Right now, schedule your messages over W W N C—sole blanket coverage of this bright spot!

ROSTER SURVEYS
By a roster survey of your city we can show you exact standing of each competing station and every program broadcast during one week.

THE HOOPER-HOLMES BUREAU, INC.

THE ALL-CANADA Footholts Group
All Basic CBS Stations
First in Listener Preference
Write for Audience Figures

CCKK Regina, Sask.
CHAB Moose Jaw, Sask.
CJAM Winnipeg, Man.
CFAC Calgary, Alta.
CJCA Edmonton, Alta.
CJAT Trail, B.C.
CKOV Kelowna, B.C.

Representatives:
U.S.A.-WEED and COMPANY
CANADA - All-Canada Radio Facilities Limited

August 1, 1940 • Page 147
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.B. Headquarters and the completeness of its modern services. Rates are no higher than at less finely appointed hotels.

SINGLE ROOMS FROM $4
DOUBLE ROOMS FROM $6
All with Bath, of course

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

There is no substitute for experience

PHILADELPHIA Radio Service Men's Assn., failing to effect a collective deal with all the radio stations in the city, has made an exclusive tie-in with WFIL. The group, representing 275 service men, agreed to use WFIL window and showcase displays in their shops, inserts in all direct mail advertising, leave WFIL folders at the homes of customers, call special attention to the WFIL frequency, and use WFIL on all push-button sets on display. In return, WFIL will give the service men a weekly program of at least 15 minutes with no charge for time or talent, free publicity to clubs and organizations, free advertising for the group on all WFIL outdoor signs and billboards, use the PRSMA insignia in all direct mail advertising and aid in the group's promotions and advertising.

When the PRSMA called representatives of all the stations to a meeting, all but WFIL attended, the station insisting on an exclusive arrangement. The other stations turned down the collective arrangement in view of the fact that the PRSMA has only 56 shops and represents only one-seventh of the total number of servicemen in the city and that the membership is not represented in radio and department stores.

KSF0'S Posters
IN AN intensive audience exploitation campaign, KSF0, San Francisco, has signed a contract with Foster & Kleiner, outdoor advertising concern, calling for eighty-three two-color illuminated posters erected in the San Francisco-Oakland area. The posters are changeable every three weeks. This is the third major promotional step recently taken by KSF0. The other two were running trailers on the screens of the Golden Gate Theatre chain in San Francisco and Oakland and 190-

Wheaties' Autographs
KROW, Oakland, Cal., recently sent a letter to 250 grocers in the Eastbay area to back up Wheaties' "Breakfast of Champions" sale during July. The letters were signed by Dean Maddox, baseball announcer. Asking the stores to give every possible push to the sale, Maddox specially requested that the grocers get customers to autograph the special "man with the mike" display piece. After the sale these displays were to be sent to Maddox. Grocers sending in the greatest number of customers' signatures are to win special awards.

Wheaties' Collars
THROUGH an arrangement with Pevan Dairies in St. Louis, General Mills is conducting a six-week promotion of the Wheaties' "baseball broadcasts of France Laux on RMOX. Laux breakfast of champions (a milk and Pevan irradiated milk) is emphasized on a red-white-blue collar attached to some 60,000 Pevan milk bottles daily. The campaign also incorporates a tie-up with the local amateur baseball league, with Wheaties panels good for half-admission price at the amateur games.

At Salad Bar
GROCERS and their wives, along with press and radio people and home economics directors of local stores, in mid-July were guests of Gladys Cronkhite, home economics director of KGO-KSF0, San Francisco, at a Salad Bar Party in the executive offices of the stations. During the party, attended by about 250 persons, Mrs. Cronkhite interviewed several guests on a special quarter-hour KPO broadcast.

More Kaltenborn Maps
PURE OIL Co., Chicago, is promoting the Kaltenborn War Map No. 4 on its three-weekly NBC Kaltenborn Edits the News program, following the success of the first three similar maps. Map No. 4, two of which are available for every pint of Pure Oil gas purchased from local dealers, includes the Western Hemisphere for the first time, as well as the complete coverage of all European countries.

