"Well-uh-can you cook?"

- Yes, some of the questions were sorta personal—but when H. B. Summers and his crew of 99 expert investigators got through their 1940 Survey on April 15, they had the most complete, authoritative and dependable information ever compiled on the radio-listening habits of Iowa people.

For instance—would you like to know what percentage of all Iowa men or women are listening to the radio between, say, 8:00 and 10:00 a.m.? What kind of program they like best? The program preference differences between city people and farm people? The ratings given the 29 stations that are "heard regularly" by at least 1% of all Iowa families?

These are only a few of the vital questions that you can have answered by the 1940 Iowa Radio Audience Survey. And these answers will help you to make your advertising supremely effective—not only in Iowa, but throughout the Middlewest...

If you'll write us quickly, a copy of this monumental Survey will be gladly sent you on request, without cost or obligation. But we suggest prompt action, because only a limited number of copies are still available. Address:

WHO +
for IOWA PLUS!

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives
WSPD's night-time signal finds new frontiers with its night-time power boost to 5000 watts; a greater after-dark audience, no increase in rate!

"More Power To You", said the F.C.C.;
... and now we have it!

WSPD – Toledo, Ohio
Represented Nationally by the Katz Agency
He has the confidence of Home Town folks!

HOME town people believe in, and are loyal to, the family doctor who serves them so faithfully. He is an integral part of community life, day-in and day-out.

The Colonial Network’s 18 “home” stations benefit by the same type of confidence and acceptance because they too serve the community, providing programs of local interest as well as network features.

This creates listener-loyalty that no distant, stranger-within-the-gates station can ever obtain. The advantage of this friendly attitude and the good will it achieves is obvious.

It is one of the important reasons why campaigns on The Colonial Network are as successful as they are economical.

THE COLONIAL NETWORK

21 BROOKLINE AVENUE

BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., Exclusive National Sales Representatives
To Our Friends
The Advertising Agencies of America:

Something unbelievably big is happening here. It's bewildering,—like waking up to find oneself a millionaire! We would gladly forego our good fortune if it were possible to remove the cause. Since that's impossible, we want you to know about it, as it is information vital to you and your clients.

Nearly FIVE HUNDRED MILLION Dollars is being spent here for defense,—all within the 10 millivolt line of WTAR.

We are to build two battleships, four aircraft carriers, two cruisers, a mine sweeper, drydocks, fortifications, tremendously expand the Naval Base and air station, and many other items.

Ten thousand high paid civilian workers are now at the Navy Yard, with 5,000 on the way. The navy personnel already has been increased 5,000 and the naval payroll upped 29.6%.

Every dwelling is occupied, and the government is spending $3,000,000 at once to build workers' homes.

The program, only begun, has stimulated business already. Telephones increased 57.3%, retail sales 5.6%, buying income 7% in 1939 over 1938. In May residence building increased 71% over May 1939 (62% better than the average of all states east of the Rockies). Bank debits increased 9% the first five months of this year over the same period in 1939, and so on.

Norfolk this fall and winter is destined to be America's outstanding boom market.

That's why, with WTAR on every one of your station lists this fall, your clients will be sure of sharing this unique prosperity. Our national representatives, Edward Petry & Company, will gladly give you still further details.

Cordially yours,

Campbell Arnoux
General Manager

National Representatives: Edward Petry & Co.
The Novachord is used daily at KFBI, in its new studios and station at Wichita, Kansas

Newest in everything—from microphones to antenna! That was the order given for equipment of the new studios and station of KFBI...as it moved from Abilene to Wichita, Kan.

So, for the newest in music—newest appeal, greatest versatility—KFBI purchased a Hammond Novachord! And, since the opening day of these new studios, the Novachord has been in use daily at KFBI!

Your programs can make this same profitable use of the Hammond Novachord. It will give music for radio an entirely new and utterly different appeal. It will give the musician a new and amazing versatility. And it will give you a greater variety of usefulness than any other instrument you can buy.

Try the Novachord. Its regular keyboard is played like a piano. Any pianist will find a fascinating invitation to explore its amazingly vast musical resources. Visit your nearest Hammond dealer or write to Hammond Instrument Co., 2989 N. Western Ave., Chicago. In Canada: Northern Electric Co., Ltd., Montreal.

Hammond Organ Studios
New York—50 West 57th Street
Los Angeles—3328 Wilshire Boulevard

Play the Novachord as you would a piano...for beautiful, piano-like tones. THEN—turn the Tone Selectors for musical effects of violin, English horn, 'cello, guitar and dozens of other amazing voices.

How KFBI uses its Novachord “Apparently the Novachord has a very wide range of application in the broadcasting field, but it has served us particularly well as a solo instrument. Frank Chiddix, musical director of KFBI, presents a daily program with the Novachord, called ‘Nova Lyrics,’ and we have had some very encouraging comments on the show.

“Frankly, I feel that the Novachord is a very valuable part of our station equipment.”

Herb Hollister,
Vice-President & General Manager

See...Hear...Play

The New Idea in music—by the Makers of the Hammond Organ!
KSFO meets the eye … as well as the ear!

There's more to KSFO than meets the ear!

On outdoor boards … in newspaper advertisements … on theatre screens … and in window displays, KSFO parades its pageant of CBS and sparkling local originations. With this result: every audience study now shows a vigorous sweep to KSFO.

No wonder KSFO carries more commercial programs than any other network station in San Francisco! And should carry yours!

KSFO

A CBS STATION · 560 Kilocycles
PALACE HOTEL · SAN FRANCISCO
NATIONAL REPRESENTATIVES: EDWARD PETRY & CO., INC.
Yes sir, Big Business is expanding and "digging in" down Shreveport way in a very permanent manner. Big Business is building with the assured prospects of a bright future based on permanent stability and prosperity of the past and present of the Shreveport market.

The vast wealth of resources ... huge manufacturing plants ... and major industries have made the Shreveport market area of over 3,000,000 people a "natural" for the maximum sales of the many products that depend on complete dominant coverage of KWKH for successful results.

$750,000 United Gas Building, completed and occupied.

T and P Passenger Station, part of a $3,000,000 construction project. A new freight depot has already been completed.

New store for J. C. Penney Company already under construction, costing $200,000.

$1,000,000 Commercial National Bank Building, nearly completed.

Shreveport Union Station to be remodeled and rebuilt at cost of $100,000. This work is already in progress.
Friends, Romans, Countrymen!

Hugh K. Boice, Jr!

Yes, we guess it was purely accidental, but when Hugh Boice graduated from a good college, then went to work for a leading "industrial", then for a progressive advertising agency, then for a well-known radio station — well, maybe it was just a lucky accident, but all this experience was leading straight to the logical conclusion of a job with Free & Peters!

Why? Because that's the sort of back-ground F&P wants and gets, in our personnel. . . . First, thirteen of our fourteen fellows are "college men" — and ten of us graduated. Not that that's so wonderful, but it does imply a little mental discipline. Next, the fourteen of us average almost two years apiece in advertising agencies — which you will admit is wonderful! Next, we average 3 1/4 years with Free & Peters, and Hugh is in his third year with us. Next, we all average well over a year of experience, each, in actual radio stations — and that, we believe, is also a pretty good back-ground for anybody who's first job is to help smooth the road for radio advertisers.

All our fourteen fellows have similar back-grounds in some other regards, too. We all speak English. We all feel certain that we want to "stay in radio" for a long, long time to come — and that the surest way to stay in is to give you the very best we've got (and the best that radio has, as well). . . . That's the way we work in this group of pioneer radio-station representatives.
NAB Decrees Its Music Independence

By SOL TAISHOFF

Officially Assured of 'Free Radio', Convention Gives Unanimous Support to BMI, With Ample Finances

IGNORING a frenzied eleventh-hour effort of ASCAP to stampede the industry, a unanimous NAB enthusiastically plowed its way through its 18th annual convention in San Francisco Aug. 4-7, and, behind the leadership of President Neville Miller, formally decreed its musical independence as of Jan. 1, 1941.

Not a dissenting voice on any important issue was heard on the convention floor during the three-day session. Reassured in personal messages from Stephen T. Early, secretary to the President, and FCC Chairman James Lawrence Fly, that a "free radio" is not threatened, the convention dug into its major industry problem — copyright — by unanimously voting its support of Broadcast Music Inc., as a "permanent" organization to provide for radio's music needs when current ASCAP contracts expire on Dec. 31. Nearly 400 stations representing 90% of the dollar volume of the industry were pledged to BMI, and a new scale of fees adopted assures the company of at least $1,500,000 to build the industry's own music supply during 1941, aside from $1,250,000 pledged since last September.

Even Measured Service Plan Is Ignored

The convention, hailed as the biggest and best in the industry's history, manifested its united approach by disregarding entirely the almost frantic appeals from ASCAP to meet with it and talk things over. ASCAP even agreed to a "measured service" experiment for Ed Craney's KGIR, Butte, and in effect offered the same terms eventually to all stations, but the convention, incensed over repeated rebuffs from ASCAP during the last two years, declared BMI a permanent "going concern".

Glowing tribute was paid Mr. Miller — the NAB's first paid president — when the newly-elected board Aug. 6, in recognition of his services during the last two years, extended his contract and gave him a substantial increase in salary, effective at once. Retained for a three-year term on July 1, 1938 to head the reorganized NAB, Mr. Miller's contract was extended from 1941 to 1942. His present salary is $30,000, plus allowances, and it is understood the increase authorized was approximately $10,000 a year.

The board's action effectively answered the insinuations of internal disunion and opposition to President Miller published in the amusement press. The ill-starred ASCAP campaign got under way even before the convention started, and was obviously designed to break the back of BMI. There were daily letters or telegrams to delegates, colored stories in the amusement press and widespread button-holing of delegates. The fruits of these labors turned out to be bitter condemnation from the convention floor and general resentment among delegates.

In declaring its musical independence, the industry took cognizance of the demands of ASCAP under the new form of contract, which would result in an estimated increase in royalties paid by the industry of from about $4,500,000 to $9,000,000. Instead, the membership voted to support BMI, irrespective of cost, and plunged into plans for the transition at the first of next year.

Pledges of Freedom From Early and Fly

The convention turned out to be a one-purpose meeting, after illusions about threats to radio's independent status had been dispelled by the official spokesmen, Mr. Early, appearing for the second time at a NAB convention, brought from President Roosevelt a message reiterating his pledge of last year of an American radio "as free as the press". Chairman Fly branded as "without substance" disturbing rumors of imminent curtailment of broadcasting in the event the security of the country is threatened, or about stories that the FCC is "about to destroy rural radio serv-

NEW NAB BOARD held its first meeting in San Francisco Aug. 6 shortly after election of new directors-at-large and of three new directors representing the networks, the latter authorized by a vote at a meeting the same day. The first act of the board was to extend the contract of Neville Miller as president of the Association for another year to July 1, 1942, and to give him a substantial increase in salary. Seated (1 to r): Don Searle, KOIL, Omaha; Paul W. Morency, WTM, Hartford; C. W. Myers, KOIN-KALE, Portland, Ore.; John Elmer, WCBM, Baltimore; Edwin W. Craig, WSM, Nashville; President Miller; Herb Hollister, KFBI, Wichita; John E. Fitzer, WKZO, Kalamazoo; E. H. Gammons, WCWO, Minneapolis. Standing: Mark Ethridge, WHAS, Louisville; Fred Weber, MBS; Gene O'Fallon, KFEL, Denver; J. Harold Ryan, WSPD, Toledo; O. L. Taylor, KGNC, Amarillo; F. M. Russell, NBC; Clifford M. Cha ferry, WEEU-WRAW, Reading; William H. Weitz, WTVM, E. St. Louis; Harry Spence, KXRO, Aberdeen, Wash.; Howard Lane, KFBK, Sacramento; John A. Kennedy, WCHS, Charleston, W. Va.; Harrison Hollaway, KFY-KEGA, Los Angeles; George W. Norton Jr., WAVE, Louisville; John J. Gillin Jr., WOW, Omaha, and Harold V. Hough, WBAP-KGKO, Fort Worth. Absent were Edward Klauber, CBS vice-president; Walter Tison, WFLA, Tampa; Clarence Wheeler, WHBC, Rochester.
ice. He implored the industry to stop believing in "ghosts." If any outbursts had been expected against the industry's self-regulation code, which awarded its first birthday in May, they did not materialize. Instead the membership voted it full confidence. Not a solitary amendment was suggested. Also, on the commercial side, the convention voted reinstatement of a modified plan of reporting industry revenues on a unit basis rather than on a dollar-volume basis. It pledged support in consumer-education undertakings, and reaffirmed previous convention commitments in maintaining advertising standards.

Taking cognizance of world conditions precipitated by the war, and a national defense planning, the convention adopted a resolution authorizing President Miller to appoint the "Advisory Radio Committee on National Defense," further to implement cooperation which the industry already has extended to the Government. The resolution recognizes the vital role of the industry in the responsibility of the American radio broadcast industry to lend every effort in the organization of plans for national defense.

Survey of Defense Requirements Planned

The committee was instructed by the convention to advise with the President, the Secretaries of War and Navy and the Chairman of the F.B.I. of its duties of reporting possibilities to place its services in the disposal of the Government. Another specific instruction was that the committee undertake a study of the industry to determine requirements in the event of national emergency, and the qualifications of all employees for defense work.

With a total registration of 661, and a broadcasters' registration of 480, the convention attendance was declared the highest in history. This was so despite misgivings that the trek across the country to San Francisco would discourage attendance. A total attendance registration was estimated in the neighborhood of 300 of the NAB's 460-station membership.

The convention program came thick and fast. ASCAP had its big gun — President Gene Buck and General Manager John C. Payne — in San Francisco. An announcement that ASCAP had come to terms with both Montana and Washington broadcasters, disclosed on the first day of convention, was heralded by Mr. Craney, at first caused consternation but did not change the tide.

After the convention's vote on BMI, there emanated from ASCAP quarters reports that many celebrated radio performers would decline to remain on the air unless ASCAP tunes were available to them. There were even inferences of restraint of trade action against the major networks because of this. The technical problems with ASCAP music. Gene Buck called it a "boycott." Although the musicians' unions in several major cities, were in close contact with ASCAP, the powerful San Francisco local ad-
WEST COAST HOSTS included: 11 to r.l:
Ralph A. Branton, KBJJ-KQW; Don Thom
Burgh, CBS Western Division v.p.; Don E.
Culman, NBC Western Division v.p.

MBS flower girls were 
on deck again. Howard 
Lane, KFBK; Sacramento 
Chairman of arrange.

MENTS included:
TAKING A BREAK
UNITED PRESS, Paul Lucas, KGBV, Oakland; Tom Soper,
Tom Simmons, KFPP; Al Warner, WATF, Los An
gles.

FRANK MILLER, NBC vice-president and general manager, to
and Howard, KSPR, NPR pro.

Baker, KSTO.

EAST WEST-WEST—Cast consisted of 6 by 6.

WBXY. Country: 9 by 12, Brookings, SD.

WORH, L.A.

WAYE, Omaha.

BURLINGTON, CO.

WEST COASTERS included: 11 to r.l: Willie, WAGG, San 
Francisco; Tracy Moore, Blue sales manager; 
Charles Brown, sales promotion manager.

HIS GOLF score in BROADCASTING's 
tournament or perhaps major NAB lab-
tests were discussed by NBC President, 
Kleen Truett's (1st) and Col. B. J. 
Father, WHO, San Marcos.

SHOP TALKERS were 11 to r.l: Edward Perry presi-
dent of Edward Perry & Co.; M. Preston Peterson, ot 
FCC & Partners; Lee Fitzpatrick, executive vice-presi-
dent of WJF; David, and Laverne Warren, New York 
manager of International Radio Sales.

RESUME from research—Spotted are Mrs. Frank 
Stanton, wife of the CBS research director; C. 
E. Horner, head of research, and Mrs. Hugh 
M. Boeite Jr., NBC research manager. Behind 
are Mays, Stanton, Boeite.
that it had lost its battle to maintain its grip on performance of music and was willing to allow broadcasters to pay royalties on programs using its music, and not on all station income.

The principle which culminated in the agreement have been in progress for six months, and were concluded in Chicago Aug. 3 by Haas, Paice and Craney. Senator Wheeler and Philip G. Loucks were in practically all of the preliminary sessions. A former NAB managing director, a recognized authority on copyright and since 1930 an advocate of the "measured service" basis, Mr. Craney participated in the negotiations for KPFF, Great Falls, Mont. On behalf of the Washington stations, Mr. Davis consummated a somewhat similar arrangement in San Francisco Aug. 3.

While rumor was rampant around the convention that the Washington-Montana broadcasters had "sold out" to ASCAP, it subsequently was made clear that the broadcasters involved had not signed the new form of ASCAP contract, and actually could not, in view of the existing State statutes prohibiting the rate structure of ASCAP as an "illegal monopoly." It was only, however, that the agreements were reached as a condition precedent to the signing of the statutes, with the contract provisions then to become operative as revised.

MONTANA SUITS DISMISSED UNDER AGREEMENT

The "measured service" experiment at the Craney stations was decided upon because he was represented by the independent group which had to handle the task. He has kept records of all music performances for a period of years and has insisted that a "per performance" or "per use" method of payment is feasible.

Suit and countersuits, under the agreement, have been dismissed in Montana. None is pending in Washington. Among the suits dismissed was one brought in connection with a peculiar arrest, under a Missoula Mont. warrant, of Gene Buck in Phoenix, Ariz., several months ago. ASCAP questioned the validity of the arrest on the ground that it was not even a minor infraction of any of the infringement actions against Montana stations.

How back royalties due from Washington stations since 1936 and Montana stations since 1937 will be adjusted, was not revealed. It is presumed, however, that the suit will be made by ASCAP and that a settlement will be made. It is estimated, roughly, that the accumula
tion of royalties payable on the present 5% royalty rates would approach a quarter-million dollars.

Mr. Craney had made his address before the independent group at its scheduled session Aug. 5 because he had not been given a place on the NAB convention program, it was reported following his appearance, he left for his home in Butte and did not attend the NAB convention the following day. He told the independent group that his arrangement with ASCAP is available to all stations, and that it provides the means by which the industry, for the first time, will be

Letter by Senator Wheeler Explains Montana Per-Piece Royalty Agreement

FOLLOWING is the Aug. 2 letter of Senator Wheeler (D-Mont.) to Ed Craney, Montana station operator, which was said to spell the capitulation of ASCAP to the demands of Mr. Craney for "measured service" or a "pay-as-you-put." Networks, he argued, should not be created. The proposal was represented as being "open to the entire industry" by Mr. Craney in an address Aug. 5 before National Independent Broadcasters meeting in San Francisco in conjunction with the NAB convention:

"To complete your files on this matter, I am today addressing the following to each Montana radio station:

"I am pleased to inform you that, in accordance with your wishes, the music copyright controversy between the broadcasters of Montana and the American Society of Composers, Authors & Publishers has at last been brought to a conclusion. "It is my understanding that the numerous infringement suits instituted by the Society have already been dismissed and that all other litigation connected with the controversy has been terminated.

Payment Method

"The settlement means that the extensive repertory of music controlled by the Society will be available to the Montana stations and through them to the people of our State, it does not provide the stations from acquiring and using music controlled by other li
tening group. As a matter of fact, I hope ultimately that stations will be in a position to enable the public to enjoy all your music purchases and in no way encumber them for music so as to bring to the public the music of all copyright owners."
Major Resolutions Adopted by Convention

AMERICAN WAY OF LIVING

The American Radio Industry is fully conscious of the vital interdependence of a free radio and a free people, and has long been dedicated to the preservation and the promotion of the American way of life, with its democratic liberties and free institutions.

Our greatest hope for the preservation of the American way of life rests fundamentally with the preservation of the stout and uncomprising unity of the American people which in the past has permitted—though drawn from every race, creed and nation of the world—to live together in peace and employment.

Unforeseen forces, active today in this country of ours, are seeking to undermine the faith of America in democracy, to weaken our will to defend our country from the discussion of hatreds, the differences of race, creed, class and descent of which we are now composed.

In the face of these attacks, the American radio industry is bound not only to continue, but to intensify its efforts to promote the American way of life and thus protect its own freedom and the freedom of the people it serves.

The board of directors will also rededicate the American radio industry, with whose freedom it is entrusted, to the preservation of the unity and morale of the American people.

ACCETANCE OF CODE OF ETHICS

The NAB desires to express its gratitude to those representatives of the various segments of our American life who have shown their appreciation for the faith, love, and moral courage which have united the people of the United States in a common dedication to the American way of life. Our NAB has been one of the leaders in the development of the Code of Ethics of the NAB. This was dramatically brought forth in the New York World's Fair of 1940 and the Golden Gate International Exposition in a broadcast of unprecedented proportions which was carried by all network and major non-network stations on Saturday, Aug. 3, 1940.

Messrs. Hough, Norton, Spencer and Elmer were re-elected. Mr. Ethridge was elected to succeed NBC Vice-President Russell, who is now serving in the Air Force. Mr. Searle was elected to succeed Mr. Elmer.

With the morning session set for 10 a.m., the meeting room was jammed to the doors. There ensued what veteran broadcasters described as the most enthusiastic NAB meeting on record. President Miller was given a spontaneous standing vote of confidence after BMI was declared a going concern, and after two days of telephone calls from the keys of BMI, announced their support of the industry-owned music company.

ASCAP was referred to as "ASCAP" to rhyme with "Gas-tapo" in an inspired talk by Samuel Rosenbaum, president of WPIL, Philadelphia, and chairman of IRNA, and it caught like wildfire. In succession President Miller, who also heads BMI, Carl Haverlin, station relations director, Merritt Instone, vice-president and general manager, Sydney M. Kaye, vice-president and general counsel, and John Elmer, BMI board member and former NAB president, decried BMI as an operation that will permit the industry to do without ASCAP at the end of the year. Mr. Miller told of ASCAP's re-

DEFENSE OF THE NATION

Since the American people are today faced with new and urgent problems of national defense calling for the unrestricted effort of all Americans, the NAB, recognizing the vital duty and responsibility of the American radio broadcasting industry to bend every effort in the organization of plans for national defense, hereby instructs the president of the NAB to appoint a committee, of which he shall be one, to represent the industry and to be known as the Advisory Radio Committee on National Defense, which will still further implement the organization of the broadcasting industry which has already extended, and is still extending.

The Association instructs this committee to advise the President of the United States, the Secretary of War, the Secretary of the Navy and the chairman of the FCC of the desire and purpose of the American radio broadcasting industry to cooperate fully in the organization of defense plans.

And the Association further instructs this committee to place its services at the disposal of all departments of the Federal Government in coordinating and promoting the defense work; and in anticipation of possible calls from the Federal Government, that the committee undertake a survey of the industry to determine the requirements of national emergency, and the qualifications of all employees for defense service.

EDUCATION

The Association looks with regret to the losses of several members in the splendid non-partisan efforts of the Federal Office of Education, which have broadened the educational activities of our industry, such as Smithsonian Institution's Child's Play, the World Children's Programs through the National Association of Broadcasters.

CHILDREN'S PROGRAMS

The Association desires to express its appreciation to the Radio Council on Children's Programs which has broadened and deepened cooperation and understanding between parents and children, and American broadcasters, in the improved standards of children's programs.
Sherwood Brunton Wins Golf Trophy
In Annual ‘Broadcasting’ Tournament

PACING a record-breaking contingent of 69 broadcasting massegyers, Sherwood Brunton, KJBS, San Francisco, was elected to the NAB blind bogey golf tournament for the.Broadcasting trophy held Aug. 4 at the California Golf Club near San Francisco.

Mr. Brunton carded a net of 64 with four gross scores over par of 30. Three strokes behind with net scores of 67 came Earl Sanons, WCCO, Don Elias, WNNC, Asheville, and Les Johnson, WHBF, Rock Island.

Low gross scores for the day were turned in by Carl Haymond, KMO, Tacoma, who had an 84.

Past Winners

Winning net scores were determined by subtracting the blind bogey handicap from the gross scores.

Mr. Brunton, brother of the general manager of KJBS and KQW, San Jose, was the tenth winner of the Broadcasters' tournament. It was presented Aug. 7 during the NAB banquet. Previous winners were: Dr. Leon Levy, WCAU, Philadelphia, 1932; Jerry King, Standard Broadcasting Systems, Orange, Calif.; Don Lee, 1934; Carl Haymond, KMO, Tacoma, 1935; Ross Wallace, NBC, New York, 1936; C. Pulliam Jr., WIRE, Indianapolis, and Harry C. Butcher, CBS, Wash-ington, D.C., 1937 (tie); C. Pulliam Jr, WIRE, Indianapolis, and Harry C. Butcher, CBS, Washington, D.C., 1938 (tie); V. E. Carmichael, KWK, St. Louis, and K. W. Pyle, KFB, Fort Worth, Texas.

Individual scores follow:

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<tr>
<th>Name</th>
<th>Gross Score</th>
<th>Net Score</th>
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<tr>
<td>Ward Ingrum, KFRC</td>
<td>74</td>
<td>64</td>
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<td>Carl Haymond, KMO</td>
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<td>64</td>
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<td>Willard Eichberg, Don J.</td>
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<td>61</td>
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<td>Lewis Allen Weiss, Don Lee</td>
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<td>Donald Brunton, KJBS-KQW</td>
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<td>Lowey, KCI-TV, WJH</td>
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<td>67</td>
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<td>John Pett, WGR</td>
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<td>Robert Doddard, KENN</td>
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<td>Don Thorndyke, CBS</td>
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<td>Ethel Poynter, Edw. Petry &amp; Co.</td>
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<td>Peter Lyman, KOMO-JJR</td>
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<td>Lewis Johnson, WHBF</td>
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<td>Wm. Quartzon, WMB</td>
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<td>Hugo Petit, KOMO-JJR</td>
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<td>Ted Enna, Iowa Broadcast System</td>
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<td>Sidney Stroth, NBC</td>
<td>90</td>
<td>72</td>
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<td>Henry Wilden, WPTW</td>
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<td>WTRB-WRNK, NBB 114</td>
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<td>Paul Raymer, Raymer Productions</td>
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<td>93</td>
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<td>Howard Lamber, McClure 114</td>
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<td>Harry Kopp, KFPT</td>
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<td>Harry Kopp, KFPT</td>
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<td>Carl Haymond, KMO</td>
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<td>KINGSLEY HORTON, WEEG 116</td>
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<td>E. J. Jocelyn, WETL</td>
<td>95</td>
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FRUITS OF SKILL with the little white pill Sherwood Brunton (KJBS-KQW, San Francisco) proudly holds aloft the Broadcasting cup presented him as winner of the NAB golf tournament. Brunton has won the cup for 84 of a course. Fifty-nine players participated.

Famous Donors

IT TOOK Presidential Secretary Early, FCC Chairman FLY and NAB President MILLER in order to make the Broadcasting Magazine Golf Tournament won by Sherwood Brunton, KJBS, San Francisco in the annual NAB tournament. At the presentation ceremony during the annual banquet Aug. 3, President Miller first introduced Chairman FLY, who talked about Mr. Early's prowess as a golfer. President Miller then called Mr. Early to answer, since radio gives equal time to both sides of controversial issues. All spoke entertainingly of Broadcasting's trophy as "hardware".

Transcription Firms Are Cooperating

Transcription companies are cooperating admirably in recording BMI music, Mr. Tompkins reported. Before the end of the year an additional number of companies, now totaling 25,000 separate titles available to BMI members. Hymn catalogs are being acquired also, while BMI is specializing in making individual songs as substitutes for ASCAP numbers to be dropped, particularly by the networks, at the end of the year.

Production Record Of BMI Reviewed

To answer questions on BMI ownership, Mr. Haverlin said that the amount of royalty paid to BMI by the three networks is 26% and therefore no semblance of control can vest in them. He outlined also the new all-news network, networks paying full-scale for their managed and operated stations, plus an additional one-half of 1% of their network incomes, graduated in steps of 1/20 of 1% each for every $5,000,000 of additional revenue on a base of $15,000,000. This, he said, provides for the networks a scale where networks paying full-scale for their managed and operated stations, plus an additional one-half of 1% of their network incomes after deductions, would be paid.

The actual workings of BMI and what can be expected in the way of production to eliminate the need of ASCAP's catalogs were unfolded by General Manager Tompson. BMI had five paid employees. Now it has 104, constituting as large and expert staff as exists in the music industry. Said the president, "the problem, Mr. Tompkins asserted, "sur- passes anything in the music industry" with several established and so-called standard tunes released weekly. By this process, he declared, broadcasters in due time will own outright what has been costing them millions of dollars in fees to ASCAP for performance rights only.

Aside from the network requirements now being invoked on use of BMI music, Mr. Tompkins revealed that many top-flight orchestras are using more and more BMI. One group of bands now is playing 50% BMI or non-ASCAP and will perform 90% non-ASCAP by the end of the month.

The infinite detail required in publishing music was described by Mr. Tompkins. By the time all the numbers submitted reach the BMI final review board, and only one half of 1% finally are accepted, he said, with its original production, is negotiating for a number of additional catalogs which will bring a wealth of Latin American material. The problem of identi-
POLITICAL GOLF—Was invented with Stephen T. Early, President of NBC, in the driver's seat. Harry C. Buscher (CBS Washington) presides. Frequently seen on the course is John A. Kennedy, West Virginia Network. Don Elms, WWHO, Asheville (with ball), and Ellis Atholm, KCKX, Kansas City, Kan., attempt a flood-train ball.

CUP CONSCIOUS—With the trophy within grasp, except for the slight job of shooting the course, this quartet tried a lot of strange approaches. Left to right: Matt Hollister, WFRN, Kansas City, Kan.; Tom Gaggin, WBCJ, Baltimore; Wilbur Hunter, KOMO, Seattle; Carl Burklend, WCCO, Minneapolis.

IN DEFENSE—Of the American System of Golf, FCC Chairman James Lawrence Flor (in the lead) headed off the grabs of this crew of broadcasters (left to right): Bill Cowght, Edward Perry & Co.; Wilbur Hunter, WBCJ, Baltimore; Wilbur Hunter, KOMO, Seattle; Tom Blay, KQO, Seattle; Ellis Atholm, KCKX, Kansas City, Kan.; John A. Kennedy, West Virginia Network. Don Elms, WWHO, Asheville (with hat), and Ellis Atholm, KCKX, Kansas City, Kan., attempt a flood-train ball.

PACKED IN ICE—By Lee Weiss, was the comment on this shot by a former winner of the Broadcaster's Trophy. Left to right: Ward Haynes, WFRN, Kansas City, Kan.; Ted Taylor, KROY, Sacramento; Carl Burklend, WCCO, Minneapolis; Merle Carlson, WWHO, Asheville; Bob Swanson, WAXY, New York; Harold Fellows, WGMO, Pacific Coast System.

CONSCRIPTION—Stiffs are the golf links. Top of the leaders is George W. Smith, WWVA, Wheeling, a member of the national board. Below him are: Pete Koon, WILZ, Lousiana; George B. Stevens, WAGA, Atlanta; Paul H. Hanks, station representative.

LOST BALL HAUL—Perhaps it was a doorknob. Left to right are: Robert Knudsen, KEEN, Bakerfield, California; Shepard Roosted, KFIS, San Francisco (wearing 1); Leo Fitzpatrick, WJR, Detroit; John P. Farn, WGCN, Cleveland.

A MILKMAN'S MATINEE—Was an unexpected occurrence for the first time since babyhood by the CBS crew. Happening in front of the CBS crew was: Carl Hedges, WOR, New York; Paul White, CBS, New York; Harold Fellers, WEEI, Boston; Paul White, CBS, New York; Harold Fellers, WEEI, Boston; Carl Hedges, WOR, New York; Phil Young, WABC, New York; Merle Zverein, KOMO, Portland, Oregon; Les Johnson, WAPI, Rock Island, Illinois; Charlie Martin, WABC, New York; Frank Hoppin, KFYR, Bismarck; Pete Lomax, KMOD, Seattle; Ed Johnson, WLIB, New York.
Meeting of Independent Radio Network Affiliates at Convention

Page 16 • August 15, 1940

BROADCASTING • Broadcast Advertising

IRNA to Oppose Net-Monopoly Report

Quarterly Discussions of Problems Agreed to By Networks

RECOGNIZING the danger to the entire industry lurking in the report of the FCC Network Monopoly Committee proposing far-reaching changes in network-affiliate relationships, Independent Radio Network Affiliates at a meeting in San Francisco Aug. 5 approved procedure whereby a brief will be filed opposing certain of the conclusions reached by the three-man FCC Committee. The brief will be submitted by Sept. 15. Paul M. Segal, Washington attorney, was retained for the purpose by the IRNA board at a meeting Aug. 6.

Also adopted was a resolution relating to network trade practices said to encroach upon rights of affiliates, including station-break time. IRNA welcomed the agreement reached with officials of CBS and NBC during the convention whereby regular quarterly meetings will be held with the heads of the respective networks, to discuss with committees of their own affiliates trade practices, recommendations and complaints regarding operating policies.

Rosenbaum Again Chairman

Samuel R. Rosenbaum, WFIL, Philadelphia, was re-elected chairman at the meeting of the newly constituted IRNA board Aug. 6. Paul W. Morency, WTIC, Hartford, was re-elected vice-chairman. Resignations from the board of John Shepard 3d, Yankee Network, and Walter J. Damm, WTMJ, Milwaukee, because of pressure of other business, were accepted. The board named William J. Scripps, WWJ, Detroit, and I. R. Lounsbury, WJR-WKBW, Buffalo, to the vacancy.

Committees named by the board to meet quarterly with the major networks, in accordance with the new agreement, were: for NBC, Chairman Rosenbaum, Vice-Chairman Morency; Edwin W. Craig, WSM, Nashville; for CBS, George W. Norton Jr., WAVY, Nov. 9, 1940; for ABC, Harry Lounsberry, WHAS, Louisville.

RESOLUTION BY NETWORK AFFILIATES

1. Representing the interests of all affiliates, IRNA is concerned over trade practices which encroach upon the established and proper rights of affiliates.

2. Such a practice is the use without payment by a network advertiser of the station-break period between contiguous program periods for separate products.

3. This practice is condemned by IRNA.

4. We express the view that it results from undue compliance by sales departments with efforts by advertisers and agencies to obtain entire concessions. Affiliates see in this practice, if continued, a threat to an important item of the income of affiliates without which their ability to serve the public would be impaired.

5. IRNA welcomes the agreement which has been obtained by its board with ABC and NBC to the effect that the ranking executive of each network is willing to schedule a regular meeting quarterly or annually, if necessary, at other intervals, in which each network will discuss, with a committee of its own affiliates, trade practices, recommendations and complaints regarding operating policies.

6. IRNA requests its board to instruct such committees to continue to endeavor to obtain from the networks cooperation towards the reduction and elimination of the trade practice above condemned.

Martin Campbell, WFAP, Dallas. For CBS: Mark Ethridge, WAVE, Louisville; Mr. Lounsberry and Don Elias, WWIN, Asheville.

A new executive committee elected by the board comprises Messrs. Rosenbaum, Morency, Elias, Campbell, Lounsberry, and H. K. Carpenter, WHK, Cleveland.

About 150 broadcasters attended the session. Chairman Rosenbaum reviewed past attainments of IRNA before bringing up new business, and urged non-members to join. The agreement procured from ABC and CBS for regular consultation on network-affiliate problems, he said, is a development of major importance.

Action on the resolution to file a brief in opposition to the network-monopoly report came after Chairman Rosenbaum, George W. Norton Jr., WAVE, Louisville, and Mark Ethridge, WHAS, Louisville, had addressed the session. They frankly recognized the many points of dissatisfaction in relations of networks with affiliates, but emphasized the FCC Committee proposed to accomplish, without new legislation, results which inevitably would undermine or conceivably control the business, program and other operations of stations and networks, which are specifically precluded it under the statute.

It was agreed the FCC should be advised that the affiliates are in a position to engage in their own bargaining with the networks. Mr. Norton analyzed the report as it applies to affiliate affairs, specifying six points. These he recounted as length of contracts; optional time; outlet stations must accept network programs; exclusive contracts, resulting in purported limitations on competition between networks; limitations on competition between network and outlet, and division of revenues between network and outlet.

Renders Future Uncertain

"Looking over the report as a whole," Mr. Norton said, "if the recommendations are carried out, we are faced with grave uncertainty as to the future in view of the indefiniteness and vagueness, and in most cases the actual lack of any specific recommendations. Any broad, standardized rules applying to everyone would be very difficult of application. Under these circumstances, it may be that the affiliates should make specific recommendations with relation to the matters condemned or criticized in the report."

No Nurse Needed

Mr. Ethridge declared the saving grace of the report is that it is simply a subcommittee proposal to do without legislation what could not be accomplished otherwise. He said the report was contrary to the views "so eloquently expressed" by Chairman Fry in his address before the NAB convention a few hours earlier.

Mr. Rosenbaum declared broadcasters are capable of negotiating their own contracts and do not require any "wet nursing" of the type proposed in the report. The FCC apparently does not understand the caliber of men in radio, he observed. He cited as an example the new FM license form (319), which he said requires the pedigree of the applicant even to down to distant relatives and practically demands the naturalization certificates of people who came over on The Mayflower.

To File a Brief

Campbell Arnoux, WTNB, Norfolk, offered the motion that the IRNA board be authorized to employ counsel to file a brief in opposition to that portion of the report deemed inimical to the interests of affiliates. George B. Storer, WAGA, Atlanta, president of the Fort Industry Co., also operating stations in Ohio and West Virginia, inquired whether it would be possible to restrict the brief to the matters of certain of the allegations in the "indictment", and include also a recognition of the existence of certain abuses.

Because there were "too many differences of opinion even among affiliates", Mr. Rosenbaum suggested the brief should be in the nature of a general attack. Don Elias, WWIN, Asheville, held there were justifiable complaints against certain network requirements that those which force affiliates to peg their na-
Radio Can Face Future With Confidence

By JAMES LAWRENCE FLY*

Chairman, Federal Communications Commission

Industry Must Stand as Bulwark of Democracy During the Troublesome Days Ahead, Without Federal Interference

I T IS A GENUINE pleasure to meet with you for the mutual consideration of radio and the problems which it meets today. This is a happy topic to discuss. Only through joint discussions of this kind can we promote the free exchange of ideas so necessary to effective cooperation between Government and industry. At no time in our history has cooperative endeavor been more essential to the welfare of the public and the industry alike. I have the feeling that, as we meet face to face, doo-.

try conflicts and phantom crises will move out under the veil of the first fog retreating over the bay. Before moving to the discussion of one vital problem of the broadcasters, I think we ought to utter a word of tribute to those great engineers whose scientific genius and tireless effort have brought broadcasting to the stage.

To a great extent their names are unsung, yet it is they whose research developed radio to the laboratory and continued from year to year for almost a quarter of a century to lift radio broadcasting to successively higher planes of technical efficiency. They have given us the equipment to do a splendid job. We are assured of even greater things on new frontiers. That leaves the task to us as broadcasters.

Gossips' Hobgoblin

Grave problems confront us in the policies to be pursued in the public service. But in the outset some of the supposed problems may be dispelled. For example, you may be concerned about the effect of any of the present emergency. Alarmists with absolutely no factual basis to support them have conjured up the bogeyman of the Government controlling broadcasting systems or of the complete curtailment of broadcasting in the event the security of this country were threatened.

I have said that these disturbing rumors are completely without substance and I want to reiterate that as forcefully as I am able. The whole trend today of Governmental planning to meet any emergency is toward minimizing, as far as possible, dislocations of our normal way of life. I can assure you that broad plans for the shutting down of broadcasting or for Governmental operation have existence only as hobgoblins in the minds of idle gossips. There is no such plan as you fear.

I should like to touch upon the stories occasionally spread about that the Commission is about to destroy rural radio service. I should like to make it clear that it is the Commission's constant aim to do exactly the opposite—to expand rural service. It is our duty to provide for the needs of the United States—and that means all the people, not merely the city dwellers—the best and most widespread radio service possible. To that end the designation of classes of stations and the uses of channels are constantly under study. I can assure you that no move making for a general curtailment of rural service is being planned or even considered.

There are many comparable ghosts which I shall not take the time to belabor here. Needless to say the radio broadcasting industry has reached its majority. It is even wearing shoes. It should no longer believe in ghosts.

In a graver mood, I would turn to a real problem. Amid a world in conflict I venture to pause at this important juncture to stress one significant phase of American idealism which has become such a vital force in the practical conduct of radio broadcasting: Freedom of Speech.

In the Public Interest

Radio, in the last 20 years, has grown from a dream of its sponsors into a primary means of reaching the American people. The realization of this dream has fortunately come in time to aid in the struggle for the preservation of the ideals on which all American industry and particularly your own is founded.

You who have come into the broadcasting industry have dedicated yourselves to the service of the American people. You have been granted the privilege of sharing in the administration of a limited public facility and in turn have assumed an obligation to conduct your operations in the manner required by the public interest.

The public interest in broadcasting derives from two chief sources. It stems from the great force which radio exerts over the customs and the opinions and the lives of the people as a whole. Not a public utility—more than that; it is a free force, a powerful one, more than a public utility—more than an official convenience made available to the public. The public force of broadcasting places it in a uniquely important and novel class of public service. The manner in which that great force is wielded necessarily is a matter of great public concern in fact.

Another source of public interest in broadcasting is that the radio spectrum is public domain. Radio waves are not the subject of private ownership. The public has every right to all frequencies, in the private exploitation of this public facility, the public interest shall be served. Where private operation runs counter to public interest the FCC as the servant of the Congress and of the people is under a duty to repossess the wave length in the name of the public.

In a rare tribute to the radio industry that this duty has seldom been exercised, because of the char-acter of the public service rendered. That duty must never be performed in a capricious manner. Nor should it ever be used as leverage to control program conduct.

Program Latitude

Under the law there cannot be any Governmental censorship of radio. This is another ghost which seems to have been taken on substance by the repeated whipings it has taken.

It is important to observe that no Governmental official directs you to maintain particular programs or to delete any particular program. Great latitude must exist in the conduct of a broadcasting station. And under no way is that more true than in the entirely proper that broad discretion in the conduct of the station is vested in the private operator. At the same time the public does and should urge that certain basic principles be preserved. But the greatest of these, very principles re-quires that neither I nor any other particular person or interest shall utilize this great force to impose one's will or to impose the public will.

Radio must remain as an instrument of freedom and for the preservation of freedom. That being true we must not be deluded into the thought that such an instrument is under no obligation to the public.

On day before yesterday at the World's Fair, there was presented to the broadcasting industry an impressive plaque symbolizing freedom. On the plaque, inscribed in words of Walt Whitman, "I say there can be no safety for these States—without free tongues, and ears willing to hear tongues."

As I sat there in the spell of (Continued on page 68)
Spot-Local Setup Revamped by NBC

CONTINUING the revamping of the NBC spot sales organization which has been occasioned by the July 1 withdrawal of the four Westinghouse stations, XHYW, Philadelphia, WBBG, Baltimore, and WKD, Pittsburgh, from the roster of network managed and operated stations, James V. McNeele, an NBC national spot sales manager, has assumed the three new positions in the Westinghouse stations, WAB, Baltimore, and station sales manager, on Aug. 9.

NEW SETUP ESTABLISHES three new sales territory assignments, in Cleveland, Boston, and New York.

New setup establishes a new branch sales office in Boston and expands Cleveland territory to include Pittsburgh, and adds Erie and Spring. The office will be under Mr. De Russy, formerly station manager at the then M & O station.

FIRST MAJOR CHANGES in the NBC organization since the NBC board's appointment Aug. 2 of Frank E. Mullen as vice-president and general manager (Broadcasting, Aug. 1) occurred in the Pacific Coast sales division. Sidney Dixon has been named sales manager of the Pacific Red Network and Tracy Moore was designated to the post as vice-president. The appointments were announced jointly by Edgar Kobak, vice-president in charge of Blue Network sales, and Don E. Gilman, western division vice-president. Dixon has been western division sales manager for two years, a post now abolished, and Moore has been transferred from the Hollywood sales division. Here are (1 to 7) Messrs. Kobak, Dixon, Gilman and Moore.

DEPARTMENT SHIFT EFFECTED by NBC

WITH the appointment of Frank E. Mullen as vice-president and general manager of NBC by the NBC board Aug. 2, the reorganization of staff, in addition to shifts predicted exclusively in the Aug. 1 issue, will include a setup where by five departments will report to William S. Hauser, station relations vice-president.

These are the Red Network Division, Sheldon Hickox, manager; Blue Network Division, John Noonan, manager, and Service, President; National Sales, John McConnell, manager; and Managed and Operated Stations, Sherman G. Strotz, manager. A research department, Charles T. Horn, assistant vice-president in charge of research, will consist of James R. Angell, educational counselor; John J. Almonte, assistant to the president, and Clay Holland, assistant to the president. When Mr. Trammell is absent or unavailable, Mr. Mullen will make decisions, and when Mr. Trammell and Mr. Mullen are unavailable, Mr. Strotz will act. The departments and divisions reporting to Mr. Mullen and Mr. Strotz will be developed in the Aug. 1 BROADCASTING.

Strotz Names Murphy

WILLIAM J. MURPHY, member of the NBC central division continuity department since 1932 and assistant continuity editor since April, 1937, has been named continuity editor, according to Sidney N. Strotz, vice-president in charge of the NBC central division. Murphy succeeds Ken Robinson, who leaves NBC after three years as continuity editor (see page 74). Robinson's predecessors were Larry Holcomb and Willis Cooper. After joining the past 16 years, Murphy joined McJunkin Adv. Co., Chicago, as a copywriter, remaining with that firm until January, 1932, when he joined the continuity staff of CBS Chicago. He went to NTC, Chicago for a year, 1932, as a continuity writer. He was the author of Young Hickory, The King of New Orleans, Flying Time, Medicine in the News, This Amazing American. He is married, has three children and lives at 2915 Washington St., Wilmette, Ill.

Hauser to Blue Staff

B. J. HAUSER, formerly in charge of sales promotion for NBC's managed, owned and programmed stations, has been transferred to NBC's network advertising staff, where he will specialize on promotion for the Blue Network. No successor named. He had been with Joseph A. Eccleston, formerly with the APHA Bureau of Advertising, who joined the NBC advertising department as a copy writer, succeeding Peter Zaniph, resigned. Both changes are effective Aug. 15.
Annual 'Broadcasting's Day' Urged

Tributes Are Paid to Radio Service by World Fairs

OBSErvance of "Broadcasting's Day", or some variation of it, as an annual event at which the industry will render an accounting of its public service, was foreseen following the Aug. 9 celebration during which officials and dignitaries representing every segment of American life paid homage to "free American radio".

Led by Stephen T. Early, secretary to President Roosevelt, who unveiled a plaque symbolizing free radio, more than a score of national leaders participated in the one-hour broadcast over the largest single network in the nation's history. A total of 634 stations—network affiliates and independents alike—tied into the Aug. 9 program, climaxing by the unveiling of identical plaques at the New York and San Francisco World's Fairs. Planned by the Brighter Stars in the radio and theatrical firmaments, these leaders paid glowing tribute to radio's accomplishments.

Symbol of Freedom

From President Roosevelt himself, Mr. Early brought a message reiterating the Chief Executive's previously expressed view that, save for such essential controls of radio operation as to prevent complete confusion on the air, in all other respects "radio is as free as the press". He commended the industry for its great record of progress and service, and commented that the American system of free radio, as depicted by these plaques, is a symbol of freedom.

Chairman James Lawrence Fly of the FCC, William Green, president of the American Federation of Labor, and Hugo Black, representing judges representing the arts, education and industry all joined in the unprecedented tribute to broadcasting and its contribution to foreign service and a medium of free speech. NAB President Neville Miller, in acknowledging his tribute to the program with this observation: "A free people needs not only the right to hear but also the right to be heard. This is what American radio means to the people of the United States. In this spirit, the broadcasters of the nation accept these plaques dedicated to the freedom of the American air. With your help, we shall ever keep it so."

An eleventh-hour change in plans by President Roosevelt caused Secretary Early to San Francisco for the unveiling ceremonies. The original arrangement contemplated a remote-control address from his office in the White House. Mr. Early flew to Los Angeles and thence to San Francisco with Harry C. Butcher, CBS, and John A. Kennedy, WCHS, Charleston.

On the rostrum at the San Francisco Fair were Mears, Early, Fly, Miller, Knapp, Creel, WSM, Nashville; Paul W. Morency, WTIC, Hartford; F. M. Russell, (Continued on page 52)

Dedicated to a "free American radio" was this plaque, one of two unveiled at joint ceremonies in New York and San Francisco Aug. 9 during "Broadcasting's Day," an annual broadcast by the FCC Chairman James Lawrence Fly and Stephen T. Early, secretary to President Roosevelt, who dedicated the plaques. The Girl Scout is Elizabeth Tucker, the Boy Scout is Bill J. Giacometti, both of Oakland.

SPEECHES AT PLAQUE UNVEILING

Chairman Fly's Remarks

I AM HAPPY to participate in this tribute to the two great World Fairs to the radio industry—both in an official capacity, as chairman of the FCC, and as an amateur listener who has found many enjoyable hours by the side of his radio.

First, let me say a word about the interest of the Government in this field. The FCC was created by Congress to protect the public interest in radio and related fields of communication. It was set up to carry out the policies which you, the American people, want. The members of the Commission are your representatives.

No less are the broadcasters your servants. As trustees of the radio frequencies which are public domain, the broadcasters are eager to learn what the public desires. They spend large sums of money in making surveys to learn the type of programs which meet with your approval. They are always sensitive to public reactions once they are made known.

Those in the broadcasting industry know, for example, that so far as public issues are concerned you want an opportunity to learn all the facts. They realize that other sources are open to those who want, or who may be willing to tolerate, the partisan presentation of information—with its unbalance and the implication of prejudice in factual reporting. They are aware of their great opportunity to establish radio as the completely reliable, impartial medium. Idealism is a practical influence in the conduct of radio broadcasting.

The old truism: "eternal vigilance is the price of liberty" has no boundaries in the world today. When free men become slaves in any part of the globe, vigilance requires that we prepare to make certain that encroachment on liberty cannot happen here. This nation is now engaged in such preparation. Industry, labor, agriculture

Commission. All of us want radio to continue its great strides for the benefit of the whole race. Its greatest force we all want exercised, in this country, to maintain American institutions, and in the past, the finest and freest on the face of the globe.

In the last analysis, the best radio, the freest radio, is that most responsive to the wishes of the people. That is democracy in flower. and other groups are being mobilized into this great effort to make America invulnerable against whatever the future may hold as a threat to our freedom. This is being done by democratic procedures and, with a real sense of national unity.

Must Be Impartial

Broadcasters, in common with many other groups, have no doubt are concerned with the contribution they can make to the program of national defense. They do not only give you a personal opinion. Broadcasters, it would seem, have a unique role to fill in this great national enterprise. The dependence of our people upon radio as an instrument of information may, in fact, make radio the most important medium for the release of information for the people. It is a communications medium which the Government may call upon to assist in the task of informing the people of the United States about the S-13

"Radio Day"

SEQUEL to the highly successful "Broadcasting's Day" observance Aug. 9, is a resolution introduced in Congress by Rep. Dingell (D-Mich.) proposing that Aug. 26 be set aside each year as "National Radio Day" by the President. The resolution would authorize the President to issue a proclamation designating the day as a call to all officials of the Government to "display the flag of the United States on all Government buildings" and invite, "in the person of the President, and inviting the people of the United States to observe the day with appropriate ceremonies."

"Radio Day" to be observed

"Radio Day" is not to be confused with "Radio Day," a joint session of Congress on which occasion the House voted on May 17 that "radio is a public service, and that the people have a right to know all the facts about radio.

"Radio Day," which was also known as "Radio Day," was observed on May 17, 1940, by the House and Senate in honor of "radio's greatest contribution to the nation."

On "Radio Day" the House and Senate both passed resolutions "in recognition of the fact that radio is a public service, and that the people have a right to know all the facts about radio."

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Knapp Monarch on Blue

KNAPP-MONARCH Co., St. Louis (electric razors), will start on Sept. 1, a new promotion by entitling the editors of Newsweek in the program will be heard over NBC-Blue stations Sundays, 11:30 a.m. thru 12 noon. Cramer-Krassell Co., Milwaukee, handles the account.
Senec Probe Reveals Shakedown of RCA

Brown Forgotten In Revival of Trust Case

By LEWIE V. GILPIN

The Senate Intermediate Commerce Committee during the first two weeks of July conducted a far-reaching investigation of the radio monopoly issue which threatened to discredit the 1936-38 Network-Monopoly Inquiry of the FCC.

Leveling their guns squarely at RCA, committee members led by Chairman Wheeler (D-Mont.) and Senate Trustee, eventually directed their testifying at a group of RCA officials, headed by President David Sarnoff, on charges that the company had paid millions of dollars as various public relations. U. S. Senators and a Federal court clerk, for their influence in securing postponement of trial of the Dep't of Justice suit against the General Electric and Westinghouse, the latter two the parent companies of RCA.

Victim of Brokers

In addition to imputations of bribery, it was developed by the committee that RCA had been a "shaken down" for several thousand dollars by four Washington real estate brokers whose only concern was to get a fee. This development was to introduce into the case lawyers who eventually secured a continuance in the 1932 anti-trust investigation of the FCC for the both. During the unusual extended hearings on Col. Brown's reapportionment, the committee, with Senator Tobey as ringmaster, apparently appeared to have something other than the nomination on its mind. Not until this latest tactic of minutely examining RCA's actions in 1922 and proceeding with their subsequent ramifications did it become evident that the committee had in mind anything beyond a criticism of the FCC Network-Monopoly Report and Col. Brown, as acting chairman of the Network-Monopoly Committee (BROADCASTING, June 15, July 1-15, Aug. 1).

The RCA situation causing the extended hearings was epitomized in the testimony given by chairman Wheeler: "You don't expect us to believe that RCA paid a contact man to find a couple of real estate men to recommend a lawyer who would find for Senator who would recommend hiring another lawyer sitting in the Senate to represent your company in Wilmingion (Del.), where the company already had counsel employed?"

Getting Rid of Nuisance

The extended inquiry into RCA procedure started when Senator Tobey invited Mr. Sarnoff to appear before the committee to answer charges originally made in 1938 by former Rep. MacFarlane (D-Tex.). These charges were amplified by the testimony of E. O. Keller, calling himself a Washington real estate broker, who for some years was identified with movements to secure a broad investigation of the radio industry and the FCC. Although all charges of "bribery" on the part of RCA were denied by Mr. Sarnoff and other officials, it was established that RCA finally paid out a total of about $5,275 to the Washington real estate brokers and "contact men" to rid itself of "nuisance".

The RCA matter revitalized committee interest after it had dribbled through an FCC allegation set forth in the Network-Monopoly Report that CBS officials had made some unsavory stock transactions from 1929 to 1932 with Paramount-Pub. Corp., when the detriment of other CBS stockholders [BROADCASTING, Aug. 1]. In the CBS matter, the committee charged the FCC with publishing "alleged facts" rather than real facts.

The FCC also drew a heavy lambasting from committee members for completely disregarding the RCA matter when it was first brought to public attention in 1938 by Rep. MacFarlane. It was pointed out that on the one hand the FCC Network-Monopoly Report gave much attention to the CBS-Parmount maneuvers and ultimately committed "inaccuracies of fact" which might injure CBS, while on the other it failed altogether to go into the charges made against RCA.

Brown Is Forgotten Man

Since the start of the RCA ruckus, there has been no mention of Brown nomination during committee hearings, which were still in progress as BROADCASTING went to press. During one all-day session of the committee itself was mentioned only once, and then incidentally. With further hearings expected to continue for several days, it is possible that Brown's nomination has become of secondary interest.

After concluding the CBS matter July 31, the Senate committee started investigation of NBC's activities Aug. 1, carrying on Aug. 6-9, and resuming Aug. 13, with further sessions scheduled as BROADCASTING went to press. Appearings for RCA at the hearings were Sarnoff; Col. Manton Davis, RCA vice-president and general counsel; Robert D. O'Callaghan, Rep. June; a member of the RCA legal staff and now in private practice; H. A. Sullivan, RCA comptroller; Judge Joseph M. Frosz, in charge of RCA stockholder suits.

Appearing independently at the request of the committee or under subpoena to NBC were Richard M. Sarnoff, Percy H. Keller, Levin P. Handy and Whyland Shaffer, Washington real estate brokers; H. C. Mahaffy Jr., clerk of the committee, Washington; H. A. Sullivan, Aug. 18, Wellington, Del.; former U. S. Senator Daniel O. Hastings, of Delaware; Roger Whiteford, Washington; and former U. S. Senator George H. Payne, a prime mover for Congressional investigation of radio, in his dismissed libel suit against BROADCASTING; A. J. Stockly, senior partner in Mr. Hastings' law firm; C. E. Duffy, a former associate in the Hastings firm. Former U. S. Senator George H. Moses (R.-N.H.) was expected to appear, although he was definitely scheduled.

The proceedings were marked with spirited exchanges on subjects ranging from a criminal indictment and burglary to alleged use of "political influence" in reaching an extreme when the Einstein theory of relativity was mentioned. As word of the new development spread, the proceeding suddenly caught the attention of newspapers and the committee room became jammed to capacity for the next three spectators. The atmosphere became increasingly tense as witnesses were continually reminded they were answering under oath.

Buck Asks Agencies, Sponsors To Tell of Broadcast Pressure

Charges Networks Would Dictate What Agencies, Bands and Artists Perform on Radio Appearances

CHARGING that "the chains, drunk with power, assuming to speak for the independents, intent to dictate what copy an agency will use in the space it buys on the blank white pages of radio," Gene Buck, president of ASCAP, has sent a seven-page letter addressed "to all advertisers" urging them to inform ASCAP of any pressure brought to bear on them by the broadcasters.

"We invite," he writes, "any advertiser, including management and all performing artists and orchestra leaders to bring to our attention each and every instance in which any pressure whatever is brought to bear upon them that might deprive them of complete freedom to choose, according to their artistic or commercial judgment, the music best suited to their particular use or purpose. All information thus received will be held in strict and inviolable confidence.

After devoting his first five pages to a review of ASCAP-radio relationships since the inception of broadcasting, Mr. Buck draws the impression the broadcasters spent the entire 20 years in trying to steal music from ASCAP. Mr. Buck begins his answer to the letters recently sent by NBC and CBS to advertisers and agencies, urging their support of BMI [BROADCASTING, Aug. 1]. Calling BMI the "wholly-owned creature of the broadcasters", whose "whole idea is to terrorize and intimidate ASCAP" and "customer compelled," ASCAP is not in the slightest concerned about those bombastic edicts being presently issued by the two chains, in which it is very noticeable able that the overwhelming majority of independent and network stations do not join. It is apparent that the chains, drunk with power, assuming to speak for the independents, not having a script, that copy an agency will use in the space it buys on the blank white pages of radio.

A similar issue is joined, neither the performing artists nor the advertising agencies will permit themselves to be made cats-paws, for the threat of intimidation and advertising copy to be thus harmed and emplaced, by the dictation of the interests which would thus, if (Continued on page #4)
There's a vital difference between a radio station "coming in" and "staying in." Millivolt maps show where a station can be heard (we have them, too), but it's more important to prove where a station is listened to.

We know WLS is listened to, because in 1939 listeners wrote us more than a million letters. And as for proof we "stay in"—we've received more than a million letters a year for ten years!

That's WLS listener loyalty—and that loyalty means WLS Gets Results.

The Prairie Farmer Station. Chicago . . . Burridge D. Butler, President . . . Glenn Snyder, Manager . . . 870 Kilocycles. 50,000 Watts . . . Clear Channel . . . NBC Blue Affiliate
NIB Holds Turbulent Session On Copyright-ASCAP Issues

Per-Piece Contract of Wasmer Refutes Claim

Craney Starts Discussion; His State Had Signed

WHAT was scheduled as a routine business session of the National Independent Broadcasters on Aug. 5 turned into a pitched battle on copyright.

Hardly had the opening remarks of President Harold A. Lafount, and the report of Secretary-Moerd Thomas concluded, when the subject of ASCAP bomb-shelled into the room, with the tosser Ed B. Carley, KGR, Butte, who has been a champion of the broadcasters in their long fight with ASCAP for reasonable concessions.

He revealed that he had made his three stations an experimental deal with ASCAP by which the stations would be taxed only on music used by them. He said his agreement with ASCAP was for a trial period for an unspecified time to see if the plan was practicable for the station. He explained that no percentage price had been set between his stations and ASCAP on this experiment.

Mr. Craney read a letter he had received from Senator Wheeler (D-Mont.), terminating the Montana controversy with ASCAP, and setting up the circumstances under which the measured service experiment would be carried out.

False Report Scouted

His action was immediately challenged by other members of the NIB group as to the wisdom of such a move at this time when the entire industry was fighting ASCAP and promoting BMI. The meeting immediately broke into an open forum discussion.

When the meeting ran over and encroached on the time scheduled for the session of the Local Stations Group, John Elmer, WCBM, Baltimore, who was the chairman, announced that he had been requested by NAB President Neville Miller to hold his meeting so that Carl Haverlin, BMI station relations director, could explain the workings of the BMI to the independents.

With the consent of Mr. Lafount the two meetings were then welded and Mr. Haverlin took the floor. He recounted progress made by BMI and stressed how important it was that the independent station owners become members of the industry’s own music organization.

Mr. Haverlin injected a surprise package when he called upon Louis Wasmer, KHQ-KGA, Spokane, to refute a published report that Washington State broadcasters had signed with ASCAP. “I have not signed with ASCAP and I can say that no Washington State broadcaster has signed with ASCAP,” Mr. Wasmer declared. “I consider it a thoroughly unjust move on the part of ASCAP in permitting this trade paper to publish such a statement.”

There seemed to be a fear among some of the independents that BMI would not be in a position to supply the necessary amount of music and records for their needs, as many of the independents use recordings and transmissions practically exclusively. Mr. Haverlin, however, assured the broadcasters that BMI is in a position to take care of all their needs.

Texas Predicament

Mr. Haverlin was swamped with questions from broadcasters relative to the BMI service. A station operator from Texas, surrounded by Roosevelt stations, who have already signed with ASCAP, told of his perplexing situation. “They’ll all be playing the ASCAP tunes,” he said. “I’m afraid it will stick to the fight with them and entirely ignore ASCAP.”

“This brought a number of NIB broadcasters to the floor, who urged the independents to stick to the fight with them and entirely ignore ASCAP.

“We’re in this fight to a finish,” stated one of them. “I’ve been a broadcaster for 17 years and I’ve been bled and hoodwinked by

Regional Group Defeats Proposal for Dissolution

ALTHOUGH dormant for more than a year, National Assn. of Regional Broadcast Stations, organized to wage a battle against superpower several years ago, was continued by vote of some 20 regional stations at a meeting in San Francisco Aug. 4 called by John Shepard 3d, president of the Yankee Network, chairman of the group. With upwards of $7,500 in its treasury, a suggestion that the organization be dissolved, since superpower no longer is considered an issue, was voted down.

A motion by Walter J. Damm, WTMJ, Milwaukee, that all present directors be continued, was carried. Mr. Shepard was re-elected chairman, and Paul D. P. Spearman, Washington attorney, was retained as counsel. Members of the board are Campbell Arnow, WTAG, Norfolk; Edgar L. Bill, WMBD, Peoria; E. B. Craney, KGIR, Butte; Edgar H. Twambley, WBEN, Buffalo; Hoyt B. Woolen, WDEC, Memphis; Lewis Allen Weiss, Don Lee general manager, Los Angeles.

ASCAP long enough. The industry must stand in back of BMI now united.”

A hand vote taken by Haverlin showed that the majority of those present at the NIB meeting—some 60 members—were either already signed by BMI or proposed to do so in the near future. Earlier in the meeting Secretary Thomas read a letter from Edward Allen, vice-president of NAB, endorsing BMI and urging the independents to stick to the fight.

Andrew Bennett, counsel for the NIB, outlined recent FCC rulings as applied to the independents.

President Lafount closed the meeting with the announcement that NIB would hold its annual meeting in Chicago about Sept. 15 and one in New York about Oct. 15.

Mr. Lafount explained that because of the great distance between the Midwest and the East Coast, many NIB members in those sections were unable to attend the San Francisco meeting. For that reason he said meetings were proposed in Chicago and New York for broadcasters in those areas.

‘Gridiron’ Sketch Given at Banquet

Federal Tactics Lampooned at NAB Convention Festivities

A NEW BRAND of entertainment for broadcasters, following the theme of Washington newspaper’s celebrated Gridiron dinners, was accorded the NAB convention at its annual banquet on Treasure Island, San Francisco, Aug. 7 before 200 guests. Titled “The Green Pastures” the one-act presentation employed a professional cast. It was written and produced by Kenneth Jones, former public relations director of Federal Radio Education Committee, in collaboration with Ed Kirby, public relations director of NAB, under the auspices of the Do-Dot Club, old-timers’ broadcasters’ group.

Lampooned in the skit were members of the FCC, whose regulatory rulings proved the banes of the existence of Alonzo J. Smith, "a typical broadcaster. Mr. Smith’s tribulations, from the time he received his license, to his ‘dream of heaven’ burlesque events as they transpire in radio.

Heaven With Girls

His dream of heaven, the closing scene, showed broadcasters stretched out on divans, as beautiful girls (selected from Billie Rose’s ‘Aquaquade’), languished about. In one corner were cell doors labeled “ASCAP,” “AFRA,” “FCC” and "Lawyer’s Lair," as lions and tigers roared. Against the backdrop was a chart labeled "chart of prospects" with the curve going straight up, as the barometer bubbled over the top.

In another corner of the room was a chutes opening, labeled “interest on the public interest delivered here in cash”.

The part of the typical broadcaster was played by Will Aubrey, KPO Musical Director and vaudeville performer. His performance won the plaudits of the "professional" audience. All music performed during the banquet, to which the guests dined, was from the BMI catalogs. Dancers apparently did not detect the difference between BMI or ASCAP tunes until they were apprised of this "surprise." Distinguished guests at the banquet included President Secretary Stephen T. Early and FCC Chairman James Lawrence Fly.
NOW READY—THE 1940 FACTS AND FIGURES ABOUT THE MOST RESPONSIVE AND FASTEST MOVING MARKET IN THE WORLD

This WXYZ market survey book reveals money saving factors that should be at the “fingertips” of every advertiser planning fall schedules. It shows the influential position that WXYZ holds in dominating this market. Have you received your copy?

WXYZ

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

National Sales Representative, PAUL H. RAYMER CO.
Long-Range Thinking Needed By Industry, Miller Declares

Annual Report to Convention Calls for Zealous Effort to Maintain Democratic Principles

DESCRIBING radio's last fiscal year as its greatest, but pointing out that broadcasters are meeting in a "very different world from that which existed this time last year," Neville Miller, president of the NAB, in his second annual report to the convention in San Francisco, Aug. 6, called upon the industry to keep in "long-range thinking," in the light of the national emergency.

Broadcasters must be sure that regardless of what may happen, "radio's pillar in the temple of democracy will be sound and will not crumble," he said. "The foundation of that pillar must be a free radio. There must not only be no censorship but no threat of censorship."

Hand-in-Hand

Asserting that the foundation of free radio cannot be laid without broadcasting, Mr. Miller said the public is the only champion radio needs. "So long as our thinking is dominated by the intelligence and common sense," he said, "there will be no serious threat to free speech, a free press or to a free radio. The American broadcasting industry has a good reason to be proud of its record. Its job is one to be treasured and guarded from any hands within and without, which may threaten to destroy it. The American public we serve is marching with us."

In his report, delivered at the opening session of the convention, President Miller covered in retrospect events on the broadcasting scene since the 1939 convention. Cautions about the "long range," he reported, though he covered the war situation, legislation, public relations, code, labor and other problems.

Carrying the fight to ASCAP, Mr. Miller declared broadcasters always have been willing to pay a fair and equitable price for the use of music. But, he said, they demand the right to purchase music in a free and competitive market, just as they purchase their other requirements. Asking the convention to send out the word that "San Francisco is to be no Munich!", he said the time was critical for all broadcasters and that the industry is in the fight to win.

In reviewing the ASCAP controversy, Mr. Miller declared broadcasters are unwilling to pay ASCAP on programs which use recorded music or on news broadcasts or other programs not using music. They are unwilling to pay the entire price for music relatively few composers merely because those composers "have secured a monopolistic control of the means of expression of their output," he argued.

Broadcasters believe that the cultural life of America will be greatly benefited by encouraging the creative genius which is being excluded from ASCAP, Mr. Miller said. He reminded that broadcasters pay 40 times as much per dollar of their gross as any other customer of ASCAP and that the new ASCAP contracts now demand they pay 80 times as much, increasing payments some $4,500,000 to nearly $9,000,000 a year.

BMI Progress

A year ago, when ASCAP refused to deal with an NAB compromise, Mr. Miller said that in accordance with the mandate of the NAB convention last July, a special copyright convention was held in Chicago last summer, at which time a $1,500,000 fund was pledged for creation of Broadcast Music Inc.

"BMI has passed through the organization stage and today is a well-staffed organization, with a membership of over 300 stations," he said. "These BMI members pay over two-thirds of the revenue which ASCAP receives from the entire industry." He said that broadcasters have it within their power for once and all to end ASCAP's monopoly.

On the legislative front, Mr. Miller pointed out that the Johnson Bill to prohibit the advertising of alcoholic beverages by radio and the Thomas resolution for adherence to the International Copyright Union in N.Y. were passed over the opposition during the session of Congress, but neither bill nor any other legislation adversely affecting radio had been enacted.

In litigation, he said, the NAB participated in the RCA-Whitman phonograph record case and that on July 25 the Circuit Court of Appeals in New York reversed the decision of the lower court and held that broadcasters had the right to perform records without paying a royalty to the record manufacturer or the performing artist. [Broadcasting, Aug. 1].

A plea for revision of procedure at the FCC, to permit legal tests of as a tribune to the part radio is playing in the current enlistment and national defense campaign, the Color Guard of the 65th Coast Artillery (AA), Fort Winfield Scott, Cal., in an impressive ceremony, presented colors to the NAB at the opening luncheon meeting held in the Hotel St. Francis Colonial ballroom.

More than 800 persons witnessed the ceremony as well as the brief ceremony, which preceded an address by FCC Chairman Flynn. Mr. Miller pledged further support of broadcasting stations and networks in all national defense preparations.

"The broadcasting industry is proud and privileged to cooperate with the Army, the Navy, the Civil Service Commission, and the National Defense Council and all other proper agencies of government in the furtherance of the national defense program designed to protect this nation and the liberties of our fellow Americans," Mr. Miller said.

"A free radio can do, and is doing, no greater patriotic service than that of generously and of its time and facilities to do those things necessary to preserve the freedom of the American people. NAB station members have pledged their aid in the free sale of war bonds for service jobs in national defense agencies, Army, Navy and Civil Aeronautics."

Commission actions without requiring applicants first to violate them, was made by Mr. Miller. He said he believed there should be an opportunity for judicial findings by an independent examiner or some quasi-judicial or judicial tribunal. In particular cases which involve a license, the license examiner, after a full hearing, may be appointed to lend legal determination to the matter.

FM Network Plan To Be Discussed

Progress of Art Is Topic of San Francisco Meeting

A MEETING in Chicago Aug. 27 between radio managers compiling FM stations in key cities has been called by John Shepard of Paul de Mars, Yankee Network and prime mover in FM development. The purpose is to discuss plans to establish an FM network for cooperation and to get under way next year. Mr. Shepard stated at the NAB convention in San Francisco that several committees named to study the formation of such a chain, appointed six weeks ago, will report to the meeting.

The scope and development of FM broadcasting, with particular stress on its advantages over regular broadcasting, were explained at a session of FM Broadcasters held at the Historic 7 in San Francisco. Throughout the day FM was demonstrated to the delegates by Frank Armstrong, president of Radio Engineering Laboratories Inc., who build Armstrong's station at Alpine, N.J., and the Yankee Network's station in Boston, Mass. KSFO collaborated in the demonstration, providing both live and transmitted programs.

Good Reception

Mr. Shepard, president at the Aug. 7 meeting and Paul de Mars, Yankee Network's engineering vice-president, called which which he landed the work of Maj. Armstrong as inventor and Mr. Shepard as manager of the demonstration by REL-KSFO, Mr. Gunther stated that reports of reception came from points as far as 40 to 50 miles from San Francisco, all reporting excellent quality.

Western Electric and RCA also had FM equipment displays which were visited by many convention delegates. The rapid growth of FM was indicated by the statement during the meeting that by fall at least a dozen manufacturers will be shipping FM equipment.

To questions whether FM set makers were going to have an advertising appropriation for FM stations, or would place the bulk of their advertising in newspapers and magazines, as has occurred in the past in the case of set manufacturers, NAB President Neville Miller replied that the NAB has been working with RMA committee regarding the advertising of sets by radio.

Darnn Urges Campaign

Walter J. Darnn, WTMJ, Milwaukee, told the broadcasters that radio industry itself went into a major promotion campaign to sell radio broadcasting. He referred to the ANPA Bureau of Advertising, which raised a special fund among its members for promotion of advertising in the press. That is what radio vitally needs, he said, and should organize a Bureau of Advertising. Up until this time radio has been a buyer's market, he stated, and radio has now nearly reached the saturation point.

FM BROADCASTING demonstrations were highlights of the NAB convention in San Francisco. Here is a group chiefly instrumental in arranging the special roundtable during the meeting: John W. Fischer, Radio Engineering Laboratories; Paul de Mars, vice-president in charge of engineering, Yankee Network; Frank Gunther, REL vice-president in charge of engineering; R. V. Howard, chief engineer, KSFO-San Francisco; Clifton Howell, program manager of KSFO and CBS in San Francisco.
More than two loaves is better than one

When you buy WOR you buy a station which delivers more than twice the power of any station in Greater-New York.

You buy 50,000 watts multiplied and molded by a unique directive-array* method into a penetrating impact of 135,000 watts.

Is it any wonder, then, that a message launched over WOR spreads faster than office gossip?

Is it any wonder that more gilt-edge advertisers are using WOR than ever before? More frequently than ever before?

Wherever you see sales-smoke you'll readily discover that WOR's 135,000 watts have had a hand in igniting the tinder that produced the smoke.

We might suggest that we're always delighted to discuss this matter much more thoroughly for your benefit. Our address is 1440 Broadway, in New York.

*DIRECTIVE-ARRAY radiation of power differs completely from the limited radiation delivered by the standard, or conventional, 50-kw. half-wave radiator. WOR is the only major station offering this unique power-plus system in New York.
Clear-Channel Stations
Continuation Organization
TWO-DOZEN representatives of clear-channel stations using 50,000 watts voted at a meeting in San Francisco, Aug. 6, to form the Clear Channel Group as an organized entity to safeguard clear channels from further encroachments. In existence for the last half-dozen years, the group, headed by Edwin W. Craig, WSM, chairman, discussed current problems confronting high-power stations, particularly those of station WOR, New York, which wish to make treaty allocations, now awaiting final FCC action.

Louis G. Caldwell, Washington attorney, was continued as counsel. He attended the session with Reed T. Roll, his associate. Broadcasters present included T. C. Hust, WOR; Bob Dunville, WLW; Burridge D. Butler, and Glenn Snyder, WLS; Carl J. Meyers, WGN; Harold Hough, WBAP; Martin Campbell, WFAP; W. E. Groves, KSL; A. M. Hermann, WOR; Harry & Hyman, KIMN; C. Anthony, Harrison Ho, WJZ; H. L. Blattman, C. W. Mason and W. H. F. Against, WOAI; Harry Stone, WSM; W. L. Coulson, WHAS; Col, B. J. Palmer, J. D. Martin, Paul Loyet, WHO; Rev. A. F. Cavey and H. W. Summervill, WVL.

NAB Delegates Guests
At INS Entertainment
An ENTERTAINMENT highlight of this program was the nationally known personalities of radio, stage and screen entertained. Among the guests were approximately 500 broadcasters Aug. 7 by International News Service. Monty Blue, screen player, was m.c., aided by Ralph Evelyn of the Ins' staff and by the editor of the New York Journal and now public relations chief for Billy Rose's Treasure Island Aquakade. Among the stars were Dorothy Lamour, Johnny Weissmuller, Monroe Downey, Esther Williams, Cartoon- 0nimy Staggs, Max Baer, Rita Murray, John B. Hughes and Fred Waring's Pacific Garden Club. Hosts were Capt. H. H. Hamma, Walter E. Moss and Barry Faris of INS. 60 San Francisco managers were honorary hosts. The party was in celebration of INS' 50th anniversary in radio as a news service.

Discuss Coverage Of Special Events
NEWS BROADCASTS are the most consistently popular type of program on the air today, it was brought out at the Aug. 7 session on special events and news coverage at the NAB convention.

Mark Ethington, WHAS, Louisville, former NAB president, who presided, said this statement was proved in a recent survey. The survey, he said, 54% of all persons he interviewed stated they had received their news via radio and a little over 23% via newspapers.

Special events broadcasts were specifically covered in a brief discussion by Herbert Hollister, general manager of KFBI, Wichita. In a recent survey among 100 stations, he stated, the majority of broadcasters believed that special events were essential to good program structure and that the greatest benefit was derived by those at the receivers rather than persons at the pickup point of special events. The same survey showed the recent political convention broadcasts on the networks were the most popular of all special events in recent months.

Van Newkirk, director of special events for the Don Lee Broadcasting System, spoke briefly on the handling of special events by a regional network.

Because the meeting schedule was so tight, it was impossible for two other scheduled speakers to address the meeting. They were, however, directed to write for news and special events, NBC, and Paul W. White, director of public affairs, CBS.

Semler Expands
R. B. SEMLER Inc., New York, on Aug. 7 expanded its twice-weekly series of newscasts by Gabriel Heust on WOR, Newark, to six MHS stations in the interests of Krendi hair tonic. The series now is heard 9:00-15 p.m. on KWK, WHK, WFLIL, WBAL, WOR, while KSTF records the program for re- broadcast at 11:15 p.m. Heister is broadcasting from Lake George. N. Y. until he returns to New York. Erwin, Weyet & Co. New York, handles the account.
Yes-Man breaks down at last and says “No!”

Can I buy Spot Radio time on as few as one or two stations or on as many as I like? YES

Can I buy any station I want in any territory? YES

Can I adapt my commercial announcements to sales drives in any given territory—even giving names and addresses of local dealers? YES

Can I buy any time-unit I want—25 words, 1-minute, 5-minutes, 15-minutes and so on—up to a full hour? YES

Can I time my programs to fit the listening habits of each territory? YES

Can I adjust my expenditures for Spot Radio to the sales budget for each territory? YES

Can I stay out of any territory in which my distribution is lacking or faulty? YES

Can I use different types of programs on different stations? YES

Can I use either live or transcribed programs... or both... as I choose? YES

Does all this make Spot Broadcasting more expensive? NO!

Any quiz on commercial broadcasting finds the right answer in SPOT RADIO. It's so flexible that it lets you do just about what you please, where you please and when you please, to get the utmost out of every dollar spent.

For any advertiser or agency executive who wants to see how SPOT RADIO can meet his individual situation, we shall be very glad to prepare a special outline.
Johnson Urges Broadcasters
To Feature Patriotic Message
Suggests Industry Create Slogans for Promotion
Of National and Hemispheric Solidarity

A STIRRING PLEA to broadcasters of America to create a national motif, which will be kept before the American people, is being urged by Col. William E. Johnson, former Assistant Secretary of War Louis Johnson in an address before the annual convention of the NAB in San Francisco. The speech was carried over combined NBC and MBS networks.

Selecting as his subject "Sponsors of National Defense," Col. Johnson asked broadcasters to include in their bulletins, in advertising script and in signing on and off an "urgent and effective appeal to America and the whole world." The country must achieve without delay a cohesion into one pattern of all American dreams and aspirations, he declared, Col. Johnson said in pleading for a revival of the spirit of American unity.

'Hemisphere Solidarity'
In addition to one for national unity, the former War Secretary suggested that broadcasters revive the "hemisphere solidarity" of the Western Hemisphere, he said, must move closer and closer toward each other. Negotiations are more frequent and exchange goods more freely. Asserting that this is no time to think of bargains and profits, he said that in the world of today the people of this continent must work together.

"Again, I turn to you radio broadcasters to translate this ardent desire into a popular formula that will remind us every day of our duty and responsibility," he said.

Besides national unity and hemisphere solidarity, the nation must have a "resurgence of respect for the armed forces, if the bravest among us do not lose their courage," he declared. In this connection radio, too, he said, can do its part by imparting to the youth of America the real values in life. He emphasized, in his address, that "the whole thing is a question of loyalty, of love, family, church, community and country." Calling them "theirs for inspiration and our refuge," Col. Johnson appealed to broadcasters "to put new life and meaning into them, to extol them to the youth of our country, to recall them to the minds of our mature and our aged."

Col. Johnson explained the manner in which the idea of the "radio campaign" was used in conveying to the public the needs for adequate preparedness. Three years ago he said he became a "radio commentator," and for his subject took "National Defense." For sponsors he said he chose the American people and has been on the air an average of almost once a week to this theme.

In 1937, said the soldier-attorney, America was not awake to the needs for adequate preparedness and too many lived with a false sense of security because the oceans were looked upon as "impregnable Maginot lines." A World War veto, he added, could be the key to the whole defense, and "I am sure," he said, "that most Americans recognize the need for national defense." Col. Johnson said he felt it was his responsibility as soon as he joined the War Department to convince the American people that national defense was a basic consideration in the life of the country. He visited every state in the Union at least once and many of them several times. Altogether he made more than 200 public addresses on national defense.

With Radio's Help
"With the aid of radio facilities, with the support of the press, and with the cooperation of military leaders we may be able to awaken a great deal of enthusiasm for our defense program," Col. Johnson declared. "Some skepticism arises as to whether we can succeed anywhere, and there, I ran into what radio advertising men call 'sales resistance' to the 'commodity' I was advertising. Persistence, time, and especially events in Europe and Asia, at last made our people national defense conscious."

Without attempting to minimize ultimate danger, Col. Johnson said it is no longer necessary to advertise national defense to the people. Every citizen, he said, must be willing to make all necessary sacrifices of time, money and effort toward achieving the objective of American defense sufficiently well fortified on land, sea and in the air as to command the respect of the world. Every citizen, he concluded, must maintain that defense and that our armed forces, if need be, to gain the desired goal.

In his address, Col. Johnson said that national defense in its broadest phases includes not only unexampled military defense and an industry geared to produce munitions of war, but "a united nation, a nation spiritually aroused to its grave responsibilities and ready at all costs to work for a common end."

"You broadcasters of America, who are expert phrase and slogan makers, I urge to col a net a motto to keep constantly before the American people as a reminder, every day, in every way, of the necessity for national teamwork. In your bulletins, in your advertising script, when you open your program and when you sign off, let it be some form an urgent and effective appeal to all Americans for national unity."

How the Peabody Awards Will Be Made
Recognizing that the radio is an important medium of information, entertainment, and public service valuable also as a tool of the press, The University of Georgia (chartered 1785) through the School of Journalism, School of Public and International Affairs, and a Board of Advisers, in conjunction with the Board of Regents, will hold a competition, beginning April 25, 1940, the George Foster Peabody Radio Awards for the merit, character, and public service rendered by each of three American radio stations, representing the local, regional and national, and also the "merit" and "public service" awards, made for the first time in 1941. The awards, resembling the Pulitzer Prizes of journalism, will be made for outstanding radio programs, with individual awards for three types of stations—local, regional and national [BROADCASTING, June 1].

The closing date for entries for the first awards has been set as Jan. 15, 1941.

BROADCASTING

Benefits Foreseen in Radio Awards

In reciting the genesis of the Peabody Awards, Mr. Drewry paid tribute to L. Mabon Kay, director of public service for WMC, Atlanta, for his imagination and enterprise in evolving the idea of the merit awards and urging on the creation of this competition by the board of regents of the University System of Georgia. "We feel we can make these Peabody Awards of maximum usefulness to radio," Mr. Drewry said, "as a part of the responsibility for the success of the project rests with the members of the NAB. Your representative, Mr. Kay, initiated the plan. Your members, by entry, and your officers, by the publicity that you will make these Peabody Awards a real stimulus to that meritorious public service which has already reflected so much credit on your radio. We of the University of Georgia are counting heavily on your support, just as we expect to get yours in every way possible."

Mr. Drewry, as part of his remarks, Mr. Drewry read in full the resolution approved May 17 by the Board of Regents. The resolution, titled "A Resolution in Recognition of the Meritorious Lasting Service in the Promotion of Communication— and also honor a distinguished American," is in the adjacent column.

Welch Adds Discs

WELCH GRAPE JUICE CO.
Westfield, N. Y., on Aug. 18 will drop the NBC Southern Blue Net- work. In its place, Welch will place the show on transcription, to be heard following the Rudy Vallee show on the Monday, Tuesday, Wednesday, Thursday, Friday and Saturday shows in 14 markets. Stations selected are WAAR WOAI KMBQ KFAC WAAR WLS WFRV KDKK KARK WMC WBC WBMS WPRC WMAQ. The remainder of the week, the Welch program will be heard on the Blue- Sunday Blues, 8:30-8:45 p.m. (CDS), with a repeat broadcast for NBC radio stations in the South and Pacific Coast areas 10:15-10:30 p.m. H. W. Kastor & Sons, Chicago, the three-hour network separator.

KRAFT CHEESE CO., Chicago, has arranged with WCFJ, WFLY, WWSI, WCLJ, Joliet, Ill., Robert W. Thomas, has been appointed as administrator of its holdings.

ADVERTISING Federation of America will hold its 37th annual convention and exposition May 25-29, 1941, at the Hotel Statler, Boston, according to Eon E. Horon, Chicago, newly-elected president.

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Vick Plans for Fall
VICK CHEMICAL Co., Greensboro, N. C., is lining up its fall campaign for Vick nose drops and Vatro- gels. Salesmen will, for the first time, press full details had not been settled, according to Morse Inter- national, New York, the agency. The company will expected to program on NBC's Red Pacific north network Sept. 15, Sundays, 7:30-7:45 p.m., and a weekly half-hour show, a five weekly quarter-hour News Headlines program on WBBM, Chi- cago, 8-8:15 p.m. Vick plans spot announcements and quarter-hour news series on a large number of stations outside of the country, but other than WBMB and the network program on the Coast, no list has been released.
On which network will your program reach most people?

The National Broadcasting Company gives the answer in the results of radio's most significant research project—

Radio's First All-County Census of network listening habits

revealing the preferences of 166,000 listening families—in every county in the United States...

WE ASKED TWO SIMPLE QUESTIONS:

1. What radio stations do you listen to regularly?
2. Which of these stations do you listen to most?

Where can you get the largest audience for your program? Every experienced time-buyer realizes that the answer to this question depends on numerous factors:

- Whom do you want to reach?
- What time is available?
- What programs are on in competition?
- What types of programs are they?
- What program will you follow?
- What program follows yours?

But more important than all of these is "On which network will your program reach most people?"

WHAT DETERMINES STATION AND NETWORK VALUES?

Network or station values are determined by these equally important factors:

1. The entertainment value of its programs.
2. The clarity and dependability with which those programs can be heard.
3. The geographical extent to which such service is available.

Such network or station values can only be measured in terms of the effect which programs and reception have on the listening habits of the radio families in its coverage area.

WHAT DO PEOPLE DO?

Not only "Where" but "How Well"

Advertisers not only want to know where a station or network can be heard (coverage) but where it is listened to regularly (coverage plus programs).

More important still you want to know how much it is listened to—how good a job it does—how well it compares with other stations or other networks. Which network is the best—which has the greatest audience—which one is listened to most.

WHAT FACTS ARE KNOWN?

Engineers have given us invaluable information based on signal strength on where stations can be heard.

The Cooperative Analysis of Broadcasting (CAB) Reports on Program Listening and Station Listening, and
the Hooper Coincidental Studies, have made major contributions to our knowledge on how much programs and stations are listened to—but only in relation to a limited and relatively small section of the radio audience.

These basic facts have been further amplified by NBC with exhaustive studies of audience mail.

Unfortunately these regular station and program ratings reflect conditions in only 33 cities at most—representing only 29.7% of the total United States radio audience—less than one-third of radio’s mighty circulation.

**WHAT ABOUT THE OTHER 19,000,000 RADIO FAMILIES?**

These program ratings cannot be projected accurately to the balance of the country—since they are purposely taken where transmission and reception conditions are practically equal for all networks. And obviously the station ratings are limited to a study of listening habits in only 38 counties—giving no data whatsoever for the balance of 3,034 counties.

**MANY SURVEYS—BUT NO NATIONAL ANSWER**

It is true that practically every station has made a listening habit survey at one time or another—BUT such surveys have been restricted almost entirely to station cities and relatively few rural counties near station cities.

Variance in time and methods have produced conflicting and non-comparable data.

So two years ago NBC started to lay the groundwork for radio’s greatest study of station and network listening habits.

After reviewing all station and network studies, including those of the FCC, the Joint Committee on Radio Research (ANA, AAAA and NAB)—in 1938-39, NBC conducted a preliminary listening habit study in 300 urban and 600 rural counties.

**HOW CAN LISTENING HABITS BEST BE STUDIED?**

Twelve months of painstaking experimentation on survey technique and methodology finally bore fruit...6 months of special studies by Dr. Lazarsfeld, Director of the Office of Radio Research of Columbia University, showed that mail questionnaires, properly prepared, could be depended upon to give a good measurement of the relative position of different stations in family listening habits. 37 distinct field tests then were conducted to determine important details of technique, wording of questions, type of questionnaire, etc., etc.

NBC WAS NOW READY TO CONDUCT THE MOST IMPORTANT RESEARCH INTO NETWORK LISTENING HABITS IN RADIO HISTORY...THE FIRST ALL-COUNTY CENSUS TO DETERMINE STATION CIRCULATION AND PREFERENCE—DAY AND NIGHT

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**Radio’s First All-County Census**

**OF NETWORK LISTENING HABITS**

On February 8th, 1940, NBC launched the most extensive census of listening habits ever undertaken. Questionnaires were sent on their way to 1,425,000 families. The answers were written by 166,000 radio listening families, in their homes, in family consultation—in every one of the 3,072 counties in the United States. Here was no study restricted to station cities—but one which for the first time in radio history probed into radio homes in every county, every part of every state—rural and urban alike—from coast to coast.

**TABULATION BY C. E. HOOPER, INC.**

Directly into the capable hands of C. E. Hooper, Inc., was placed the all-important task of tabulating the census returns—the listening habits, preferences of 166,000 radio families—involving over one million mentions of station call letters!