Still More Maps
REPRINTS of United Press news maps, one of Europe and one of the British Isles, are offered listeners by WRC-WMAL, Washington, on behalf of the Eosse Reporter newscasts.
WITH EVERY PRODUCT identified by the radio program advertising it, Wegman's Food Markets ran this special full-page advertisement in Rochester newspapers to draw attention to these individual programs, and to Wegman's Handshaker feature on WHEC, Rochester, N.Y. The program tie-in was carried further, with emphasis on the Handshaker series, through window displays and banners all over the stores. Agency handling the Wegman Food Markets in Hart-Conway Co., Rochester.

Booklet of Promotion

TO MERCHANDISE the General Foods show carried on KROD, El Paso, the station recently published a 25-page booklet describing the promotion campaigns. Included in the pamphlet were lists of the complimentary service announcements, merchandising letters, full-page photos of display advertising in local grocery stores, and tear sheets of all publicity given the broadcasts. Dorrance D. Roderick, KROD program, and Merle H. Tucker, general manager, signed each of the books.

Dial for Results

CFCF, Montreal, has prepared a novel "spin the dial" promotion piece revealing the results of a coincidental survey of Montreal radio listening habits at various hours through an entire week. A big round dial is affixed to heavy cardboard. Cutout in the dial fits over tabulated results of the survey as the dial is turned.

From Down Under

WITH a preface by H. G. Horner, general manager, Macquarie Net-work, Sydney, Australia, has just issued its 1940 catalogue of 46 pages. In a 11 x 15 inch leatherette board cover, the compilation includes maps, program features, list of sponsors, with rates, coverage and other data of interest to agency executives.

Merchandising the News

MANUFACTURERS National Bank, Troy, has placed a large neon sign in its lobby to call attention to its U-P news broadcasts over WTRY, and trucks of the Wagga's Ice Cream Co. carry banners while dealers display colored strips to announce their news periods. These are handled by Andy Kinbacher, news editor, who conducts news broadcasts for eight local sponsors. One, a tire company, had him originate the newsreels twice daily from its show windows for two weeks.

ABC Puzzle

NEW BROCHURE of WDBC, Hartford, Conn., incorporates a steel puzzle with this task: "Spin the dial" so that the letter "C" to the lower half of a "B" which is attached to an "A." The puzzle is taped to the third page of the eight-page brochure, with an advertising message calling out the theme, "There's also a trick to buying time," on the following page.

Newspaper Supplement

WITH the opening of WJHP, Jacksonville, Fla., on July 15, the Jacksonville Journal ran a 30-page supplement saluting the station. Both station and newspaper are owned by the John H. Perry interests.

Hi-Li Tournament

COOPERATING with the Hi-Li Sales Co., New York, WHK-WCLE, Cleveland, on July 18 completed plans for a city-wide Hi-Li contest to run for six weeks at local playgrounds. The Hi-Li games, consisting of a small paddle with a rubber ball attached by a rubber band, have been distributed to 92 playgrounds operated by the city and others operated by the Cleveland board of education. Eliminations will be run at each playground, with winners participating in playoffs at 15 Cleveland neighborhood theatres, which are cooperating in the campaign. Final winners are to be interviewed on the stations. Prizes include 15 bicycles and 75 pairs of roller skates.

Service to Business Men

A NEW service to business men has been inaugurated by Harold E. Fellows, manager of WEEI, Boston. A condensed list of the station's programs, including political and news broadcasts and programs of a scientific, cultural or business nature, is being mailed to busy executives who would not ordinarily have time to peruse lengthy program lists.

Iowa Luck

A MINIATURE horseshoe is attached to a promotion piece sent to the trade by Craig Lawrence, commercial manager of the Iowa Broadcast Co., to gain tie-ups with the station. No. 25, KRTN. Don't trust to luck, the folder suggests, and proceeds with a sales message.

Park Tieup

WHN, New York, has arranged a tie-up with Palisades Amusement Park, across the Hudson from Manhattan, whereby WHN's call letters are flashed on the park's electric sign, with the sign reading "It's time to tune to WHN" immediately before each correct time announcement.

BROCHURES

NORTHERN CENTRAL BROADCAST SYSTEM Inc.—File-size four-page coated-stock brochure titled "How to Play 'Up-Air' at 42".

Meccano Merchandising story and vital statistics of member stations along with two-color menu cards.

WLS, Chicago.—File-size four-color folder which opens to 20" x 17" showing breakdown of county mail received during 1939 and titled "WLS Coverage As Shown By 1,117,920 Letters." Included also are photos of antenna master control room and assembled Barn Dance talent.