Never before has such a gold mine of practical, usable information on network listening habits and preferences been available to radio advertisers.
The quota from every state was equalled or exceeded—a return of 13.5% from all radio families addressed, equivalent to one out of every 168 radio families in the entire United States.

OVER ONE MILLION STATION VOTES CAST
Call letters of every radio station regularly heard in the United States—Canadian, Mexican, Cuban as well as United States stations—stations of every network, and independents as well, now had to be tabulated.

These one million call letters were tabulated by C. E. Hooper, Inc., separately for night and day listening. Giving each county its correct evaluation in terms of the number of radio families it contained, Hooper then translated the results into nation-wide network circulation and network preferences. Regardless of whether a family listens regularly to one, two, three or even more stations of a single network, C. E. Hooper credited that family only once to the network concerned.

NOW WE PRESENT HIGH-SPOTS OF RADIO'S FIRST ALL-COUNTY CENSUS OF NETWORK LISTENING HABITS...
For the first time networks can be measured and compared on a scientifically uniform base...a major achievement in radio fact-finding history

**CONSIDER THESE CENSUS-PROVED FACTS:**

1. *The Red is listened to regularly by 89.1% of America’s listening families.*

2. *The Red is preferred—listened to most—by 41.7% more families than any other network.*

3. *At night the superior programs and outstanding station facilities of the Red not only give it a 31.6% advantage in the cities of 100,000 and over, but a 50.5% advantage in all the rest of the country.*

4. *Daytime Red advertisers will note with no surprise that 36.9% preference is enjoyed nationally by the Red over any other network.*

5. *Never-before available facts about network listening give conclusive proof that a program rating on the Red means a greater nation-wide audience for your program (under identical conditions of time and competition) than the same rating on any other network.*
89.1% of evening listening families and 74.7% of daytime listening families listen regularly to the NBC Red

These figures are based on the answers to the first question—"What radio stations do you listen to regularly?" Advance research proved that answers to this question give a measure of station and network listening habits—the stations people can and do listen to.

Here is a quantitative measure showing just where networks are regularly heard, and by what proportion of the listening families they are regularly tuned in. We believe this to be the most comprehensive measurement of network circulation ever obtained.

More families "listen most" to the Red than to any other network...in the daytime—36.9% more families...at night—41.7% more families

These figures were obtained from the answers to the second question—"Which one of these stations do you listen to most?"

Here we find that important qualitative factor for which advertisers have been looking—a measure of the degree of preference for one network over another. Obviously the network which most listening families prefer and listen to most is the network which offers your program its best opportunity to build maximum audience and sales.

Preferred alike by listeners and advertisers—carrying more of the top rating programs than any other network—the Red is the network on which any program can win its greatest audience and results.
Any way you look at it...

by geographical areas
by time zones
by city size
by urban or rural
by station cities or non-station cities

by day and night
the network that’s listened to most
by the greatest number of families
is NBC Red

National Broadcasting Company
A Radio Corporation of America Service
Humane Services

Of Radio Praised

Terms It a Basic Protection Against Dictator Powers

THE PART radio is playing in breaking down barriers and creating a better understanding between the many racial and religious groups in America, was stressed by Dr. Frank Kingdon, executive director of the Citizenship Educational Service, San Francisco, when he addressed the Aug. 7 morning session of the NAB convention.

He praised the services of radio to humanity, and reminded broadcasters that in their hands, to a large degree, rests the protection of the American mind against totalitarian poison in all its forms. He also lauded the NAB for establishing a code to guide the industry in its practices.

"The broadcasters have a real part to play in defending America," Dr. Kingdon reminded. "Radio is a means of communication that has almost inmeasurable penetrating power. The totalitarian countries have realized this too, and have risen to power by using it to the utmost."

BENEDICT GIMBEL Jr., president of WIP, Philadelphia, extends his congratulations to Clifford C. Harris (extreme right) WIP technical supervisor, with the start of the construction of the station's new transmitter.

Death for Listening

"Once in power, they have taken it over and have monopolized radio absolutely, visiting drastic punishments, even death itself upon those who listen to programs other than their own. They have transformed a magnificent instrument of enlightenment, communication, and democracy into a weapon of tyranny. Using to the limit, they have launched an imperialistic radio policy. They are transforming the pattern of private property, contract, and free labor is being replaced by a gnostic and absolute state monopoly."

"You stand at one of the points where its attack on the way of life centers. In your hands, therefore, to a large extent rests the protection of the American mind against its poison. It is an instrument whose totalitarianism in all its forms are besieging you in the name of free speech. Let us talk soberly, and in the full blaze of public discussion, you must establish the standards of good speech in the repugnant discussion, as organized groups have to lay down the rules in every area in which they function. You must abide by those rules and outlaw all who play foul, regardless of their influence or their position. Radio is itself a wonderful democratic instrument, bringing all its programs to all kinds of homes throughout the country. A broadcaster betrays the genius of his own medium when he allows it to be hijacked by those who destroy the very democracy it exemplifies."

Columbia Recording's $300,000 Drive To Be Devoted Mainly to Spot Radio

SPOT RADIO will receive the major portion of the $300,000 to be spent by Columbia Recording Corp., New York, CBS subsidiary, in a pre-Christmas campaign for its Masterwork classical records.

Half-hour programs featuring these recordings were started Aug. 4 and will continue to 18 stations. On Sept. 3 CRC will start an announcement campaign in 22 cities, using 24-minute news-style announcements three or more times daily six days a week or more station in each city. Both campaigns will be expanded during the fall, building up to a maximum of stations and broadcasts during December.

Gift and Price Angles

While the general theme is based on the idea of records as Christmas gifts, current copy stresses the price reductions of as much as 50% on all Columbia classical records, which went into effect Aug. 6. The 12-inch records formerly selling for $2 are now $1; the 10-inch discs have been reduced from $1.50 to 75c. With these price reductions, CRC also announced that it has signed the New York Philharmonic Symphony Orchestra, conducted by John Barbirolli, and the new all-American Youth Orchestra of Leopold Stokowski to exclusive recording contracts.

States carrying the half-hour musical programs, titled Masterworks of Music, include WECL, WCN, WRBM, WSBY, KMOX, KRX, WBT, WGAR, WJR, WFOY, WMBR, WCAU, WGAN, WMCA, KSL, WHAS, KSF0 and WNYC. The latter, New York's municipal station, operates non-commercially and so does not send out any copy but merely broadcasts the musical recordings with credit to CRC.

Announcements, to start the day after Labor Day, will give news of new artists and orchestras recording for CRC, new records and albums issued by the company, etc., delivered in news broadcast style. In cities whose people are generally musically minded as indicated by their support of Orch.Revy, opera organizations, plans call for the use of several stations. Cam-

Lipton Eyes Drama

THOMAS J. LIPTON, Hoboken, N. J., is considering as its first large-scale network program to start this fall a series of half-hour drams starring Helen Hayes in the interest of Lipton's tea. Plans are only in the conference stage and nothing definite has been set-

Barbasol Spots

WASEY PRODUCTS, New York, is planning a campaign of one-minute spot announcements six times weekly for Barbasol, similar to the one conducted last February. Nine campaign will start late in September on 20 stations, according to Erwin, Wasey & Co., New York, the agency.

Lewis-Howe Plans

LEWIS HOWE Co., St. Louis, has contracted for the 8-8:30 p. m. (CST) period Thursdays on NBC Blue for a program to start Oct. 4. They are the only radio commercial to be used. Stack-Goble Adv. Agency, Chicago, placed the contract.

Population Shifts In Major Markets

Migration to Suburbs Noted in Census Bureau Study

POPULATION shifts in major markets have been disclosed in the latest U. S. Census Bureau report listing the top 25 cities in the United States, based on preliminary returns of the 16th Decennial Census. The list generally reflects the same cities as in 1930, but 13 have changed rank.

The Census Bureau report shows that rural and suburban areas in the United States have increased in size. Eight of the first 25 showing losses—Philadelphia, Cleveland, St. Louis, Detroit, Brooklyn, St. Paul, New York, and Rochester. Houston and Denver went into the top 25 ranking, thus crossing over City and Portland. Largest population gain was registered by Washington, D. C.

A "flattening out" of American cities was noted recently by Di-
rector William L. Austin, of the Census Bureau, as studying the offices indicating "tremen-
dous migration" of city residents to suburban areas since 1930. Factors contributing to a "flattening out" include improved roads and transportation facilities which enable people to live farther from their work; cheaper housing in rural areas near cities; opportu-

New York Times

BROADCASTING • Broadcast Advertising

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Installing and Operating an FM Station

WOR Transmitter Embodies Many Innovations

By BRUCE ROBERTSON

W2XOR, New York, frequency modulation station of WOR, began operation Aug. 1 as New York’s first full-time FM station. Broadcasting from 9 a.m. to midnight right through the week, W2XOR operates on a midfrequency of 43.4 mc. with 1 kw. power.

From the WOR Studio One at 1440 Broadway to the antenna atop the mid-Manhattan skyscraper at 444 Madison Ave., W2XOR is completely equipped to broadcast the staticless, wide-range, full-fidelity signals that characterize FM. Its transmitter is the first of its type, just out of the Western Electric factory; its other apparatus was designed by Bell Laboratories and produced by WE in collaboration with WOR’s engineering staff under the supervision of J. R. Poppele.

Wide-Range Signal

Enthusiastic about this new type of broadcasting and his own opportunity to get into it right at the start, as he did in amplitude modulation broadcasting when he put WOR on the air away back in 1922, Mr. Poppele is as proud of W2XOR as a child with a new toy. “The FCC requirements call for an overall frequency response that is flat—that is, that there is no distortion or accentuation or fading at any point—from 50 to 15,000 cycles,” he declared. “Our signal is flat from 30 to 17,000 cycles, and we expect to do even better than that before long.”

To get this wide-range transmission into the receivers of the FM audience, “you’ve got to put it in at the microphone and keep it in right up to the antenna,” Mr. Poppele explained. “That means a good wide road, with no bottlenecks at any point along the right-of-way to scrape off any frequencies at either end of the band. For if the telephone or the lines or any other part of the equipment cuts off some of these frequencies the best transmitter in the world can’t put them back on again.”

With this in mind, plans for W2XOR were started in the studio, WOR’s Studio One, which was re-equipped to handle FM broadcasting, and at the same time to add to the quality of transmission over WOR. The surprising thing, according to Mr. Poppele, was that almost no newly-created equipment was necessary, but that the strict demands of FM had already been met by apparatus designed originally for standard broadcast use. “The microphones are the cardioid mikes developed by WE some months ago,” he stated, “a sort of cross between the old s-ball and ribbon mikes. All that was necessary was to remove the old case and we had what we wanted for FM.”

Special Wire Lines

“Take the speech input equipment. There’s nothing in the entire cabinet that hasn’t been used before; not a single basic feature had to be designed especially for FM. The only difference between this and ordinary apparatus is the difference you’ll find between a fine watch and a $2 alarm clock. Either is OK for the work it is supposed to do, but one is just reasonably accurate while the other is a precision instrument.”

To carry the signals from the studio to the transmitter, about three miles of telephone lines are laid. WOR asked the phone company for special circuits and received lines capable of transmitting flat signals of all frequencies from 20 to 22,000 cycles. The circuits are equipped with special equalizers to maintain an accurate signal balance all the way along, but because of the short distance no repeaters were necessary. “No new inventions were necessary here either,” Mr. Poppele stated. “With circuits already developed that have successfully carried television programs with frequencies up to 3,500,000 cycles over longer distances, the phone company found it no task to meet our comparatively modest demands.”

“With the transmitter, however, we come to something that is really new, the first of its type ever built and the only one in operation today. Its outstanding feature is the stabilizing device that keeps our signal swing constantly centered on our assigned midfrequency of 43.4 mc.”

“You know how our WOR transmitter at Carteret is kept on its frequency of 710 kc. by a crystal ground to vibrate 710,000 times a second at a certain temperature and how the crystal is kept in an oven thermostatically controlled so that this temperature doesn’t vary a degree a year. Well, W2XOR has the same type of crystal control, but with FM, where the signal is not a single frequency but swings back and forth, this alone isn’t enough.”

Automatic Tuner

“The stabilization of this signal, what WE calls ‘synchronized FM’, is achieved by an electronic device which opposes a sample of the signal being sent out from the transmitter against an equivalent sample from the control crystal. Any deviation in the transmitter signal immediately produces a voltage whose character depends on whether the signal is above or below its assigned frequency. This voltage is employed to operate an automatic tuner which is, in effect, an ultra-refinement of the tuning dial on an ordinary radio receiving set.”

“Such a device is necessary,” Mr. Poppele went on, “because there are so many forces, such as changes in electrical power, temperature, humidity, etc., acting on the oscillator that controls the frequency swing that with a control the station’s midfrequency might easily drift one way or the other. This drift would curtail the frequencies at one end of the swing or the other, thus depriving the listener of the full benefit of FM.”

“Present FCC requirements limit this drift to 0.1%. Our transmitter is guaranteed not to drift more than one-fourth as much as the law allows, or 0.025%. It is probable that these requirements will become stricter as time goes on and our technical knowledge progresses. Eight years ago standard band broadcasting stations were permitted a 500-cycle, plus or minus, from their assigned frequencies; today they are required to stay within 50 cycles and those with good equipment actually stay within 10 cycles.”

Special Antenna

From the transmitter a slender metal pipe projects upward through the ceiling, terminating in a rod some 75 feet above the roof and 650 feet from the street below. For a perfect FM broadcast, according to Mr. Poppele, the transmitter should be about five miles up in the air, without support and with about 10 feet of wire above and below. But until broadcasters learn the secret of the Hindu rope trick they’ll have to compromise by choosing a high location for their transmitters—sometimes a mountain, sometimes a skyscraper.

“Our antenna,” he said, “is a simple coaxial cable, that is, a hollow pipe with a solid rod at its center. Since the current runs one way in the pipe and the other way along the rod the two cancel out each other and the net effect is about the same as if the transmitter had been lifted above the roof to the point where the rod projects from the pipe. There is of course some loss, but to equal the present signal from our 1 kw. transmitter with the ordinary antenna would require more than 5 kw. power.”

Above the top of the pipe the

(Continued on page 74)
KLZ's new directive antenna system combines with a five-fold increase in night-time power to provide a powerful investment for sponsors who are more interested in number of radio homes entered than in number of square miles of country covered. KLZ now applies its full force on the population centers of the Denver-Rocky Mountain region . . . the places where people gather, live and buy. The result: 16% more homes in the daytime . . . 20% more homes at night.
There's none of this lazy "mud-cat" nibbling about Kansas listeners. They're going for KFBI like a hungry rainbow goes for a sparkling red fly!

There's every reason why they should... for KFBI offers Kansas and Oklahoma listeners

1. Top-notch programs... Mutual Broadcasting System, Kansas State Network and a host of local live talent shows plus INS NEWS at 8-11-3-5-7 every day.

2. Clear, long range, high fidelity reception... latest and best 5000 watt RCA transmitter, spotted for maximum radiation efficiency insures excellent reception over a wide area. In fact, KFBI's half-millivolt area includes nearly twice as many counties as any other Wichita radio station.

In short, Kansas and Oklahoma listeners can get the programs they want on KFBI, and their MAIL RESPONSE proves that they do!

This means, as far as you're concerned, that KFBI can and will do a big selling job for you and your products in Kansas and Oklahoma IF...

You'll let us cast the red fly of your product into the KFBI stream!

Radio Decrees Its Music Independence

NAB Offers Unanimous Support to Develop BMI Program

(Continued from page 14)

operation, Mr. Kaye observed, BMI has a "production line" functioning. The industry now is in a position to free itself and introduce competition in the music field.

The vast difference in attitudes of the Atlantic City convention last July and the San Francisco sessions was observed by Mr. Kaye. Last year, he said, broadcasters practically were "begging ASCAP to see us". The shoe now is on the other foot, he said, with ASCAP seeking to curry favor and placate the broadcasters. This he called the "first fruits" of BMI. His concluding statement, that BMI cannot solve the music problem but that broadcasters can and will, judging from the temper of the convention, brought long applause from the convention.

Speaking as a member of the BMI board representing independent stations, Mr. Elmer declared that for the first time "unanimity" was a fact in radio, adding BMI as one of the most constructive accomplishments in the history of radio, brought about by necessity, lest the industry again capitulate to the onerous terms of the "ASCAP monopoly", BMI will succeed, Mr. Elmer said, because "radio makes music". He charged the "well-dressed, well-composed" composer story of ASCAP, and criticized the proposed ASCAP contract as another effort to split the industry.

In its new proposal, said Mr. Elmer, ASCAP offers an estimated $187,970 reduction to small stations, while at the same time asking an increase of some $4,000,000 from all others in the industry.

"ASCAP's estimate of broadcasters must be low," he declared, "for I think they try to buy a $4,000,000 million for $187,970."

Mr. Elmer called upon the convention to ward off the "ASCAP blitzkreig to devastate our industry" by executing the "BMI offense as the best means of defense." He said it was time for the industry to serve notice on all outside interests that "we intend to continue to run our own business," because radio's cause is "just and right".

Rosenbaum Cites Amusement Press

In introducing Mr. Rosenbaum, President Miller said one of radio's greatest mistakes was its failure to make a transcription of the Philadelphian's address before the convention last year on "tunemiths". Members, recalling this address, felt that remainder in the wine would be forthcoming and gave him a rousing ovation.

With much feeling engendered at the convention because of the publications, coincident with the convention, of a special ASCAP Edition of Variety, hurling defiance at the NAB's project to make BMI a going concern, and with inspired stories published in the amusement press about discord and dissension in NAB over copyright, Mr. Rosenbaum took this as his theme. He began with one word, "Variety", to the accompaniment of hoots and howls from the audience.

"Variety", Mr. Rosenbaum continued, "is the spice of life." Most spices are a species of nuts which grow to maturity under conditions of tropical temperature, he explained. After being ground, he added, they are distributed "in highly colored packages and are sold at a price many times what they are worth". As a footnote, he observed: "If there appears to be any identity with any publication, it is wholly intentional."

Mr. Rosenbaum then belabored reports published in the amusement press during the convention insinuating that his resignation from the BMI board was occasioned by disagreement. He denounced this as untrue because he resigned because of personal commitments and business requirements. The industry was fortunate, he declared, in having men willing to devote so much time to industry affairs and he praised the selection of Paul W. Moreney, WTIC, Hartford, as his successor.

Splitting of ASCAP Spoils Is Described

Reverting, in his whimsical vein, to the ASCAP assassins, Mr. Rosenbaum proceeded to take apart a nine-page letter sent by ASCAP President Buck to all advertisers, copies of which Department of all NAB delegates and received prior to the Aug. 6 meeting. The letter, typical of other ASCAP assaults, essayed to name and number the "unqualified commitments to sign ASCAP renewals. Mr. Buck called for "the most sensibly planned distribution of the networks [BROADCASTING, Aug. 1] on the unqualified commitments not to sign ASCAP renewals...".

Referring to Mr. Buck as a "distinguished humanitarian, eager to advance the cause of culture and the interests of love and affection, throughout the country and particularly the broadcast industry", Mr. Rosenbaum meticulously dissected the letter, and criticized what he termed as not "a non-profit" organization. Besides its composer and author members, it also has "publisher" members, who garner something of the respect and affection of the industry, he said. The undisclosed classification made up of its high salaried officers, it's really ASCAP", he said, pronouncing it "Cepapo", the convention howled and the term stuck. Throughout the remainder of his address, Mr. Rosenbaum used the term "boycott" to avoid using the charge that broadcasters will deprive the public of the music they want. Mr. Rosenbaum said broadcasters and advertisers must work with ASCAP numbers after Jan. 1, if ASCAP will forget all these cuss deals dealing about money. In dealing with ASCAP, he used "the voice of Jacob, but the hand of Esau."

Support of Industry Is Pledged to BMI

Mr. Rosenbaum said the developments today were those he predicted last year—that music is not an art, but a craft. "What you have demonstrated," he concluded, "is that we have many 'crafty' persons in our business."

Don Ellis, WYBC, Asheville, proposed a resolution, unanimously adopted, that the convention go on record as wholeheartedly approving the work of the board of directors of BMI. There followed a resolution offered by Harold V. Hough, WBAI-KGEO, Fort Worth, which was unanimously adopted, pledging the membership to the continued support of BMI as a "permanent organization" and expressing unified support of all ASCAP demands.

After President Miller had urged broadcasters to answer in detail the recent Department of Justice questionnaire eliciting information of ASCAP to be used in connection...
with the Government's anti-trust suit against the Society, Claire McCollum, WAGL, Lancaster, Pa., offered a resolution that NAB reiterate its support of the Government suit and urge that it be completed as early as possible. It also carried unanimously.

**Vote of Confidence Is Given Miller**

Just prior to adjournment of the session, Mr. Rosenbaum precipitated the move that brought the rousing vote of confidence for President Miller. He said he felt that the convention had established the two conventions presided over by Mr. Miller since his induction into office was aware of the “capacity and executive direction” given by the president of this association.

Publications had been circulated at the convention, he said, which substantiated discussion. He pointed out that the convention expresses its full confidence in its president. There followed a thunderous applause and the rising vote.

The copyright discussion ended promptly at noon, and the convention went over to discussion of former Assistant Secretary of War, Louis Johnson, lauding broadcasting and entreatings the industry to rededicate itself to public service. It was carried over combined NBC and MBS networks. (See page 28.)

The afternoon session was given over to sales discussion. At a session presided over by Oswald and WJR, Detroit, acting chairman of the Sales Manager's Division, a new unit plan of volume measurement [described in detail broadcast, Aug. 1] was adopted after considerable debate. Action came with the understanding that the plan of gathering station information by questionnaire would be tested for the remainder of the year, and if it proves feasible, will be broadened in scope.

The convention also heard from A. C. Nielsen, president of the A. C. Nielsen Co., a description of his method of audience measurement by means of the “audimeter” an automatic recording instrument adapted for use in receiving sets in given communities.

**No Objection Raised To Code Operation**

The NAB self-regulation code, observing its first birthday, was the scheduled topic at the morning session Aug. 7. Following the convention record of unanimity, not a dissenting voice was heard to any phase of the code or any of its workings.

Edgar L. Bill, WMDB, Peoria, Code Committee chairman, in opening the discussion, recalled that at last year's convention many broadcasters took the position that the code had been “railroaded”. Now, after a year of experience and the light of world conditions, he said he believes the industry feels it fortunate in having instituted self-regulation.

Pointing out that the Code Committee has held four meetings during the last year to work out compliance methods, he said the code is not a “frozen” document, but can be changed, and probably will require alteration from time to time.

NAB Public Relations Director Ed Kirby, as secretary of the Code Committee, delivered the committee's report. He reviewed the benefits which already have accrued from its enforcement, particularly in offsetting legislative efforts to impose fixed allotments of time for discussion of public questions. Co-operation with women's organizations on children's programs and with other groups also have resulted.

“Whereas two years ago the attitude of the club women was such as to invite the interest of those who sought to change the basis of the American system of broadcasting through arousing a widespread, unfavorable public opinion, today the American system of privately operated and competitive radio has no stronger bulwark of organized public support than that bestowed upon it voluntarily by American clubwomen," Mr. Kirby said.

In religion and in education, closer understandings have been reached. Mr. Kirby offered the demands of educators for a slice ranging from 15 to 25% of all facilities assigned exclusively to non-commercial educational use.

Mr. Kirby pointed out that discussions have been held with the National Education Association, and that there is no longer a question of its value.

Dilemma Created By Communications Law

Popularity and prestige of American radio is at its highest peak, Mr. Kirby said. He called it a tribute to the stewardship of the individual station and network management in adhering to a code of conduct which has won for radio the largest audience in the history of the world.

A powerful address by Dr. Frank Kingdon, executive director of the Citizenship Educational service, representing agencies with an enrolled membership of 30,000,000 interested in perpetuating American democracy, brought its audience to its feet in a resounding ovation.

Condemning people and interests preaching un-American doctrines, he called upon broadcasters to deny their microphones to all such "traitors."

Harry C. Butcher, CBS Washington vice-president, after endorsing Dr. Kingdon's suggestions, said the broadcaster is in a quandary because of Section 315 of the Communications Act, which requires that all qualified candidates for public office be given equal time on the air, Communists included. He pointed out that suggestions have been made in Congress to amend the Act so that stations will not be forced to give time to parties subservient to foreign powers, but that sentiment is not sufficiently strong to result in legislation. The responsibility for amendment of this law rests not only upon broadcasters, but upon all interested in preserving democracy. Mr. Butcher declared. Dr. Kingdon then pledged his support in promoting legislation which would outlaw in this country all parties subservient to a foreign power.

**Time for Other Side If President Is Partisan**

The question when a Presidential "fire-side chat" is not a political broadcast, subject to the political section of the Act, brought an explanation from Paul W. Kesten, CBS vice-president, after having been raised from the floor, in the light of the Presidential campaign.

"What the question had been raised in the industry since the President's acceptance speech, as well as by leading spokesmen in Republican party ranks. Mr. Kesten said that if the President asks for time on "the state of the nation", the networks would not be disposed to prejudice or even prerequisite of the political question, and would schedule it as sustaining time.

If something in the address turned out to be partisan or in the nature of electioneering, he said his company would not hesitate to stop the broadcast if available to the other side. The policy of equal time on controversial issues is a continuing one, he said, and also could be applied during campaigns. But of one of these two ways, he declared, appropriate time can be made available for reply.

President Miller interrupted the proceedings to report that the membership in BMI was constantly increasing during the convention. The figure stood at 354 stations, representing 67% of the total volume of the industry at that moment, he reported.

Dr. John D. Bredberg, dean of the Henry W. Grady School of Journalism, University of Georgia, told the convention the recently authorized George Foster Peabody Radio Awards, which will be made in 1941 for the first time, based on distinguished public service of stations during the current year. He gave to Lambdin Kay, veteran Atlanta broadcaster and now director of public service of WSB, full credit for the plan, and said that while the real stimulus will be to "that meritorious, public service which has already reflected so much credit on radio." (See page 28.)

The Acceptance of President Miller's suggestion, authorized a telegram of greeting to Mr. Kay, expressing thanks for his work in connection with the awards, and regret that he was absent from the convention.

**Roundtables Held On Remotes and FM**

Roundtable discussions of handling of special events and of FM concluded the business of the Aug. 7 meeting, except the customary exposition of resolutions. A special events seminar was presided over by Mark Etheridge, WHAS, Louisville, and included Edward Threlif, WOR, New York, and John Shephard, WBZ, New York. Special events of NBC, Paul W. White, director of public affaires of CBS, and Van C. Newkind, director of news bureaus, were discussed. Because of time limitations the detailed discussion was cancelled. A seminar presided over by John Shepard, 3d, president of FM Broadcasters Inc., numerous questions were raised from the floor regarding the new commercial broadcasting medium (5). Setting the roundtable and demonstration were Paul de Mars, vice-president in charge of engineering, Yankee Network, and the warm, WMJ, Milwaukee, and Mr. Shepard.

H. K. Carpenter, president of the resolutions committee, opened and saw adopted in rapid succession a series of resolutions, pledging the industry to specific pursuits covered by the previous actions of the convention.

ILLUSTRATED Current News, New York, has been the publisher of daily display ads for the past few years, and this week it has introduced a "side-swiper" system of ads, consisting of a column of words in a half-column of space. The ads are placed for the purpose of making the site more available to the adverter. In addition to running new picture displays for KXW, Philadelphia, it has continued the WBZ, Boston; KDKA, Pittsburgh; WMAL, Washington; WBBR, Baltimore.
Central New England ranks high among all United States markets — both for the stable production of industrial manufactures, and for above-normal expenditures on many consumer goods. Within this Vital Midriff live over a million people (250,639 families), one seventh of New England’s total population, where over 98% of the homes have one or more radio receivers.

One advertising medium and only one, WTAG (5000 Watts daytime — 1000 at night) offers primary service to the 250,639 families in the Vital Midriff.

These million people represent an ideal group for test campaigns in a market which is highly responsive the year around.
Thursday Found Best Radio Day

Wayne Survey Conducted by Detroit School Children

CHARLIE McCARTHY, Jack Benjy and Gangbusters were established as the favorite evening programs of Detroit listeners in a seven-day survey of listening habits of the families of 1,999 Detroit school children. Survey, conducted by the Wayne U Broadcasting Guild and supervised by Prof. Garnet R. Garrison, also found daytime preferences led by The Shadow, Jack Armstrong and Children’s Theatre.

Peak listening day is Thursday, on which peak hours averaged an average of 4.45 hours, a figure appreciably higher than the daily average for the week. 3.17 hours. The daily average for the week is the same as CBS discovered and presented in “Radio in the home” if sets that are used sometime during each day are counted in that day’s scope, disregarding sets not in use, the daily average was 4.9 hours, both the Guild and CBS found.

Response of 83%

The Guild discovered the average “telephone family uses its radio 3.9 hours daily – slightly higher than the 3.9 average “non-telephone” family.

Conducted during the week of April 1, 1940, the survey was based on listening tables distributed throughout 21 Detroit school children whose parents received tables which they were required to take home to be filled out as members of the family listened to the radio. Of the 1,999 families, 1,635, or 83%, responded by checking the program, station and number of listeners for the past “radio hour.”

Technique of the “Listening Table” system was developed at Wayne in 1937 after study of various research methods. In addition to being economical to use, it is said to combine advantages of four other research systems. Since listeners mark tables as they hear programs, it has coincidental value similar to the “telephone survey”; list of programs and stations gives it the program roster check record of the “radio index.” It is also, it is said to have the questionnaire quality of “mail analysis” and has the objectivity of “automatic recording.”

Favorite evening programs in Detroit ranked by families listening follow:

Charlie McCarthy, Jack Benny, Gangbusters, Lux Radio Theatre, One of the First, I Love a Mystery, Major Bowes, First Nighter, General Attorney, One Man’s Family, Fibber McGee and Molly, Life, Kate Smith, Grand Central Station.

Favorite daytime programs in Detroit ranked by families listening follow: The Shadow, Jack Armstrong, Children’s Theatre, Girl Friends, 135, Arrow, Theatrical Bill of Fare, Kate Smith, Stella Dallas, C. C. Bradner News, Aunt Jenny’s Stories, Our Miss Brooks, The Fifth Avenue Theater, Jack and Jill, Brown, Let’s Pretend, Midstream, Backstage Wife, Big Sister.

EDWARD ARNOLD, Hollywood radio and screen actor, president of Los Angeles Chapter of AFRA, will not be here individually on Sept. 24. Arnold is also a vice-president of the AFRA post last year to fill the unexpired term of Fred Shields, resigned.

FISH STORIES were in order following a recent broadcast of the Brown &Williamson Shoebred, heard Fridays at 8 p.m. (CDST) over NBC-Blue from Chicago, as Dick Todd, singing star of the show, explained a recent catch to T. V. Hartnet, executive vice-president of the tobacco corp., while Freeman Keyes, president of Russell M. Seeds Co., had a laugh.

Monthly Time Sales Analysis Voted on Experimental Basis

NAB Studies Viewed as Potential Aid in Getting New Business; Agencies Said to Be Favorable

By DAVID GLICKMAN

AFTER a year of exploratory study, the NAB at its Aug. 6 after noon session reinstated on a test basis until the end of the year a business index for broadcasting. Detailed monthly analyses of broadcast advertising volume will be made available to the industry.

The plan was adopted after Paul P. Peter, NAB research committee director, submitted his report to a group of about 75 broadcasters at a session presided over by President Neville Miller. No radical changes were made in the original proposal. [BROADCASTING, Aug. 1.]

The unit plan of volume measure as adopted, will be operated on a mutual basis, with no individual city figures being given out unless approved by stations involved. All agencies of the country want that information and will pay for it. Another advocate of the plan who urged its adoption was Col. Harry C. Wilder, WSYR, Syracuse, who stated that “It will be a unit plan to measure business at small cost. Past opposition to the plan has been based on false conception. The plan will be most useful in selling radio.”

Audimeter Studies

John E. Fetzer, WKZO, Kalamazoo, complimented the research committee headed by William J. Scripps, WWJ, Detroit, on its work in establishing a “telephone” index. “There are at least three other reasons why it is vital that the radio industry develop more comprehensive marketing research techniques: 1. To defend itself against the attack of Governmental bureaus. 2. Ad agencies are growing more critical with the advertising and Public relations departments. 3. Advertisers and agencies are becoming accustomed to more and better market research; in fact, they are insisting on it, as a means of making sound decisions on marketing problems.”

More for Florshiem

FLORSHIEIM SHOE CO., Chicago (shoes), currently placing the transcribed program, The Squared Circle, on two stations locally, has recently strengthened its advertising schedule on WJW, Cleveland, with features re-enactments of yesterday’s heavyweight championship prize fights. James J. Jeffries is m.c. and narrator. Through dealer ties, the firm is increasing its list of stations and will utilize more than 125 stations for fall series. Series is being produced by Fred C. Mertens & Associates, Los Angeles.

Chooz Lists

WHITE LABS., New York, will launch a campaign this fall on 27 stations and in newspapers to acquaint consumers with Chooz, a new anti-acid product in chewing-gum form. Pharmacon, a White subsidiary, loves a mystery shop to market the product and plans heavy merchandising to the drug trade. (Eust & Co., New York, handles the account.)

Proprietary Firm on 135

LYDIA E. PINKHAM Medicine Co., Boston (women’s health products), on Sept. 21 will start a campaign for its vegetable compound, using spot announcements six times weekly on 135 stations representing all sections of the country. Franklin Wasey & Co., New York, handles the account.

Gage May Test

GAGE Bros., Chicago & New York (milliners), is planning spot radio tests in a number of markets in early fall. (S. Gage & Co., Chicago, will handle the advertising and Scholz-Goebel Adv. Agency, Chicago, handles the count.)
KSD Has Led All Other St. Louis Stations in "FIRSTS" in 16 Nation-Wide Radio Star Popularity Polls Voting for Listener's Preferences, Since 1935

NOW OPERATING FULL TIME
Inquiries Are Invited Regarding Time Which May Be Available Due to the Full-Time Schedule on Which KSD Is Now Operating

KSD has a greater Daytime Population Coverage Area than any other St. Louis Broadcasting Station

The Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK   CHICAGO   DETROIT   ATLANTA   SAN FRANCISCO   LOS ANGELES
Five Are Granted
International CPs
About $2,000,000 Expenditure
For Building Is Foreseen
A FURTHER step toward developing this country's international shortwave stations for more efficient operation under private ownership was taken Aug. 7 by an FCC administrative committee comprising Commissioners T. A. Craven, as acting chairman, and Commissioner Walker when it granted construction permits for 50,000-watt operation to five more such stations.

Under recently promulgated rules, 50,000 watts will be the minimum for all international stations and they may be operated completely under certain conditions. The 50 kw. minimum was to go into effect July 1 but was postponed until power is available to use the stations time to rebuild. Industry circles estimate about $2,000,000 will be spent in the shortwave building program.

Commission Grants
The CPs granted Aug. 7 were to KGEI, General Electric Co., San

Francisco, now operating with 20 kw.; WGEA, General Electric Co., Schenectady, New York, with 25 kw.; WCAB, NBC, Bound Brook, N. J., authorized to use frequencies 9670 and 17780 kw., with 50 kw., the Greater New York station fulltime and the latter sharing with Westinghouse's WPIT, Hull, Mass.; and WBOL, RCA, Bound Brook, N. J., with 20 kw. The CPs were authorized to use 50 kw. on 6130 and 21570 kw., which has already been planted.

For General Electric's WGEA was assigned the existing frequencies 6190 and 21950 kw. It now uses 6190, 10350 and 21800 kw.

WBZ was authorized also to change from 11820 to 11890 kw.

Already authorized and under construction were 60 kw. operation and Westinghouse's WPIT at Hull Mass., and World-Wide Broadcasting Co.'s WRUL at Scituate, Mass. Already on the air with the minimum power or more are Crosley's W5XO, which uses 50 kw. and General Electric's WGEW, Schenectady, with 100 kw., the latter 6110 kw.

With these grants, all but three of the existing international stations have cleared the commissions. One of the three, WBOS, operated by Westinghouse with 10 kw. at Millis, Mass., is to be discontinued when WPIT goes on the air. WDUM, Miami, adjunct of W5XO, which uses 50 kw. with it, will probably surrender its license. WQAB, operated with 10 kw. near Philadelphia by WCAU, will probably be discontinued because of lack of facilities and assigned to outdoors by the FCC for possible use of WABO.

Baseball Motion
Five IRNA directors were elected at the meeting to succeed those whose terms expired in their respective convention. Two nominations for each vacancy were brought in by the nominating committee headed by C. W. Myers, president of KIN-KALE, Portland, Ore.

The new directors are: For NBC affiliates, George W. Norton, WAV, Louisville (re-elected) and Martin Campbell, WFFA, Dallas, succeeding Ed Craney, KGIR, Butte; for CBS affiliates, Arthur B. Church, KMBC, Kansas City, and Don Elias, WWNC, Asheville, succeeding I. R. Lounsberry, WGR-WKBW, Buffalo and Edgar L. Bill, WMBR, Peoria; for MBS, Hubert Taft Jr., WKRC, Cincinnati, elected to succeed Gene O'Fal- Kon, KFEL, Denver.

Holdovers directors are: H. K. Carpenter, WHK, Cleveland; Ed- win W. Craig, WSM, Nashville; L. B. Wilson, WCKY, Cincinnati; John A. Kennedy, WCHS, Charleston; Paul W. Morency, WTIC, Hartford, and Messrs. Rosenbaum, Ethridge and Myers.

A proposal by Wilbur Cobb, WMAZ, Macon, that the convention to record on August K. M. Landis, czar of baseball, expressing disapproval of contracts where- by the World's Series is sold on an exclusive basis to a single network, precluding its use by other networks, was tabled after considerable discussion. Mr. Cobb contended that a public service feature of such importance should not be sold exclusively for commercial use.

Mr. Shepard, on behalf of MBS which had exclusive rights last year and has procured them again this year, pointed out that if such a mandate carried, it should apply with equal force to championship prizefight, football games and other sports events. Moreover, he said it would reduce all sports events to those with the highest bids.

Mr. Damm sounded a warning that such a precedent might well be applied to local sports events, and endanger many valuable programs now handled on an exclusive basis by individual stations. A motion by Mr. Morency that the Cobb proposal be tabled, was carried.

NEW HOME OF WLS-WENR transmitter at Tinley Park, near Chicago, showing part of antennas in background. This installation replaces the plant near Downers Grove erected in 1928 but abandoned when WLS-WENR's 50,000-watt plant about 30 miles south of Chicago. When the old twin towers, landmarks of long standing, were wrecked Aug. 5, the new repeater took pictures for national distribution.

Reconsideration Sought
In Portland, Me., Grant
A PETITION for reconsideration of the FCC's recent decision to grant to WGAN, Portland, Me., of 5,000 watts fulltime on 560 kc. (referred to as WBN) on 1310 kc. was filed with the FCC Aug. 5 on behalf of WABI, Bangor, Me., which claims that it was first to ask for the 560 kc. part of the WBN grant and that the new station, if made after negotiations by FCC Chairman Fly, in the course of which it was suggested that WABI make application for some other facility, possibly 970 kc.

The petition recites that WGAN filed for a shift from 640 to 560 kc. on June 27, 1940, more than a year before WABI applied for 560 and a little more than eight months after WABI's hearing. The Commission's action is claimed to be "arbitrary, unwarranted and erroneous".

Board Suit Dismissed
SUIT brought by Al Fields, bandmaster of RCA Victor show, and Gray Gordon, bandleader, was dismissed recently by New York Fed- eral Judge John D. Bilhubert that grounds that Fields failed to file suit within six months of injury, accounting of profits and damages, claiming that Gordon had "known an RCA 'public' woman" and that, as such, he was not an "infringement" and that the "public" in question was a bandstand at Varsity Tech music with the incision of a "new" woman and mere co-owner of "infringement".

RCA, he claimed, Gordon's music and NBC broadcast the band.

Award of New Station
In Syracuse Is Opposed
By Other City Outlets
ALL SYRACUSE stations have petitioned the FCC for reconsideration or rehearing of its grant of July 17 of a new 1,000 watt station on 620 kc. in Salina, N. Y., to S. E. Russell, broadcasting for C. V. Corp. (Broadcasting, Aug. 1). Also opposing the grant is WHJB, Greens- burg, Pa., now operating with 250 watts fulltime on 620 kc. and applying for 1,000 watts fulltime on the same channel.

Salina is part of the Syracuse postal district and to all intents and purposes the grant authorizes a second local station in Syracuse. Added to 620 kc. recently, in addition to the new Salina station, was WROL, Knoxville, shifted to frequency from 260 watts on 1310 kc. with new regional power of 1,000 watts day and 500 watts night. WTMJ, also on 620 kc., recently was granted 5,000 watts fulltime, while WHJB's application was ordered set for further hearing on the ground of possible interference to WROL and WTUM and on the fact that the second local station there might overlap those of WJAS-KQV, owned by the same interests.

The petitions for reconsideration and rehearing assert that the record on which the Salina decision was made fails to need additional service in the Syracuse area and quoted the FCC examiner to that effect. Conditions in the Syracuse market have changed since the Salina hearing, it is asserted, including the addition of a new station (WOLF) in the Kansas City area, which already renders the service proposed by Sentinel. With an additional station need for additional service has been diminished, according to the WOLF petition.

(Continued from page 16)
NATIONAL SPOT TIME BUYERS:

Plan your fall campaign on these FACTS

HOW MANY Votes FOR WTAM CLEVELAND?

• HERE'S THE COUNT FROM THE AREA by ACTUAL POLL of LISTENERS

*In Metropolitan Cleveland

WTAM usually has as many listeners as all other Cleveland Stations combined.

†In Akron

Twice as many people "listen most" to WTAM than to any combination of stations in the area.

†In Canton

Six times as many people "listen most" to WTAM than to any combination of stations in the area.

†In Youngstown

Nine times as many people "listen most" to WTAM than to any combination of stations in the area.

†In the Rural Areas

Six times as many people "listen most" to WTAM than to any combination of stations in the area.

*Based on four independent coincidental Surveys of Cleveland audiences—March, June, 1938; January 1939 and April 1940
†NBC Rural Personal Call Urban Survey 1938
‡NBC Rural Postcard Survey 1939

Represented Nationally by NBC SPOT Sales Offices

BROADCASTING • Broadcast Advertising

August 15, 1940 • Page 45
Official Registration at NAB San Francisco Convention


BROADCASTING • Broadcast Advertising

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IT'S RCA ALL THE WAY in this photograph of the RCA Mfg. Co. contingent at the NAB convention (1 to 2): H. M. Akeson, J. E. Althouse, S. Goulden, R. Wilson; Paul Lutz, Harry Sauter, D. Resor, E. Frost, F. Trouant, Ted Smith, Will Whitty, I. Z. Baker, transmission sales chief, who headed the contingent, was making an installation at the time.
Almost all the names were mentioned in the text, including:

- Maland, Mrs.
- Maizlish, Mrs.
- McCullough, Mrs.
- Loggan, Mrs.
- Lindblade, Vern
- Langlois, Marion H.
- Kendrick, George
- Kepner, J. W.
- Newkirk, W. B.
- W. W., PKQ, Rockford, Ill.
- Laffont, Harold
- Laffont, Mrs. H. A.
- Landis, DeWitt
- Lane, Mrs. City
- Lan, Howard
- Langholtz, C.
- Lasky, Mrs. P. C.
- Lawson, Mrs.
- Lawrence, Mrs.
- Kral, Mrs.
- Langlois, W. S.
- Kendrick, W. H.
- Newkirk, W. B.
- Nelson, Mrs.
- Mullen, R. C.
- Moroney, J. W.
- Lane, Mrs.
- Lafayette, Harold
- Keplinger, J. H.
- Kepner, J. W.
- Kendrick, W. H.
- Newkirk, W. B.
- Nelson, Mrs.
- Mullen, R. C.
- Moroney, J. W.
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- Lafayette, Harold
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- Nelson, Mrs.
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- Lafayette, Harold
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- Newkirk, W. B.
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- Mullen, R. C.
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- Mullen, R. C.
- Moroney, J. W.
- Lane, Mrs.
- Lafayette, Harold
- Keplinger, J. H.
- Kepner, J. W.
- Kendrick, W. H.
- Newkirk, W. B.
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- Newkirk, W. B.
THORNBURGH-WILLIKIE BUDDIES

RAY TUCKER, McClure Syndicate columnist, is authority for this story which Wendell L. Willkie verified while he was in Washington just after his nomination by the Republicans.

As Tucker relates it, three Indiana boys were serving in the Army together through the early stages of World War I at the School for Specialized Arms, both at Harvard and Fort. One, Mr. Thornburgh, was Willkie, the second was Frank Hall, now an editor of the National Catholic News Service, and the third was radio's own Donald Wayne Thornburgh, a native of Indianapolis, now CBS vice-president for the Pacific Coast.

It was natural that they should pal around together and, although heading for the battlefield, some of their barracks room talk turned to speculation on their post-war careers. All of them planned to return to an Indiana city of 50,000 to 100,000, and, with the spirit of youth, they wanted nothing but to take it over in a big way. So they agreed:

Willkie was to run first for Mayor, and then for Congress. Hall was to become owner of the local newspaper, an event which the Willkie's backer. Thornburgh, then in his early twenties, was to go into industry, and become the city's leading civic figure.

By controlling the political machine, the newspaper medium (radio was then undeveloped) and industrial interests, and by joining Rotary, Lions, Kwanis and all that, they would maintain their city. Nothing sinister about it, of course; with their youthful zeal, their America would make it a model community.

How their dreams turned out is well-known. They are still fast friends.

Buying WDLW Control

CONTROL of WDLW, Panama City, Fla., will be acquired by the John H. Perry newspaper interests if the FCC authorizes a stock transfer for which application was made Aug. 6, Bay County Publishers Inc., publishing the Panama City News-Herald, seeks to acquire the controlling interest of J. Cook, local auto dealer for $3,600. The newspaper firm already owns 48 2/3% of the stock. Having refused the shareholders the offer made by E. D. DeWitt, retired newspaper broker, Philip A. Roll, an attorney, will retain his one-third interest in the station, which recently began operation.

To SYMBOLIZE the “spirit of radio,” a model depicting the world reaching for radio was presented to the NAB at its closing session in San Francisco Aug. 7 by WMAZ, Macon. The figure, developed by a Masonic surgeon, was presented in behalf of E. K. Cargill, president of WMAZ, by Wilton E. Cobb of the station's staff.
Ladies and Gentlemen, the President...

BROADCASTING technique in covering Presidential doings has established itself as a unique function in both radio and journalism.

The matter-of-fact handling and reception of a fireside chat or a Chicago "quiet time" has come far cry from KDKA's 1920 broadcasts of Harding-Cox election returns. By this time, through its constant application, the radio-wise Roosevelt Administration, the technique has become so much a regular part of radio that its stops can be visualized even by a layman.

However, the layman has come to take radio's on-the-spot coverage so much for granted that he might come to believe Presidencies are born where the President appears. He likely does not try to fathom the endless preparation by national networks to present maybe a dozen hours of Presidential broadcasting a year.

Everything Clicks

For there must be endless preparation and constant readiness, although arrangements for an individual broadcast are made simply enough. The technique has been worked out to a point where, starting absolutely from scratch, the President can count on having air in something less than 10 minutes if the occasion demanded.

The ball starts rolling for a Presidential broadcast when Steve Early, White House press-radio secretary, indicates to network officials in Washington that the President is planning a radio message. He merely states the date and estimates the time it will consume. No specific hour is requested. This is left up to the networks to determine among themselves—to find an hour that will interfere as little as possible with commercial schedules and still yield a full audience. Once the time is agreed upon, the White House and affiliates of each network are notified immediately.

Gadgets Galore

The job of handling Presidential broadcasts, both at the White House and on the road, is specialized. The present Presidential announcers and engineers—Carleton Smith and Albert E. Johnson, NBC; John Charles Daly, and Clyde W. Smith, CBS; Walter Compton, Richard L. Jevons and William Cornell, MBS—have been on their job a long time. During each fireside chat, the crews are at their stations in the Oval Room of the White House. Whenever the President takes the air, they are on the trip of any consequence, whether to Hyde Park or Warm Springs or the Pacific Coast, the announcers-engineer team of CBS and NBC go along on the Presidential Special.

Duplicate equipment is used by each network on all Presidential broadcasts. Each has two microphones on the desk and two sets of pickup equipment, plugged into wire connections with the master controls of the Washington affiliates—WRC-WMAL, WMAL, WBY.

So far this protection against equipment failure has been called into action only once—last December, when a tube in NBC equipment burned out just before President Roosevelt went on the air during ceremonies at the lighting of the national Christmas tree in Washington. Control operators at WRC-WMAL caught the sound break and switched it in the emergency line in a few seconds.

The Oval Room is a beehive on fireside chat night. In addition to plump-curtailed cubicles for each of the announcers and stacks of pickup equipment, the room is cluttered with paraphernalia of a dozen or more newswire cameramen—cameras, sound devices, lights and cables. Each of the booths has a one-foot window through which announcers can watch their engineers. The networks agree, before the broadcast, how much time will be taken for the preliminary announcement—generally worked out so carefully that all three finish simultaneously in their separate booths.

Usually about 10 minutes before the broadcast, an attendant announces: "The President!" All work stops and every one rises. After President Roosevelt has taken his seat at the desk, last-minute preparations resume. As broadcast time approaches, the announcers go to their booths. No hand signal is given the President. He hears the mumble of their "presentations," and when the sounds cease, he begins, "My friends......"

An Engineer's Delight

Much has been said of President Roosevelt as a radio personality. The people who work directly with him on his broadcasts pay him tribute beyond just saying he sounds good. They point to his ability to call to his cooperation the radio boys in the technical job of putting his voice on the air, paying attention to microphone angles and such. He is an engineer's delight as a radio voice—the modulation and pitch of his voice is such that there is virtually no need to touch the controls to remedy peaks and valleys. Then too, they point out, his speaking time is reliable, with his speeches generally ending "on the nose," except when he inserts an ad lib paragraph or two.

White House broadcasts now operate under a well-established routine. Coloring Presidential tours, particularly the long ones, is another matter. Radio men board a Presidential Special, although they may get a microphone and broadcast a day or less, have their hands full most of the time. Pity the poor engineer teams who must travel with the President in NBC's Presidential Special highballs from point to point across the country, the President turns up for a frequent platform speech. Although these are not handled by the networks, which had worked out a complete schedule of their pickups long before the trip started, they may be picked up by local stations. At these times the network representatives generally ask other local announcers, or by local engineers, to aid local announcers in identifying members of the party and may even make guest appearances at an affiliate's microphone.

During a cross-country jaunt, the President may deliver several addresses to be carried by the networks. Elaborate preliminary preparations are made in advance at each speech-stop. But with all this, it is still up to the traveling network crew to unload several hundred pounds of equipment the moment the train stops, high-tail it to the auditorium or stadium and have everything working by the time the President arrives. There have been times when engineers have disembarked in a suburb and then raced by car or truck to the origination point, rather than fighting through crowds and traffic at the station. Motorcycle escorts are fine, but if they're not available, it's nonetheless imperative that the crew get on the spot on time.

Motorcycle escorts, say the boys, are not always so efficient. On a

(Continued on page 84)

It Sounds Easy, but Radio Pickups Require Elaborate Preparation

By LEWIE V. GILPIN

WHAT serious men President Roosevelt faces a battery of network microphones as he broadcasts to the nation. Whether the President voices a fireside chat or a birthday greeting, six microphones (three shown here) range before him on the desk—two for each of the national networks—which with duplicate pickup equipment guard against the possibility of a technical failure in White House broadcasts.

Must Buy Time

FIRST sponsored programs ever to emanate from the White House will probably be the political campaign speeches of President Roosevelt, who has indicated his intention of staying in Washington during most of the campaign rather than taking to the road. After the甚前 speeches in mid-August of both candidates, tradition—accepted by all parties—calls for all campaign speeches on a sponsored basis. Mr. Roosevelt as President thus becomes distinct from Mr. Roosevelt as candidate, whether he speaks from his accustomed White House desk or from any other point, and all his speeches that are political in nature must be paid for by the Democratic National Committee.

VIRTUALLY every American is familiar with the voices of this trio—the Presidential announcers of the three national networks. Chances are they're talking about fishing or Washington's summer heat, or ordinarily when they get together their thoughts are of other matters. But as they prepare to present the President in his broadcast audience—Ordinary as it may be, the microphone—his broadcast a day or less, have their hands full most of the time. Pity the poor engineer teams who must travel with the President in NBC's Presidential Special highballs from point to point across the country, the President appears for frequent platform speeches. Although these are not handled by the networks, which had worked out a complete schedule of their pickups long before the trip started, they may be picked up by local stations. At these times the network representatives generally ask other local announcers, or by local engineers, to aid local announcers in identifying members of the party and may even make guest appearances at an affiliate's microphone.

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(Continued on page 84)
Standards Group Plots Course for Television Setup

Fly, Jett Offer Cooperation of FCC in Industry Study

IN ACCORDANCE with the FCC dictum that the television industry must agree on basic standards for picture transmission and reception before any commercialization of the art will be permitted, the National Television Systems Committee held a joint meeting at the Roosevelt Hotel in New York to appoint subcommittees which will begin studying the various individual phases of the complete problem of standards.

While no time limit was set for completion of the task, the committee's chairman, Dr. W. G. Baker, manager of the General Electric radio and television department, charged the group that "time is a very essential factor." "It is this balance between time and the merit of the system which will rest on the standards you formulate that offers a real challenge to the committee," he said.

Fly's Promises

FCC Chairman James Lawrence Fly, chief speaker of the session, assured the assembled members of the wholehearted cooperation of the FCC but told them the commission could not set any date for the commercial operation of television, as it is depending on the committee to do that job.

Recommending a program of study, consultation and joint research, Mr. Fly said, "I think we agree that standards heretofore suggested are not adequate. But I have no doubt that a satisfactory set of standards can and will be developed." The FCC is imposing no limitations on the scope of the study, he stated, adding that color television might be included, if the group thinks it desirable.

"But there will be no quibbling on the wavelengths, which are public domain," he continued. "We will not grant the applications of every Tom, Dick and Harry who wants to get in on the ground floor and just sit until the going is good. Whoever goes in must be ready to do a substantial job."

Any and all data which the FCC has collected on television is at the disposal of the committee, members were told. E. K. Jett, FCC chief engineer, who complimented the group on its qualifications for making the studies necessary to formulation of standards and expressed the hope that when it makes its recommendations to the FCC, "they will truly represent the industry as a whole." He asked for recommendations by fall, or mid-winter at the latest.

In opening the meeting, J. S. Knowlson, president of Radio Manufacturers Assn., under whose auspices the NTSC was organized, asked the members to come together "not as representatives of warring commercial interests, but as scientists, to see that television is born clean and strong and sound of limb.

In addition to Dr. Baker, the NTSC members are: Adrian Murphy, CBS; Harry R. Lubcke, Don Lee Broadcasting System; Allen B. DuMont, Allen B. DuMont Laboratories; B. Ray Cummings, Fairbanks Television & Radio Corp.; E. F. W. Alexander, General Electric Co.; Daniel E. Farnsworth, Television Systems Committee; L. Hogan, Albert I. Lodwick, Hughes Tool Co.; Dr. A. N. Goldsmith, Institute of Radio Engineers; David B. Smith, Philco Corp.; E. W. Engstrom, RCA; Frederic C. Young, Stromberg-Carlson Telephone Mfg. Co.; John R. Howland, Zenith Radio Corp.; and a representative, as yet unnamed, of Bell Laboratories.


Defense Report on Joint Nets

ALL SEVEN members of the National Defense Advisory Commission appeared Aug. 8 on a special half-hour program carried jointly by CBS, NBC and MBS, discussing the work and problems of their individual departments. The group were briefed and questioned on defense accomplishments by a group of network commentators—Albert Warner, CBS, Jett, Dick, and B. R. Hargrove, NBC, and Harriet Stelling, WABC, RCA.

The seven commission members participating were Ralston Purcell, manager of broadcasting; agriculture; Harriet Elliott, consumer protection; Leon Henderson, statistical studies of prices; Sidney Hillman, employment policies; William J. Randell, production; Edward R. Stettinius Jr., raw materials.

Television Grants Awarded by FCC

Two Paramount Subsidiaries Are Among New Grantees

TWO WHOLLY-OWNED subsidiaries of Paramount Pictures, which, in turn, are majority stockholders, in DuMont Laboratories, were among the additional grantees of the FCC which permits the use of television stations announced Aug. 5 and 6 by the FCC.

They are: Metropolitan & Katz Corp., Chicago, operator of movie houses, and The Television Productions Corp., New York, which operated as a subsidiary. The former was a Channel No. 2 (60-66 mc.) in Chicago, the latter Channel No. 4 (60-63 mc.).

The label BBC, which will use 1,000 watts for both audio and visual signals.

NRC obtained its full quota of three stations, limit allowable under the new rules, when the Commission assigned it Channel No. 2 in Washington and Channel No. 7 (102-108 mc.) in Philadelphia, with the third put off until the going is good.

In addition, the Commission modified the WXYC of Zenith Radio Corp., Chicago, permitting it to channel No. 1 for an experimental basis with 1,000 watts.

WGBB, operated by RCA Mfg. Co., Camden, N. J., and WXYC, of Philco Radio & Television Corp., Philadelphia, were authorized to utilize Channel No. 6 (65-72 mc.) for research and engineering experimentation.

On July 17 and 25 the Commission approved several television grants, authorizing stations to be erected by NBC, in New York; CBS, in Los Angeles, Chicago and San Francisco; DuMont, New York and Washington; WGBB, New York; West Lafayette, Indiana; University, West Lafayette, Ind.; University of Iowa, Iowa City (BROADCASTING, Aug. 1).

Problems of Television Discussed at Convention

WITH approximately 40 NAB delegates present, an evening session on television was held Aug. 6, with Lyman Lemay, director of engineering, presiding. The session was confined almost wholly to technical and mechanical discussions of the two speakers—Ted Smith, RCA manager of television transmission sales, and Harry Lubcke, director of engineering, RCA. A planned demonstration was not held because of the difficulty in setting it up.

Mr. Smith discussed "Apparatus Requirements for Television Stations," and talked about television transmitters and photos of video equipment and studios in use at the New York RCA Labs. Lubcke discussed "Television Operation and Television Pickup."
HARDLY A HANDFUL

But Its OUTPUT Is 1800 Watts up to 150 MC!

And the air-cooled GL-8002-R puts out 1800 watts up to 120 MC.

Built to speed the conquest of the ultra-highs, General Electric's latest are marvels of vacuum-tube design.

These tiny triodes lick many basic U-H-F design problems almost singlehanded! And they're top performers at lower frequencies as well.

Small in size, their leads are short. But, in addition—their three grid leads make possible separation of excitation and neutralizing circuits, lowering common inductance, and thereby greatly reducing neutralizing difficulties.

GL-8002-R's radiator is milled from solid copper. Air passages are of uniform width for more efficient cooling. Total height, including radiator, is 3 3/8 inches, total diameter, 3 11/16 inches.

Characteristics—GL-8002 and GL-8002-R

| Fil Volts | 16 |
| Direct Inter-electrode Capacitances, Approx.: | 9 mmf |
| Grid to plate | 8 mmf |
| Plate Volts | 3000 |
| Plate Input, Watts | 3000 |
| Plate Dissipation, Watts | 1900 |

Use of center-tapped filaments permits paralleling of filament leads for low inductance r-f feed. Reduced ratings permit operation up to 200 mc air-cooled, 300 mc water-cooled.

Two GL-8002-R's are used in the final amplifiers of both the G-E 3-kw frequency-modulation transmitter and the G-E 1-kw television sound transmitter.

GL-8002 and GL-8002-R are "sister" tubes of the GL-880, GL-889, and GL-889-R—all developed and introduced by General Electric, Schenectady, N. Y.
Broadcasting’s Day
(Continued from page 19)

NBC vice-president; Samuel R. Rosenbaum, WFL, Philadelphia, and George W. Norton, WAVE, Louisville. Two score broadcasters watched the ceremonies from a reserved section on the Fair grounds.

W. W. Monahan, manager of the San Francisco Fair, was scheduled to speak in place of Mr. Dill, whose talk was cancelled July 31, but the networks did not carry it due to trouble on the Chicago-Washington-New York line. First trouble came at 8:25:35 and at 8:36 all three networks were cut off. Time was filled with organ music until 8:59 when the trouble was repaired and the end of Mr. Monahan’s talk came through.

The program theme “I Am Radio”, was interspersed throughout the one-hour seven-minute performance. Radio announcements were then recouped in a fast-moving recital in which many of radio’s best known announcers and commentators participated without being identified as such. Then came, in rapid succession, the voices of some of radio’s top-flight performers, each in turn congratulating the radio. These included Orson Welles, Morton Downey, Hedda Hopper, Gene Autry, Col. Steve Pogangle, Virginia Rae, Ted Husing, Craig Earle, James Melton, Gertrude Berg, Maj. Bowes, Dorothy Gordon, H. V. Kaltenborn, Lucille Manners, Ray Perkins, Graham McNamee, Jessica Draganette, Clifton Fadiman, Tom Riggs, Kate Smith, Paul Whiteman, and the Lone Ranger.

There followed the tributes to American radio from the church. Speaking from New York were Dr. Walter W. Van Kirk, executive secretary of the Federal Council of the Churches of Christ in America; Rev. Father Bryan McEntegart, speaking for Archbishop Spellman of New York, and Rabbi Jonah B. Wise.

Appraising radio in the name of 45,000,000 American Protestants, Mr. Van Kirk said that American radio has been used to draw Catholic, Jew and Protestant “closer together and not to separate us”. Father McEntegart praised the religious section of the NAB code and expressed thanks for “a free system of radio in this country which has been quick to recognize its obligations, which has been tolerant of those who have abused its precious gift, yet considerate of the varied religious groupings of 130,000,000 Americans”. Rabbi Wise observed he could not think of any other device which reaches so many people yet contrives to serve all groups without stirring up animosity. This, he said, was a tribute not only to “our American sense of sportsmanship but also to the American system of broadcasting”.

Child Programs Praised

Unstiting praise for the NAB code and what it has wrought in improving children’s programs and generally elevating standards come from Mrs. Harold Vincent Milligan, chairman of the Radio Coun-

GUESTS of WAAT, Jersey City, were nine beauties from each of New Jersey’s counties during New Jersey Day at the New York World’s Fair. They were winched and dined with Gov. and Mr. Moore, then pretty Bonnie McCarron, of Jersey City, was picked as “Miss New Jersey Network”. She is here shown being interviewed by Paul Bremer, the program being keyed by WAAT to the hookup including WCAP, Asbury Park; WBRB, Red Bank; WCAP, Camden.

cil on Children’s Programs, who said that Americans may well congratulate themselves “that our freedom and the freedom of our children have been so ably safeguarded by the intelligent and far-seeing code of the NAB.” In this day of preparations against the rule of force and aggression, she said one of the greatest weapons of American defense “is our free and unprejudiced medium of radio.”

Radio, Mrs. Milligan added, is “serving—not enslaving—the American people, and the code of the NAB as an expression of popular democratic will, has become as vital to free discussion in America as the Bill of Rights is to American liberties.”

Following the address of Chairman Fly, AFL President William Green speaking from Washington, said:

“Free speech has been implemented by radio into one of the most powerful weapons at America’s command for the preservation of democracy. Through the medium of the radio the American people have learned of the treachery that underlies Communism, Nazism and Fascism. They know now beyond question that these systems enslave those who come under their power. Organized labor stands or falls by democracy. Like any other free movement, it cannot exist under dictatorship. The millions of working men and women, who have gained economic and social security, through organization into trade unions therefore owe a great debt to the radio for strengthening America’s determination to resist at any cost the enemies of democracy.”

Quincy Howe, of the American Civil Liberties Union, praised the action of the NAB in the code provision not to sell time for the dis-
WCAU  
PHILADELPHIA  
50,000 WATTS  
CBS

The most popular station in a market of 6,500,000 people...proved by successive surveys over a period of 10 years

August 15, 1940 • Page 53
RESULTS
ARE INSURED TO
ADVERTISER:
FIFTY GR.
COLUMN.
ITS... to THE WHEN IT'S AND in Watts BIA Programs

L.B. Wilson WCKY
Radio's Redemption

IT WAS LESS than three years ago that the broadcasting industry as a whole was in a state of extreme dissatisfaction with itself. Backbiting, unbusinesslike behavior were the order of the day and the industry was losing ground to every clique or group of individuals that thought it had something to sell. Politicians were trying to make a profit, and the outlook was black.

Then came the Montana experiment. It was a bold, idealistic approach to the problems that beset the industry. It was an attempt to reorganize the industry's trade association, and to seek a merger with all broadcasters in order to sell a new trade to the public. Last year two years ago, in pursuance of that plan, Neville Miller, the noted former mayor of Louisville, took the NAB helm.

The answer that he has given to the world in the form of the San Francisco convention of the NAB, for never before has the industry shown such force and unanimity in meeting its pressing problems.

Actually, there was only one big issue before the convention—copyright. All others melted away as the convention moved forward, without a single dissent. There are no times for quibbling, the delegates agreed. Pledges were made to give to our Government every ounce of support of which the industry is capable in its national defense planning. The self-regulation code, sorespot of a year ago, was endorsed by all who were present.

After renewed assurances from responsible government spokesmen—President Secretary-Commander James Lawrence Fly—that Radio by the American Plan is not threatened, the convention got down seriously to its prime problem: copyright. Broadcast Music Inc., as the radio's own music service, was made a permanent organization. ASCAP's effort to split the industry, successful at its will during the last 17 years, was an abysmal failure. Its offer of a "measured service" method of payment, which the industry had sought for a dozen years, was too late to stem the rising tide. ASCAP has its reward for its years of high-handed treatment of an industry responsible for the success of its composer and publisher members.

ASCAP now is committed to "measured service" by virtue of its recent agreement with the Montana stations, signed through the good offices of Montana's Senator Wheeler. KGII, Butte, will serve as the "pay use" payment guinea pig, to test the feasibility of a plan whereby royalties will be paid on ASCAP music used, rather than on the percentage-of-station-income plan now in force, which is actually a privilege tax.

If the Montana experiment works, all stations must be given the same privilege (assuming they want it). The Montana arrangement carries a "most-favored-nation-clause." True competition in music will be introduced if this developed. That is all the radio users of copyrighted music are demanding.

The whole tenor of the San Francisco convention was such that broadcasters themselves for the first time realized their industry had reached maturity and felt their own strength. Radio's "status of the nation" today is a proud testimonial to that little group of broadcasters who forced reorganization of their trade association two years ago and selected Mr. Miller as the industry spokesman.

'Fifth Column'

IN THESE DAYS of eager efforts to promote hemispheric solidarity in the face of the world danger, radio provides some of the more refreshing notes. Here the American broadcasters, free of Governmental restraints and in fact with the encouragement of Uncle Sam, are spending several million dollars to modernize and build up the power of their short-wave programs, which are the purpose of letting the world, and especially Latin America, hear the American brand of uncensored news and unfettered programs.

That they have any chance of recapturing their investments by way of sponsored shortwave programs, now permissible, is too much to hope. This is in the dim distant future, perhaps not worth the gamble. But they are willing to "do the job" out of patriotic motives, if nothing else.

Thus, also, the CBS American School of the Air, one of the most important of the network educational features aimed at the classroom, has been seen by the wisdom of the subjects, as reported in our Aug. 1 issue. Thus, too, NBC has just finished contributing enormously to Latin American goodwill as a result of the South American tour concluded last month by Arturo Toscanini and the 100 musicians of his NBC Orchestra, a tour undertaken with the approval not only of our Government but those of the countries visited. Throughout South America they played before wildly enthusiastic audiences, arousing what press reports described as "tremendous good feeling" toward the neighbor to the North who sent them down.

Indeed, the American Ambassador to the Argentine, Mr. Armar, called Toscanini's orchestra "the United States' fifth column." The executors who arranged the tour may well be congratulated not merely on its triumphal reception but on the great goodwill it has engendered where goodwill is wanted and needed.

Salute to Radio

A NEW NATIONAL consciousness of radio was born Aug. 8, with the observance of Broadcast Day, the nation's annual day of public worship dedicated to a Free Radio. That the idea clicked, is evident not only from the reactions to the affair itself but from the fact that one Congressman has already introduced a resolution proposing National Radio Day as an annual event.

The one-hour program over combined network and independent stations, featuring as it did the biggest names in public life as well as in the entertainment world, may not be remembered as the greatest of radio's extravaganzas or even as an outstanding production. Perhaps there were too many headliners; perhaps it was over-dramatized. The point, however, is that never before have so many prominent persons been seen entertaining the American people as a whole.

President Roosevelt himself took cognizance of the importance of the occasion by sending White House Secretary Stephen T. Early to unveil one of the plaques at San Francisco. He and all of the participating leaders of Government, religion, labor, education, social welfare and industry pledged their support to a free American radio. They are on the record in perhaps the most remarkable testimonial to an industry ever given.

Broadcasting's Day or something like it should be observed annually, and radio has both the means and facilities to put it over. Perhaps the original idea of two years ago, whereby radio renders an "annual report" to the public, might be re-adapted. When acclaim of such a character, from public and private sources alike, is unstintingly bestowed on radio, there can be no doubt that it has finally achieved a stature worthy of an annual accounting to its vast constituency.

One Big Hookup

THERE WAS A TIME when the very idea of hooking up the national networks into one big chain for a single program, except perhaps for a presidential fireside chat, was abhorrent to the network executives. It just wasn't done. Like many another synthetic bugaboo, this one has been dispelled with the growth of radio. Not only do the networks cooperate happily on big events of transcendent public interest, at the same time keeping their individual identities, but when the occasion arises they can work together for the national benefit. We refer in particular to the well conceived and excellently done roundtable discussion over the four combined networks the other day in which all members of the Diamond Jubilee Commission were interviewed for a half-hour by Baukhage and Godwin (NBC), Warner (CBS) and Lewis (MBS).
MAJ. JOHN HOLMAN, U. S. Sig., general manager and gen- eral manager of KKDA, Pittsburgh, left the first week in August to attend Army maneuvers at Augusta, Ga. He will be attached to the public relations division of the staff of Lt. Gen. A. Drum, commanding general of the First Army, and will be stationed at army headquarters at Ogdensburg.

HOWARD J. PERRY, former com- mercial manager of WTAG, Boston, Mass., who in March became manager of WCAQ, Burlington, Vt., has assumed the additional duties of busi- ness manager of the Burlington Daily News, operator of WCAQ.

LEO DOWNS, senior salesman of WIS, Columbia, S. C., has entered his candidacy as coroner of Richland County in the Democratic primaries to be held Aug. 27.

WILLIAM F. CARLEY, until re- cently with J. Walter Thompson Co., has been named head of a M&O station department, has been named promotion and publicity di- rector of WBT, Charlotte, N. C., accord- ing to an announcement by Manager William W. McFarland. Formerly publicity director, has been named news editor of the station.

L. B. WILSON, president and gen- eral manager of WCKY, Cincinnati, and Bev Dean, promotion manager of WCKY, have been commissioned admirals in the Cherry River Navy of West Virginia. The Cherry River Navy continues its home town cast and the navy itself is unique in that it has no navy officers but is exclusively of admirals and yeomanettes.


LOU KEPLINGER, formerly general manager of WAKM, Fresno, Calif., and manager of KSAN, San Francisco.

WARD INGRUM, commercial mana- ger of WDBS, New Orleans, and Fred Crawshaw, account executive, have returned from a 17-day flying trip in Crawshaw's plane.

CHESTER L. BLOOMSNESS, form- erly of KWA, San Francisco, has joined the sales staff of RE-KOW, Portland, Ore.

WILLIAM WEDDELL, salesman of NBC-Chicago, was the victim of a falling accident on July 27 when a ball struck him below the eye, caus- ing a gash that required seven stitches.

DR. FRANK N. STANTON, CBS New York director of market research, was guest of honor and principal speaker at a meeting held in San Francisco on Aug. 7, during the ABC convention, which has been attended by more than 100 national ad- vertisers and agency executives. His topic was "Radio Today."

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WLW's dynamic young sales manager was on the Missouri U}

MAJ. JOHN HOLMAN, U. S. Sig., general manager and gen- eral manager of KKDA, Pittsburgh, left the first week in August to attend Army maneuvers at Augusta, Ga. He will be attached to the public relations division of the staff of Lt. Gen. A. Drum, commanding general of the First Army, and will be stationed at army headquarters at Ogdensburg.

HOWARD J. PERRY, former com- mercial manager of WTAG, Boston, Mass., who in March became manager of WCAQ, Burlington, Vt., has assumed the additional duties of busi- ness manager of the Burlington Daily News, operator of WCAQ.

LEO DOWNS, senior salesman of WIS, Columbia, S. C., has entered his candidacy as coroner of Richland County in the Democratic primaries to be held Aug. 27.

WILLIAM F. CARLEY, until re- cently with J. Walter Thompson Co., has been named head of a M&O station department, has been named promotion and publicity di- rector of WBT, Charlotte, N. C., accord- ing to an announcement by Manager William W. McFarland. Formerly publicity director, has been named news editor of the station.

L. B. WILSON, president and gen- eral manager of WCKY, Cincinnati, and Bev Dean, promotion manager of WCKY, have been commissioned admirals in the Cherry River Navy of West Virginia. The Cherry River Navy continues its home town cast and the navy itself is unique in that it has no navy officers but is exclusively of admirals and yeomanettes.


LOU KEPLINGER, formerly general manager of WAKM, Fresno, Calif., and manager of KSAN, San Francisco.

WARD INGRUM, commercial mana- ger of WDBS, New Orleans, and Fred Crawshaw, account executive, have returned from a 17-day flying trip in Crawshaw's plane.

CHESTER L. BLOOMSNESS, form- erly of KWA, San Francisco, has joined the sales staff of RE-KOW, Portland, Ore.

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WLW's dynamic young sales manager was on the Missouri U
HENRY HICKMAN, assistant program director of WFBF, Baltimore, on Aug. 10 married Doris L. Busiek, WFBF receptionist.

EDNA STORMS, well-known in Pacific Northwest radio circles, now conducting the quarter-hour program, This World's World, on KOIL, Spokane.

HOWARD SNYDER, Hollywood radio writer, is seriously ill in Cedars Sinai hospital, with a ruptured appendix.

FRANKLIN LONNY STARR joins the announcing staff at WPEN, Philadelphia, coming from WDEL, Wilmington, Del.

AL COLLINS, formerly of WLOG, Logansport, Ind., has joined WSAS, Baltimore, as director of sales promotion. He was formerly with WHER, Herkimer, N.Y., who resigned to join WBBW, Welch, W. Va., as program director.

RUFUS KENT GIBERT, former free-lance actor and writer, has joined the WBBM-CBS, Chicago, talent staff.

VIRGINIA WILTTEN has joined the continuity department of KOMA, Oklahoma City. She was formerly with Texas State Network.
FCC PROBE OFFICE
APPOINTING STAFF

DESIGNED to operate as a branch of the Law Department, the FCC's newly-created investigation unit will work in a process of organization early in August following the appointment of two non-legal investigators. They are Samuel Miller and Charles Clift, who, like their chief, David Lloyd, were formerly employed by the Senate Committee. They will report to Mr. Lloyd, whose appointment as chief of the unit was announced last month [BROADCASTING, Aug. 1] and who holds the rating of special counsel.

Mr. Sayler is 31 and a 1931 graduate of the University of Chicago. His appointment is on a temporary non-civil basis at a salary of $3,800. Mr. Clift is 30 and a Princeton graduate. His appointment, on the same basis, carries a salary of $3,200. Both until recently were investigators for the Civil Liberties Con Littke.

Temporarily assigned to the investigation unit is Leo Resnick, of Oklahoma, appointed as special counsel. Other assignments will be made by the Law Department as required.

To the list of recent appointments to its legal staff [BROADCASTING, Aug. 1] the FCC has added Samuel Miller, 27, a graduate of the University of Wisconsin and formerly connected with the lands division of the Department of Justice. The Commission is not expected to take up the appointment of a successor to George Porter, assistant general counsel, who resigned as of Aug. 1, until latter August or early September.

KOME Staff Additions

FOLLOWING the recent appointment of Jack Whitney, former manager of KADA, Ada, Okla., as manager of KOME, Tulsa, the following staff appointments were announced: Ken Linn, formerly with WLW, WXYZ, KTUL, CBS and NBC, production manager; George English, transferred from the Iowa Network and KCMC, sales manager; Cecil Rutherford, formerly with KVIO, KTUL and KTOE, announcer; Ray Osborn, formerly with KTUL and WMBH, promotion and advertising manager; James Neal, recently a graduate Chase University, graduate, announcer; Marry Ellen Schiavon, Vassar '33, traffic manager and secretary to Mr. Whitney.

At Bohemian Grove

RADIO MEN attending the annual Bohemian Grove Encampment of San Francisco's famed Bohemian Club, in late July, in addition to Don E. Gilman, NBC, and Carl W. Anthony, operator of KFJC-KCA, who handled on his own, the recording and transfer of the station, Pacific Red Network sales manager; Walter.Webster, NBC production manager; are Allen Sayler, former manager of KFJC-KCA; Edgar Benjamin and Charlie McCarthy; Paul Carson, NBC organist; Donald Dickson, baritone.

ARTHUR SIMON, general manager of WPEN, Philadelphia, and Max Simon, had a narrow escape Aug. 4 when a car in which they were riding on Huntingdon Park Lake was rammed by a motor boat and cut in half.

TALBOT MUNDY, G1, author of the NRO serial, 'Jack Armstrong, the All-American Boy', and 36 novels, died suddenly Aug. 4 at his Anna Maria Island home near Bradenton, Fla.

Seebach on WOR Board

JULIUS F. SEEBACH, Jr., WOR vice-president in charge of programs, has been elected to the WOR board of directors, it was announced Aug. 5 by Alfred J. McCoerer, president. Mr. Seebach is one of radio's pioneer program directors and producers, having started with WOR 14 years ago as an announcer and having become night program manager. In 1928 he resigned to join CBS as program production manager, but returned to WOR in 1938 to manage all program operations.

HERBERT C. GILLELAND, 32, radio executive, died at the University of Michigan Hospital July 28 from a kidney infection traced to an accidental blow suffered during his athletic career. At the time of his death he was assistant general manager of WTOP, Toledo. A native of Oklahoma, he entered radio as sales promotion manager of CKLW, Windsor-Detroit, when that station was American's. He later did the same work for WSNJ, Birmingham.

Curtis C. Bradner

CURTIS C. BRADNER, 32, pioneer newscaster of WWJ, Detroit, died Aug. 8 in Detroit of a collapsed lung. Mr. Bradner, connected with the Detroit News since 1910, originated the first news broadcasts of WWJ, when the News founded that station in 1920, and had continued in that capacity until his death. A son and daughter survive.

Coverage of Conventions

By WLWP Cost $16,000

WLW, Cincinnati, which independently covered the latest Republican and Democratic national conventions with its own staff over its own leased wires, reports that its cost approximately $16,000 to do the job, including rebates to advertisers for cancelled programs and lines. Advertisers' refunds were $4,829 during the Democratic convention, $7,932 during the Republican.

The rest was line costs, expenses etc. Many of the WLW programs were also led to its sister station, WSAS. James A. Storey, general manager, asserted WLW had no intention of competing with the networks, some of whose pickups it carried, but wanted to handle certain phases of the big events in its own way.

JIMMY WAKELY and his Rough Riders of WKB, Oklahoma City's western musical group, have been signed by Universal Pictures for a part in the film, "Pony Express."
 Bounds in a denim and calico cover, WSM, Nashville, has published a novel brochure promoting its Grand Ole Opry show, currently sponsored on NBC-Red by E. J. Reynolds Tobacco Co. (Prince Albert Smoking Tobacco). The brochure, "Blue Jeans and Calico Opry" briefly relates sponsors' successes with the feature, pictures stars and supporting talent of the program, recites the various awards won by the show, mentions its adaptation in a current Republic Picture, traces personal appearances of Opry stars, and concludes with a dollars-and-cents cost schedule for sponsorship.

... let KOIL show you how it's done!

Over 200 big time advertisers have written us to say that

"KOIL is tops!"

Plug and Song

WFAA, Dallas, on Aug. 5 started plugging BMI music with a "Popular Song of Tomorrow" feature heard six days weekly on the Early Bird program. The staff orchestra and various talent units play and sing the same song in a different way every day for a week, with appropriate plugs for BMI and Dallas Music Co., selling BMI sheet music in the stores. In between the air plugs, the music store displays pictures of Early Bird talent in its windows, tying in a plug for the song of the week.

Talent Stunt

THROUGH an arrangement with General Foods Corp., New York, WLW, Cincinnati, is presenting a weekly half-hour program titled Invitation to Listen, which serves as a "gossip column" about the talent appearing in two General Foods programs, Fats' Pies Live, and heard five times weekly as a transcribed serial on 19 stations for the National, and Good News of 1940, presented on NBC-Red weekly for Maxwell House Coffee.

WLW carries both of these programs. Material for the new series is supplied by Benton & Bowles, New York, agency for General Foods, and consists of human interest items and thumbnail sketches of the leading stars presented by the company.

Mars Shift

MARS Candy Co., Chicago, sponsors of Dr. J. Q., heard Mondays, 8-9:30 p.m., on the NBC-Red network, has leased Madison Square Garden, New York, for the evening of Aug. 16 to present a pre-run performance of the show to 20,000 dealers. More than 50 announcers will assist Lew Valentine, who portrays the title role in a Roxy chorus of 24 girls, Bennie Fields, Estelle Taylor and other acts have been hired as added features. The show will be aired for a half-hour over WJZ, 8:30-9 p.m. Dr. J. Q. enters the Palace Theatre, New York, for an indefinite run starting Aug. 19. Grant Adv. Agency, Chicago, handles the Mars account.

Texas Clock

AUTHOR of a new "Radio Schedule Clock" appearing morning and evening in the Fort Worth Star-Telegram is Harold V. Hough, general manager of WBAP-KGKO, Fort Worth. The new radio department, three columns by 134 inches, lists programs on an 18-hour basis of KGKO, WFAA and WRR, Dallas, KWFT, Wichita Falls; KFJZ, WBAP, Fort Worth.

NBC-RED has issued in folder form a reprint of its advertisement, which appeared in the June 30 Broadcasting, explaining how the new WEAQ transmitter utilizes the salt water in Long Island Sound for greater signal efficiency. Titled "WEAQ's Waves Take to the Vectors", the folder has a hole in the cover revealing the X marking the site of the transmitter on an aerial map of Port Washington.

TRAVELERS passing through the Michigan Central station in Detroit are made WJR-conscious by this miniature reproduction of the transmitter and tower, installed in the waiting room. Every detail is carried out, even to trees and shrubbery. A few steps from the depot is an enormous WJR neon sign, a counterpart of the one which faces the Detroit Airport.

Camera For Quarter

Flit Serial Offer is Carried

- On 40 Stations

In a joint merchandising project trying in commercials for Flit with the script of the Miss Julia series, Snasco Inc., New York, is offering listeners a Unicam Camera in return for 25c and a tag or sales slip from any size can of Flit. The offer, running from Aug. 1-15, is announced before and after the quarter-hour five weekly programs, and is featured in the script by "Miss Julia" telling what fine pictures she has taken of Paul and Ellen's baby with the camera.

According to McCann-Erickson, New York, handling the account, the offer is being made on 38 stations, as follows: WGST WBAL WAPI WNAC WLS WLW WIS WBBN KLZ WHO WJZ WOR WHEL WTCI KPRC KMBC KFG WREC WIOD KSTP WSM WTL WOR WLOL WMIA WQAM WOR WTTI WFTF WHAM WGBI WTKL; also on four stations, WJAR WCAU KSFO WJSY, which broadcast the The大Carae of Alice Blair serial for Flit.
BROCHURES

WAHC, New York—"Buying Audiences and WABC" a folder describing local shows that sell as well as entertain.

NBC—Brochure describing NBC's International Division, with a front-cover world map, photographic illustrations, and quotes from foreign listeners.

WCOT, Lewiston, Me.—Market data brochure, with station statistics and personnel pictures.

NBC—Two-page folder announcing It Looks From Here, a new series of talks to America's women about domestic problems brewing from the war by Margaret Culkin Banning, Thursdays, 2:30 p.m. (EDST) on NBC Blue.

WCCO, Minneapolis—Brochure, "On Going Native in the Northwest," reviewing WCCO programs of particular interest to Northwest listeners.

WJBC, Bloomington, Ill.—Miniature stand-up sales presentation.

WIP, Philadelphia—A pocket-sized booklet, "The Path of the Pioneer."

WCAU, Philadelphia—A 12-page study, "Coverage-Listeners."

WHBF, Minneapolis—Fourth-page folder, "Candied Dates—A Straw Vote That Ain't Hay."

NBC—Folder describing 10 programs in This Our America series on Blue network.

KFBX, Wichita—Four-page folder of "Grandpa's flannels" and coverage map titled, Speaking of Coverage.

WSYR, Syracuse—Photographed booklet showing merchandising and promotion facilities provided by service department.

ADD $80,972,000* BUYING POWER

TO YOUR CBS LIST for only $30 PER HOUR

EVENING: LESS EARNED DISCOUNTS

KVOR COLORADO SPRINGS

CBS Station for Southern Colorado

The Oklahoma Publishing Co. * The Oklahoman and Times
The Farmer-Stockman * WKY, Oklahoma City * KLZ, Denver
(Affiliated Management) Represented by The Katz Agency, Inc.

1000 WATTS FULL TIME

*Survey of Buying Power, April, 1940, Sales Management

Eighty-one million dollars are being spent this year in Southern Colorado...spent by folks who tune first to KVOR, top-ranking station in the rich Pikes Peak region. For only $50 per evening hour, less earned discounts, you can claim your share of this appropriation for good living by adding KVOR to your CBS Mountain Group network. Cash in on the proven buying power of Southern Colorado* through the proven popularity of KVOR! Penetrate from within!
For Good Turns

HONORING humanitarian whose kind deeds have resulted in local or widespread good, a new CBS series, *A Friend in Need*, each day dramatizes one good deed whose doer is awarded a specially designed CBS medal. Program, broadcast 3:45 p.m. Mondays through Fridays, features Richard Maxwell, tenor-philosopher, who invites his listeners to nominate friends in deed.

March of Might

THE STORY of dictatorship's march through Europe, told by diplomats, educators and writers whose native lands have fallen in the process, is the subject of a new series—started Aug. 6 on WEVD, New York. Titled *It Happened There*, the series will feature such speakers as Jan Masaryk, former Czechoslovakian envoy to London; Baron Stephen Rupp, Commissioner General of the Polish Pavilion at the New York World's Fair; Maurice Hinds, author; Dr. Robert Vau, director of the French Information Service; and Y. A. Palahine, Commissioner General for Finland at the World's Fair.

Weekend Frolics

A WEEKLY series of Sunday afternoon remote control broadcasts from various recreational locations in Peoria, is being conducted by Program Director, Gene Trace, of WMDB and released over that station. Trace visits various places and gives word picture of scene, the broadcast being relayed back to main studio by shortwave. Over-all coverage of interesting Peoria points was given on July 26 when a chartered plane carried announcer and pack transmitter 10,000 feet in air for program.

Chance for Juveniles

AS A back-to-school promotion, KGVO, Missoula, Mont., is running a thrice-weekly schoolkid contest during the summer. Students compete as amateur announcers, reading commercials and such, on a thrice-weekly program. Each week's winner is selected by the listeners' mail votes. Finals will be held as school opens Sept. 2, in conjunction with a *Little Red Schoolhouse* quiz show, during which the contestants will model school clothes from sponsoring firms.

Original Dramas

WFIL, Philadelphia, is sponsoring a Dramatic Laboratory, which produces a low-cost weekly dramatic show. All scripts are written by Harry Kline, graduate of Yale's Workshop 47, and represents a new departure in dramatic shows in that the main emphasis is placed on sound effects, handled by Jeff Witt, and background music supplied by Mil Spooner at the organ. The shows are produced by Don Martin and a small cast is used.

BROADCASTING • Broadcast Advertising
**Singing the Call**

WPEN, Philadelphia, will have its call letters sung on the station breaks when it takes to the air from its new studios in October. The Toppers, a local song quartet, have been commissioned by WPEN to make a series of transcriptions singing jingles in rhythm incorporating the station's call letters.

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**Strictly Personal**

**Brothers Insist on Handling**

**Own Commercials**

WILF BROTHERS, operating three rug stores in Philadelphia, in renewing daily 8:45-9, news broadcast on WFIL, Philadelphia, will again have the sponsor personally participating in the program. While Royal Plant staff announces, handles the regular news bulletins, the two commercials are personally delivered by Alexander Wilf, head of the store company, who stops daily at the studio on his way to his office.

Since one of the brothers is at each store to meet and greet each patron, the Wilfs have insisted that this personal touch be carried over to the air. None but themselves make the first personal impression upon a prospective customer, even if it's by remote control.

That distinction is also carried over in the store advertising, the similarity of the family firm name to the station call letters emphasizing the fact that "in radio it's Wilf—-in rugs it’s WILF". Philip Klein Agency, Philadelphia, handles the account.

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**Music Vice Versa**

MUSICAL extremes of a central theme alternate on the new From Long Hair to Short Hair, conducted by Bill Terry on WSGN, Birmingham, Ala. The show presents a classical selection, with commentary, and then follows with a modern popular piece, derived from it.

**Siesta Tunes**

TRANSCRIBED Spanish music, with comments by Bob Lee, is featured on Siesta, new early afternoon program of WGL, Fort Wayne, Ind.

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**WNEW DELIVERS!**

It's today's hottest radio buy!

1. **One-Third the Cost** of any New York network station.  
2. **The Nation's Biggest Market.** (The 50-mile metropolitan trading area.)  
3. **Twice the Audience** of any other New York independent station.  
4. **Radio's Outstanding Programs.** (*Make Believe Ballroom* with Martin Block, "Milkman's Matinee" with Stan Shaw. And many others.)  
5. **Local Advertisers** know WNEW moves most goods—fastest.  
6. **More Commercial Time** is bought on WNEW than on any other station in New York.