WTAM, Cleveland.—Yellow-and-black folder "Play Up the Pit ... But Don't Forget the Gallery" promoting the station's coverage of 1,263,600 radio homes in the Cleveland national spot market.


WHN, New York.—Two-color brochure with die cut cover. "Tonight's Best Story." Describing the dramatic series of that title, radio versions of stories printed in Story Magazine broadcast weekly on WHN.

CFOS, Owen Sound, Ont.—File-size folder featuring data on market of "Canada's newest radio station", reprinting letters from local newspapers listing results obtained from use of the station.


THE NEW 1940 SUPER SKYRIDER

A few fundamentals of the new SUPER SKYRIDER are 6 bands covering 540 kc to 43 mc — 2 stages of pre-emphasis — high fidelity, pull audio — band pass audio filter — a new and highly efficient crystal filter circuit — an additional and completely effective noise limiter — cadmium plated steel chassis — standard relay rack panel 3/4" in thick — machine tools, gray wrinkle, very well ventilated steel cabinet. Hallicrafters 3-pin Bendix Reflex speakers available. Sells, complete with cabinets and 14 tubes, less only speaker, for $159.50 net.

WBAL means business in Baltimore
in Kansas City chalks it 50-50.
Each method has its good points.

Costs vs. Results
Willard Campbell of Fox's claims that it's difficult to check results exactly unless one has precise cost figures. Also, such planning helps keep buyers on their toes. It forces them to select radio items that will move rapidly, not deadwood on which they wouldn't jeopardize the reputation of other media. It should also be apparent that, being charged as much for radio as he is for other media backing, the buyer immediately elevates radio to its just position as an equal goods-mover as other media, not a refuse heap for departmental trash.

Another view, and rather unique among department store people, is that of Taylor's in Kansas City. They feel that the entertainment portion of the show should be charged to general expense, and the commercial spots to each individual department.

A compromise opinion has been reached by other stores. This consists of charging radio directly to any department whose items are featured, but if radio does not concentrate on any one department, its cost is credited against general expense.

The majority of successful department store-radio users have found that, during the first few months of radio, it is generally good buyer relations to charge radio against general expense until the medium has proved to the buyers that it is just as effective if not more effective than other media.

Pick the Right People
A careful comparison of the operating methods of the nine most successful department store users of radio shows that, in each case, one radio-experienced member of the advertising department is solely responsible for the radio operations—and results.

The majority of all department store executive interviewed agreed that if this fixing of responsibility did only one thing, it built a feeling of consideration and loyalty to radio among the buyers and general store personnel.

In those cases where this responsibility fixing was tried, most of the buyers were definitely antagonistic to radio at the beginning, but changed their opinion in time under the intelligent educational work of the person assigned the responsibility of proving to them that radio is effective store advertising if properly used.

Win One, Win All
Winning over a few buyers and doing a job for them has been demonstrated by store after store, is the beginning of winning over every buyer eventually. This is not an overnight achievement. Most of the stores which have been and are using radio successfully found that it took from one to two years successfully to educate the store merchandising personnel to cooperate fully on the radio campaign.

One must remember that one must battle the fixed reputation of direct mail, newspapers, outdoor and other methods of promotion—many of which have been used for decades by the individual stores.

Listen for a minute to what Gene Cary, advertising manager of WGAR has to say on this point:

"The real problem for radio-department store promotion revolves around the buyer, and for that reason it is very important to have someone in the advertising department of the store responsible for radio. This person does two things: (1) cultivates the buyers and the sales people, and points out to them from time to time the merits of using radio, winning them over to an understanding and appreciation of the medium and its function; (2) this person can also prevent radio from being treated as a poor relation—with scripts haphazardly composed and merchandise poorly chosen for stress on the commercial."

To cite Fox's again, as it is one of the most outstanding and successful users of radio in the country, it hired a special writer with four years of radio experience to write its commercials and paid that writer a salary in proportion to her experience. Fox's started off right by employing the best person it could possibly obtain.

Getting the buyer to cooperate to

$293 REWARD: TO ONE TELEGRAM USER!

You're rewarded with big cash savings on telegrams when Postal Telegraph surveys your telegraph costs! This free file-analysis saved $293 last year for one firm (name on request). It uncovers huge wastes and provides easy-to-follow plan to stop them! For information about free telegraph-file analysis, write collect: A. A. Kramer, Postal Telegraph, 253 Broadway, N.Y.C. No obligation.