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**WNEW NEW YORK**

SERVING NEW YORK AND NEW JERSEY 24 HOURS A DAY  
5000 WATTS BY DAY  
1250 KILOCYCLES  
1000 WATTS BY NIGHT

Nationally Represented by John Blair & Company

August 15, 1940 • Page 63
GOVERNORS DIRECT PROPAGANDA DRIVE

AS PART of plans for joint and coordinated action between Federal and State governments on law enforcement problems relating to national defense, contained in a report on a two-day conference of governors, attorneys general and other law enforcement officials of 46 states, held in Washington Aug. 5-6, it was recommended that the governor of each State head a committee “to hold regular but informal conferences with the leading newspaper and radio men of his State.”

This phase of the report dealt with espionage, propaganda and other subversive activities, and radio was one of the fields discussed at the conference and in the final report of the group of State law enforcement officials who studied the problem. The report said these conferences with the governors should have as their object keeping the American radio and press free from subversive propaganda such as speeches by Nazi, Fascist and Communist spokesmen. It also urged that “adequate space and time be devoted to featuring measures for national defense.”

U. S. Attorney General Robert H. Jackson, in his address Aug. 5, expressed the view that the good faith and good sense of the American people would be able to understand subversion in propaganda, even though the dangers were great in uncontrolled propaganda “through sponsored radio programs, often in foreign languages” and the press.

THE ATLANTIC OCEAN ISN'T BUYING

WMBG doesn't offer any listeners in the Atlantic Ocean. In the first place they're not prospects. What WMBG offers is the Red Network audience in Richmond and tributary area. WMBG offers a minute night-time spot for $15.00 . . . a saving of $20.00 over the other leading station’s price of $35.00—other savings in proportion.

If you are interested in equal density of coverage in the Richmond area through America's favorite network — the Red — and paying 233% less—get the WMBG story. WMBG — NBC Red Outlet — Richmond, Va. National Representative, John Blair Company.

When the President Broadcasts

(Continued from page 49)

When the President made a broadcast from Oklahoma City. As things run, it's just as much a problem to break down all the equipment and get it back on the train before it pulls out as it is to get from the train to the speaking point. This time the escort got mixed up and left with the Presidential party, leaving CBS' Charley Daly and Clyde Hunt aboard a truck loaded to the top with broadcasting equipment and stranded in the middle of a crowd blocks long.

Carl to the Rescue

If Carleton Smith, of NBC, hadn't kept up a constant chatter of “They'll be here in just a minute” and managed to hold the train for 40 minutes, the CBS pair would have been left behind. Another time, in Omaha, when transport was jammed for the return to the train, an escort took the radio truck up and down curbs right along the sidewalk until it got into a less congested section.

For a real tough schedule of broadcasts a network may send along a pair of engineers, alternately sending one on ahead in order to allow plenty of time setting up equipment. One of the extra little duties devolving on the belabored engineer is setting up and knocking down the Presidential speaking stand. Both CBS and NBC have one of these collapsible stands — when you see it in the newscasts it appears to be solid as a tree trunk. Complete with reading lights and manuscript board, the stand knocks down into several pieces which are packed for shipment in canvas covers. Toting this extra 100 pounds or so is alternately shared by the NBC and CBS crews.

The engineer, of course, is responsible for keeping his equipment in running order for use at the drop of a hat. On a long trip he may have to run periodic tests to guard against the possibility of train vibrations shaking loose a connection or breaking a filament. One reason the equipment is carried in a compartment rather than the baggage car is to give it a more shockless ride.

The network boys, like the newspaper corps, go with the President on all his trips. If he goes out to San Diego or to Charleston and there boards a ship for a cruise, they follow him right up to the gangplank and then meet him perhaps a week or so later, when he disembarks. This special attention is just a matter of being there in case something should happen, although broadcasts generally are worked out on a definite schedule. The same holds true for Warm Springs and Hyde Park trips. There may be a broadcast or two, but when the President relaxes, the radio and press boys can relax too.

Mr. Smith Goes Down

Sometimes this relaxation is a pipe dream. Witness a busy 1938 fortnight of Carleton Smith, NBC presidential announcer. On one of the President’s transcontinental jaunts that year, Announcer Smith saw him aboard a cruiser at San Diego, then immediately hopped back to Washington for a week. Meanwhile the President was heading for Panama. Smith then flew to Panama, handled a Presidential broadcast there, and proceeded by air to Bogota and Barranquilla in Colombia. Subsequently he flew to Miami and boarded a train for Atlanta. He arrived there at 3 a.m., just three hours before the President Special pulled out for Washington—with two broadcasts en route. The Panama broadcast was on a Saturday morning. The train left Atlanta the following Thursday morning. The whole 6,000-mile trip, with its schedule running like clockwork, was a continuous scramble for plane and train connections, but there was only a three-hour lag at the end.

Back in 1936 the NBC boys had another busy trip when they accompanied the President and a United States delegation to Buenos Aires to the Pan-American Peace Conference. Although they had several days to make all their broadcasts, the NBC boys found they had to put in 19 and 20-hour days cutting through red tape. The South American officials were nice in helping, butauthorization had to come through so many of them that the boys were fairly run ragged getting all their credentials and clearances.

One for All

Several times each year the President speaks at commencements, dedications or community events in various parts of the country, sometimes near and sometimes far from Washington. Often these addresses are of local more than national interest. The networks decided when to go and sometimes managed to get in a nationwide audience on much the same basis as newspapers cover it. The general content of a Presidential speech can be predicted accurately enough to let the networks make this decision beforehand. If their program calls for a President's speech it may be done from Warm Springs or Hyde Park or from some other point where a single origination can do the job for all. In other cases, where no MBS affiliate is available and where both CBS and NBC are picking up a Presidential speech individually, MBS may carry the program out of one of their New York control boards.

Ore or east Coast, in Chicago, New York or wherever a large MBS outlet is located, the MBS pickup ordinarily is originated by that station. However, in Washington all three networks have their own offices to the White House, and their Presidential staffs are always on the job.

THE Pierce Lackey interests, operating WPA, Paulick and WHOF, Hopkinsville, Kentucky, have applied for a new 250-watt station on 1570 kc. in Clarksville, Tenn.
Arbitrators Rule On Chicago Scale
Contract Held to Determine Fees for Commercials

AFTER TWO MONTH'S deliberation on the questions of basic payment for announcers, actors, and singers on the local staffs of the Chicago divisions of NBC, CBS and WGN, the American Arbitration Tribunal, has announced its ruling. Composed of three persons chosen jointly by representatives of WGN, WMAQ, WBBM, WBBQ, and the American Federation of Radio Artists, the tribunal handed down decisions Monday that constitute a victory for the stations insofar as payment of announcers is concerned and a compromise in regard to the other categories.

During the hearings held in New York early in May, AFRA requested that announcers be paid commercial announcement regardless of the fact that the majority of them were on regular salary as staff announcers with specified duties which included commercial announcing. The stations disagreed with this stand. Highly instrumental in the final decision, it is believed, was the testimony of Jack Scott, partner of Schwimmer & Scott, Chicago advertising agency, who pointed out what ill effects AFRA's demands would have on clients, agencies and the industry in general.

Depends on Contracts

In this regard, the decision handed down by the tribunal reads: "Whereas station announcers are used for commercial programs, the rates stipulated herein shall apply only so far as consistent with the general contract of employment, which shall govern the question whether their salaries covered all or part of the services required on such programs, and, if not, whether upon receipt of the special fees hereinafter herein any deduction shall be made from their regular salaries for the time so paid." The general contract of employment mentioned above applies either to written or verbal contracts, in most cases, depending on past performance of duties. The rates for rehearsals are also those laid down in the code. The minimum rates for basic periods of 15 minutes or less are as follows: For actors, including characters on dramatic commercials and announcers—$8. For singers, Classes 1 & 2 in groups of five or more voices, $6; Class 3 in groups of four voices, $9; Class 4, soloists, $20.

In every case the minimum rates for half-hour periods are four-thirds and five-thirds respectively of the 15-minute rate, and the minimum rates for rebroadcasts are half the corresponding broadcast rates.

According to the code, which is in effect until and including Feb. 12, 1941, the decisions apply to "local commercial broadcasts produced in Chicago at the major stations of the companies party to the arbitration." To all practical purposes, however, it applies to all local programs broadcast on these stations.

NEARLY 3,000 persons jammed the municipal auditorium of Sherman, Tex., for the formal dedication of KRRV's new transmitter plant and twin 280-foot towers, located between Sherman and Denison and placed in operation as the station changed from local to regional status. It now operates with 1,000 watts full-time on 880 kc. Orvin Franklin, KRRV program director, was m.c. at Sherman, and Frank Keegan, manager of the Denison studios, was m.c. at the celebration there. Manager L. L. Hendrick and News Editor Ted Bonar of the Sherman Democrat presented a skit narrating the history of the station.

Cuba Joins 'School'

CUBA has notified CBS of its intention to participate in the American School of the Air this fall, when the scope of the educational series is extended to include the entire western hemisphere. Broadcasting, Aug. 11, making 13 American countries which will broadcast the programs over their own networks, in addition to the United States, Alaska and Hawaii, CBS will furnish scripts in Spanish for most Latin American countries and in Portuguese for Brazil. Cuba will short-wave the programs southward in addition to broadcasting them on its own 11 stations, according to Secretary of Education Roberto Montano. A demonstration of the program, broadcast in Spanish from CNY, Havana, was put on for the Inter-American Conference on July 28, by Sterling Fisher, CBS director of Education, in Havana to aid in the CBS coverage of the conference. Following the demonstration, L. S. Rowe, director-general of the Pan American Union; Senor Montano and Mr. Fisher were to address the delegates.

WHEC ROCHESTER

FIRST in PHILLY
C. E. HOOPER SURVEYS

audiences of Phila. Network stations
9:30-9:45 A.M., Mon., thru Fri.—4 Mo. Avg.
WFIL 19.9%
WCAU 17.0%
KYW 8.5%

% Stations identifying station and program
First with 46 other programs

BROADCASTING • Broadcast Advertising August 15, 1940 • Page 65
URBAN SET SURVEY READY IN AUTUMN

In its first meeting of the new fiscal year, the NAB executive committee in San Francisco Aug. 7 authorized publication of an urban radio set ownership survey, material for which has been gathered by NBC and CBS as a joint industry venture. The committee, upon recommendation of the Engineering Committee, also approved suggested qualifications for radio servicemen's organizations as a basis for cooperation between member stations and servicemen to improve servicing of sets and encourage listeners to keep receivers in good order.

The urban survey, prepared by the networks at substantial cost, will be published by NAB as an industry project in line with recently inaugurated policy. Paul F. Peter, NAB research director, will supervise the production, with release expected this fall.

In recommending to the executive committee the service's cooperative plan be approved, John V. L. Hogan, chairman of the engineering committee, said he believed it presented a sound basis on which cooperation can be arrived at by a station and local radio repair concerns.

HARVEY STRUTHERS, of the WCJO sales staff, was twice impressed in service as umpire of the intercity baseball games played by Campbell-Miriam and BBOO, Minneapolis. Both sales accused him of partiality an equal time, thus assuring his status as a fair umpire.

CAROLINA BROADCASTING SYSTEM
Affiliated with Mutual Broadcasting System

3 shots are better than 1
You buy 3 favorites in this package
WRAL - WGTM - WFTC
are 3 to 1 for listeners ... and
LISTENERS mean RESULTS!

Annual Contracts For Spot Advised

A TRENDS toward full-year spot contracts on the part of important national advertisers is disclosed by Joseph J. Weed, president of the representative firm bearing his name, who says the evaluation of spot radio in national campaigns as definitely soaring. Prominent current-year advertisers who have signed include Lever Bros., Procter & Gamble, Standard Oil of New Jersey, Johnson & Johnson, Sterling Products, and Carter's Medicines.

Even though four-season contracts are not yet to be considered in major trend, they certainly represent an important advertising-getting machine. As Mr. Weed states, "Credit in cultivating the long-term contracts is due to station operators who gauge the sales presentations to include factors especially advantageous to the 52-week spot advertisers."

"And it was through experience with renewed short-term contracts that stations realized the need to convince advertisers that spot radio was not a mere 'fill-in' medium to be used to support network programs. The stations couldn't ignore the high mortality of the short-term contracts, made the situation especially noticeable was that, regardless of how successful the spot campaign proved to be, it was certain in a majority of instances that advertisers would run out their time contracts after the specified 13 to 39 weeks.

"No single group of stations got together in conquering this situation; rather, it seems that the same idea struck a great many operators at the same time. And these men went after long-term contracts on the basis that spot radio is a form of advertising sufficient to stand on its own. Their idea was to rearrange the discount structure so as to make it advantageous and attractive to the spot advertiser to stay on the air 52 weeks a year. Apparently the move is having its effect because there are more full-year advertisers on the air now than at any time in our history."

FRANK JENKINS and Ernest R. Gilstrap, chief stockholders of Southern One Publicity Co., which controls KNR, Roseburg, are principals in an application to the FCC for new construction on 1510 kc. in Klamath Falls.

WFX
The Voice of Nashville Tennessee

Offers you a real audience through proven station popularity in a city of steady prosperity.

Headley-Reed Co., National Representative
Listeners Found Buyers of Goods Promoted on Air

Survey of Winchell Audience Shows Purchasing Habits

 DEFINITIVE proof that radio listeners buy the products they hear advertised on the air and that the more they listen, the more they buy, is advanced by NBC, in the publication of the results of a telephone survey made during the week of Feb. 11, 1940 by C. E. Hooper, research organization, to test the sales effectiveness of Walter Winchell's broadcasts for Jergens Lotion.

So close was the connection between Jergens users and listeners to the program that the percentage of users among the regular listeners was five times as great as among the non-listeners. The study specifically set out to measure the impact on listeners of Jergens Journal, at that time carried on 47 Blue Network stations, Sundays from 9 to 9:15 p.m. For the network, Hooper agents made 3,021 telephone calls in 17 cities and asked four questions. One query asked if there were any Jergens Lotion in the home; the others aimed to discover the frequency of listening.

Double Check

The survey identified listeners and non-listeners by a double-check. The February answers to queries about listening were weighted against a survey made during the period from May to July, 1939. More than 3,021 homes in the 17 cities had been phoned during the earlier period while a Jergens Journal broadcast was in progress, and asked if they were listening to the program.

When the homes were called again in February, the people who said they were listening both times were termed "verified listeners." Those who said they were listening neither time were classified as "verified non-listeners." Those who were listening only one time were chalked off as unverified and excluded from the survey.

On this basis, "verified listeners" tallied to 658, "verified non-listeners" to 443, a total of 1,101 verified persons on whose answers alone the report is based.

Within the verified group, the frequency of listening and purchase of Jergens Lotion was seen in hand in hand. Of the listeners, regular and irregular, 45.3% had the product in their homes; in the non-listening group, a percentage only one-fourth this size had the lotion.

Users and Listeners

The following table, showing the user-listener interrelation, was established.

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Users of Jergens Lotion</th>
<th>Listeners of Jergens Lotion</th>
</tr>
</thead>
<tbody>
<tr>
<td>10.8%</td>
<td>19.8%</td>
<td>18.4%</td>
</tr>
<tr>
<td>30.2%</td>
<td>19.8%</td>
<td>18.4%</td>
</tr>
<tr>
<td>51.2%</td>
<td>30.2%</td>
<td>18.4%</td>
</tr>
</tbody>
</table>

According to the table, among the fairly regular listeners there was a percentage of users three times as great as among the non-listeners, and among the regular listeners a percentage five times as great.

The survey was conducted in New York, Boston, Albany, Buffalo, Pittsburgh, Philadelphia, Providence, Baltimore, Cincinnati, Cleveland, Detroit, Richmond, Washington, Chicago, Des Moines, Minneapolis, St. Louis, in each of which the program is broadcast.

KGBX is Mighty Proud of Its New Power, Too!

- Now 5,000 watts, day and night!
- Power equal to that of any Missouri NBC outlet!
- Dominating the four-state Ozark Market . . . 1,231,110 population and 284,900 radio homes!
- "Market with a fence around it" not effectively covered by any outside station!
- Offering programs from two networks, both NBC Red and Blue!

AT NO INCREASE IN RATES, you can take advantage of this increased coverage in Missouri, Arkansas, Oklahoma and Kansas.

CHOICE SPOTS adjacent to NBC features are still available . . . every one a PRODUCTIVE BUY. Write or wire at once for rates, availability or information.
Pardon Our Yawn

It’s because we’re staying up nights, on the air full time. We’re stepping out, too, with 1,000 watts, and we’re reaching a million and a quarter folks in 36 counties of prosperous North Texas and southern Oklahoma. All at NO increase in rates! For more information, write KRRV, Sherman or Denison, Texas.

An affiliate of the
Mutual Broadcasting System
Texas State Network

The Sherman-Denison Station
KRRV
880 Kc. 1,000 Watts

YOUR RADIO DOLLAR GROWS BIG

. . . AT CKLW IN THE DETROIT AREA!

If you’re selling the Detroit Area this Fall, get the BIGGER response per dollar that CKLW offers . . . with 5,000 watts sending your sales story clear and strong throughout America’s 4th market! In spite of the tremendous listen-interest today, with the able-to-buy, rates are exceedingly kind to overworked budgets.

CKLW
5000 WATTS DAY and NIGHT • CLEAR CHANNEL
Representative: Joseph Hershey McGilllura

MUTUAL BROADCASTING SYSTEM

Chairman Fly on Radio’s Future

(Continued from page 17)

Treasure Island I could not but ponder upon the significance of that plaque. To the broadcasting industry, it was the message—the deserved message—well done.

But there were groups in this plaque the images of such men as Lincoln, Washington, Jefferson, Henry, Franklin. Theirs was the struggle to create in the first instance, to secure and finally to defend our democratic institutions.

A Basic Right

To me, in a deep emotional sense, freedom of speech is a basic right. But sitting there I began to wonder if the fathers were deeply concerned with my own interest in speaking my mind or in forwarding my own special purpose or in your own selfish interest in getting somebody told. If that be true, then freedom of speech was well nigh illusory and devoid of useful function. With what then were they really concerned? What is the substance of freedom of speech—what is the basic interest protected?

Let us again turn to the plaque. Whitman’s words are significant. His concern was not in free tongues for the sake of the tongues, but in habeas corva, “safety for these States.” “I say there can be no safety for these States without free tongues.” To him as with us today free tongues were essential not merely as a part of our democratic customs and conveniences but rather as an actual instrument for the preservation of our democracy.

Every one of these great statesmen aided in creating, securing, or preserving the Bill of Rights, including freedom of speech. The principle of self-government was at stake. The capacity of a people to govern itself was being tested. Democratic institutions were in the crucible. These men like Whitman were concerned with the safety of the States and the permanence of the democratic form of government they symbolized.

Education—the diffusion of knowledge and information—has long been deemed essential to the American scheme of things. No people without adequate knowledge of the true facts involved are capable of intelligent self government. The American people properly informed are best capable of self-government. Washington himself, in his Farewell Address, emphasized the need to “promote—as an object of primary importance, institutions for the general diffusion of knowledge.” The role of facts and knowledge in enabling a democracy to attain the heights of which it is capable can never be over-emphasized.

Getting the Facts

In that light, freedom of speech begins to take on substantial meaning—as an instrument dedicated to the service of a free people. Let us again turn to the plaque—this symbol of the broadcasting industry as an instrument of freedom. In Whitman’s words there is a further requisite for the safety of our system of Government, that is, listeners who were ready, able and willing to hear. Whitman’s dream has now come true—the radio at last has provided the great audience. And so, appropriately it will serve as the guardian of our institutions.

It must be borne in mind that, however much the individual has personally enjoyed his freedom of speech, there were always serious limitations. How many people could he reach by speech—how many by leaflets—over what distances—through what machinery—and at whose expense? Whatever the mental relief he may have enjoyed there were various limitations in the means of achieving his own purposes as an individual. But there has always been the important need of the democratization to create and maintain an enlightened and informed public opinion based, as it must be, upon the facts—fully and fairly presented.

Free Discussion

This means of course that where vehicles of public discussion are under private control there must be balanced and two-sided—not biased or one sided presentations. The Supreme Court recently said:

“Freedom of discussion if it would fulfill its historic function in this nation, must embrace all issues about which information is needed or appropriate to enable the members of society to cope with the exigencies of their period.”

Those who won our independence had in the power of free and fearless reasoning and communication of ideas to discover and spread political and economic truth. Nor are doctrines in those fields may be refuted and their evil averted by the courageous exercise of the right of free discussion.”

Fair Reporting

The handicap of the individual is still grave. Radio is a limited facility. Only the few may talk. The millions will listen. But there again we are driven back to the paramount concern of the broadcaster—his duty to the public. Since he cannot supply to all individuals the right to speak, he must render his service to the public and to the democracy by according that public the overwhelming benefit which can come from free discussion and full exposition. Neither Washington nor Henry nor Jefferson could be other than happy at the creation and use of such an important public facility for the advancement of our democratic institutions.

It must follow that the broadcaster owes to the public whose facility he occupies, and to the democracy he is bound to preserve, the incomparable full and fair reporting, balanced treatment, honest and impartial comment on all facts and information of public concern; and adequate coverage on all public issues by two sided discussions and equality of facility and representation.

Recalls Lincoln Phrase

The responsibility for this service rests with the licensee. It is inconceivable that control of the radio as an instrument of freedom should be delegated to any special interest with the liberty to control news, information and comment services. So soon as this service is rendered on behalf of a special interest or political party the radio ceases its most important function in the public interest.

No world too knows, and will long remember, outstanding instances where the instruments of free speech have been utilized by particular individuals and special

There is a Market
Where the State's Largest Industry
Will be Expanded

60%

It’s Served By

WCSU
CHARLESTON, S. C.
Free & Peters, Inc.
Representatives

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BROADCASTING • Broadcast Advertising
groups to serve their own individual purposes. The radio not merely follows the trend in governmental but it too often implements those trends. Where the radio has fallen is the voice of the people self-government has disappeared.

Broadcasting is all the more important in places where the other vital source of public information and opinion has on occasion utilized its basic freedom to promote its own or other special interests and causes. In the press we have long respected the traditional role of the editorial, however much we might deplore it in the radio. Yet one cannot but view with concern the instances where “news” is handled in such a manner as to give the public what the newspaper owner, in the light of his interest, wants the public to receive.

“News” can be colored. Headlines can be slanted. Spacing can be contracted or expanded; emphasis supplied or extracted by artful placing; important events or responsible views can be overlooked, yet John Doe can send a telegram and become a national character overnight. All this may appear momentarily to be good business; but it would not be democracy. It would overlook the real function of our basic freedom, and we should have an instrument of freedom devouring itself and the democratic structure which nourished it.

“I Come to Praise Caesar . . .”

Let me not be deemed to criticize the American system of broadcasting. I am here to praise it. These are trying times and I have thought it beneficial frankly to discuss the great principle. Frankness is essential in these discussions, and those which I hope will follow on other problems of mutual concern. You will know that I am proud to observe the great public service rendered by the broadcasters in the midst of a tremendous conflict.

Their general, international, and commenting service have been of a high order. News has been searched out and brought to us from the four corners of the earth. The networks have rendered par-ticularly valuable public service in this regard. And so have the many broadcasters moved across a vast field of public service with creditable results. I face the future with confidence in radio and believing in it as a great and permanent institution. There can be no real fear that, conscious of your great privilege and its attendant responsibility, you would ever let the torch fall.

Need I add gentlemen, as domestic issues compete with foreign events, that I am not asking for special favors. It is basic in this speech that I oppose and shall always oppose special favors in the conduct of radio broadcasting.

No Federal Pressure

It is of greatest importance that neither I nor any other Governmental official or group of officials shall endeavor to bend radio to our own special causes. That is fully as important as that radio shall not bend under the yoke of other special interests. Yours is the discretion to be exercised in the conduct of the station, which after all is constantly under the effective scrutiny of the listening public. No Government official or group can or should undertake to substitute its judgment for your own. Your decisions are many—your problems difficult. But they are yours, not mine. Such is the American system of broadcasting as it rounds into its third decade of public service.

Radio is a tremendous achievement. Its future is one of continually greater strength in the affairs of mankind and in the service of the public. These are troublesome days for all of us. But radio is not and must not be imperiled. To radio, time is endless.

Wars may come and nations may go. Tomorrow’s political campaigns will pass into yesterday, as brief events in the life of a free people. The years like great black oxen will thunder down the trail of unending time. But, as the great bulwark of our great democratic institutions, radio must stand—till kingdom come.

MAJ. EDWARD BOWES, impresario of the CBS Amateur Hour, sponsored by Chrysler Corp., has enlisted in the U.S. Coast Guard Reserve. His 9-foot yacht Ednor has joined Flotilla No. 6 of the Coast Guard Reserve fleet. The yacht, powered with twin 300-horsepower engines and capable of 25 knots maximum speed, is subject to call for special duty at any time.
**Studio Notes**

**NETWORK RATE for station WSJ, Atlanta, NBC net affiliate, will be raised, effective Sept. 1, from $900 to $1,050 per evening hour, William S. Hedges, NBC vice-president in charge of stations has announced. Increase follows the placing in operation of the station's new vertical radiator. Cost in announcements will cost $55 at night, $71 by day, and $25 on Sunday afternoon. Mr. Hedges also announced that on July 15, car sale for station KGH, Billings, Mont., member of NBC's North Mountain group, available with either Red or Blue, became $10 at night, $11 by day, and $7 Sunday afternoon.**

KSD, St. Louis, has issued its Rate Card No. 17, to become effective Sept. 1. It carries moderate increases, but current contracts will be protected against increases until their expiration.

KQA, Denver, during July enjoyed the largest volume of national spot and local business in its history, 12.4% ahead of July, 1939, and 88.7% over July five years ago, according to General Manager Lloyd E. Yoder. Contributing to the KQA increase are several news sponsors, Manager Yoder has a message of the policy of selling news this year for the first time in KQA's history.

WCAU, Philadelphia, on Aug. 12 started a newspaper campaign using institutional copy on radio itself to increase listening. The campaign calls for 700 lines to be used weekly in the Philadelphia Inquirer, as part of a time for space swap, and a like number of lines in the Philadelphia Bulletin, a cash outlay with the account handled by the Donavan-Armstrong Agency, Philadelphia.

NEW rate card of WLW, Cincinnati, effective Aug. 15, will not change the rates themselves, but will change the method of computing discounts. Hereafter, discounts have been on a weekly value basis predicated on the amount of money spent. In the future, volume of time used will be the determining factor.

An ALL-TIME record for July business is reported by A. Louis E. Leach, commercial manager, of WWL, New Orleans. National spot sales were 51.4% ahead of July, 1939, and have increased 25% for the first seven months of 1940 over the same period last year. Point time sales, network, spot and local, are 33% ahead of 1939.

KRE, Berkeley, Calif., recently purchased the Royal Recording Co. and moved the firm's offices and studios to the KRE Bldg. To be operated under the same name, the company was permitted to facilitate station business and production and to offer advertising agencies complete commercial transcription and air-check service.

WDAS, Philadelphia, is arranging a listeners' party for its recorded Mer- ry-Go-Round to mark the program's anniversary. About 20 listeners who have not missed a single day during the past five years in writing in to the program will be the guests of these listeners, it was disclosed, has been requesting the same selection. "It's a Sin to Tell a Lie," for three years.

ROB EDDIE, CBS hunting and fishing commentator, will cover 9,000 miles of air travel in the first two weeks of August, according to his reporting. He covered and competed in the Southwest Texas Fishing Rodeo, surveyed fishing and hunting conditions in Mexico and passed a week in Los Angeles covering and participating in the California Fishing Derby. Before returning to New York he checked a Warner Bros. fishing picture for which he had written the script.

NEWLYWEDS are Bob Carter, announcer of WMCA, New York, who handles the Sunday night Good Will Hour on NBC, and Agnes K. Hermansen, of Ashland, Ky., a former United Airlines stewardess. They were married in New York July 30. The camera caught them at the Telephone Exhibit at the New York Fair. Carter, a World War flier, was formerly on the staff of WIP, Philadelphia.

WIS, Columbus, S. C., recently observed the 10th anniversary of its Good Ship Treasure Chest feature, conducted since its start by Leo Downe. WIS carried KRE's Treasure Chest alumni are now performing with orchestras in Washington, New York, and Chicago. During its 10 years the program has been sponsored continuously by 10 local department stores.

WKBZ, Moscow, Mich., is rushing construction of its new auditorium to have it ready for use by Aug. 15, two weeks ahead of schedule, for the fall political campaign. The acoustically treated auditorium, located just outside the business district, has a seating capacity of 800 and permanent broadcast and public address installations. The stage is regulation theatre size, with space for dressing rooms in the basement of the building.

WDAY, Fargo, N. D., observed "Radio Week" during the Red River Valley election in early August, after special studios at the fair grounds and various educational displays. A prominent feature was a transcription demonstration during which fair visitors were interviewed and given recorded copies of their remarks. The WDAY studios were open continuously during the Fair week, and a series of special programs was carried.

A TOTAL of 86 artists have signed contracts with the recently organized WGN, Chicago, talent division, according to Noel Geesey, head of the department. The talent division, which is only one month old, took over professional management of performers, booking them for engagements under terms of contracts signed. Included in the list of artists are 40 dramatic actors, 20 speakers and writers, 12 vocalists and seven announcers.

KPO-KGO, San Francisco, during June registered a 41% increase in revenue over the same month in 1939, giving both outlets a half-year in which every quarter is shown an up increase. Totals for the six months show the stations up 27% over the same period last year. KPO's local sales in June 65% ahead of the corresponding period for 1939.

KFWY, Bismarck, N. D., claims to have made the first flash after a tornado hit Amedon, N. D. Wayne Griffin and Bob MacLeod flew over the scene in a chartered plane. Engineer Bob Watts made the trip in his own plane. A roundup of the tragedy was broadcast 2½ hours after it occurred.

WAZT, Jersey City, has assigned Bob Kieve an special correspondent to cover the current war games in the Northern New York area. WAZT is carrying three five-minute pictures daily from the area, in addition to Kieve's daily dispatches, along with the other three stations of the newly organized New Jersey State Network - WBSL, Red Bank, and WCAM, Camden.

ZELLA DRAKE HARPER, who conducts the Woman's Radio Club on WOD, Madison, N. J., will hold an all-day outing August 14 for her listeners at Washington's Crossing, Pa.

As PART of a national campaign to instruct Americans on what industry is doing to help the national defense, the National Assn. of Mfrs. has arranged for this broad- cast on CBS during which Edwin C. Hill, CBS news editor, will interview three leading executives on the role industry has already assumed and its future plans. Colby Chester, chairman of the board of General Foods Corp., and director of the NAM, will speak on the program August 15; Charles Hook, president of the Ameri- can Rolling Mill Co., speaks Aug. 29, and on Sept. 5, H. W. Pretis Jr., NAM president and president of Armstrong Cork Co., will be interviewed.

A NEAR-TORNADO blew down the new 300-foot vertical radiator at CBM Montreal, but engineers under chief engineer R. A. Lattgium had the station on the air in 45 minutes by utilizing the antenna system of the former CBM at Laval, Que., which was due for demolition within 10 days. CBM's regulars and advertising went on the air June 17 (Broadcasting, June 15).

WDO, Tuscola, Ill., in an attempt to survive the current political possibilities and the 5.6 a.m. start, has announced a program featuring five members of the station's staff and consisting of music, comedy and news. A careful selection of listeners reached by tabulating mail pull is being made. Photos of entertainers serve as bait.

WBAP, Fort Worth, and Texas Quality Network stations—WDAI, San Antonio, WFAA, Dallas, KPRC, Houston—are again credited with a Texas political victory with reelection Governor W. O. Daniel. For many years a radio sponsor on TQN stations, was elected in 1938 as a write-in radio candidate, R. C. Stinson, WBAP chief engineer, again elected. WO. Daniel on his 1940 political swing around Texas, making many TQN stations, including his own, 6,000-mile trip. With a total vote near 600,000, he received about 55% of the vote, again gaining the Democratic nomination without a runoff. In Texas the Demo- cratic nomination for Governor is tantamount to election.

MISSOLUZA CAPTURES A LOT OF CUSTOMERS IN MONTANA

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But SELLING RADIO TIME demands
another kind of attention!

Selling your market and your station demands a distinct and specialized sort of attention. That's where BROADCASTING comes in. For BROADCASTING hits the nail on the head when it comes to winning and holding the attention of time-buyers. BROADCASTING is 100% Radio all the time ... nothing but Radio. It's fast and economical. It's tailor-made for you!
THE PEP Kastor Aug. Chicago on five-hour, Broadcasting, S. C.

NATIONAL TEA since Des Moines, in a mid Broadcasts. CARTER Saturday, 7:30 - 7:45 Island - weekly Louisville, formerly sponsored the network's music programs, 1941, 9:30 Coast, recordings, more Fridays, 7:30 started KWK program first two

prices for fall and winter. The campaign, was placed of American Family products. used in auto supply of Worth Stockyards, with Cyril Clipp as manager, the largest Polish population in the country. Of Melody, to support the lead in the campaign and had the requirement of gridiron events. Announcer for the series of broadcasts has not yet been decided, according to N. Atlantic Refining Co., serving as the agency handling the account. Mr. Clipp originally created the regional network to meet the requirements of the 1936 political campaign and had it utilized for political broadcasts. WFIL acts as the key station and sales agency. Mr. Clipp serving as co-ordinator.

Atlantic Refining Plans
Six Yale Games on WOR
ATLANTIC REFINING Co., Philadelphia, in the interests of its gasoline and oil products will sponsor six Yale football games on WOR, Newark, for the fourth consecutive year. The company also will sponsor the broadcasts of three other gridiron events. Announcer for the series of broadcasts has not yet been decided, according to N. Atlantic Refining Co., serving as the agency handling the account. Bill Slater handled the microphone last year.

WOR plans: Ohio vs. Pittsburgh, Sept. 28; Penn vs. Yale, Oct. 15; Yale vs. Dartmouth, Oct. 19; Yale vs. Navy, Oct. 26; Yale vs. Brown, Nov. 2; Yale vs. Cornell, Nov. 9; Penn vs. Army, Nov. 16; Yale vs. Harvard, Nov. 23; Brown vs. Columbia, Nov. 28.

Food-Beverage Sponsor
To Return in Fall With Divorce Series on CBS

THE Food & Beverage Broadcasters Assn., through its agency, Brisacher, Davis & Staff, San Francisco, has announced it again will sponsor the radio drama I Want a Divorce this fall, starting Oct. 5 on a national CBS Saturday, 7-8 P.M. (EST) for 26 weeks. Last season I Want a Divorce was released on 72 NBC stations throughout the country.

Several weeks ago Food & Beverage Broadcasters Assn. stated that I Want a Divorce was to be replaced by Hollywood Holiday, a variety show, but with a movie of the same title starring Joan Blondell and Dick Powell soon to be released, the tie-in possibilities were too good to pass by, according to Mr. Brisacher.

The agency head stated that a Hollywood feature name, not to be announced, will play the lead in the new series, with two guest stars weekly as special musical events. Lou Forbes will again direct music with Van Fleming in charge of production.

Wait-Cahill Series
WAIT-CAHILL Co., Deactur, Ill. (Green Mt. Cough Syrup), has placed direct a spot campaign on KWTQ, Springfield, Mo., KFVS, Cape Girardeau, Mo., KSD, St. Louis, Mo., WDBZ, Tuscola, Ill.; KWOC, Poplar Bluff, Mo.; WSAU, Dubuque, Iowa; WISN, Milwaukee, Wisconsin; and WBBM, Chicago. Large colored posters of the American flag, with the simple sub-caption "We're ready" have been distributed by the Polish Broadcasting Bureau, Joseph F. Mikolajczak and WHIL, Niagara Falls which is part of one of the largest Polish population areas in the country.

Quaker State Network
To Carry Fels Program

Quaker STATE NETWORK, regional network in Pennsylvania keyed from WFIL, Philadelphia, will be utilized for non-commercial broadcasting for the first time by Fels Naptha Soap Co. when Golden Bars of Melody, sponsored by the soap company, will air on WFIL and WSNJ, Bridgeton, N. J., expands Aug. 19 to include several of the Rabbit Network stations in Eastern Pennsylvania.

The expansion was handled directly by Roger W. Clipp, WFIL general manager, with Cyril G. Fox, sales and advertising manager for Fels Naptha Soap Co., handling the campaign to take advantage of the coverage facilities offered by the Quaker State Network in Pennsylvania. Fels has added WGAL, Lancaster; WBKO, Harrisburg; WSNJ, Allentown; WOR, New York; WSTM, Easton; WRAW, Reading; and WAZL, Hazelton.

The contract covers 52 weeks, Monday, Wednesday and Fridays, 10:10-11:15 A.M. The program started at WFIL on May 15 and is carried at the same time on WGAL and WAZL, as a separate tie-up with WFIL for commercial and sustaining programs.

Mr. Clipp originally conceived the regional network to meet the requirements of the 1936 political campaign and had it utilized for political broadcasts. WFIL acts as the key station and sales agency. Mr. Clipp serving as co-ordinator.

AND THEN, as always, we increased the number of releases for the Library. And our neat shelves had bulged a bit.

AND THEN, the SPOT-ADS for subscribers. One, Two and now Three series. (Series Three is for Furniture Stores, you know; they're called "Minute Fun Quizzes," conducted by Harold Isbell—a new high in original, potential value.

AND NOW our new Tax-Free Library. Visitors come in, and we burrow for audition discs of the bright new B's and the outstanding PD arrangements, originals, ad infinitum.

He looks at our year-old store-room and a wild look comes into his eyes. We begin soothingly: "Some day we're going to have a Big Storeroom. With lots of room for the rabbits." . . . (Positively. He'll never live to see the day. Not in this constantly and rapidly expanding business. . . . You know how rabbits are?)

*Rabbits: grooves.

Are Your Transcriptions Up to Standards?

STANDARD Radio TAILORED TRANSCRIPTION SERVICE CHICAGO • HOLLYWOOD

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FM Station
(Continued from page 36)

rodded up for a quarter-wave while a larger pipe, circling the neck of the original pipe, extends down for exactly the same distance. Total length of large pipe and rod equals a half-wave, or, for W2XOR, slightly more than 11 feet. Each coaxial antenna must be tailor-made to match the station’s wave. The slender pipe is filled with nitrogen gas at 30 pounds pressure, preventing corrosion inside the pipe, increasing the efficiency of its insulation and acting as a gauge of any cracks in the pipe, as a drop in gas pressure would immediately show the engineer that something was wrong.

Program Problems

That, in essence, is the road traveled by a W2XOR signal from artist to antenna. The next question is what kind of programs the station is planning for FM transmission. According to Mr. Poppele, W2XOR will start by broadcasting the same programs as WOR in the main, except that it will broadcast MBS programs originating in New York but not heard on WOR. For example, while WOR carries the baseball games in the afternoon, musical programs are being sent to the network and these are also heard over W2XOR.

“FM programming has developed gradually,” he declared. “If we attempted to broadcast a complete program schedule for W2XOR only, the cost would be prohibitive. What we are doing is building an increasingly large number of high-fidelity musical programs and to broadcast them from Studio One on both WOR and W2XOR. The new studio equipment, incidentally, has resulted in a noticeable improvement in the quality of WOR’s transmission, although of course it lacks the wide-range clarity and freedom from noise of the FM system.

“After Jan. 1, W2XOR will have one daytime and one evening hour of its own programs, in accordance with FCC regulations. These programs will probably be musical, featuring the light orchestral and semi-classical tunes which best display the wide-range advantages of FM broadcasting. As the FM audience increases and as we learn more about the program potentialities and limitations of this medium, we are undoubtedly increasing the amount of exclusive FM programs. We shall gradually remodel and re-equip all of our studios to meet FM requirements. Here again, however, the process will be gradual. As new a thing as FM is bound to have many improvements in a relatively short time and if we rebuild all of our studios to the best of today’s standards, we should probably find them all out of date in a couple of years.

A program of gradual expansion seems to be far more practical, from both an engineering and a financial viewpoint.”

Robinson to Agency

KEN ROBINSON, since April, 1937, continuity editor of the NBC Central Division, resigned Aug. 12 to accept the post of program director of Neisner-Meyerhoff, Chicago agency. Nelson Poole continues as program director of the agency with Mr. Robinson’s duties comprising the editing, directing and in some cases, the writing of programs produced and placed by the company. He is a member of Don Harding’s Wife and The Adventures of Barb-Dan, both of which have been heard over NBC. A graduate of Chicago Central School of Commerce where he majored in advertising, Robinson has been, in turn, circulation promotion manager of the Chicago American, news commentator for the Chicago Herald & Examiner, advertising director of the Chicago American, and assistant director of the Chicago American.

Mr. Robinson was born in 1906 in San Antonio, Texas, and received his education at Chicago Central School of Commerce, where he majored in advertising.

PROSTEN H. PUMPHEEY, radio director of Warner & Leopold, New York, has resigned, announcing no future plans. Although the agency has not officially named a successor, it is understood that John H. Pumpheeney, assistant since last fall, will take over the position.

JOE BIGELOW of the New York offices of Stockholm & Co. left for California Aug. 2 to help write the Kraft Foods script, substituting for Carroll Carroll who is ill. Stan Quinn was shifted from the Coast to run the office and take Mr. Bigelow’s place and work on his accounts.

V. M. WALLACE, formerly vice-president and director of Tracy-Buckner, has joined the New York office of Roy S. Durstine.

V. T. MERTZ, formerly advertising manager of Associated Distributors (executive), has joined H. W. KASTOR & Sons Adv. Co., Chicago, as account executive on Freyer & Gamble business.

J. C. RIGGS, formerly assistant general sales manager of Eehflower Products Co., has joined Wm. Wasey Co., as account executive.

TOM DENTON, formerly account executive of W. M. Davis & Co., Chicago, has joined W. E. Long advertising agency, has joined H. W. KASTOR & Sons, same city, as account executive.

HELA WERNER, time and space buyer of Benson & Ballard, Chicago advertising agency, has joined H. W. KASTOR & Sons, same city, as account executive.

HUBERT R. DOERING, formerly with Anheuser-Busch, has joined H. W. KASTOR & Sons Adv. Co., Chicago, as account executive.


BAVETT ADV., AGENCY, New York, has been dissolved and Charles Ba captures Frederick Pelletier Adv., New York, in an executive capacity, handling his former accounts.


BILLY MOORE, Hollywood programs supervisor of Wm. E. Co., will be in New York until Sept. 1, for conferences with home office executives on call radio activities. During his absence, Helen Phillipson and Berniece Doury of the New York office, are in Hollywood supervising activities.

H. W. KASTOR & SONS, Chicago, has expanded its facilities and to include executive offices on the 17th floor of the London Guarantee & Trust Building, 300 N. Michigan Ave. The firm also occupies the entire 12th floor of the same building.

DALE FISHER, copywriter for Aubrey, Moore & White Inc., Chicago, has joined the Chicago copy staff of Young & Rubicam. He is the former principal of Dale Fisher, Advertising, and was a retainer copywriter for Marshall Field & Co.

GHRANT ADV., Chicago, has opened a New York office in Rockefeller Center. John Sholl, formerly in charge of the company’s Dallas office, is manager and George Bell, previously assistant in the Chicago office, production manager. Telephone number is Circle 5-4848.

Page 74 • August 15, 1940  BROADCASTING • Broadcast Advertising
Radio Advertising Corp.
And Gellatly Are Merged

Radio Advertising Corp.,
New York, and Gellatly Inc. on Aug. 1 merged and will continue to represent stations now on the lists of both companies. The program production department of Gellatly Inc. also will continue under the new firm, operating as Radio Advertising Corp. New York offices are at 9 East 40th St., with branches in Chicago, Cleveland, Detroit, St. Louis and San Francisco. Officers of the new company are W. B. Gellatly, president; Walter I. Tenney, secretary-treasurer; L. J. F. Moore, vice-president.

Stations represented by Radio Advertising Corp. include WHK-
WCE, Cleveland; WKEN, Youngstown; WHKC, Columbus; WIP, Philadelphia; WING, Dayton; WCAR, Pontiac, WTIOL, Toledo; WJHL, Johnson City; KPAC, Port Arthur, Tex., WOLF, Syracuse, formerly represented by Gellatly Inc., will transfer to the new company, it was announced. The program production department will be directed by Gene Stafford.

Gannett Buys Paper

With the recent retirement of Joseph R. Brandy as publisher of the Ogdenbury (N.Y.) Advance-
News, and his son Joseph R. Brandy Jr.'s, inauguration of the new WSIB in Ogdenbury last April, it was announced that the Frank E. Gannett publishing interests have purchased that newspaper and suspended publication. The Sunday edition will be continued, and the Advance-News has been merged with Gannett's Ogdenbury Journal, leaving one daily in the city. The Gannett Newspapers have no radio station in Ogdenbury but own, control or have part interest in WENY, Elmira; WHEC, Rochester; WOKO-WABY, Albany; WHDL, Olean, N. Y.; WHTH, Hartford; WPAN, Danville, Ill. In each of these cities Gannett publishes a newspaper.

ROBERT BRAUN, who recently re-
signed as radio department head of
Edinburgh-Vincott, Hollywood talent agency, has been appointed Pacific Coast representative of KMBC, Kansas City, and will be headquartered in the former city. Deal was closed with Arthur Church, head of the station when he was in Hollywood during late July. Nat Wolfs Inc., newly-formed Hollywood agency, will represent the radio activities of Edinburgh-Vincott.

GIL BERRY, formerly of The Katz Co., Kansas City office, and on-time All-American football player of Illinois U., has joined the spot sales department of the NBC eastern Division, Chicago.

WILLIAM G. RAMBEAU Co., national representatives, has released a 15-page booklet titledRadio Policies of 1940 in which the business of station representation is depicted from its many angles. Tone of the booklet is humorous leaving reader to draw his own conclusions as to what differentiates a good representative from a bad one.

WTSP, St. Petersburg, Fla., has appointed Radio Adv. Corp., as its national representative.

CKCI, Toronto, has appointed Joseph Hershey McGillivray, Montreal, as Quebec representative as of Aug. 15, and is expected to appoint the firm as its exclusive representative in the United States.

WBZ, New York; KLPM, Minot, N. D., and WICA, Ashbula, O., have appointed Furgason & Walker Ltd. as exclusive national representatives.

GEORGE P. HOLLINGBERY Co. has been appointed national representatives for TSN, Savannah, Ga.

FORJOE & Co., New York, has been appointed national representatives of two local Jersey stations, WCAP, Asbury Park, and WBRB, Red Bank.

JEANNE ROUSSEAU, secretary, in the New York office of George P. Hollingbery Co., is to be married on July 15, married C. A. Collins, an engineer with Charles Bruning Co., New York.

TSN Gets Dismissal

SUIT for $10,438 by Tested Radio Features, former New York company producing Calling All Cops, against Texas State Network was dismissed July 25 in New York Supreme Court by Justice Timothy A. Lenny. He ruled the court had no jurisdiction over the complaint, served on Frank S. Fenton, former TSN employe, since TSN had no office in New York State at the time (Broadcasting, June 15).

Plaintiff charged that TSN had refused to pay for use of its program twice weekly for 26 weeks following an agreement March 28, 1938, TSN stated that discussions had been held at that date, but that no binding contract had been signed.

Pan American Discs

HONORING the 50th year of the Pan American Union, the Office of Education has released a 30-minute transcription, This New World of Peace, tracing the building of cooperative and peaceable life in the western hemisphere. Produced for general use by radio stations and schools, the 16-inch lacquer disc is sold at the cost price of $3.75 through the Educational Radio Script Exchange, of the U. S. Office of Education, Washington. A special listener aid booklet, "The Americas, a Panoramic View," has been prepared by the Pan American Union to encourage supplementary study of Western Hemisphere unity.
Miller Reports to Convention

(Continued from page 24)

Miller report. He said he believed adoption of the code was a distinct step forward and that it has proved its value during the past year and will continue to grow in usefulness. Expressing gratitude to the Code Committee and Chairman Edgar Bill of WHBD, Peoria, he said it was particularly pleasing to mention that the American Trade Assn. executives bestowed a certificate of honorable mention on the NAB for the “achievement of instituting a system of selfregulation designed to make further Government regulation or control unnecessary, and which will serve and earn public confidence.”

Consumer Movements

In public relations, Mr. Miller said the NAB had made great strides, working with educational, consumer, newspaper and other groups, bringing a marked change in the attitude of educators. The idea that education needed more time on the air has been abandoned, he said, because of the realization that education needs less time on the air, and more time in preparation and rehearsal. Pressure for legislation to set aside specific time for educational programs has therefore been eliminated, he said.

Discussing consumer movements, Mr. Miller declared advertising has been under attack from several angles. These attacks, he said, are premised on the allegation that advertising is wasteful and burdensome to the consumer and gives an undue advantage to large companies, fostering monopoly. They are not directed against abuses in the use of advertising but against advertising as a business tool.

Because this movement is viewed as a serious threat to radio and to all media the NAB has participated in a counter movement to convince consumers, educators and public officials of the specific economic benefits and social improvements gained through advertising. NAB has taken an active part in the work of various committees and has been represented at every consumer relations conference during the last two years. Preparation now is under way for a program to demonstrate the contribution made by advertising to improve consumer service and lower consumer costs, he revealed.

Mr. Miller observed that much of the change toward friendliness in the attitude of newspapers to radio is attributable to the excellent manner in which radio has met the crisis and the use by radio of newspaper correspondents. This cooperation, he said, "constitutes a noteworthy chapter in this relationship."

FCC License Forms

In labor relations, he said the industry has operated without any major trouble and generally speaking, the relationship with organized labor is friendly. The average weekly pay check of $45.90 for radio is believed to be the highest in all industry. Labor, he declared, "is a friend of the American system of broadcasting.

The new FCC license forms (301 for standard broadcasting and 319 for FM) were interpreted by Mr. Miller as imposing an excessive burden upon applicants. Stating broadcaster's are in sympathy with the Commission's desire to secure full information regarding qualification of applicants, he said neverthelass that many questions can be modified to relieve applicants of considerable burden without unduly increasing the work of the Commission. He was hopeful that by cooperative effort, the excellent re

wbnx

your best national spot buy

now

5000 watts

day and night

directional over new york

a new approach to the new york market

broadcasting • broadcast advertising

representative howard h. wilson
new york • chicago • kansas city • san francisco

john e. fetzer president and general manager

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MEDIA ALLOTMENTS

ANALYZED BY ANPA

NETWORK RADIO, which promises to establish new sales records during 1940 [BROADCASTING, July 15], received $82,099,840, or 21% of the total of $383,360,877 which national advertisers spent in 1939 in newspapers, magazines, farm journals and chain radio, according to a study issued July 29 by the research and promotion department of the Bureau of Advertising, American Newspaper Publishers Assn.

Expenditures in the other three mediums, the statement reveals, were: Newspapers, $151,861,453, or 40%; magazines, $136,010,073, or 36%; farm journals, $102,199,841, or 32.

Advertising expenditures are broken down into 23 classifications, of which the grocery field spent the largest sum, $91,062,010, or 23.7% of the entire national advertising expenditures of all types of businesses. The nine next largest classifications in the four media combined were: Automotive, $59,509,359; Stoves, $27,650,625; Beer, $23,880,731; Tobacco, $33,968,103; Medical, $26,561,289; Alcoholic beverages, $22,660,236; Housing equipment, $18,104,970; Transportation, $13,465,575; Wearing apparel, $10,653,740; industrial, $10,581,025.

Maximay Add

MAXIMAY Inc., Chicago (Tally Soap), is currently running a test campaign of twice-daily one-minute announcements on WOC, Decatur, Ill. The new media plan is part of a nationwide test program. Account will probably expand in the near future, according to publisher Robert H. Buck, Jr., Maxi-Stack-Goble Adv. Agency, Chicago.
Conscription Talk Risks Communists

Party Asks Station Time for Reply to Bill's Sponsors

CHARGING that supporters of the pending Burke-Wadsworth conscription bill have received broadcasting time on New York radio stations considerably out of proportion as compared with time given to opponents of the bill, the Communist Party of New York on Aug. 1 sent a letter to the directors of special events departments of all radio stations in Greater New York, requesting time for Israel Amter, chairman of the party, to express his views on the bill and to state why his party opposes it.

Reference to Code

Copies of the letter were sent to the FCC and the NAB, as well as to the presidents of MBS, CBS and NBC. In the letter, signed by Edward Morris, press representative for the party, it was stated that "the request for time is in conformity with the self-adopted code of the NAB, the principles of which call for the broadcasting of varying views on important issues."

In view of the fact that MBS has set up its American Forum of the Air on WOR, Newark, especially for controversial issues of this type", that network will probably not assign time outside of the forum hour for such a discussion, although it would not confirm or deny this view. Neither CBS nor NBC would "comment" on the Communist letter nor would officials state whether a formal reply would be made to the request.

NBC has had a similar decision to make recently in connection with the conscription bill following a speech in favor of it broadcast July 29 by Grenville Clark, chairman of the National Emergency Committee of the Military Camps Assn. Hearing the talk, a spokesman for New Masses requested NBC to give it free time to express its views on the matter. NBC, feeling that it had given both sides of the issue considerable time on its networks and that the New Masses was not a magazine expertly qualified to give opinions on the subject, turned down the request.

Infringement Suit

AN INFRINGEMENT of copyright suit has been filed in U. S. District Court at Los Angeles by Samuel J. Warshawsky against CBS, International Silver Co., Young & Rubicam and others. The voluminous complaint charges that in March, 1939, the defendants presented, without permission, on a CBS Silver Theatre broadcast, a sketch titled "For Us a Living", which the plaintiff alleges was plagiarized from his original story, "Our First Mrs. President". Warshawsky seeks an accounting and damages.

WWL to Disaster Scene

WWL, New Orleans, fulfilled its public service duties early in August by offering its facilities to aid storm-devastated areas in Louisiana, Mississippi, Florida and Texas. During the emergency the station broadcast bulletins, warnings and various special programs, including transistor Non-the-scene descriptions and interviews. Remote activities were handled by Jimmie William, WWL program manager, and Engineer Bob Lawton, who accompanied Rev. Percy A. Roy, S. J., president of Loyola U., to the disaster scene.

Gem Razor Test

AMERICAN SAFETY RAZOR Corp., Brooklyn, N. Y., on Aug. 6 started a month's test campaign for Gem Safety razors on WEEI, Boston, using daily spot announcements to promote a special offer at varied times between 6:59 a.m. and 11 p.m., in addition to evening temperature reports and Sunday news bulletins. Through its dealers, the company is offering a special package for 59c containing the new Gem clog-proof razor with five blades and a 50c tube of Barbasil, with "mystery shoppers" employed to purchase the packages and dollar awards for clerks selling them the offer. Federal Ad. Agency, New York, the agency in charge, stated that more packages should be added if the test proves successful.


Sauce on 27

LEA & PERRINS Inc., New York (Worcestershire sauce), on Sept. 29 will start a 26-week campaign of 100-word offers and chain breaks on Class A time in 27 markets. Schedule varies from two to six announcements weekly with majority being five and six weekly. Stations selected are WGST WBAL, WZB WBEN WGN WSAI WTKX, WXYZ KRLD KLZ KTRI WFBA WXJX KMBC KKH WAVET WREC WSMB KOMA KOIL KALE WIOD KXSA KFRC KGOL. One station in Philadelphia is yet to be chosen. Schwimmer & Scott, Chicago, handles the account.

Johnson Expands Net

S. C. JOHNSON & Co., Racine, Wis., on Oct. 1 will resume its Fisbee McGee & Mollie series on 84 NBC-Red stations. It is expected that Johnson's auto polish, Carnu, will be promoted in the campaign. Needham, Louis & Brody, Chicago, handles the account.

Fall and Winter reservations now at JOHN BLAIR & CO. offices

A-L-L A-B-O-A-R-D

for the

RICH GREAT PLAINS AREA

(6 states and 2 provinces)

A-L-L A-B-O-A-R-D

for a successful campaign

using 550 Kc. (the far-reaching frequency)

MEYER BROADCASTING COMPANY

BISMARCK, N. DAK.

5000 watts day • 1000 watts night • NBC affiliate

Broadcast Advertising
August 15, 1940 • Page 77
WE ARE NOT ALONE
Newspaper Columnist Scans Intricate Broadcast
Application Forms and Finds Inspiration—

Strong and loud have been the outcries of broadcasters against broadcast application form 301 and FM application form 319 recently issued by the FCC, prepping as they do the innermost circles of broadcasters and prospective broadcasters, but it is nay one of the FCC’s latest manifestations of the rampant bureaucracy that discourages rather than encourages FM development. It is reprinted from the Washington Post.

IF YOU want to ask the Government for a license to operate a broadcast station, and if your wife has ever been picked up by a cop for letting her dog run loose in Central Park, you’d better be prepared to tell the FCC all about your resultant police record when you file your 41-page application.

This is true, of course, only if she has a financial interest in the potential radio station. Question 12-E on page 19 of the questionnaire asks: “Has any other suit or proceeding of any character ever been brought against your applicant or anyone identified in 12-C above?”

The Pekinese Case
High-priced lawyers have construed this question to include not only a matrimonial or divorce proceeding that might be hailed into police court, such as parking near a fire plug, speeding or driving while disqualified, but also any financial interest in another corporation or partnership of which an applicant is a member.

The case of the unmuzzled Pekinese dog actually popped up recently when a famed organization of women who operate a radio station on the new frequency modulation wave length. The wife of its head man owned a small bank, and his lawyers found her till with the cop germane to the application.

For example, one applicant’s lawyer told them that he would not only have to describe in detail the divorce suit once filed against him by his first wife, but also to attach a copy of the divorce decree, together with a complete record of the status of all his alimony payments.

sort appearing in these application forms, applicants are unable to supply intelligent answers regardless of the amount of effort they devote to the preparation of these forms. “We respectively suggest that the Commission designate appropriate personnel from its staff to confer with representatives of the broadcasting industry in an effort to refine these forms while retaining their efficacy. Informal conferences on similar matters in the past have produced results that were mutually satisfactory and of definite benefit to the broadcasting business. It is our belief that such procedure would be equally advantageous in respect of these forms.”

Alas, he had forgotten the names of the lawyers who represented him and his wife in the amicable divorce proceedings, and didn’t know where he could put his hands on a copy of the decree. While he ran it down the application must hang fire.

Other questions require a detailed showing of the amount and source of all “yearly income for each of the past four years” by every potential owner or partner or financial interest associated in the potential enterprise.

The answer may require a juggling of such data for 60 or 100 persons.

How About Aunt Emma?
Other questions ask the original source of funds invested in the general corporation from which the radio station was purchased, or its legacy or the money from the sale of the old homestead?; data about the kinds of programs to be broadcast if the license is granted, and data on the personnel of the radio station, when it is established.

It’s a large company affiliated with other companies, so that it is almost impossible to answer at the time of application. How does an applicant know how many sustain- able programs he can afford to run as he wishes he knew. The questionnaire appears to have been concocted by a genius with a high sense of responsibility, who wasn’t overlooking any bets. But he may have overreached just a mite.

These days there’s a parade of fierce-eyed, strong-chinned, destin- y-minded men walking through the offices of the FCC, seeking FM rai- dio licenses. When they encounter the 41-page questionnaire, their Essential message rises to a dangerous pitch.

One bronzed Texan saw red when hearing the question about three months just to fill out the questionnaire and attach the re- quired exhibits.

“Why,” he thundered, “I’d have to confess every romantic and busi- ness indiscretion I ever committed.”

“Tell me how to do it,” he added.

And Blank Spaces
There are blank spaces in the questionnaire. A cursory glance might give the impression that just to fill in these blanks would be enough. But closer study makes it clear that the data requested would fill in the blanks and necessi-

The Pekinese dog actually popped up recently when a famed organization of women who operate a radio station on the new frequency modulation wave length. The wife of its head man owned a small bank, and his lawyers found her till with the cop germane to the application.

FM Receiver Lines
In Line with the opening of new FM stations in the late fall and early winter months prior to Jan. 1, 1941, the following receiver manufacturers have announced that they will place their models on sale during October and November: Zenith, General Electric Co., Emerson, Pilot, National, Stewart-Warner, Farnsworth, Ferris-Eisemann, Scott, and Philhar- monic.

WTMJ, Milwaukee, which has ap- pplied to the FCC for a 50,000-watt FM station, plans to build it with its transmitter some 20 miles northeast of Milwaukee. Its present FM station WNOX continues operations until the new application is acted upon and the station installed. This was announced by WNOX on Jan. 1, 1941. As has been the case with WIXAO, the new FM station will offer a program service entirely separate from that being aired by WTMJ.
HAD TO RE-ADJUST FINAL AMPLIFIER COUPLING CIRCUITS BECAUSE OF LAPP CONDENSER'S LOW LOSS

writes L. W. STINSON, KVOO

The two continuously variable 1000 mmf Lapp gas-filled condensers were originally ordered as a part of a plan to change over our 50-kilowatt transmitter to a modern high-efficiency type of circuit. Plans did not call for an immediate changeover, so they were installed in the regular circuit to replace the solid di-electric condensers in use. For this temporary installation the variable capacitance feature was used only to adjust the unit to a fixed value with a radio frequency bridge; minor changes were made in the neutralizing circuits and the Lapp units inserted in the same position as the old bank of twelve mica capacitors.

"We had not anticipated that the increase of efficiency due to the gas-filled units would necessitate re-adjustment of the final amplifier coupling circuits but such was the case, as the increased impedence presented to the tube anodes raised the efficiency above optimum linear amplifier operating conditions. This, of course, is a testimonial to the Lapp claim of 'low loss' features, and permitted us to transfer just that much more power to the antenna and to discard the air blower which had been found necessary to hold the temperature rise of the mica units to a safe value. As best we can determine, the gas-filled units operate at the ambient temperature.

"Our condensers, received in February, 1939, were filled to 200 pounds nitrogen shortly after arrival. Since then they have required absolutely no service of any kind."

Descriptive literature and list of 54 models in three voltage ratings available on request.

— CBS School Tieup

A BULLETIN that integrates the CBS School of the Air programs with the course of study in Missouri's elementary schools has been prepared for use in the 1940-41 academic year and approved by Lloyd W. King, superintendent of public schools. Details of the bulletin, which will be sent to all school teachers in the State, were worked out by Raymond F. Kregei, Missouri speech and radio supervisor, with the cooperation of Kenneth L. Bloom, educational director of KMBC, Kansas City, and Harriet V. Edwards, educational broadcasts director of KMOX, St. Louis.

Jess to Scattergood
CHANGE in name is sought by Jess Pugh, for 3½ years the portrait of Scattergood Baines on CBS. On Aug. 3 he filed a formal petition in Rushville, Ind., to have his legal name changed to Scattergood Baines, of course. He claims everybody calls him Scattergood anyhow, so that the original nomenclature is useless.

JAMES acquired BROADCASTING signed HENRY KAISER Nampa, Ida., joined the engineering staff of a girl born WIBG, GEORGE HOOPER, named chief engineer KORE, PAUL WALDEN, CARL father of F. succeeds superintendent of the engineering staff of WBZA. L. W. McDOWELL, chief engineer of KFOX. Long Beach, has christened his new Ellen cabin cruiser, Vera Lee II.

GAETANO M. CUBELLI, Hollywood sound effects engineer, in late July received final American citizenship papers.

DON SMITH, formerly engineer of KERN, Bakersfield, Cal., has joined KSRO, Santa Rosa, Cal., in a similar capacity. He succeeds Fred Edfors who resigned to join the technical staff of KGDM, Stockton.

FRANK MERRIFIELD of the CKLW, Windsor, engineering staff, is recuperating from an appendectomy.

L. W. McDowell, chief engineer of KFOX, Long Beach, has christened his new Ellen cabin cruiser, Vera Lee II.
Television Sponsorship Similar to Sound Radio Foreseen in Lohr Book

TELEVISION is discussed as an art, a science, a business and a social force by Lenox E. Lohr, recently resigned president of NBC, in Television Broadcasting [McGraw-Hill Book Co., New York: $3]. By easy steps he leads the reader from a wide view of television in general to closeups of the television system and its operations: programming—studio, motion picture and outdoor pickup; television's economic, legal and technical aspects, and such future problems as network television and sponsored visual broadcasts.

Eventually, Mr. Lohr believes, television will be supported by advertising as sound radio is today. But he stresses the statement that "this state of affairs cannot be established overnight. In developing television in America, the broadcasters must operate for several years at least with considerable losses... Profitable television, he continues, must wait on mass circulation, which in turn will depend on technical and program excellence and public acceptance.

Public expectation that television will be "born in full bloom," with the elaborate production methods of moving pictures and the precision of sound broadcasting... involves a programming expense many times higher than any income possibilities, but anything less postpones further the day of a public acceptance sufficient to warrant the buying of time on the part of advertisers.

"One thing is certain," the author warns: "If the broadcasters do not give the viewers what he wants, then they will have failed. And if they fail, then some agency other than the broadcasters will take over the development of the new art. In any case, television is inevitable."

Students in Final Stage Of Scholarship Contest

ELEVEN June high school graduates are spending August in New York and Camden on the last lap of the RCA Opportunity Scholarship competition. The final winner will be awarded a $4,000 tuition and maintenance scholarship in a leading engineering college, while the remaining 10 finalists each will receive $100. During their stay in the group is studying the laboratory and engineering facilities of RCA sponsors of the competition, and its subsidiaries—NBC, RCA Victor and RCA Communications.


Video Superiority Claimed in Study

THAT TELEVISION is far more effective than the ordinary radio in putting over a difficult sales message, is the conclusion of Samuel E. Gill, research specialist in New York, who conducted a survey in July on the relative effectiveness of the two media in acquainting listeners with the Esso products of the Standard Oil Co. of New Jersey.

Canvassers made personal calls on 242 homes, eliminated all but 100 as unrepresentative and had left to two nearly homogeneous groups, each of 50 families, all of which owned cars. The essential difference was that one group owned television sets and the other did not.

In answering detailed questions that took up point-by-point the substance of the commercials of the Esso broadcasts over both media, the responses showed the television set owners to be many times better-informed than the non-owners, Mr. Gill reports. Lumping the replies, he was able to draw a general conclusion as to familiarity, Mr. Gill found that while 3.3% of the non-owners knew the names and uses of the Esso company's products, a figure of 21.1% of the set owners knew them.

Strong evidence that television can demonstrate a difficult point was found when more than three-quarters of the television owners had seen demonstrated the difference in explosions between a rich and a lean mixture, while only 29% of the non-owners had seen such a demonstration. Of 76% of the television owners who had 50, 49% had seen it on their own sets, 26% elsewhere.

Evidence that television can explain technical matters understandably was seen in answers to Mr. Gill's technical question "how does a car lose gasoline through evaporation?"? Only 4% of the non-owners could correctly answer that the loss occurs through the vent in the gas cap and through the car's filter, while as many as 42% of the television owners gave the right answer.

The survey, however, was not a complete success for television promoters. While 9% of the television set owners believed that Esso does most to sell the average motorist, only the slightly lower figure of 7% of the non-owners also believed in Esso, and 39% and 32% respectively had no opinion. In current use of Esso gasoline, the television group is only a shade higher, 54% to 44%, and this showing is vitiated by the final tabulation in the report which points out that the television set owners preferred Esso even before its television programs were on the air.

141 radio stations from coast to coast now using

TEL-PIC WINDOW DISPLAYS

with its daily mailed picture service

TEL-PIC SYNDICATE, Inc.
1060 BROADWAY, NEW YORK

P.S. Our new reciprocal plan is without cost to station.
Senate Investigation Goes Far Afield

Brown Hearing Develops Into Resurrection Of Trust Case

Following is a running story of the Senate investigation into RCA activities, resulting during Senate Interstate Commerce Committee's hearings on the FCC, for its own self-respect, should have looked into this matter.

Senator Tobey, harking back to 1932, when it was proposed to investigate the FCC, observed that the resolution was beaten in committee because the Rules Committee was faced with heavy lobbying by outside interests and that finally it was dropped for the quid pro quo that the FCC itself would investigate matters like broadcast monopolies. Senator White (R-Me.) corroborated this view, pointing out that in other instances of a move to investigate radio or the FCC, as much more opposition developed from the outside as from the FCC itself. To Mr. Tobey said, "Somebody heard the voice from above".

Getting back to the RCA case, Senator Tobey said that in his invitation the previous day to NBC or RCA, an RCA representative visited him at his office, indicated that he was not interested in the invitation but would not appear to testify. Mr. Tobey made it clear that he wanted RCA to appear and that he wanted them to be represented not by an "underling" but by Mr. Sarnoff himself. He asked that Mr. Sarnoff be summoned to appear, following a motion to that effect by Senator LaFollette, and Chairman Wheeler indicated that the R.C.A. president would be informed of the wish of the committee, although it was felt that Mr. Sarnoff would be best able to come voluntarily rather than under subpoena.

Sarnoff Statement

Mr. Sarnoff, accompanied by Col. Manton Davis, RCA vice-president and general counsel, and Edward Tobey, also a vice-president, were on hand as the hearing resumed the morning of Aug. 6. Senator Tobey, calling Mr. Sarnoff to the stand, outlined the basis of his examination. He said the question before the committee was Col. Brown's fitness to be a member of the Senate and whether he was connected with or tied into these charges against RCA.

At the outset, Mr. Sarnoff explained his desire to make a preliminary statement of "straight record", stating that he appreciated the opportunity to apprise his own voice and briefly recounting events surrounding the 1932 anti-trust action. Mr. Tobey indicated he would prefer that Mr. Sarnoff merely answer his questions rather than make any kind of preliminary statement, but Mr. Sarnoff was allowed to continue with his informal presentation at the instance of other committee members.

Mr. Sarnoff related that the anti-trust suit in January, 1930, was entered by the Government against RCA and other corporations, among them General Electric and Westinghouse, and grew out of contracts covering patent pool agreements. Proceeding ten years. He pointed out that by September, 1932, with no trial set by that time, "we had arrived at an agreement in principle" among the various companies concerned and to the satisfaction of the Justice Department. About that time, he continued, the hearings before the Senate for .Oct. 10, and the defendants sought a 30-day continuance. A continuance to Nov. 5 finally was granted. As recently as Nov. 16, he stated. During this period a consent decree was promulgated, approved and issued, he stated, adding that not until six years later was the final formal report. MacFarlane's statement to the Rules Committee and in the Congressional Record, was there any recurrence of discussion on the allegations.

Makes Flat Denial

Asked point-blank by Senator Tobey what payments to Government officials or employees have been made by RCA since Jan. 1, 1932, Mr. Sarnoff answered that RCA had made no such payments.

CBS-Paramount Stock Deal Inquiry Concluded...

As the July 31 session opened, Sen. Neely (D-Va.) voiced what appeared to be the sentiment of most of the committee members, as expressed in their in-and-out attendance at the extended hearing, when he declared he was in favor of voting immediately and "get this foolishness over with". Sen. Neely pointed to the extended hearing which was not extended to the temporary absence of Chairman Wheeler.

Sen. Tobey, handling the bulk of questions, at the opening of the entire proceeding, recalled Ralph F. Colini, CBS general counsel, and reviewed points of conflict between the CBS executive's testimony and statements in the Network-Monopoly Report offered by the special FCC committee holding the 1938-39 inquiry (BROADCASTING, July 15).

Mr. Colini reaffirmed that although William S. Paley, CBS president, had made about a million dollars from the sale of the Paramount and Brown Bros. Harriman & Co. transactions, the statement in the Network-Monopoly Committee's findings and conclusion that this money had been made from the Paramount transaction alone was "untrue". He stated that the Paramount-CBS deal was not "big business" facilitated in 1932 and carried through in 1932", emphasizing that repurchase of the CBS stock turnover to Paramount in the situation of the company or for individuals participating in the transaction. He explained that the original 1929 agreement between Paramount and the CBS participants had been modified by mutual agreement in 1932 when Paramount indicated its "unwillingness or inability" to carry out its 1929 contract obligations. The statement that six CBS directors were the only persons benefitting from the transaction and that its subsequent developments was "totally incorrect", he declared, commenting that although the directors themselves might not have benefited, other stockholders of CBS, and not as directors.

The "large profits" cited in the discussion resulted after participants, including President Paley and others, had bought stock in a company losing money in 1929 and then sold it in 1932 when CBS was making money, Mr. Colini explained, adding that the sale price of $82.21 per share to Brown Bros., Harriman & Co., would be the "original purpose of the Paramount's purchase of CBS share".

Priced by Negotiation

Responding to a query by Senator Tobey, whether the real function of the repurchase of CBS stock from Paramount was to set a market price for stock for Brown Bros., Harriman sale, Mr. Colini explained that the sale price in the latter transaction had been arrived at through negotiation, with the situation of the banking firm in full knowledge of the Paramount transaction. He said it would be foolish to think a banking firm such as the purchaser could be led to pay any price for any stock if that price were not warranted on the market.

The examination of Mr. Colin was interrupted at this point by Senator Neely, who asked unanimous consent that a vote be taken in the committee on the Brown Bros. sale. The motion was lost. The motion was left hanging in the air when Senator Tobey commented he was willing that a vote be taken by them, or to decide on other matters in the proceeding could be covered.

Seeks List of Fees

Resuming the examination, Mr. Tobey requested that Mr. Colin supply the committee with an account of all fees received during the 1929-32 period from CBS, Mr. Paley, or Paramount, if any. Mr. Colin agreed to supply such information and explained that he was not retained as a Paramount counsel until several months after the CBS-Paramount transaction, and then in connection with the Paramount receivership.

From this Senator Tobey went into various aspects of CBS-Paramount's financial arrangements and particularly the Paramount receivership and reorganization. Mr. Colini explained that aside from the 1929-32 transaction, CBS had no financial relationships with Paramount.

Presiding again as the afternoon (Continued on page 86)
no such payments and denied any such allegation. Senator Tohey followed by asking, "Then why has David Sarnoff waited for two years to come down here and refute these charges?"

Mr. Sarnoff replied that, aside from the fact that no names were mentioned in the MacFarlane statement, RCA had had no opportunity to appear before any committee, as present, to straighten out that matter. However, shortly after this statement was made in 1938, Frank W. Wozencraft, RCA counsel, met with Rep. MacFarlane and offered to furnish the facts, names and details concerned in the questioned proceeding, Mr. Sarnoff said. He added that at the time Mr. MacFarlane had said he would let RCA know if he wanted to use the professed material, but subsequently did nothing but repeat the charges.

Continuing, Mr. Sarnoff said "this red herring" was dragged out when an FCC investigation was being considered, and RCA did not feel it should enter the controversy. The Brown hearing afforded the first opportunity for an RCA appearance to discuss the matter, he said.

Asked by Senator Tohey if he knew whom Rep. MacFarlane had in mind when he stated that two Senators and a Federal Court clerk had been offered "bribes" by RCA, Mr. Sarnoff said he believed he knew, but that "it is up to you whether he should mention the names at the hearing. Told to go ahead by Mr. Tohey, the RCA chief listed the names of former Senators Hastings (R-Del.) and Moses (R-N.H.) and H. C. Mahaffy Jr., clerk of the Federal District court in Delaware, as the ones apparently meant by Rep. MacFarlane.

Reviewing their connection with RCA matters, Mr. Sarnoff explained that late in 1932, when there was more than a possibility that no continuance would be granted in the "radio trust" trial, counsel for the radio group felt that the company's case should be stated to the Senator Moses as "an elder statesman" in the interest of untangling the legal snarl which was threatening certain operations of the companies concerned, national as well as international. It was decided that a continuance of the case and a consent decree would work to solve the trouble, Mr. Sarnoff explained.

Merely Asked Advice

After Mr. Sarnoff had related the circumstances under which he and certain legal counsel concerned with the case had met with Senator Moses in Concord, N. H., declaring that nothing but "advice" was asked at the time, Mr. Tohey started a line of questioning designed to bring out Mr. Sarnoff's knowledge of Senator Moses' subsequent activity. Mr. Sarnoff stated that he did not see Senator Moses again until several months later, when he was no longer a member of the U. S. Senate.

Continuing, he said there never had been any discussion or offer of payment of any sum of money to Mr. Moses during the time he was a Senator, although subsequently Mr. Moses conducted a study of the Balkan countries for RCA, receiving $400 for these services after he had sent a bill to RCA. Later Mr. Moses received a second $400 for additional services to the company, Mr. Sarnoff added.

Asked to whom RCA paid money for services in Washington, Mr. Sarnoff told Chairman Wheeler that only people receiving money are on the RCA staff and that, although advice is sought on occasion from certain other persons in Washington, RCA does not engage in "lobbying."

Offers Statements

Senator Tohey asked Mr. Sarnoff if he ever had received any threat from one E. O. Keller "to expose the whole case" unless he was paid a substantial sum of money. Mr. Sarnoff replied that, although he himself had no knowledge of such a threat, it may have come to Robert D. O'Callaghan, an ACC attorney, whom he understood at the time "was having no end of trouble" from Mr. Keller and an associate. Reviewing the sums of money paid by RCA to various people, Mr. Sarnoff said that Roger Whiteford, Washington counsel in the radio case, had received some $13,000 and had paid about $7,500 to Senator Hastings' law firm, which had been retained to help secure a continuance of the trial. He also said he understood Mr. O'Callaghan finally had given Mr. Keller $4,000, for which he received a receipt in "full satisfaction of services rendered."

Pointing out that the persons concerned are still alive, Mr. Sarnoff offered to furnish for the record statements filed with Col. Davis by all these parties at the time of the MacFarlane charges, relating their actions in the anti-trust proceeding. Chairman Wheeler observed at this point, "Sarnoff, it seems to me in your position you should have learned that when you have a case in court, you should keep away from Washington shake-down artists and lobbyists." Mr. Sarnoff agreed that it was sound advice and reiterated that RCA had not participated in lobbying activities.

The examination of Mr. Sarnoff was interrupted by Senator Tohey when he indicated a desire to call Mr. Keller and Mr. O'Callaghan to the stand to testify. When neither was present, he resumed his examination after making clear they both would be called. Mr. Tohey asked Mr. Sarnoff how it happened that Oswald Schuetze, who had made a reputation from as far back as 1927 for attacking RCA and the "radio trust," had enjoyed a "change of face" and had been employed for several years by RCA.

Mr. Sarnoff explained it as a "simple matter," observing that Mr. Schuetze did a good job in opposing them, so RCA hired him just as any corporation might go out and hire a good opposition lawyer. He pointed out also that after the consent decree the RCA setup conformed to the previous urgings of Mr. Schuetze so he did not necessarily undergo any "change of face."

Mr. Schuetze receives an annual salary of $20,000 and certain expenses, Mr. Sarnoff added, adding that he was considered a valuable RCA employe.

Davis Testifies

Senator Tohey cited the case of J. Austin Smith and asked if his situation resembled that of Mr. Schuetze. He pointed out that Mr. Smith several years ago had made certain charges which, if true, pointed to a defrauding of stockholders by RCA. Mr. Sarnoff asked that Col. Davis be called to testify on the matter of Mr. Smith's employment by RCA.

Col. Davis explained that some years back Powers Cinephone Corp., whose president, P. A. Powers, was an RCA minority stockholder, hired his Smith firm to examine the financial records of RCA and "make a hostile report." At this statement, Chairman Wheeler observed that he
could not see why RCA should hire an apparently "dishonest" person. Col. Davis explained that RCA had hired the Smith firm on several occasions to handle delicate legal jobs. This had been done at Mr. Powers' request to "get him off my neck", Col. Davis declared. He then read into the subsequent statement by Mr. Smith, indicating that "most of the observations" in the study made for Powers Cinemophone Corp. appeared to be unfounded in the light of additional information subsequently coming to him.

Going into the pertinency of these matters, Chairman Wheeler observed to Col. Davis that, although all this happened "way back in 1932", charges have been made, and the FCC and Col. Brown, in fairness to RCA and themselves, should have looked into the matter and determined whether or not this was a monopolistic condition.

Senator White, alluding briefly to previous attempts to launch a Congressional "study" of broadcasting, declared it was "a grave error" that Congress did not make a study and lay down some principles to guide the FCC. After requesting that Mr. Keller and Mr. O'Callaghan be subpoenaed to appear before the committee Aug. 7, Senator Tobey read into the record an affidavit signed by Mr. Keller, outlining his activities and experiences in connection with the radio-trust case.

Call It 'Fairy Tale'

Apart from tracing the action of RCA officials and counsel, the Keller statement declared that Mr. Sarnoff had authorized payment of $5,000 each to Senators Hastings and Moses, that Mr. Mahaffy was to receive $25,000 for his aid in securing a continuance and finally received $15,000, and that Mr. Sarnoff, pointing to his close personal friendship with President Roosevelt, had stated at the time that if prosecution of the case could be forestalled until a change in Administration, there would be "nothing to fear!"

Asked to comment, Mr. Sarnoff termed the affidavit "a good fairy tale" and entered a general denial to all the allegations not founded upon the facts as related in his testimony to the committee.

As the session closed, Chairman Wheeler said subpoenas would be issued for Mr. O'Callaghan and Mr. Keller as well as Roger Whiteford. He declared that if Mr. Keller's statements, as set forth in the affidavit, were untrue, "he ought to be prosecuted". Observing that it was not generally allowed in hearings before the Interstate Commerce Committee, Chairman Wheeler indicated that RCA could cross-examine subsequent witnesses.

Public Interest

In addition to Mr. Sarnoff and Col. Davis, RCA was represented at the long Aug. 7 session by former Judge Joseph M. Proskauer, RCA counsel in minority stockholder proceedings. It was pointed out that Judge Proskauer would handle cross-examination of witnesses for RCA.

Recalling Mr. Sarnoff to the stand, Senator Tobey asked if he did not deem it "unethical" to seek a continuance of any legal case anywhere but in the court itself. Mr. Sarnoff replied that he saw "no impropriety" in seeking advice on such a matter of "large public interest", referring to his interview with former Senator Moses. At this, Chairman Wheeler declared, "That is a very unusual procedure, to say the least. Whatever lawyer gave you that advice [to see Senator Moses] gave you very poor counsel. I don't think you can justify it on ethical grounds."

Pressing further on the Sarnoff-Moses conversation, Senator Tobey asked Mr. Sarnoff for a "replica" of his 15-minute explanation of the "very complicated case" of 1932. He pointed out that if the case were as complicated as Mr. Sarnoff had indicated, he did not see how he could place it before Mr. Moses in so short a time.

Mr. Sarnoff replied that he was willing to attempt to give a "replica" of the eight-year-old conversation if he were given 15 or 20 minutes without interruption. Proceeding with his statement, the RCA head said that back in 1932 the "life or death of RCA was concerned", a matter which touched 89,000 independent stockholders and had national as well as international complications. In the light of the various agreements previously made between RCA, General Electric, Westinghouse and AT&T, the question at that time was whether RCA would be allowed to proceed as an independent entity or whether the other companies would "take a walk" and leave RCA high and dry. He pointed out that at the time he personally faced probably the greatest problem of any business man unsound in commerce, being that after 2½ years of bicker-
for others in the industry. Pursuing
the lobby question, Senator Tobey
read a portion from a speech alleg-
edly made some time ago by Commis-
sioner George H. Payne before a
Washington radio school. In the
speech Commissioner Payne named
Mr. Sarnoff and charged that great
pressure was exercised on the Gov-
ernment and on the FCC by a "ra-
dio lobby." Along the same line, Mr.
Tobey quoted from remarks indicat-
ing similar observations by former
Rep. O'Connor (D-N.Y.), Rep. Con-
ner (D-Mass.) and Rep. Warren
(D-Mass.), dating from the time the
1938 investigation resolution was
sidetracked by the House Rules
Committee. The Connery statement
depicts that Mr. Sarnoff had sent
Edward Bernays to Washington to
oppose the investigation.

Will See It Through
Answering the charges made in
these statements, Mr. Sarnoff said
that so far as Commissioner Payne
was concerned, he certainly has not
always been in agreement with Mr.
Payne's views, but he has not op-
posed them by resorting to lobbying
tactics. He pointed out that on oc-
casion he has issuing statements tak-
ing issue with certain declarations
by the FCC or its members. He
conceded there is conflict with the
FCC, but only by regular employees
of RCA. "I don't know what all this
is about the corridors in Congress
being full of lobbyists. We are not
there," he declared.

Asked if he had discussed the
1938 resolution with President
Roosevelt, Mr. Sarnoff said he had
not but that he may have discussed
it with Tom Corcoran, prominent
Heads Wincharger
COMDR. E. F. McDO NALD Jr.,
President of the Zenith Radio Corp.,
Chicago, on Aug. 3 announced ap-
pointment of Robert F. Weinig
as vice-president
and general man-
ger of its sub-
Mr. Weinig, who
had been in charge
of farm radio
sales for Zenith,
has had broad ex-
perience as a
manufacturer,
distributor and sales executive. W.
W. Watts, who formerly held this
position is returning to the East
to enter business.

New Dealer. He also stated, under
questioning by Mr. Tobey, that at
the time of Chairman Flynn's appoint-
ment to the FCC, Mr. Corcoran had
visited with him and had spoken of
Flynn in laudatory terms. He
also said he was not concerned
in the present
case will
be
settled
and
charges
will
be
brought
out and
set-

litigation

Worries

Senator Tobey produced a photo-
static copy of a bill of complaint
entered in a recent stockholder
suit case against RCA, alleging sub-
stan-
tially the same "bribe" payments
as
charged by Mr. Keller in his affi-
davit. When he inquired how the
same figures could have arisen in
two separate places, he was an-
swered by Judge Proskauer that
perhaps they came "from the same
source." Judge Proskauer contin-
ued, "I can assure you that this
case will be litigated and that all
charges will be brought out and set-
tled in a court of law."

Col. Davis, responding to the re-
quest of Senator Tobey for a list
of stockholder suits filed and dis-
solved of since the 1932 consent
decree, explained that two had been
settled and that several others are
now pending. Asked why, if RCA
knew its record to be clean, it did
not prosecute rather than settle
cases out of court, Col. Davis an-
swered, "Our people read a bal-
ance sheet." He added, "You cannot
settle with a blackmailer,"
when asked by Mr. Tobey why RCA
doesn't just say in these suits,
"Come on, damn you, and let's set-
tle these charges once and for all."

At one time, as Mr. Tobey
wrote reading excerpts from several
statements in his hands, Col. Davis
remarked, "You spring on us the
statements of God knows whom and
ask us to tell whether they are true
or false." To this Senator Tobey
pointed out that RCA's policy dur-
ing the last eight years apparently
has not been to go to court and
thrust the charges but to settle
out of court instead. He added also
that RCA at this hearing had ob-
served more than one pending case
and now pending, these charges
could not be dealt with conclusively
on grounds that RCA's defense in the
pending cases would be divulged.
Col. Davis answered that RCA had
taken this position only because it
did not know what questions it
would be called upon to answer in
the cases concerned.

Directors and Control

Drawn into a discussion of inter-
locking directorates, Col. Davis ex-
plained that the present 12 RCA di-
rectors are independent and that
this condition has prevailed since
the 1932 consent decree. At that
time, he said, of the 18 members
of the board of directors, 11 were
independent and seven were co-di-
rectors in GE and Westinghouse.
He emphasized that the indepen-
dent majority at that time had ap-
proved the agreements growing out
of the consent decree.

In a discussion of the price re-
lationships between the cross-
licensing parties concerned in the
RCA setup, Col. Davis explained
that prices are arrived at by nego-
tiation and not just set and that
they do not run too high to best
serve the interests of stockholders.
As it became evident that a detailed
examination of RCA affairs was in
progress, Chairman Wheeler ob-

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served that although the committee could not go into the full detail of these matters now, Col. Brown and the committee of which he was a member were derelict in their duty in not going into the situation.

White Urges Vote
The possibility of a Senate investigation of broadcasting or the FCC cropped up again as Senator White interrupted, "I think we've gone far beyond the proper scope of the question at hand. I vote to terminate these hearings and vote on Col. Brown's qualifications. But I would look with approval on a complete search of the operations of RCA, as well as other FCC licensees."

Concluding his questioning of Mr. Sarnoff, Mr. Moses asked Mr. Tobey, who is often referred to as O'Callaghan, until June 1 assistant general counsel of RCA and identified with the 1932 anti-trust action. Upon taking the stand, Mr. O'Callaghan stated that he refused to answer any questions, claiming privilege. Although Judge Proskauer was not to waive the privilege on behalf of RCA, Mr. O'Callaghan maintained, "I must refuse to answer any and all questions on grounds that might degrade or incriminate me."

This tack appeared to startle most of the committee members, some of whom questioned the application of the privilege. However, Chairman Wheeler, referring to the Keller affidavit, began questioning Mr. O'Callaghan about certain allegations concerning him. Mr. O'Callaghan answered in general terms, although he confessed no recollection of specific details.

The conversation between Mr. Sarnoff and Senator Moses was merely a broad discussion of the whole 1932 situation, Mr. O'Callaghan said, and no question of employment was made at the time. Over a period of about a year he said he had paid Mr. Keller about $2,000 for services as "contact man." He explained that Mr. Whiteford had been brought into the case as a "highly recommended" lawyer from Louisville in the event of supplying a "new face and personality" in the proceeding. He said Mr. Whiteford had been employed on Mr. Sarnoff's request in connection, about a week before Mr. Sarnoff's meeting with Mr. Moses in Concord. Mr. O'Callaghan stated that since June he has not been in private practice but was retained by RCA as an expert in patent licensing agreements, at a salary of $19,000 per year.

Payments to Brokers
Questioned about attempted blackmail, Mr. O'Callaghan stated that Levin Handy and Whylard Shaffer had "made some demands" on him, and that each had finally been paid about $1,250. Both were real estate brokers in the Washington real estate brokers, he explained, and they were paid only for their "nuisance value" and to get their general release from whatever threat they were making. When his testimony appeared to indicate that Mr. Handy and Mr. Shaffer had been merely for introducing Mr. Whiteford to the RCA case, and thus becoming "lawyers' brokers" instead of just real estate brokers, Senator Wheeler marked, "Don't you think that sounds pretty fishy, O'Callaghan? You don't expect anyone to believe that sort of bunk."

Mr. O'Callaghan maintained that aside from payments made to these parties the only RCA check he had handled was one with the sum of $5,000 given to Mr. Whiteford for his legal services.

Judge Proskauer briefly cross-examined Mr. O'Callaghan, following a colloquy among committee members on his right to do so. His cross-examination established RCA's willingness to have Mr. O'Callaghan testify, regardless of his claim of privilege. Proskauer also read into the record a 1938 memorandum from Mr. O'Callaghan, outlining the whole 1932 situation and corollary events.

Referring to a number of points in the testimony, Senator Reed (R-Kan.) declared, "The record indicates indiscretions bordering on corruption." This remark provoked Col. Davis to his feet with the statement, "I resent and deny that."