Postal Telegraph
CELEBRATING her 14th birthday, this pretty 14-year-old miss, Win- 
dale, N.J. She’s been a fixture at many stores for four years and
returns to the same store, Betty’s Candy Bar, where she still
accepts all orders.

The store’s owner, her father, Mr. Binns, said that her
beauty and charm have helped in attracting customers to the store.

The store is one of the few remaining candy bars that still
accepts cash. The store has been in business for over 100 years
and is known for its high-quality candies.

The candy bar is located on Main Street, and it is open
seven days a week from 9 AM to 9 PM. Customers can choose
from a variety of candies, including chocolate bars, hard candies,
and soft candies.

The store’s owner, Mr. Binns, said that his daughter’s
talent has helped in attracting customers to the store.

The store’s entrance is located on the corner of Main Street and
Pacific Avenue, and it is easily accessible to pedestrians.

The store’s interior is decorated with classic candy bar
themes, including a red and white color scheme, and
retro-style decor.

The store’s employees are friendly and knowledgeable,
帮助ing customers to find the perfect candy.

The store’s owner, Mr. Binns, said that his daughter’s
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themes, including a red and white color scheme, and
retro-style decor.

The store’s employees are friendly and knowledgeable,
helping customers to find the perfect candy.
There is a Market Where the State's Largest Industry Will be Expanded

60%
It's Served By

WCSC
CHARLESTON, S. C.
Free & Peters, Inc. Representatives

Reminiscences of a Veteran
(Continued from page 50-1)

Islands as told by a man who had been marooned there—a New York City taxi-driver, Red Christiansen. This program, on the order of a present-day We, the People broadcast, had to be given time and again by request.

Radio, Star Maker

We also learned of radio's ability to make a star. The constantly changing Eveneda Hour, starting in the winter of 1923, carried through to the following summer when we put Wendell Hall on for the summer period. You may recall him, "The Red-Headed Music Maker". If you don't remember him, you undoubtedly remember "It Ain't Gonna Rain No Mo", for which he was responsible. Hall achieved such popularity through his radio work that he became much sought after for personal appearances, from which our client of course benefited.

Incidentally, radio was put to an odd use in the case of Wendell Hall, in a program that would attract much attention even today. His marriage to Marian M. Martin, a Chicago newspaper woman, on June 4, 1924, was solemnized as part of an Eveneda Hour broadcast. This particular broadcast, incidentally, was the first in which remote control was employed to supply part of a program from one point while another part of the program originated somewhere else. The organ music for the service was "piped" from the loft of the Skinner Organ Co., on Fifth Avenue, to the WEAF studio, where the marriage took place.

However, interesting as all this was, it was not quite as significant as another development hastened by the success of the Eveneda Hour. Radio was then in a stage of development similar to that of television today. The broadcasting stations had a limited range and each station arranged its own programs. It was not long until the National Carbon Co., found its broadcasts so popular that an extension of the idea seemed desirable.

Geographical Posers

To permit people in outlying sections to see and hear the famous Eveneda Hour entertainers, a series of personal appearances was arranged. Wendell Hall, Vaughn de Leath and Carson Robison in particular made a great many personal appearances. Often where it was possible, these out-of-town appearances were broadcast locally. However, this was difficult for difficulties of many kinds. We found ourselves rapidly getting into the show business, with traveling entertainers shuttling between widely separated points. It began to look as though our radio and related ventures were becoming too cumbersome despite the excellence of the results.

The answer seemed to lie in some sort of network. If somehow two or more stations could be connected with telephone lines, or even by radio, a large area could be served simultaneously. We investigated and learned that it was practicable. Indeed, it had been done and was being done on a basis that was largely experimental.

The first record of two stations broadcasting a program simultaneously concerned WNAC at Boston and WEAF; on Jan. 4, 1923, when a saxophone solo by Nathan Glanz was relayed from the WEAF studio to the Boston station.

The first regular service between stations came about in a noteworthy manner. The late Col. Edward H. R. Green, son of the famous Hetty Green, made science his hobby at his large estate in South Dartmouth, Mass. In order to furnish himself with Western Electric for one unit of equipment, he had placed a standing order with Western Electric. Puzzled, he got in touch with Western Electric officials and asked what they thought he could do with this.

"Broadcast," he was told. "Broadcast what?" he asked.

"Speeches, phonograph records, anything," was the reply.

Col. Green had his transmitter assembled, received the call letters WMAF, but shortly found himself in difficulty trying to make up schedules of broadcast entertain- ment. Then he had an inspiration. Invited to the home of Harry E. Thayer, then president of the AT&T, in New Canaan, Conn., he came across what seemed to be the solution of his problem. Mr. Thayer, unable to hear WEAF well at that distance, had arranged for a special telephone line from the studio to his home.

Col. Green asked for a similar hookup to feed his new transmitter Programs originating at AT&T, and the request was granted. On July 1, 1923, he started broadcasting WEAF pro- grams on WMAF. Thus the first "network" came into being. Like so many other developments in radio, it was the result of circumstance rather than planning.

$60 Per Hour

It goes without saying that the system worked, and Col. Green entertained the countryside with music that streamed from New York via telephone line. One of the outlets for this, incidentally, was on his own estate. Col. Green rigged up huge speakers for the benefit of fishermen working along the coast. Others heard of the entertain- ment, and hundreds of cars could be found parked on the grounds of the Green estate, the occupants listening to the music that poured from the speakers.

The first commercial radio sta- tion to be tied up regularly with WEAF by means of telephone line was WJAR, owned by the Outlet Store in Providence. The first WEAF program to go out over this station's transmitter was a...
First Network Sponsor

The Eveready Hour was the first sponsored program to go over this WEAF-WJAR network, and the first Eveready Hour to be so broadcast was one on Oct. 19, 1924. It consisted of the first reading of "I Knew Lincoln". That broadcast, the first advertising program to go over a network, had an interesting story behind it. Our thinking on the subject of a network seems to have paralleled that of the people at WEAF, As I previously mentioned, the popularity of the Eveready Hour made it desirable to extend the listening range of the program.

Not knowing that WEAF and WJAR had been experimenting with a telephonic hookup, not to mention the expense to WEAF for each transmitter, I decided to discuss the matter with officials at the AT&T. Fortunately, the AT&T was in a good strategic position to do this, since besides working with the National Carbon Co., I was associated with the AT&T, supervising the agency's work on that account.

I first discussed the use of telephone lines to carry the Eveready Hour to several stations simultaneously with the Al. George McClelland, commercial manager of WEAF and later a vice-president of NBC. My discussion with Mr. McClelland led to a meeting with W. R. Harkness, in charge of radio activities of the telephone company. Later we met the matter to Walter Gifford, at that time a vice-president.

The telephone people, as I have indicated, were unaware of the possibilities. However, the success of the Eveready Hour, in sales and as well as in popularity, gave them another aspect to consider. We were an immediate prospect for facilities they had available, and the upshot was that a network was developed sooner than had been planned.

Radio vs. Telephone

Mr. Gifford asked me to prepare a map showing key sales areas of the country, which it would be desirable to reach through radio. This was carefully worked out and subsequently presented to him. He seemed greatly impressed with the potentialities, indeed somewhat perplexed by their scope.

"If radio is going to reach this stage," he said, "maybe it's better to think of it. If we don't, we may find ourselves running a radio business instead of a telephone business."

The innovation of broadcasting the Eveready Hour over the WEAF-WJAR network proved successful. Gradually the network was extended, as we added WCAP, WGR, WEEI, WCAE, WSAI, WOC, WCTB, WTAJ, WJ, WCCO, WEAR, WGN and other stations which brought increasing millions within listening range of the Eveready broad casts. Each expansion of our network naturally represented problems for both AT&T and ourselves. Eugene M. Monahan, NBC, found that one station, a local business, and one on a single broadcast. The network program has been held to 2, 5, 6, and 7. It will not be applied to any other station.

Suppose the timebuyer happened to take the station that had an actual CAB rating of 2! This is not a representation of CAB at its sectional program ratings in the above manner. It is a fictitious set of figures merely to illustrate how an average cannot be applied to a single facility.

The network timebuyer needs another standard when purchasing single facilities. In the correct sense no program is rated on any one station unless by a local survey. Ma Perkins has no "rating" by CAB in any one city. The CAB figure is an average of various cities. In this respect, Ma Perkins has a good rating it certainly makes sense for a timebuyer to want to precede the program on the same network but not necessary on a single station.