Answering a question by Senator Tobey, Mr. O'Callaghan stated Senator Hastings' firm had been retained a week or 10 days before the continuance was granted in 1932 and that the firm was paid $7,500 for services.

As the Aug. 7 session concluded, Senator Tobey moved that subpoenas be issued for Mr. Handy, Mr. Shaffer and Percy H. Keller, a brother of E. O. Keller. It was also unanimously consented to set aside the vote originally set for Aug. 7 on Col. Brown's nomination until the hearing could be concluded.

"Hungry" for a Fee
Further fireworks developed during a six-hour session Aug. 8. With Senator Wheeler handling the bulk of the questioning, various "outside" witnesses were called to the stand. First was Whylard Shaffer, Washington real estate broker. Reviewing the succession of events, Mr. Shaffer said he had been introduced to Mr. O'Callaghan by E. O. Keller during a New York visit on real estate matters.

In conversation with Mr. O'Callaghan, he said the RCA attorney stated that a continuance would be worth $50,000 to whoever could secure it. He observed that since "things were bad for the real estate men in 1932" he was "kinda hungry" for a fee of this sort. He testified that all he did in the case was to contact Mr. Whiteford through Mr. Handy. He denied that any threats were made to Mr. O'Callaghan, although he, along with Mr. Handy and Percy Keller, felt that "we were the little fellows being pushed out."

Denying any attempt to blackmail, Mr. Whiteford had read the blackmail statute to them, he said the three of them had received $3,000 through Mr. Whiteford's "holy recommendation" at various points in the hearing. Mr. O'Callaghan had completed his testimony by observing that this was only one of the expenses for which they sought some return. Upon receiving the $3,000, a release was given to Mr. O'Callaghan, he stated. He added that he never got any check from RCA or Mr. O'Callaghan directly.

Amplifying the reasons for his claim against RCA, Mr. Shaffer explained how real estate brokers often split commissions after making introductions leading to a successful sale. Although he said he could not remember how much he and his associates originally had offered for their services, he said O'Callaghan had offered $1,000 or $1,500 "off the real" during conversations with them in Washington some time after the consent decree had been issued. Senator Keller had asked him bluntly, "Didn't you threaten, 'Come across or we'll expose the whole damn thing'?" Mr. Shaffer replied "No, sir." As Mr. Shaffer left the stand, Chairman Wheeler observed, "Your memory will be refreshed on a lot of things before we're through with you."

Keller Testifies
Mr. Shaffer was followed in the witness chair by E. O. Keller, who said he also was in the real estate business and had owned and managed Washington property for many years. As Mr. Keller began his testimony, Senator Tobey objected to Mr. Sarnoff taking a position facing the witness, observing that he had seen evidence of "signs of corruption."

Keller stated he had made affidavits on two separate occasions, one for Rep. MacFarlane in 1938 and a second, substantially a copy of one for Rep. MacFarlane in 1938 and a second, substantially a copy of
Conclusion of CBS Phase of Senate Inquiry...

(Continued from page 81)

of the first, for Senator Tobey in 1940.

He testified that he had met Mr. O'Callaghan in 1928 or 1929 in a New York hotel. In 1936, he continued, Mr. O'Callaghan asked him if he knew anyone in Washington who might help get a continuing license for him. At a later time no mention was made of the continuing being worth any $50,000, he added.

In contrast, however, that J. R. McDonough, formerly assistant to Mr. Sarnoff, had told him the pending trial would cost about a million dollars, probably would last six months and would cost $100,000 for the stenographic report alone, in addition to officials' time to go through with the trial. But more important, it was pointed out, defeat in the case would mean that RCA under the law stood to lose all its bunched wavelength licenses and consequent contracts. Mr. McDonough at that time said a continuation was worth $250,000, Mr. Keller declared.

Demand for $5,000 Each

Tracing the chain of events further, Mr. Keller said that after Mr. Handy, who suggested employing one Mr. McChesney, a lawyer reputed to be a close personal friend of Mr. Sarnoff, it was decided that Mr. McChesney was not to be employed, Mr. Handy then suggested the employment of Mr. W. Whiteford, a "close personal friend of Senator Moses", Mr. Keller said.

After the continuation had come, the "real estateinterests" had demanded $5,000 each from RCA, Mr. Keller said he understood. When he faced them later during a conversation on the pros and cons of this matter, he said, he called them "a dirty bunch of so-and-so's" for using "unfair" tactics.

Regarding the trip to see Senator Moses, Mr. Keller said that on the Boston boat Mr. Sarnoff had spoken with him and "practically repeated what Mr. Handy had said". He pointed out that Mr. Sarnoff had asked him if Senator Moses could do them any good, and he had answered in the affirmative. Mr. Keller also stated that after the Sarnoff-Moses conference, Mr. Handy had given the assurance, "New, Dave, you can go back to New York and worry no more about it."

Substantiating his statement in the affidavit, that the matter had been carried to the White House, Mr. Keller said he himself had talked with George Akerson, a famous and successful lawyer, and then with Famous Players-Lasky, about the case. He added that Lawrence Richey, President Hoovers's secretary, and then with Mr. Hoover had been contacted on the matter, but that President Hoover and Attorney General Mitchell had "refused to do anything in the case in September, 1932, Mr. Keller said that Warren Olney, Special Assistant Attorney General who had handled the Government's case for the preceding 2½ years, had said that if the case was not brought to trial as scheduled, he would resign and issue a statement to the press that "powerful influences" were being exerted to dispose of the case.

Continuing, Mr. Keller stated that after further conversations with Senator Moses in Washington, Senator Harding's firm had been employed. With a short time, Mr. Mahaffy was called to New York, where Mr. Keller saw him at the Waldorf-Astoria Hotel. He said he had been told that Mr. Mahaffy was to get $25,000 and that later he actually did get $15,000, but he emphasized that "he had no business relations with him".

He declared that he had "never kept any funds, whether from him by RCA but that Mr. O'Callaghan's estimate of $4,000 was approximately right. He said he had told the company that he had invested $500 for "a general release".

His Radio Interests

In a colloquy with Senator Tobey, Mr. Keller admitted he had spent several hours with Mr. O'Callaghan the night of Aug. 3, following the latter's appearance on the stand that day. He said he also had talked with him at breakfast the morning of Aug. 8. He explained that the principal matters discussed were the newspaper accounts of the hearing the day before.

Asked about the origin of his interest in radio matters, Mr. Keller explained that he had become a close friend of William Mahaffy (D-Mass.), who had long fought in Congress for investigations of the FCC and radio monopoly. He added that he had also worked with Rep. MacFarlane and Rep. Lawrence J. Connerly, (D-Mass.) in their similar efforts.

He added that he had a close

...
personal friend associated in Black River Valley Broadcasting Co., Watertown, N. Y., which he said had been given a construction permit by the FCC, but after a large financial outlay had been unable to get a license. He commented that the situation of his friend resulted from talk that he was connected with the "powerful" although actually he was not. He emphasized also that he did not act as "contact man" for anyone and that he spent his own money in his pro-investigation activities.

Referring to further conversations with Mr. O'Callaghan, he said the latter had told him that Mr. Sarnoff had stated, "This is your skunk, go skin it." A spirited exchange grew out of the cross-examination of Mr. Keller by Judge Proskauer, on behalf of RCA. After Senator Tobey had established that the same right would be extended Mr. Keller's counsel, Judge Proskauer proceeded.

Issuance of Check Denied

Under cross-examination, Mr. Keller admitted that the alleged $15,000 payment to Mr. Mahaffy was hearsay so far as he was concerned, although he cited a letter written to one of his personal friends associated with Mr. Keller by Otto S. Schairer, RCA vice-president in charge of patents, stating that there was no political situation in the Wilmington court and he wanted nothing more to do with it.

Regarding his conversations with Mr. O'Callaghan, Mr. Keller said the RCA counsel had told him, "When all this is over, we will go to lunch and I will make it up to you." He added, "So far, I've never had the lunch."

To refute the allegation that Mr. Mahaffy had received $15,000 from RCA via a check drawn on its advertising agency, Judge Proskauer presented a statement from the treasurer of Lord & Thomas, RCA's agency, that no such check had been drawn.

Judge Proskauer set off more fireworks when he brought up the fact that Mr. Keller had been indicted and pleaded guilty to a forgery charge in a New York court several years ago, receiving a 60-day suspended sentence. Mr. Keller, obviously moved, admitted this but explained that he had "taken the rap to protect a friend" after endorsing a check which to his stated, "This is the type of man I expected to help."

Aiding the Committee

Senator Tobey asked Mr. Sarnoff if this had been done to help credit the witness. Mr. Sarnoff answered that it had been offered merely to help the committee make up its mind as to the truth of Mr. Keller's statement.

Questioned as to why RCA went into this matter, searching court records, Col. Davis declared, "From our dealings with Keller, it appeared that he was the kind of man of whom such things might exist." This set off a dialogue between Senator Tobey and Col. Davis, with Senator Tobey charging that RCA "didn't come clean" in outlining its relations with Keller, to which Col. Davis remarked, "Mr. Keller has courage and guts to come and testify, knowing that this is hanging over him. I admire him for it."

Entering the controversy himself, Mr. Keller stated that on certain occasions Col. Davis himself had asked him for help, for which no pay was offered or expected. He stated also that at one time while he was present in Mr. O'Callaghan's office, Col. Davis entered and exclaimed, "Bob, I hope next time something's done around here it will be done in a legal way."

The next witness was Mr. Mahaffy, clerk of the Federal District Court in Wilmington, who explained that he had been affiliated with the court in one capacity or another for 45 years and that he had known Senator Hastings for 20 or 25 years. He testified that his brother, W. G. Mahaffy, had handled RCA cases for years, both before and after the 1932 case. Pressed by Chairman Wheeler, he admitted that his was connected, Rodney Mahaffy, a lawyer for some 15 years, had been given the choice of resigning from the bar or being disbarred and had done the former.

"Strange and Weird"

Mr. Mahaffy testified that he met Senator Hastings early in October, 1932, in New York, a day or two before he dispatched wires notifying all lawyers of record in the case of the continuance. According to his testimony, Senator Hastings merely asked him the state of the record and how he might go about securing a continuance.

At this Chairman Wheeler exclaimed, "You know, Mr. Mahaffy, Senator Hastings didn't call you to New York to discuss the procedure in getting a continuance. You don't expect the committee to believe that. What you are saying isn't reasonable." Senator Tobey commented that the whole procedure was "strange and weird and uncanny."

Asked flatly by Senator Tobey, "Do you deny you ever received any remuneration from Senator Hastings or anyone aside from your salary?" Mr. Mahaffy answered, "Neither in this case nor any other."

Senator Tobey then started intensive questioning about Mr. Mahaffy's bank account. The latter's statement that he used a safety deposit box brought additional questioning on what amounts of cash had ever been placed in the box. Mr. Mahaffy stated that about a thousand dollars was the largest single amount he could remember placing in the box. As for his bank account, he said his largest deposits had been made in a brokerage account, although he could not remember their size. He estimated his net worth in 1920, when he became a court clerk, at between $10,000 and $18,000, with his income rising through the years from about $100 a month to his present salary of $4,500 a year. He estimated his present income at about $3,000 a year and his net worth as $18,000 to $20,000.

During his conversation with Senator Hastings in New York, Mr. Mahaffy said, he had told Senator Hastings he would have to apply for a continuance in the usual manner, as the case had been set for trial.

As the long morning session was drawing to a close, Senator Tobey pointed out that since "important testimony" was to come from Mr. Mahaffy, he wanted him placed under supervision during the lunch hour so he could not speak.

OLD STUFF!

It's practically kindergarten technique that steel and coal are the backbone of industry. It's an old, old story that everybody knows and respects.

And Here We Are

—squarely in the heart of the Nation's greatest steel and coal belt—two industries that are going great guns. Payrolls are increasing by leaps and bounds and folks are really buying.

Now, as never before, is the time to introduce your products to WWVA's thousands of loyal friends in Southeastern Ohio, Western Pennsylvania and Northwestern West Virginia—the steel and coal belt of the Nation.

5,000 WATTS AT WHEELING, W. VA.
COLUMBIA Station at Eleven-Sixty on 2,085,666 Radio Dials
JOHN BLAIR CO — National Representatives

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with RCA representatives or other persons concerned. This request was refused by Chairman Wheeler, who pointed out that the committee had no authority for such action.

Senator Tohey also advised the committee he had failed to move-
ning by telephone with William W. Harrington, Chancellor of the State of Delaware, regarding the application of Rodney Mahaffy to be re-
admitted to the bar. He said affidavits were on file in this matter.

The subject, however, was charged by the Appel state-judge of the Appel Court to influence actions of the court. He moved that these records be subpoenaed for consideration by the committee.

Following Mr. Mahaffy to the stand, Mr. Whiteford described his enry into the case through Messrs. Handy and O’Callaghan, and his subsequent efforts to secure a con-
tinuance. He emphasized that his only participation in the case was in this regard that he was to have and had nothing to do with the actual trial. He related the same general story of persons and events brought out in previous tes-
timony of Mr. Sarnoff.

Referring to the Keller affidavit, he declared that Senator Moser gave no “assurance” whatsoever to Mr. Sarnoff.

"Substantial Retainer"

Mr. Whiteford explained that upon a meeting with Senator Hast-
ings, the latter had told him that he was thinking of entering the RCA case, but that he would do so only if he got a “substantial retainer.” He explained that at the time Senator Hastings had stated that “with these big companies the case is much bigger when they seek your services than when it comes time to pay you for them”, pointing out that the lawyer often may find it difficult to get paid what he de-
serves for his services. At the time Senator Hastings estimated that $7,500 or $10,000 would be a sat-
isfactory retainer, Mr. Whiteford said. Subsequently, with receipt of a $5,000 check from RCA, this amount was split between the two as an initial retainer.

Asked if he had given this 1937 matter much consideration since, Mr. Whiteford said he had not, although he had kept up with it be-
cause “this whole thing has been chewed around the streets here.” Mr. Whiteford testified that, in addition to the $5,000 paid to Sen-
ator Hastings in 1932, $5,000 more was paid to him in 1933. Col. Davis testified to the committee the original $5,000 check made out to Mr. Whiteford. Regarding the difficulties with the “real estate group”, Mr. Whiteford said he had been approached by Mr. Handy shortly after the continuance and consent decree was and was asked, “What bill are you going to send?” He explained that he told Mr. Hastings, “That is none of your business.” He said Mr. Handy countered, “We should be taken care of in your bill.” To this Mr. Whiteford said he gave a flat refusal, pointing out to Mr. Handy that he could take no credit for securing the continu-
ance, which had come from an “indispension of the court.”

He added that later when he had gone to New York to close up this matter, he and Mr. O’Callaghan had seen Mr. Sarnoff. After Mr. O’Callaghan had explained the situa-
tion, Mr. Sarnoff said, according to Mr. Whiteford, “Bob, this is your skunk, and you’re going to skin it. I don’t like it.”

"Associates Called"

Interrupting Mr. Whiteford’s tes-
timony briefly following the lunch recess, Senator Tohey called a member and a former member of Senator Hastings’ Wilmington law firm, Hastings, Stockly & Layton. Ayers J. Stockly, at present senior partner, stated although he had only incidental knowledge of the matter, he remembered that Sen-
ator Hastings said late in 1932 that he had represented RCA in a case before the Wilmington court and that he had received $7,500 for his services. His only knowledge of the matter came in a general review of the firm’s activities at the end of the year, he declared.

The second associate was C. Ed-
ward Duffy, a partner in the firm until March 1. He stated that al-
though he did not know that the amount mentioned was $5,000 or $7,500, Senator Hastings had to him and to Mr. Stockly that he had received that amount from RCA “but had to give $2,500 of it to Harry Mahaffy to get a continuance”. Asked for a comment on this statement by Chairman Wheeler, Mr. Stockly said that if that was said, “I was not there.”

Called upon for unscheduled tes-
timony, Mr. A. Sullivant, RCA comp-
troller, stated to Chairman Wheeler that RCA had paid no money di-
rectly to Senator Hastings, al-
though the company had paid Mr. Whiteford, who in turn paid his associate counsel. Chairman Wheeler then itemized his preferences for the advertising firm against RCA by Lord & Thomas during 1932 and the first six months of 1933.

Before resuming with Mr. White-
ford’s testimony, Senator Tohey asked that subpoenas be issued for for former Senators Hastings and Moser.

Referring again to the difficulties with the “real estate group”, Mr. Whiteford stated that at a meeting with the group in Washington O’Callaghan had laid his case on

Listening Still Is Rising, Gallup Survey Discloses

ADDITIONAL evidence that radio listening is still increasing comes from the American Institute of Public Opinion, better known as the Gallup poll, which has found in a survey on the public reaction to the new feature of competition from radio is making it necessary for motion picture pro-
ducers to build programs with more appeal to the public.

"Among all the persons inter-
viewed,” says the report, “55% say they are spending more time listen-
ning to the radio this year than last year, whereas only 15% report listening less. Even during the summer three times as many peo-
ple say they stay home expressly for the radio as they say they go to motion pictures.”

In the midst of this discussion of radio’s “shakedown” by the “real

When Beauties Need Scanties

WBNS Helps Them Step In

WBNS.... Central Ohio’s Only CBS Outlet

National Representative: Edward Petry & Co.
ultra-modern in every respect will be the new home of WJBO, Broadcast Advertising, Long Island, which is budgeted at a cost of $75,000 and expects to occupy by next Dec. 15. This is the facade of the structure, which will have a 64-foot frontage on a downtown street and a 125-foot depth. NBC engineers aided in the design of the two-story building, including its three studios—one modeled after the large NBC studio in Radio City and seating 200. Facade is of glass brick, black structural glass, light grey marble and stainless steel trim and flashing.

Senator Tobey cited the allegations of Senator Hastings' payment of $2,500 to Mr.Mahaffy as a possible explanation of his later demand for a larger retainer, since the $2,500 represented the total amount of himself, Mr. Hastings remarked that he had "a very uncomfortable day". Commenting on various statements set forth by Mr. Davis, particularly those dealing with Mr. Mahaffy, he declared, "Nobody runs that judge, not even his wife. How anybody, who the idea that Mahaffy had a large interest in this, I don't know." He continued that he had never heard of Mr. Keller and did not know how Keller should suggest that the Hastings firm should be employed. Alluding to the hear-by statements of the affidavit, in which Keller charged that Mr. BROADCASTING

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Sustaining Contract Extended Month in Net-AFRA Dickering

Union Demands That Minimum Scale Be Applied to Sustainers Meets Objection From Networks

STILL miles apart after a week of negotiations on a new contract covering employment of talent on sustainer networks, AFRA has decided not to extend the existing agreement for another month, or until Sept. 12, continuing negotiations meanwhile.

Discussions to date have been centered on the union demands that the minimum commercial scale for network programs should likewise be made the minimum for sustaining shows, a proposal unacceptable to the networks and one that is expected to be considerably modified before negotiations are completed.

Commission Dispute

Question of the payment of commission to sustaining agents on managed talent placement bureaus operated by the networks is also expected to become a moot point. AFRA previously informed the networks that the present contract should be interpreted so that the word “minimum” meant net to the artist after payment of sustaining commission, but when the question was submitted to the American Arbitration Assn. the decision was made the contract now reads commissions are deductable from minimum fees.

Chief difference between scales for talent employed on commercial and sustaining programs lies in the rehearsal fees. An actor engaged for a 15-minute sustaining program at $25 for the broadcast and a one-hour rehearsal, $15, has been the average scale, and it is this that AFRA has been seeking.

Chief controversy centers around the $25 fee for sustaining work. AFRA desires to have both the sustaining and commercial scales equalized.

When the sustaining program is 15 minutes, the sustaining fee is $25. AFRA insists that the sustaining fee should be the same as the commercial fee, or $20 for sustaining programs and $25 for sustaining shows.

Disc Impasse

Meanwhile, negotiations between AFRA and the transcription manufacturers for wages and conditions for talent employed on recorded programs are practically at a standstill, pending action by the union's locals on the counter proposals made by the manufacturers after several weeks of conversation with the union over the original AFRA demands.

Other Locals to Meet

The New York local of AFRA met July 31, when the membership reaffirmed its previous position that payment for talent on transcribed programs should be based on a single program plus rehearsal for it, rather than set as a flat fee for a recording session of a certain number of hours. They also decided to divide their division into three parts, setting up a standing meeting with the representatives of the transcription industry.

In the negotiations for the new network contracts, AFRA has been represented by Emily Holt, executive secretary, and George Heller, assistant executive secretary; Medford Woods, NBC vice-president, Lawrence E. Weiss, CBS vice-president, and Julius Seebach Jr., WOR vice-president, represent the network interests. Also in attendance were a number of AFRA board members and a number of advertising agency executives, the latter including Leonard Bush of Comp-ton Adv. Inc., A. K. Spencer of J. Walter Thompson, So and Leon Campbell of Ruthrauff & Ryan, who have alternated in attending the sessions in a sort of rotating representation of agency interests.

20TH BIRTHDAY

Of WWJ to Be Observed

W HEN WWJ, Pioneer Detroit News station, observes its 20th anniversary Aug. 20, it will be saluted by James Lawrence Pry, chairman of the FCC, who will be introduced by William J. Scripps, WWJ general manager who started the station while a youngster pursuing the amateur radio hobby. Because the precursor of WWJ started experimental programs on Aug. 20, 1920 and continued them until Aug. 31, when it began operating as a regular station, it claims to be the first regular broadcasting station in the United States. In this connection it has consistently disputed the claim of KDKA, Pittsburgh, which started in November, 1920.

WWJ's regular broadcasts during the first few months of operation included city election returns on Aug. 31, 1920; results of the World Series in October, and returns of the November elections.

The 20th anniversary will be observed with a full-hour program starring Dr. Frank Black, general musical director of NBC, as guest conductor of a 40-piece orchestra; Ruby Mercer, soprano, and Mel Philabaum, baritone. Miecha Kittler, WJW musical director, will also be a soloist.

Drop Old WMCA Suit

SUIT of Ralph Marshall Ansprech and others vs. WMCA for $50,000 damages and 140 shares of WMCA stock against Federal Broadcasting Corp., John D. Adamson, president, and Celera O. Freeman, vice-president, was dissolved Aug. 6 in New York Sur-

RCA, NAPA Likely To Appeal Ruling

ALTHOUGH it is expected that RCA and NAPA, Co. of the National Assn. of Performing Artists, acting for Paul Whitehill, will both attempt to appeal the Supreme Court of the United States their fight for control of the use of photog- raphic records on the air, no such action is expected to date.

Attorneys for both of these parties stated they are studying the recent decision of the United States Circuit Court of Appeals for the Second District [Broadcasting, Aug. 9] which ordered the broadcasters from all restrictions of either manufacturing company or network to compete for such programs as the decision of the lower court which had found both company and artist to possess certain restrictive rights over the broadcasting of these recordings.

While appeal from the lower court's decision was taken by all three parties to the RCA-Whitehill-NANEW action, with the NAB referring back to the case involving the network and the station in the interest of the entire broadcasting industry, Whitehill's attorney has thus far refused to appeal to the Supreme Court, as the Circuit Court decision is a total victory for the broadcasters. There is little likelihood that the court or the manufacturer and the artists' association will seek to continue their battle right up to the Supreme Court.

Shifts in Auto Accounts Are Forecast in Detroit

WHAT some advertising men believed would presage a widespread revamping of automotive advertising has developed in Detroit when Maxon Inc. was named agency for the Lincoln-Mercury Div. of Ford Motor. Simultaneously, Maxon announced that Harry Wismer, former sales-man for the Ford Motor Co. and Ford Motors, is moving into the Maxon fold. Asst. Gen. M. Y. Whiteman, will be the executive for Lincoln-Zephyr.

Wismer, however, will broadcast the product of the Lincoln-Zephyr as well as that of the Massons to WJR for this time being placed by McCan-Erickson, agency for Dearborn branch of Ford.

The series of broadcasts marks the first time Ford has sponsored, even indirectly through a branch, any sports broadcasting since the World's Series five years ago. Wismer, who married a niece of Mrs. Henry Ford several weeks ago, has dropped his connection with WJR except for the local broadcasts.

His other major program over WJR, Inside of Sports, for Phillips' Chiefs Engine, is in its second year and has been taken over by Joe Weeks.

Defense Transcriptions

IN VIEW of the current interest in the Burbank-Wadsworth conception bill, the National Emergency Committee of Military Training Camps Assn. is offering free to program directors of the various camps four-hour quarter-hour transcriptions featuring discussions of national defense and conscription. Some news from the scenes are the disc started Aug. 12, and if the present interest is maintained any news coverage is possible, more will be made available.

WOR, Washington, and WOR, New York, in announcing their transcription, and songs and speakers are Secretary of the Navy W. E. Brown, Asst. Secretary of War, Robert Patterson, and Julius Ochs Adler, 2d Corps Area Civilian Aide to the Secretary of War.

GOOD NEWS was the telegram from Washington informing KOIN, Portland, Ore., that it had been granted permission to boost night power to match the 6,000-watt daytime transmission. C. W. (Chuck) Myers, KOIN president, enjoyed the pleasant tidings with C. Roy Hunt (left), KOIN general manager, and L. S. Bookbinder, technical director. A two-hour dedicatory program was broadcast Aug. 11.
Western Canada Stations Favor CAB's News Plan

WESTERN CANADIAN broadcasters decided at their annual convention held in Calgary July 30-31 that the newscast situation should remain as it is present. The Western Assn. of Broadcasters, with representatives present from every station west of Winnipeg, passed a formal resolution favoring the modified newscast plan of the Canadian Assn. of Broadcasters, which calls for a continuation of sponsored newscasts. News would come from a central news bureau to which all news services would subscribe and from which each station would pick such news as it wanted to broadcast, with no commercial plugs in the body of the news. The WAB decided against submitted plans which would practically eliminate commercial sponsorship of news and called for news distribution over a Canada-wide network from a central news office. The newscast situation is to be aired again on Aug. 19, at the semi-annual meeting of the Board of Governors of the Canadian Broadcasting Corp., at Ottawa, when it may be settled.

About 30 broadcasters attended the convention, including some from Eastern Canada. George Chandler, CJOR, Vancouver, was elected president, succeeding Gordon Love, CFON, Calgary, president for the last two years.

Decision by Arbitrator Reinstates WOV Group

REINSTATEMENT of four employees of WOV, New York, and a regular eight-hour working day were directed, in an arbitration case decided Aug. 6 by George R. Englehardt, of the American Arbitration Assn., under terms of an agreement with the station, with which American Communications Assn. has closed shop agreements covering radio technicians, announcers and sound effect men.

The union asked reinstatement of two engineers and two announcers. The union also challenged claimed discontinuance of the lunch hour from the regular eight-hour day as “contrary to the terms of the union agreement and all past precedents”. ACA charged that after releasing the four employees, the station added personnel in other departments and spent money on “non-essentials”. The award of the arbitrator sustained the union in all its claims.

Libbey Symphonies on CBS

LIBBEY-OWENS-FORD Glass Co., Chicago, is planning to return to the air Sept. 25 with a program of symphonic music to be broadcast over 67 CBS stations in the interests of flat glass products. According to present plans, the program will be titled Design for Happiness and will feature a 65-piece women’s orchestra, to include many members of the Chicago Women’s Symphony Orchestra, which will be conducted by Izler Solomon. A 52-week contract is planned for broadcasts on Sundays, 2:25:30 p.m. (PST). Mr. Solomon, director of the Illinois Symphony Orchestra and of the Chicago orchestra, is currently conducting the outdoor concerts of the Philadelphia Symphony in Robin Hood Dell. United States Adv. Corp., Toledo, handles the account.

Five Programs on NBC Originating in the East Shifting to West Coast

FIVE NBC network shows originating in eastern cities will switch to Southern California shortly, making it the biggest westward trek of the season for major programs.

R. J. Reynolds Tobacco Co. (Camel) on Aug. 15 switches Camel Caravan on 48 NBC-Red stations, Thursday, 7-30-8 p.m. (EDST), with West Coast repeat, 6-30 p.m. (PST), from New York to Catalina Island, Cal., during the personal appearance engagement there of Bob Crosby’s orchestra.

Treasure Chest, sponsored by Lewis-Howe Co. (Tuna), on 69 NBC-Red stations, Tuesday, 3-30-9 p.m. (EDST), is to emanate from Hollywood for 15 weeks or more starting Aug. 20 while Horace Heidt and his orchestra work in a film to be produced by James Roosevelt Productions. Heidt’s Pot o’ Gold program, also sponsored by Lewis-Howe Co., will originate from that city starting Aug. 22 on 99 NBC-Blue stations, Thursday, 8-30-9 p.m. (EDST). The film featuring Heidt and his crew, is based on the Pot o’ Gold program.

While Bud Abbott and Lou Costello work in the Universal Studio’s film, “Riviera”, the weekly Hour of Smiles, sponsored by Bristol-Myers Co. (Ipana, Sal Hepatica) on 53 NBC-Red stations, Wednesday 9-30 p.m. (EDST), with West Coast repeat, 8-30 p.m. (PST), will also originate from Hollywood starting Aug. 21. F. W. Fitch Co. (shampoo), sponsoring Fitch Bandwagon on 81 NBC-Red stations, Sunday, 7-30-8 p.m. (EDST), will originate that program from Hollywood for three weeks starting Aug. 25 and then switch to San Francisco for the Sept. 15 broadcast. Several other network shows emanating from New York are scheduled to switch to Hollywood by mid-September.

Announcers’ Murderer Insane

ACQUITTED as insane, of a charge of murdering a radio announcer in Los Angeles six years ago, Clarence Walker, 47, former Montana rancher, is being committed to an institution in his home State. That was the decision of Los Angeles Superior Judge Frank G. Swain, Aug. 2, after examining aliens’ reports. Broadcasting, Aug. 11, reported Walker, in 1934, stabbed to death Edwin Woolworth, 21, radio announcer of Grand Junction, Colo., in the reception room of KJH, Los Angeles.

- A photograph that is not clear loses conviction. Just so, a voice or musical note poorly reproduced by radio is unreal and unsatisfying.
- Radio programs are carried by telephone circuits across thousands of miles to dozens of network stations. Every effort is made by watchful telephone engineers to ensure their delivery to these stations with brilliance and clarity.
- And in Bell Telephone Laboratories, trained men are constantly at work searching for new methods, new safeguards and new facilities to improve network transmission of the future.
FM APPLICATIONS STEADILY RISING

EXACTLY 22 applications had been filed for new FM stations up to Aug. 1. Broadcasting was to press, doubling the number reported in the Aug. 1, BROADCASTING list and indicating a slow but steady stream of applicants since the new forms were made available. The list for the last two weeks follows, being additional to that published Aug. 1:

Chicago, Zenith Radio Corp., 43.5 mc. to cover 10,160 square miles, 4-500,004 population.

Detroit, The Evening News Assn. (WJAZ) 43.5 mc. to cover 19,300 square miles, 5,641,951 population.

Providence, R. I., The Outlet Co. (WJAB), 43.5 mc. to cover 16,970 square miles, 2,683,349 population.

Salt Lake City, Utah, Radio Service Corp. of Utah (KSL), 44.7 mc. to cover 623 square miles, 194,102 population.

Detroit, John Lord Booth (WMBO), 44.1 mc. to cover 4,400 square miles, 2,514,753 population.

New York, City National Broadcasting Co. (WEAF-WJZ), 43.9 mc. to cover 18,500 square miles, 15,524,420 population.

Boston, The Yankee Network (WLAB), 44.3 mc. to cover 21,500 square miles, 2,020,162 population.

Hartford, Conn., The Travelers Broadcasting Co. (WTOC), 43.9 mc. to cover 14,700 square miles, 4,978,502 population.

Kansas City, Commercial Radio Equipment Co., 44.9 mc. to cover 2,095 square miles, 4,707,000 population.

Chicago, WJJJD, Inc., 44.7 mc. to cover 3,700 square miles, 4,051,000 population.

Chicago, WGN, Inc., 44.5 mc. to cover 18,522 square miles, 6,344,083 population.

Senate Probe

(Continued from page 89)

chaffy, Mr. Hastings explained that all he wanted from Mahaffy was a history of the case and a review of the testimony of the last request for continuance. Senator Tobey concluded his examination of Mr. Hastings by rattling off a number of questions, including a review of Mr. Hastings' previous testimony. Before Mr. Hastings left the stand, Senator Tobey requested a copy of the committee's files with his checks and office records for 1932-1933.

Complying with requests made by the committee, Mr. Mahaffy chose to list a number of advertisements on behalf of RCA, 3,700 square miles, 2,514,753 population.

Mr. O'Callaghan's suggestion, observing that the latter had said it would be “more dignified” for him to introduce Mr. Whiteford to Mr. Senator Tobey in order to let them “look for a stranger all over the station platform”.

Explains Activity

Questioned about the alleged threats attributed to the reality trio, he declared no threats had been made, but that he felt at the time that he was "just sort of pushed out of the picture after this thing was accomplished". He added that he could not explain this. Mr. Whiteford read any blackmail statute to the group, pointing out that he was not a party to the release signed by Mr. Shaffer and Percy Keller.

Cross-examined by Col. Davis, Mr. Handy declared, "I think we were instrumental in settling this case." He said also that although Mr. O'Callaghan had mentioned $50,000, 3,700 square miles, 4,051,000 population.

Real Estate Men Again

At the opening of the Aug. 13 Senate committee meeting, the committee a stack of checkbooks for the 1932-33 period, furnished by Mr. Hastings' firm, Senator Tobey ordered that all Mr. Hastings personal checks would be called for another appearance, adding to the testimony alleging that the latter had received certain fees which were "within the pocket". He also stated that he wanted Mr. Hastings personal checking records deposited with the committee. The opening was on the stand as the first witness of the day. Mr. Handy reviewed the general story of events preceding the continuance and current cease. He stated that during a talk with Mr. Whiteford the preceding day the allegation that Mr. Whiteford had passed some sums of money to Senator Mahaffy had been made. He declared that he stated at the time he had heard nothing of such an action.

The way he had made the junket to Boston and Concord, N. H., he explained that all he knew was that he had taken the trip at Col. Davis, commenting to the committee, said, "You have heard a lot of testimony from a pot of people, I must assume you know who to believe".

Offer of Influence

Recalling Mr. Mahaffy to the stand, Senator Tobey read two affidavits signed by two New York lawyers, suggesting "offer of influence" from Rodmond Mahaffy [hereof called "Rodney Mahaffy in the hearing"]. The affidavits declared that Rodmond Mahaffy had to them that Judge Nield and his uncle, Clerk Mahaffy, were on close terms, and that he was in a position to help secure a favorable decision in a case which the two lawyers were handling before the Wilmington court.

Asked for a comment on this, Mr. Mahaffy, obviously moved, declared he was "the only boy you could find, but two highballs sets him off". He commented that the nephew, after resigning from the bar, had started a "small contracting business". He had filed application for readmission to the bar upon the instance of other members of the committee, but in the midst of the readiness procedure he "went off on this spree". Mr. Mahaffy observed that the hearing would also should incorporate commendatory letters from Judge Nield and other lawyers, contained in a written on behalf of the nephew. Told Of Finances

Questioned again about his bank accounts, he stated that although his brokerage account had been as high as $10,000 to $15,000, he had to close it out several months ago, and only about $2,000 or $2,500 remains in it. This made him an airline and an airline stock, he said. He also estimated that the Wilmington home he owned was worth $16,000, and a summer home nearby Rehoboth Beach $10,000.

Mr. Mahaffy testified that he had conferred with Judge Nield before sending out the letters notifying the lawyers of post from the office of the case, that he that another possibility. Hastings' connection with the case, for which he was "sorry". He said Mr. Neave and Mr. Olney had conferred with Judge Nield after Oct. 4 and on Oct. 11 the judge issued the continuance. As he concluded, Senator
Program and Power Expenses Are Analyzed in FCC Report

Total Program Expense Is Placed at 40 Millions; Power Bill Is Found to Be 1.6 Millions

SUPPLEMENTING its report on network and station time sales during 1939 (BROADCASTING, Aug. 1), the FCC has issued two reports analyzing program expenses and the other detailing the costs of power used by various categories of stations.

In covering 519 stations and the three networks, or only those stations having time sales of $25,000 or more during the year, the program cost report shows that their total program expense last year amounted to $39,797,247. Of this amount the networks accounted for $14,469,767, and the 519 stations for $25,309,479.

Station-Network Costs

The breakdown for the stations follows: Salaries and wages of program departments, $4,617,115; talent expenses, $4,209,451; royalties and license fees relating to program material, $4,289,454; cost of wire services, exclusive of transmitter line, $2,056,454; other expenses directly related to programs, $2,695,942.

For the networks the breakdown was: Salaries and wages of program departments, $3,826,246; talent expenses, $5,376,229; royalties and license fees relating to program material, $5,105,857; cost of wire services, exclusive of transmitter line, $5,145,225; other expenses directly related to programs, $1,045,615.

The report further shows that 361 stations affiliated with networks spent $21,280,097 on programs while 165 stations not affiliated with networks spent $4,229,382. The 33 full-time clear-channel stations alone accounted for $7,777,439 of program expense; the 198 full-time regional stations, $10,681,963; the 165 full-time locals, $2,945,549.

The power bill for the 519 stations doing $25,000 or more business amounted in 1939 to $1,639,117, with the breakdown as follows: 53,000-watt stations, $233,093 an average of $4,188 per station; four part-time 50,000-watt stations, $70,516 an average of $17,704; 19 full-time stations of 5,000 to 25,000 watts, $104,651 an average of $5,608; five part-time stations of 5,000 to 25,000 watts, $17,080, an average of $3,405; 198 full-time regions, $548,394, an average of $2,799; 56 limited and daytime regions, $80,170, an average of $1,432; 24 part-time regions, $42,658, an average of $1,779; 165 full-time locals, $136,971, an average of $824; 15 day and part-time locals, $16,416, an average of $1,094.

Burglary Indicted

Reappearing for further testimony, Mr. Whiteford estimated that a total of $16,996 had come into his hands from Col. Davis, and had been spent by him for the purchase of $5,221 of which he had passed on to other persons, as related in his previous testimony. Aside from any denying evidence which may be adduced, it appeared that certain of his records were missing, and under such circumstances the investigation was continued.

Mr. Whiteford also disclosed that another case was to be tried. He stated that he had received a check for $1,779, and that it had been passed to him by Mr. Whiteford himself.

Mr. Whiteford stated that he has had no knowledge of the various details of the case, and that he did not attempt to conjecture on the matter.

In this connection, Mr. Whiteford developed that he had made a loan of $2,500 on Oct. 8, 1932, to Albert Hislop, a personal friend in Portsmouth, N. H. Mr. Hislop also was a friend of Senator Moses, and had cooperated in arranging details of the Sarnoff-Moses meeting. He stated that this $2,500 check had been lost sometime after he had had it in hand on Aug. 11, he explained, but Federal Reserve records would substantiate identities and amount.

Disowning identification as "payoff man" for RCA in 1932, Mr. Whiteford pursued the missing check question further after a noon recess in the day-long proceeding. He stated that the check had not been endorsed by Senator Moses, but had been endorsed for deposit by Mr. Hislop. The course of the money could be traced through Federal Reserve records, he suggested.

Sarnoff Reappears

Making his final appearance on the stand, Mr. Sarnoff denied he had told Mr. O'Callaghan to keep his "devious tricks" from Col. Davis. He declared that he, along with Owen D. Young and Gen. James G. Harbord, knew of the modus operandi of the Col. Davis, and the reason for the action was that he was keeping him from the public.

He declared that it was a mystery to him why Mr. O'Callaghan had come before the committee and plead privilege, adding that another mystery in the case is "what hold Keller had over O'Callaghan". Commenting further on Mr. O'Callaghan, he said, "I don't believe or decry him. I feel sorry for him."

An extended inquiry grew out of an application by Senator Tobey whether Mr. O'Callaghan had been "fired" by RCA for his handling of the 1932 situation. Both Mr. Sarnoff and Col. Davis denied that he is no longer a member of the RCA staff, although he receives a $10,000 a year retainer under a two-year contract.

"Broadcasting" Enters In

Questioned on his holdings outside RCA, Mr. Sarnoff said he had no interests outside of 5,000 shares of RCA common stock. He revealed that his brother is one-third owner of Bruno Corp., which operates RCA stations in Memphis, New York City, while another brother is an insurance salesman handling some RCA insurance. Mr. Sarnoff also was asked if RCA or he himself had any interest in broadcasting, or any relatives in its employ. He replied flatly in the negative.

Considerable attention was given by Senator Tobey to the previously discussed report of J. Austin Smith, alleging improper financial practices to the detriment of RCA stockholders. He castigated both Mr. Sarnoff and Col. Davis for sanctioning RCA's employment of a person who blackmails, blackballs and sticks a knife in your ribs".

As he stepped from the committee table, Mr. Sarnoff remarked, "One of the values of these hearings has been to make us wiser."

Col. Davis concluded RCA testimony, by recalling Mr. O'Callaghan's present status with RCA. Asked by Senator Tobey if Mr. O'Callaghan was not really being given this "sightseeing" tour from which "he'll slip out of RCA in a couple of years", Col. Davis answered, "He may."
Buck Asks Advertisers’ Aid

(Continued from page 30)

they could, destroy ASCAP, even though radio was ruined in the process of doing it.

We are amazed at the manifestation of a public misconception such as would prompt these two great and overpowering radio groups to believe for a moment that the only thing that is going on is Dr. Otto Dietrich, Waring, Lombardo, or Black what music to play. By what process of loose reasoning do these radio jocks deduce that they will tell Lucky Strike, Cities Service, Maxwell House Coffee, or their advertising agencies, who have purchased personal facilities to justify his crimes against civilization itself? [Broadcasting, Aug. 1] They were in force for about a week, cancelling the July 21 broadcast of Miss Schultz, but permitting her return to the air on July 28.

Resumption of service was announced by Fred Weber, MBS general manager. The arrangement was effected with the German broadcasting authorities to maintain Mutual’s policy of making available all world-wide program material for acceptance or rejection by the members and affiliated stations comprising the Mutual network of radio stations.

Weiss Explains

MR. WEISS said Aug. 12 that only the Don Lee segment of MBS was refusing the German programs. He said the remainder of MBS and the other major networks, as far as he was aware, as well as continuing MBS broadcasts and have not been denied this authority by the German government. Mr. Weiss declared the Don Lee policy is to deny time for all such broadcasts, including Communist as well as Nazi.

Declaring a tremendous response has been received from all parts of the world to his July 19 action. Mr. Weiss said it was 20 to 1 in favor of the action. Some threatening letters have been received and some of the opposition was directed against withdrawal of the Nazi propaganda upon free speech. Mr. Weiss said that in his opinion Nazi propagandists have no more right to claim the privilege of free speech than Nazi parachute troops would have the right to claim the privilege of free assembly.

THE LONG and SHORT OF IT

100 watts, full time, on 950 kc. long wave, gives you coverage of 100,000 homes in Vancouver, Victoria and adjacent markets.

Northern and Interior coverage from B.C.’s only short wave station reaches many listeners hearing daytime Canadian radio for the first time in their lives!

All at the old 100-watt rate until Sept. 1.

Buck Asks Advertisers’ Aid

RELATIONS between the German Government and the Mutual Broadcasting System have returned to normal, as MBS is once more broadcasting the reports of Sigrid Schultz from Berlin each Sunday evening.

Dr. Otto Dietrich, Hitler’s personal press representative, had cancelled all service to MBS from German territory following the action of the Don Lee group in dropping the MBS broadcast of Hitler’s speech to the Reichstag on July 19. Before its completion, announcing at the time that “Hitler should not be permitted to use our American facilities to justify his crimes against civilization itself” [Broadcasting, Aug. 1]. The ban was in force for about a week, cancelling the July 21 broadcast of Miss Schultz, but permitting her return to the air on July 28.

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All at the old 100-watt rate until Sept. 1.
PROPAGANDA FIZZLE
ASCAP-Planted Cartoon Cut
After Discovery

AN ASCAP attempt to plant its program along the lines of \textit{New York World-Telegram} through a cartoon by Will B. Johnstone, ASCAP member and World-Telegram cartoonist, fizzled July 31 when the pro-ASCAP cartoon was deleted from the paper after only one day in the first position. Newspapers executives reported the removal resulted when the space was needed for news. Cap Howard, who owns the World-Telegram, also operates four radio stations—WNOX, Knoxville, WGN, Chicago, WBMP, Memphis.

The cartoon consisted of six panels, each of which pictured an announcer at the mike of Station NG stating, "Kate Smith will now sing 'Yes, We Have No Good Music, We Have No Good Music Today'." In another box a radio program included "Rhapsody in Old, Expired Copyrights" and "Melody Flops of 1894". A third panel showed a radio set blaring, "We now bring you the news with our composers controlled by the networks. We pause a moment for you to tune out."

BMI Minimum Fees
(Continued from page 18)
of authorship. Such figures as are now available tend to show that the leading hits are performed by the average station throughout the country three to four times a day during the period when they are most popular.

Thus performance by 500 stations three times a day will produce almost $1,400 in three months. The number of performances of BMI music may be deemed to be even greater than this, however, because of the natural tendency of broadcasters to perform the music which they themselves through BMI permanently control.

Since the young writer at present receives no compensation at all, it is obvious that the payments of BMI will constitute a very substantial reward for such writers, and will be a great improvement of their status. Even with respect to the few selected ASCAP members, however, it has been estimated that the majority of them would fare better if ASCAP adopted BMI's method of compensation. Indeed, test cases have been checked and instances found where writers who now receive only $10 to $400 per annum would receive several thousands of dollars under BMI's method of payment.