Therefore a timebuyer should have a double standard—one for network and one for national spot. Use the network surveys for the one but insist on local ones for similar evidence when buying national spot.

HEDY LAMAR wouldn't stand a chance in an African beauty contest. Sometimes a radio station, quoting one of its station breaks between two "unlistened" programs, is equally mistreated. It's a question of standards in both cases: one is simply making a city-wide survey and then using the results of the whole survey to apply to any neighborhood.

Chance of Error

Suppose a timebuyer, in studying an availability, finds that it precedes a program with a sectional rating of 6. Suppose that on the basis of this rating he accepts the availability, however, by a closer analysis it may be revealed that he made a mistake. Let's say the particular section for which the rating is 6 applies consists of six markets. Just to reveal the specific possibility of error the various facilities in the six markets could have actual CAB ratings of 2, 5, 6, 7, 8, and 9.

Lamarr's ratings would be applied, by the network, to the series. Add them up and divide by six. You will get the average CAB rating of 6. That is not a representation of CAB at its sectional program ratings in the above manner. It is a fictitious set of figures merely to illustrate how an average cannot be applied to a single facility.

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Sponsor's Plugs for Defense SIGNAL OIL CO., Los Angeles (petroleum products), during its weekly half-hour musical variety program, "Signal Carnival," on NBC-PACIFIC Red Stations, Sunday, 9-30 P.M. (PST), in an effort to build up public opinion for American national defense, has inaugurated a series of brief announcements on that subject. Announcement reads: "You are the security of our nation. The protection of your own home is a first duty to the country. Remember always to keep your home defense-ready in case of war."
A ROYAL WELCOME
to our friends of the N.A.B.!

DON'T MISS THE RCA EXHIBIT
Room 551-552-554, St. Francis Hotel, San Francisco
Come Up and Meet the Latest RCA Equipment for
TELEVISION
BROADCASTING
FREQUENCY MODULATION
Speech Input Equipment — Measuring Equipment

Camera Fans!

Enter your best shots in the
RCA Convention Camera Contest!
3 Divisions—
3 First Prizes!
3 Second Prizes!
3 Third Prizes!

Details at RCA Convention
Headquarters.
Photos will be judged by
Keith Henney, Editor of
Photo Technique, and mem-
bers of the Art Staff of Lord
& Thomas Advertising
Agency.

Use RCA Radio Tubes in your Station for Finer Performance

RCA Manufacturing Co., Inc.,
Camden, N. J. • A Service of the
Radio Corporation of America
FIVE hours from Cincinnati by train but split seconds by WLW

... that's the comprehensive, economical way you cover more than a score of rich trading areas when you use The Nation's Station. In Charleston, for example, WLW is a daily listening habit. So retailers in Charleston, as well as throughout all of WLW’s primary area, are naturally guided by the resulting consumer preference for WLW-advertised brands.

NEW YORK: REP. TRANSAMERICAN BROADCASTING & TELEVISION CORP., CHICAGO: WLW, 230 NORTH MICHIGAN AVE.

WLW THE NATION’S most Merchandise-able STATION
For stations at the TOP!

RCA 50,000 Watt Broadcast Transmitter

Model 50-E...Top Performance...Efficiency...Economy!

Your new 50,000-watt transmitter is perhaps the most important investment your station will ever be called on to make! Choose wisely and your operating costs will be lower—your performance finer, more trouble-free. Choose wisely and we believe you'll choose RCA. Here are a few of the reasons why:

The new RCA Model 50-E Transmitter offers you lower installation costs because it takes up only 278 square feet of space—requires a much smaller building to house it. Airstream-cooled throughout, it saves you the cost of water coolers and tanks, water pipes and pumps and associated equipment. RCA-engineered high level Class B Modulation requires lower current consumption—the 50-E draws only 115 kilowatts from your power line at average program modulation! The exciter is capable of operation as a complete 5 kw. Transmitter at a second's notice—eliminating a separate stand-by transmitter.

Unified front panel construction gives finer appearance, cleaner design, easier installation...and permits either straight-line or "folded" layout for your requirements, without extra work or extra cost. It's particularly adaptable to modern buildings.

See exhibit of all RCA services...including Television...at RCA Building, New York World's Fair—and Golden Gate Exposition, San Francisco.

RCA Broadcast Equipment

RCA Manufacturing Co., Inc., Camden, N. J. - A Service of the Radio Corporation of America