Greeting Cards Test

AMERICAN GREETING Publishers, Detroit (greeting cards), has appointed Simons-Michelson, Detroit as agency. Ivan Frankel is in charge of the account, and plans for a 13-week test campaign of dramatized one-minute transcribed announcements in Chicago, Detroit and Cleveland.

KVI, Tacoma, Affiliation, To Be Dropped by CBS

FOLLOWING the recent action of the F.C.C. in giving KIRO, Seattle, Class I-B status as a full-time cleared channel station with 10,000 watts power, CBS has notified KVI, Tacoma, that the latter's affiliation with the network will be discontinued next June, as CBS feels it would not in the public interest to have a duplication of its programs in the area which will be covered by KIRO as well as KVI when KIRO begins operations with its new power. Construction is now under way on the new transmitter which KIRO hopes to place in operation before the first of the year. Reports that the network's proposed withdrawal from Tacoma has aroused resentment in that city recall the conspiracy suit filed against CBS and Senator Bone of Washington in 1938 by the owners of KOL, Seattle, which had been the CBS affiliate in that city before the network broke that relationship to replace KOL with KIRO as the Seattle outlet. Suit, alleging that Bone used his public office to favor KIRO at the expense of KOL, was decided against KIRO in 1944.

ROBERT B. BATHON, applicant for an experimental television station in Des Moines, is the compressor of the first year's station opportunities to publish a Bluebird Music program, has organized a "KXW Radio Review" for personal appearances at resorts.
Guestitorial

"THIS PROGRAM IS TRANSCRIBED"

By S. J. Hayden

"THE following program is transcribed" is an announcement which assails the ears of listeners scores of times each day. It is an announcement which is to me as superfluous and useless as would be an announcement, "the following program is broadcast." Yet I suppose there must be some reason, some hidden behind-the-scenes influence on someone's part that all transcribed material must be specifically announced as such.

Before I go any further I should perhaps explain that I am a New Zealander, resident in the United States since the beginning of this year, and although I have 14 years active service with the New Zealand National Broadcasting Service and am thoroughly familiar with broadcasting in the Antipodes and in England, I have never heard of such a transcription restriction as exists here. May I also make it clear that I have no interest whatever in any transcription firm or in any advertising agency, nor am I present connected with U. S. broadcasting in any way.

Another Category

Having made these disclaimers, perhaps you will permit me to develop my argument. If my impression is correct, and I believe there exists some regulation which poses upon the transcribed form of entertainment, or which at least insists that the transcription is not the "sporting" way of offering material to the listener. Why? Because it is faked? Of course, I realize that the

5,000,000 NORTH CENTRAL LISTENERS AWAII YOUR PROGRAM

Thru the NORTH CENTRAL BROADCASTING SYSTEM

Available in Individual Groups to fit your distribution or sales requirements—MBS programs available for local sponsorship.

RESERVE your spot now on these special participation Programs

7:30 Morning News
1:00 Housewives' Bureau of Information
3:00 PM Grocer Bill
5:00 PM Home Town Paper
7:30 PM Today's Headlines
You may be favoritism 5 times weekly on any program and get our complete merchandising service.
Attention: Food & Drug Advertisers: Information Distribution and Displays in Sunday Retail newspapers at no cost to you—Wire or phone for details.

NORTH CENTRAL BROADCASTING SYSTEM, INC.

Executive Office: Empire Bank Bldg., St. Paul, Minnesota
Chicago: 360 N. Michigan Ave., State 9572 • New York: 11 E. 42nd St., M4 2-6148

As to the advantages for the broadcaster in having to go through all the tiresome formalities and to spare little necessity for discussion on this score. At the present time we see unfriendly and crass inefficiency on radio productions which once disseminated are forever lost. In other industries the wastage of time, labor, and money is usually one of the first factors eliminated.

As to the artist and performer, he can have little or no cause for complaint because his fees are always the same, and doubtless are, gauged with regard to the degree of permanency affecting his show.

"No Deception"

Technicians, there can be no room for quibbling. The ordinary listener today would be quite unable to determine whether or not he listened to a genuine or a "reency" broadcast. Let me stress this point, "a mental thing of the day", says the supporters of this seemingly unreasonable regulation, "there is nothing which can be said to this program is transcribed". How and why?

All the important parts of broadcast production are deception. Sound effects, backgrounds, themes and so forth. That form of deception which will hide the development of an art if you prefer. In any case, unless it be that your program is transcribed, you are entitled from the British listener he will care not one scrap how you or where you recorded, whether on film or by what media, so long as it is of the highest possible quality. That the United States is of this required standard is to most people self-evident.

In the face, then, of all these reasons, why not throw the objective in existing on the unreasonable restriction which labels all transcriptions as such whenever they are presented. This system is simply creating in the listener's mind a complex against a legitimate and effective medium. Such a complex will in the course of time prove to be a complex of eradication and lacking some arguments to the contrary I am convinced that some action should be taken by the broadcasting industry to eliminate a piece of "red tape" which must have been tied during the days of the carbon microphone.

WADHAM'S OIL Co., Milwaukee, which has sponsored 227 of the 250 pro and collegiate football games reported by Russ Winnie, assistant manager of WMJ, during the last 11 seasons, will again sponsor games of the Green Bay Packers, pro team, and various U. of Wisconsin games during the forthcoming season. Season for Winnie begins with unsponsored coverage of the Packers' home game in Chicago Aug. 29 and continues through Dec. 1.

Although CBS had announced plans for William L. Shire, CBS correspondents in Belfast, to bring eyewitness reports of the trial of former French political and Army leaders at Rostang, it was discovered during the war on Aug. 9 that no telephone wires led from the village to the broadcast and the special presentation had to be abandoned.

HABITANT SOU' Co., Manchester, N. H. and Montreal, on Sept. 10 starts a series of programs in Nancy Craig's Women of Tomorrow on WJZ, New York, to promote its new soup. H. H. LeQuatte, New York, is agent.
Phil. Stations Stiffen Foreign Tongue Rules

PHILADELPHIA radio stations broadcasting foreign-language programs — WDAJ, WPEN and WHAT — have formulated their own requirements for foreign-language broadcasts. They now demand that broadcasters must prove American citizenship; they must be on the radio at the same time and in large enough numbers to make the broadcast meaningful; they must be translated in the same language; the ad-libbing must be exact translations of the flashes used on regular broadcasts; there must be no controversy over news items and no ad-libbing; all copy must be edited, translated, re-edited and passed by the program department; program and translation must be filed together. While some dramatizing may be done, the scripts of the Philadelphia programs are devoted to straight news reporting and music.

Pat Stanton, general manager of WDAS, which broadcasts Polish, Italian, Jewish, Slovak and Ukrainian programs, expressed the general sentiments of the stations concerned. "Continuing these programs," he said, "is a definite way of countering the fifth column activities. For these programs are dedicated to the purpose of spreading of Americanism among those of our population who understand only the foreign language. For these people, the foreign-language program is one of the principal, often the only interpreters of American traditions and ideals. They must continue."

**BROADCASTING**

**Buy News Periods**

NATIONAL BISCUIT CO., New York (crackers) on Sept. 9 starts five and six quarter-hour discs a week on KMOX, Kansas City; KPI, Wichita; WFAA, Dallas; WBCO, Little Rock, and KSFO, San Francisco; announcement on news periods on KOIL, Omaha; announcement on news periods on KMOX, Kansas City; KPI, Wichita; WFAA, Dallas; WBCO, Little Rock, and KSFO, San Francisco; announcement on news periods on KTMX, Hot Springs. Tulsa and Denver stations are to be selected. The spon- sor on Aug. 19 winds up the Victor record series with Martin Block, heard on 20 stations for NBC bread for 26 weeks. The sponsor is William B. Erickson, New York, is agency.

‘Winslow’ on 3 More

FRANK H. FLEER Corp., Phila- delphia (Dubble Bubble gum), on Aug. 12 started 3 half-hour programs on the Navy quarter-hour discs on WWH, New York; WSAN, Allen- town, and WJS, Winston-Salem, N. C., and changed from live talent to disc on WLV, Cincinnati. Discs, produced by Transamer, are heard five times a week. Agency is N. W. Ayer & Son, Philadelphia.

Hodson Dealers in N. Y.

NEW YORK dealers of Hudson Motor Car Co., Detroit, have appointed the Buckley-Blake Co. to direct advertising for 1941 models. A campaign of live spot announce- ments begun Aug. 15 in New York, and WICC, Bridgeport. Execution of the campaign is determined by the radio advertising appropriation which is still unsettled. C. A. Swanson & Co. is the account execut- utive.

Ford’s Pro Football

FORD DEALERS of Washington, D. C., will sponsor play-by-play ac- counts of the 11 Washington Redskins professional football games on WOL, Washington, starting Sept. 10. Announcement have not yet been accepted, according to McCann-Erickson, New York, handling the dealer account.
Time Purchases
By Parties Await Acceptance Talks
Late Opening May Result in Reduced Expenditures

ALTHOUGH detailed plans for commercial time on radio have not been announced by either the Republican or Democratic parties as Broadcasting went to press, political broadcasts will go on a commercial basis following the Aug. 17 acceptance ceremonies of General Willkie, Republican candidate for President, and Willkie's running mate, Mr. Henry Wallace, Democratic candidate for Vice-President. Both candidates have purchased commercial time on a number of networks.

Detailed plans to use commercial time in the presidential campaign are being developed by the radio directors of both parties. G. W. (Johnny) Johnston, radio director of the Democratic National Committee, has transferred his headquarters from Washington to the Roosevelt Hotel, New York, where he will superintend Democratic radio activities. Republican broadcast schedules have been handed over to Welles (Ted) Church, Republican National Committee radio director, headquarters in Des Moines, Iowa.

Late Starting Date
Although earlier in the year it was expected the two parties would use more commercial radio time than in 1936, a recent report in Broadcasting, March 15, it is possible these early estimates necessarily may be revised, largely because of the late starting date of the current campaign and also because of the limits placed on campaign expenditures under the Hatch Clean Politics Act. A report of an alleged scheme to circumvent restrictions of the Act recently drew the attention of Chairman Gillette (D-Ia.), of the Senate Appropriations Committee. The reported plan was to place political speakers as sponsors of commercial broadcasts. Although Chairman Gillette indicated the practice per se would not violate the law, he observed that if it was widely followed, it would effectively violate the purpose of the provisions limiting individual contributions to $5,000 and total campaign expenditures to $50,000 for any political organization. He indicated that if formal complaints are filed, they will be investigated.

Pointing out that the practice also would work to circumvent the Corrupt Practices Act prohibition against campaign contributions by corporations, Senator Gillette observed that he believed the commitment to use commercial time was a step toward proper and improper political practices, even if they are within the letter of the law.

All three national networks and two individual stations will broadcast the Aug. 17 ceremonies. Detailed plans for the event are still being worked out. The Republican nomination in Elwood, Ind., its home town. NBC and CBS stations have already announced their plans. ABC will broadcast the event from Chicago, and WLB, Cincinnati, has sent special staffs to Elwood to interview local citizens. The network, a quarter-hour pickup of the Republican nominee's appearance on the stage of his Elwood High School, from 3:15 to 3:30 p.m. (EST), and a noti-

Features of Biggest Army Maneuvers Are Brought Listeners by Networks

AS IN 1939, radio will play an important part in bringing Americans full details of the War Dept.'s peace-time Army maneuvers in this country Aug. 15-23 when 100,000 men of the 6th Army Guard and Organized Reserves engage in war games in the Plattsburg-Watertown area of Northern New York. The maneuvers will be the fifth in New England States, New York, New Jersey, Delaware, Pennsylvania, Maryland, Virginia and District of Columbia.

To give stations accurate information on the activities, the radio section of the War Dept.'s Public Relations Division has assigned a staff including Maj. George Fielding Elliot, military expert; special events reporters John Chaney and Charles Daly, radio director; and four engineers and production directors with specially equipped mobile radio facilities. The maneuver is to test all military units in its coverage, including time and talent, will cost over $6,000. Highlights will include the week-long military parade at Watertown, the first of its kind, to be reviewed by Maj. General James E. Chaney. He will tell listeners of an aerial demonstration during which two planes will "attack" Watertown to test its defense to military forces, and Aug. 19, when Maj. Elliot will fly over "No Man's Land" and analyze combat maneuvers below.

A. A. Schechter, NBC's director of special events, will coordinate the work of 20 technicians and four news bureaus from the local Callaway Park, starting at 4 p.m.

Network Pickups

WIRE, Indianapolis, will handle the pickup for MBS. NBC and CBS will send their own network crews including engineers and announcers. NBC will be represented by Carleton Smith, NBC President and announcer, and Bud Barry, recently assigned to handle NBC announcements. NBC will send Bob Wilmot, trips. Bob Trout and John Charles Daly probably will handle CBS pickups. Peter Grant, NBC's special events announcer, will handle the direct-wire origination for WLB.

MBS carried three special programs from Elwood and acceptance ceremonies. On Aug. 10 and 11, Quin Ryan interviewed hometown friends of Mr. Willkie and on Aug. 15 Ruth De Young Kohler, a member of the Willkie advisory committee, originated her WGN Women World Wide program there.

Although the networks also have indicated they will broadcast the acceptance speeches of the vice-presidential candidates in Salem and Des Moines, no staff assignments have been announced.

WINNER of the "Little Miss Topeka" title in a recent bathing beauty contest held on the stage of the local Fox Grand Theatre was 3-year-old Jo Susan Curtis, youngest of four children of Elmer Curtis and Florence (Ward) Curtis, 750 Kansas. She won $20 and a silver trophy and competed with 56 other contestants between the ages of three and seven years. Jo Susan was named through a WIBW contest staged by her mother and Jo Susan chosen from some 10,000 names submitted.

German Program Stopped by WHIP

Criticism of Public and Press

GERMAN-AMERICAN National Alliance, Inc., since April 28 sponsor of the German Hour, six-weekly one-hour programs on WHIP, Hammond, Ind., objected of much of the material to be broadcast to be of a nature contrary to national ideals, on Aug. 5 was notified by Doris Keene, managing director, of WHIP, the WHIP-owned station in Hammond stations, and secretary of the Hammond-Calumet Broad-
City vs. City—A Battle of Quizzers

Idea to Be Extended To Other Areas By Agency

NETWORK sponsors whose programs hit Washington and Baltimore at 7:30 p.m., and Minneapolis and St. Paul at 6:30 Monday nights, have had special headaches. The natives of the four cities have a battle going on for months. The program that dominates the air at these times is the Quiz of Two Cities.

Oct. 20, 1938, marked the air-debut of the Quiz of Two Cities over WFBR, Baltimore, and WMAL, Washington. It had been hand-tailored by Ruthrauff & Ryan to meet the specific needs of the Gunther Brewery. The bulk of the Gunther business is in the State of Maryland and District of Columbia, so a two city radio show was a “natural”. Within a relatively few weeks she was on the talk of the town. It increased in popularity until, according to local surveys, it ranked very favorably with the best of the market— an ideal test-town radio program.

With the agency having sole rights to the show, Raymond F. Sullivan, vice-president of the agency, saw it as a logical medium for testing radio for other clients. On Oct. 2, 1938, Ruthrauff & Ryan started the show in Baltimore and St. Paul for Bauer & Black on WCCO. On Jan. 8, 1940, a third market was opened up for a third client—Montreal (CKAC) and Toronto (CFRB) for Noxema. In all four of these cities the show has met with the same spontaneous success.

How It Works

Networks have been conscious of the untapped local source of entertainment. The trouble has been to get the local shows which are not outstanding ideas and that talent and production have been mediocre. The Quiz of Two Cities was built to cash in on that. In no way is the competitive spirit. It calls for a quick-witted master of ceremonies and competent production.

The show emanates simultaneously from two stations in two different cities. Four contestants from each city answer four groups of identical questions. There is a master of ceremonies in charge of each team, who works in front of the studio audience in their respective cities. The audience and judges hear both teams’ answers, so from an engineering viewpoint, the show is a nightmare of quick switches: From the first city to the second city to the announcer’s booth to the judges are stationed and back.

Fun for All

The enormous popularity of the Quiz of Two Cities can be traced not only to the pride it engenders in the old home-town but also to its natural, spontaneous comedy. The contestants frequently give unexpectedly funny answers, and a good of the fun also comes from the masters of ceremonies, in their ad-lib ribbing of each other. For example, Eddie Gallaher, keeper of the microphone, Max Karl immediately parried with: “Thanks, Eddie Gallaher—your voice doesn’t sound like it’s coming out of the microphone.” Max Karl, went on to his rival with:

“Now we hop over to St. Paul again, where Max Karl is being heard right now—Right now—Right now—By the microphone.” Max Karl immediately parried with: “Thanks, Eddie Gallaher—your voice doesn’t sound like it’s coming out of the microphone.” Max Karl, went on to his rival with:

“The shortest decision in history” is what officials of WKY, Oklahoma City, had in mind when they accepted the offer from Kerr Dry Goods Co. of a new program idea. The decision was made by Max Karl of Kerr, former merchandising director of Mandel Brothers, Chicago. Mr. Wyzanski, now president of Oklahoma City, walked into WKY audition studio steeled against customary resistance.

Into Studio A went Julie Bennett, NBC dramatic star, now a WKY staff member. Before the microphone she conjured a picture of the interior of the Kerr store, described articles as they appeared on the minutes of their order papers and then friendly tone Oklahoma women understand.

Wyzanski listened attentively, smiled, and declared the program had possibilities. Forty-five minutes later he left the studios after congratulating the contestants who tied in the morning from indig- nant home-town rooters. Likewise, studio audiences are rapid in appreciation of their orders.

In Minneapolis and St. Paul the mayors of the cities helped launch the show. Mayor Leuch of Minneapolis opened up ceremonies by expressing his confidence in the ability of Minneapolis contenders to defend the intellectual powers of his city. Mayor Kallin of St. Paul countered with a comment that betting was not permitted in St. Paul but that he was scheduled to meet Mayor Leuch at a banquet in Minneapolis.

The Junior Chambers of Commerce of the two cities appeared upon the first show in Minneapolis and St. Paul. Among the different organizations which competed were the Kiwanis Club, Boy and Girl Scouts, a group of Engineers, department stores, Radio Dealers, Insurers, Underwriters, etc.

Local Tieups

During the local Community Drives, the Gunther Brewing Co., Bauer & Black and Noxema, offered special prizes of $100 to the community fund of the city of the winning team. Prominent citizens, sitting in the community drive, appeared on these shows.

In the contest between newspaper columnists, one of the Min- neapolis-Journal women columnists was posted with a woman columnist who suffered acute stage fright. She was asked, “What is the color of a goldfish?” With a color. She did all right on “She was (green) with jealousy” —“She was tickled (pink)” —“He had a pink nose in his mouth” —“But when it came to “She was very ——- and depressed,” she said, “Blah!” The announcer corrected, “But ‘blah’ isn’t a color.” She turned pale, “But pale isn’t a color.” “In the pink”. But that is not a depressed feeling!” She never did think of “Blue”. The following morning she received almost 2,000 telephone calls and letters complimenting or sympathizing with her on her radio appearance.

Public Storms Studios

Each week both the St. Paul and Minneapolis studios are packed. Loyalty to the home town, whether Minneapolis, St. Paul, or both, is amazing. Audiences cheer with such gusto that engineers frantically signal for silence.

The Baltimore-Washington show completed its first year in October, 1939, with a score of 25 for Balti- more and 25 for Washington in one tie show. WFBR’s and WMAL’s newest and biggest studios were not permitted to accommodate the overflow. During the show an attempt to catch up on ticket requests, were forced to use the huge auditorium in Baltimore be- longing to the Maryland Casualty Co. In Washington, they had to use the Wardman Park Auditorium.

In the same fashion there was much competition among the contestants, wanting to appear on the program. There is a long waiting list of individuals and groups desiring to appear on the show. To increase interest in the show, two men and two women are regularly used on each team. It has been found advisable to start the women off first because they have greater appeal to the male contestants at their ease.

Commercially Sound

The Quiz of Two Cities is perfect from the advertiser’s point of view, since the commercials can back up each round of questions. This is insuring the listeners’ attention.

The first commercial comes after the first round, the second commercial is inserted after the third round and the third commercial just before the final scores for the evening are announced. The show is also foot- proof from a product identification viewpoint, since the name of the product is included in the name of the show, and in most cases the product can be sampled. A mention of the product is also given throughout the show.

Mr. Sullivan’s contention is that if the show is staged properly it can be built up very quickly in popu- larity. Today in Min- neapolis and St. Paul where, according to a Hooper coincidental survey, the show had a rating within six weeks, and in four months had a rating of 26, ranking with many of the highest network listeners in the country.

In Toronto the show went up to 17.5 in eight weeks.

Extension of Show

This fall the show will be ex- tended. The Bauer & Black test was very successful. The show will be renewed in Minneapolis and St. Paul and other combinations of cities are being scheduled.

Noxema Chemical Co. is planning to add other cities. San Francisco and Los Angeles, and Dallas and Ft. Worth, natural rivals, are being scheduled. Other cities, like Boston, Philadelphia, and New Haven are also planned. In a major market like New York, an additional show is planned—an Interborough Quiz.

It looks as if the Quiz of Two Cities has awakened advertisers to the great possibility for a high-ranking show. Undoubtedly others will follow.

Broadcasts Help Victims of Storm

ALTHOUGH a disastrous hurri- cane on Aug. 11 laid waste a part of Charleston, S. C., and the surrounding community, killing more than 250 persons, the two Charleston stations—WCSC and WMTA—through emergency service in setting up emergen- cy communications service for the stricken area, will be remembered.

Local radio and telephone lines down, emergency radio operations were the only means of communication were the only means of communication in the territory and with the out- side world.

Forced off the air at 9:34 a.m., Aug. 11, when the hurricane coupled the power supply, WMTA resumed operation at 7 a.m., Aug. 12, when the power line was restored. At 11:45 that morning the station started using a ham radio set to transmit weather reports and news flashes from studio to transmitter, since transmission lines also were damaged. No signal was sent from WMTA equipment was damaged.

WCSC went off the air at 9:44 a.m., Aug. 11, but resumed service almost immediately, using a relay transmitter on its regular frequencies. Staying on the air continuously through the hurricane, the station broadcast weather reports and dis- tress calls. Although considerable damage was done to the WCSC antenna tower and connecting walk, the station used its standing commercial and regu- lar service 12 hours after WMTA, discontinuing relay broadcasts when power lines were restored to WMTA.
Hollywood Gossip
Sells for Sunkist

BROADCASTING • Broadcast Advertising

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NOT FROM RUBE GOLDBERG but out of the files of KSTP's yesterdays comes this laugh for every engineer. It's probably the first portable transmitter ever devised and was used by the St. Paul station in covering local golf matches a decade ago. Left is the late Phil Bronson, announcer who met death in an automobile accident several years ago. In the center, twirling dials, is Lynn Smhey, former KSTP chief engineer and inventor, now NAB engineering director. Right is Fred DeBeaussin, KSTP supervisor.

Ariadne's Leap
MURRAY ARNOLD, program director of WIP, Philadelphia, satisfied a lifelong desire recently when he made a parachute jump near Cape May, N. J. On landing, Arnold started walking back to the airport but soon was picked up by a passing motorist who proceeded to drive along at 70 miles per hour. When Arnold remonstrated, the driver pointed to the incongruity of his fearless parachuting and his dread of speed on the ground. Nevertheless, Arnold maintains that although he doesn't like to ride fast in a car, he will make plans for another parachute jump, during which he hopes to make a broadcast from the chute as it descends.

Decisions...

JULY 30

NEW, Brookwood 1700 kc, Waterbury, N. Y.—Granted 1170 kc 500 w D. 1940.
NEW, Waterman Boat, Co., Water-
town, N. Y.—Granted 1210 kc 250 w un D. 1940.
WPID, Petersburg, Va.—Granted license new station 1210 kc 250 w un D. 1940.

AUGUST 2

WWRU, Boston.—Granted dismissal without prejudice of previous applt. mod. license.

AUGUST 5

NEW, NBC, Newington—Granted mod. license for new station No. 1 kc in lieu of tentative grant to NBC of station in Chicag.
W2XV, Zenith Radio Corp., Chicago—Granted mod. license No. 1 kc on experimental basis 1 kw.

AUGUST 6

NEW, Television Prod. Los Angeles—Granted 1500 250 kc 250 w un D. 1940.
NEW, NBC, Philadelphia—Granted 250 w direction to extensions—contingent on remod. license new station 1370 kc 250 w un D. 1940.
KJEI, General Electric Co., San Fran-
cisco—Granted increase international station—contingent on 6100 kc 50 kw 250 w D.
WGAE, General Electric Co., Schenec-
da—Granted 8800 kc 50 kw 250 w 250 w D.
WGNC, Bound Brook, N. J.—Granted 1140 kc 10 kw 250 w 10 kw 10 kw 21500 w on D. 1940.
WGAE, General Electric Co., Schenec-
da—Granted 8800 kc 50 kw 250 w 250 w D.
WGNC, Bound Brook, N. J.—Granted 1140 kc 10 kw 250 w 10 kw 10 kw 21500 w on D. 1940.
WG2Z, CBS, New York.—Granted International station 1210 6710 9550 11850 13580 13580 13580 kc 250 w 10 kw 250 w 250 w D.
WLWO, Crosley Corp., Cincinnati—Granted additional direction NO. 1 kc for identification only.
WGNC, General Electric Co., Schenec-
da—Granted increased international license to add 6100 21500 25000 w to present assignment of 9550 13580 21500 w D. 1940.
WGNN, Philadelphia—Granted increased television license to Channel No. 3 experimental basis only 1 kw.
NEW, Greenville Boat, Co., Greenville, S. C.—Granted license new station 1500 250 w D. 1940.

AUGUST 9

WBHI, New York—Granted mod. special authorization to change to 11900 kc.
VER, Wenceslaus, Mo.—Granted mod. license to add 12300 and delete 11900 kc.
NEW, COLUMBUS—Granted increased 12400 kc permission to Federated Publica-
tion Inc.: KOTN, Pine Bluff, Ark., granted to intervene in WBF’s petition to modify in WBF, Hustonville, Ky., granted permission to intervene in Hustonville Times Co. appl. Broadcasting Corp of America, Riverside, Cal., petition to intervene in KUJ in WBF, withdrawal at petitioner's request: WHAM, Rochester, denied request to intervene and enlarge issues to apply. Helen Walton and Walter Belatti for new station directional D & D. 3030 3030 3030 3030 3030 kc 250 w 250 w 250 w un D. 1940.
NEW, Yankee Network—New York—Granted mod. decrease 14400 to 14500 to held license 14400 kc.
NEW, Paducah, Boat, Co., Clarksville, Tenn.—Granted 1370 kc 250 w un D. 1940.
KMBR, Monroe, La.—Grant change 1370 to 1410 kc, increase to 1410 kw 250 w new directional N 111.
NEW, Brown County Boat, Co., Brown-
wood, Tex.—Granted 1350 kc 500 w mod. license.

AUGUST 12

MISCELLANEOUS — KWSO, Pullman, Wash.—Granted increase change to 48.3 mc.
WBBR, Buffalo, N. Y.—Granted license increase 1000 to 2500 w.
WBBR, Buffalo, N. Y.—Granted license increase power: WFBT, White Plains, N. Y., granted license increase power: WFPB, Akron, Ohio, granted license increase 250 w.
WGVD, Valdosta, Ga., granted license new station.

Applications...

JULY 30

WBNS, Columbus, O.—Granted 43.1 mc FM.
WGCL, Joliet, Ill.—Invol. transfer control of station to WGN, Chicago.
KWSO, Pullman, Wash.—CP charge equip.

FIRST national television connec-
tion, to be held, will include the auspices of the Television Engineers Institute of America. Philadelphia, Pa., Hollywood, Aug. 22 to 24 inclusive, will be attended by experts in prac-
tice of telecasting. The telecasting con-
gression was presided over by George H. Seward, presi-
dent, who will preside.
Five Major Film Firms Sponsor Latin Program

FIVE film companies will sponsor twice-weekly broad-casts to South America via NBC shortwave, L. P. Yandell, NBC director of international commercial broadcasting, announced Aug. 13 in Los Angeles. Programs will be transmitted and carried on NBC Red stations in the western U.S. (CST) and on CBC in Canada, West Indian, and Pan American relations. Joint sponsors are M-G-M, Warner Bros., RKO, 20th Century-Fox, and Universal. Two Spanish and two Portuguese half-hours a week are planned. Mr. Yandell said 14 commercial clients, in all, have been signed for NBC international programs.

A SEVERE storm in the Windsor-Detroit area recently forced the staff of CREI, Windsor, to work under "blackout conditions" with emergency gas engines providing limited power and occasionalPower amp...
Anti-Freeze Spots
COMMERCIAL SOLVENTS Corp., New York, following the success of last year's campaign of spot announcements on 48 stations for Nor-Way Anti-Freeze, plans a similar drive this fall, starting in October and November according to the advent of cold weather in the markets chosen. This year the company is offering local distributors a choice of three media, spot announcements, newspapers or posters. Maxon Inc., New York, the agency, reports that the majority are again selecting radio and will not only promote the product but also advise listeners on the advisability of checking the systems of their automobiles.

Biscuit Firm Expands
SALENTO-MEGOWAN BISCUIT Co., Chicago, has expanded its fifty-week 50-word announcement schedule formerly heard only on WGN and WFCF, Chicago, to include WCAG, Pittsburgh, and WBN, Youngstown, Ohio. New schedule started July 2 and runs for 13 weeks. Schwimmer & Scott, Chicago, is agency.

New York Radio
JANSKY & BAILEY
An Organization of Qualified Radio Engineers
Dedicated to the SERVICE OF BROADCASTING

There is no substitute for experience

GLENN D. GILLET
Consulting Radio Engineer
982 National Press Blvd.
Washington, D.C.

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Eagle Building, Washington, D.C.
Telephone National 7757

WJCJOLFSKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
ELEVEN BUILT AT CHEAP PRICES
SAINT PAUL, MINNESOTA

Martin V. Kiebert, Jr.
Consulting Radio Engineer
Associated with Jansky & Bailey
Riss Bldg., San Francisco, Cal.

CLIFFORD YEWALD
Empire State Bldg.
NEW YORK CITY
An Accounting Service Particularly Adapted to Radio

ADAM HAT STORES, New York, will start their fall advertising campaign with 10 transcribed announcements to 814 dealers throughout the country for use in their annual fall campaign. Dealers will buy on local stations to use the recordings as often as they see fit. The series was cut by WNY Transmission Service, New York, and placed through Glessman Adv. Co., New York.

Help Wanted
Combination licensed operator-announcer—must be good announcer, engineer, experienced, and with local experience unnecessary. Box A890, Broadcasting.

Salesman—One call or telephone closer. Good deal in city over 1,000,000. Commission 3%. Box A913, Broadcasting.

Salesman—Copywriter—can read copy. Have car for opening southwestern city 12,000. State salary details. Also for office who can write good copy. Box A909, Broadcasting.

Station Managers & Executives—we have made satisfactory placements in nearly every section of this country with clients in large stations to U. S. stations. Let us help you, too! National Radio Employment Bureau, Box 864, Denver, Colorado.

Wanted—experienced, seasoned, well paid general manager-local radio station, one of most attractive cities in the South. Must be able to expand commercial possibilities. No fly-by-night wanted. Write full details in confidence, first letter of all for a position with minimum salary. Box A907, Broadcasting.

Experienced—time salesman wanted by regional station in Midwestival. Must be able to produce results. Write letter of introduction, copies. Box A910, Broadcasting.

Commercial Manager or Salesman—sales for eastern station. Substantial high grade market needed. No salary, no vacation, no holidays. Box A912, Broadcasting.

Commercial Manager or Salesman—sales for western station. Must be able to produce results. Write letter of introduction, copies. Box A915, Broadcasting.

Combination, Announcer—good voice, delivery, married, jobber. Box A913, Broadcasting.

Engineer—six years experience. Has knowledge of all phases of broadcasting, and has wide acquaintance. Box A914, Broadcasting.

Experienced—versatile announcer—sports, plays, etc. Has established a good position. Box A915, Broadcasting.

Writer-Producer—some experience. University graduate, age 23. Interested in small station, but prefers larger. Box A916, Broadcasting.

Station Manager or Commercial Manager—experienced in all phases of commercial management of station. Must be able to produce results. Box A917, Broadcasting.

Export salesman—Golsen.$1,000,000 worth of goods to four hundred dealers throughout the country. Box A918, Broadcasting.


IN THE HEART OF THE MOTOR INDUSTRY!

1000 Streamlined Watts
Let us send you the amazing story of our coverage at low cost

WCR
PONTIAC, MICHIGAN
National Representatives
WIRE ADVERTISING CORP.
NEW YORK, CHICAGO, CLEVELAND

Situations Wanted (Continued)

Young Woman—imagination and sound business sense, wants to write commercials. Substantial advertising background—please also write for writing. Box A910, Broadcasting.

Commercial Manager—100 watt station is looking for a commercial manager small station. Strong resume. Box A912, Broadcasting.

Commercial Manager—radio and theatrical writing and producing background, experience and local experience in talent work, and sales record. Newspaper department manager, sold on radio, and with ideas to sell it. University graduate. Box A913, Broadcasting.

Executive Available—ten years experience, successively as regional station manager, station manager and now employed as network producer. Will return to local or regional station operation. Thoroughly experienced in all phases of broadcasting. Box A914, Broadcasting.

Commercial Manager—who has had experience in electrical transcriptions for broadcasting. Can handle controls and Nemo work. Box A915, Broadcasting. Good references. Box A916, Broadcasting.

Merry Christmas!

Walter electrode, your signal stylist. Merry Christmas to all our friends. WALTER ELECTRODE CO., Inc., 1155 W. Adams St., Chicago.

WANTED: Supervisory and Operating Positions

In the Pacific Northwest.

Write for details.

All replies kept confidential.

FACED: Broadcasting Advertising

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LATE PERSONAL NOTES

GENE FROMHERZ, for the last year of the time-buying department of Blackett-Scaglione-Hummert, Chicago, and onetime timebuyer of J. Walter Thompson, same city, has been promoted to the post of assistant to Harlow Roberts, head of the department. Irving Sloan, for more than a year employed in various departments of B-S-H for agency training, has been permanently assigned to the time-buying department.

ERIC R. DANIELSON, who was forced to resign from his post in the program time department of NBC-Chicago approximately two years ago due to illness, is fully recovered and back at his old post.

KEN ELLINGTON, formerly Roving Reporter of WBBM-CBS, Chicago, from where he went to the West Coast to assist in the production of the Gateways to Hollywood programs and later to New England to be associate producer of the Wrigley Spreading New England series, has returned to the Chicago outlet.

CHESTER MILLER, formerly of WJRE, Indiana, has joined WMBD, Peoria, Ill., as continuity chief.

KENNETH CARPENTER, formerly sales manager of NBC’s Chicago division, has become vice-president in charge of Dial Lite, a new publication in the radio field, which will appear about Oct., 1941, Lancelot Reiman, manager of the magazine, which will have a free controlled circulation of 300,000 in selected metropolitan areas. Carpenter will headquarter in Chicago, while Mr. Lindgren will be in charge of the New York offices.

PETER ZANPHIR, formerly copywriter in the NBC sales promotion department, joins CBS in the same capacity Sept. 3.

WILLIAM W. JOYCE, formerly midwestern sales manager for Texas State, has joined the CBS sales department.

LOREN L. WATSON, Jr., of the continuity department of WIS, Columbus, S. C., and son of Loren Watson, is a graduate of International Radio Sales, New York, Aug. 10, married Ruby Wohls of Columbus.

FRED H. ANDERSON, formerly of Detroit, joined CBS and Bowles, New York, has joined JFy & Ellington, Inc., Philadelphia, as head of the media department.

J. A. L. KAMPS, formerly with Ben-ton & Bowies, New York, has joined Donovan-Armstrong, Philadelphia, as account executive.

CHARLES DOUGLAS, CBS Hollywood executive, and Donna Dunn were married in Los Angeles Aug. 3.

JOHN ALLEN WOLFE, CBS New York announcer, is the father of a boy born Aug. 10, his second son.

LINNEA NELSON, radio time-buyer of J. Walter Thompson Co., New York, has been assigned to the San Francisco-Merced office, and Max H. Wood and San Francisco executives of the agency, has returned to her desk. Miss Nelson attended the NAB convention on which NBC is expected to cover the events on the West Coast.

DAVE CROCKETT, formerly of WJVR, Johnson City, Tenn., married Marjorie McPherson after eloping by plane to Coeur d’Alene, Idaho, Aug. 9. Miss McPherson is formerly in the KOMO-KJR continuity department.

DON HAVENS, with the treasurer’s office of Los Angeles Co., KSSO-KRTN, WMT, WNAX—Aug. 10 left for Fort Shilling for re- enlistment officer training.

JIM WEAVER has been promoted to chief engineer of WCSC, Charleston, S. C., succeeding J. B. Fuma, who resigned to build and manage a new station in Augusta, Ga.

TED RANFRAIL, continuity writer of WMTY, East St. Louis, Ill., is the father of a boy born recently.

GORDON REID, for the last two years assistant to Jimmie Fidler, Hollywood commentator, has been promoted to the CBS publicity staff in that city.

LLOYD BROWNFIELD, for the last five years assistant to Jimmie Fidler, Hollywood commentator, has been assigned to the time-buying department of that station.

R. A. BROWNFIELD, for the last five years assistant to Jimmie Fidler, Hollywood commentator, has been assigned to the time-buying department of that station.

TO A STATION OWNER:

Right now there is an opportunity for some station to get as its manager, a man more broadly and soundly experienced than can probably be located in the industry today.

He knows station management from the ground up—program structure with advertising—sales promotion—public relations—finances, and in general, handles every phase of the station, financial and operating, from the buying and selling of time to the accounting and bookkeeping and tax work. He understands both audio and visual and has built two stations from the ground up. He has the kind of experience, the kind of background, to make a success of any station with which he can be associated. He has built and run both east and west coast stations and has established himself as one of the leaders of his field.

He wants to operate a station himself—either to continue the operation of one he now has, or to buy a new one. He can handle the buying and marketing of a station and has been associated with such operations this year.

His main objective is to find a station, but he will consider anything in the line of stations and he is quite conversant with the values of various kinds of stations, from minnows to the biggest. He is going to look at the next three or four months, and he has the capital to make a big move in the field.

He feels the need of the kind of experience and will give him an opportunity to review what he can do for their sales, public relations and improvement in general.

* Eastern Seaboard preferred.

Address: BOX A 906, BROADCASTING, National Press Bldg., Washington, D. C.
TALENT FOUNDATION at WMC
Sponsored Program Developing Able Performers
From Memphis' Younger Generation

ON JAN. 27, 1939, a chorus of 30 young boys and girls put on a radio show that exceeded even the liberal expectations of the management of WMC. Memphis, especially the station's program manager, John Cleghorn.

It was the broadcast of what was then known as the WMC Talent Foundation. Word had been sent out that WMC was developing a program to be performed by youngsters not over 15. A series of grammar and junior high school music students were invited and the best performers from the various schools were invited to participate in the WMC Talent Foundation.

A Wealth of Talent

From the hundred or more who auditioned, 30 were found whose talent was exceptional. They became charter members of the "Foundation".

Since that time nearly a thousand children have been auditioned: Hale Sparks, radio administrator, California U; Fox Case, CBS Pacific Coast director of publications; Mrs. Francis Farmer Wilder, CBS Pacific Coast education director; Lewis Allen Weiss, general manager, Don Lee.

"Wheatena Playhouse"

WHEATENA Corp., Rahway, N. J., is planning a series of transmitted dramatizations to start about Sept. 9 on several New England stations still unselected and definitely on WEF, New York. Series, titled Wheatena Playhouse, will be heard five times weekly for 26 weeks. Compton Adv., New York, agency handling the account, has not announced further details.

H. V. KALTSBORN, NBC news commentator, who was scheduled to substitute for Walter Winchell on the Jan. 23 NBC midday news, Sunday, cancelled his contract after one appearance because the Jergens-Woodbury Co. insisted on continuing its policy of in- troducing its products on the "radio program. Lennen & Mitchell, New York, handling the account, has scheduled the Williams, Frazier Hunt and John Gunther to appear on the remaining broadcasts, in that order.

It is not the amount of noise you make that counts in radio. It's what you say and how well you put it over that matters.

There are more powerful stations than CHNS in Canada but none with better equipment.

For Rates: Apply Season Director CHNS - Lord Nelson Hotel Halifax, Nova Scotia or Joe Weed, New York City

Networks and AP Near Agreement

Facts to Include Sponsoring Of News; Chicago Keys Sign

WITH TWO Chicago stations now broadcasting programs sponsored by advertisers under sponsorship by arrangements similar to those recently made with AP by WEAF and WMAQ, New York (BROADCASTING, July 1, Aug. 1), and with a considerable number of other stations now negotiating for similar contracts, the first of which is expected to be the signing of a network contract.

It is understood among advertisers that, as the networks are starting, AP's new material, as is now available for sponsorship by advertisers on NBC. No confirmation, however, could be secured from either AP or NBC.

AP's first Chicago contracts under the new commercial setup, calling for stations to pay a flat fee plus a percentage of revenue from the sale of news, are with WENR and WMAQ, NBC's key stations in that city. Morris B. Sachs, retail clothier, sponsors AP news programs at $8.00 per week or $3.00 per week for 15 minutes each, while Manhattan Soap Co., maker of Sweetheart Soap, has signed a contract to sponsor four 15-minute programs on the Monday to Friday 12:45-12:50 p.m. slot, starting Aug. 12.

For AP officials explained that the AP rule requiring any broadcast of the association's news to be cleared through the AP's office might be impossible for AP to sell its news on a network basis. This is because of the AP official who explained that the AP regulations permit the organization's management to make deals for news on any basis they believe desirable, and that the network contract would be worked out on this basis. Details as to exactly how this would be done, however, are still lacking.

Sixth 'Cavalcade' Season Is Started by Du Pont

FOR THE SIXTH consecutive season, Du Pont, Wilmington, Del., will sponsor Complete America as an institutional program, renewing its sponsorship Oct. 2 on NBC-Red, Wednesdays, 7:30-8 p.m. Again this year the "Cavalcade" will feature dramatizations of historical events, enacted by leading stars of stage, radio and screen. Agency is BBDO, New York.

So many requests were received from schools for the first four Cavalcade of America recordings that the sponsor and the Association of School Film Libraries are making eight others available in either 1800 or 3600 rpm records. There are now 12 recordings available for classroom use in the recorded Cavalcade series, as follows: Robert E. Lee, Benedict Arnold, Sam Houston, Thomas Paine, Jane Addams, Nancy Astor, Susan B. Anthony, Walter Reed, Francis Scott Key, Oliver Wendell Holmes, Abraham Lincoln, the Constitution of the United States.

B. T. BABBITT Co., New York, has been appointed to handle advertising for Baby-O, New York, a Baby-O, handles advertising for Baby-O, a New York, a Baby-O, handles advertising for Baby-O, a New York, a Baby-O, handles advertising for Baby-O, a New York, a Baby-O, handles advertising for Baby-O, a New York, a Baby-O, handles advertising for Baby-O, a New York.

In Chicagoland

300,000 Lithuanians
Listen and Respond to
THE LITHUANIAN HOUR
Over 5,000 Watt WHIP.
10:00 to 11:00 A.M. daily
A few facts:
1. Rated No. 1 program by
87% of people canvassed
in survey of 25,000.
Lithuanian homes.
2. Drew 53,221 letters in
December, 1939.
3. Five current participants
have been represented a total of 19 years.

for participation details, write
SALTIMBIERS
Radio Advertisers
6912 S. Western Avenue
Telephone: Prospect 4050
CHICAGO 32

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BROADCASTING • Broadcast Advertising
WATERTOWN GIVEN TWO NEW OUTLETS

ANOTHER two-station grant decision has been announced by the FCC, with its authorization of new outlets in Watertown, N. Y. The decision follows the line of policy laid down after the recent Sanders-Dubuque case in which the U. S. Supreme Court upheld the Commission's "survival of the fittest" theory. In Watertown, the Commission repeated its recently dual grants in Las Vegas, Nev. [BROADCASTING, June 1], Grand Rapids, Mich. [BROADCASTING, July 15] and 1270 kc.

One of the Watertown grants, which ends litigation of competing applicants that has continued for several years, was to The Broadway Co., and covered a new 500-watt daytime station. This company is headed by Harold B. Johnson, publisher of the Water- town Daily Times, local banker, trustee of St. Lawrence University and trustee of the Edward J. Noble Foundation, Greenwich, Conn. Mr. Johnson recently relinquished an option he held to purchase WCAD, of St. Lawrence U., which he had planned to move from Canton to Watertown.

The other grant was to Water- town Broadcasting Corp., covering 250 watts on 1210 kc. Owners are: owners each of one-third of the stock are G. Harry Righter, president, wholesale grocer; Dean R. Richardson, treasurer, publish- er, address sound business; Ruth F. Gamage, secretary, who is se- cretary to Mr. Righter. Call letters will be WATN.

In hospitality, charm and dignity as well as service and cuisine, the Hay-Adams House perpetuates these two great names. An ideal loca- tion, directly opposite the White House, overlooking beautiful LaFayette P a r k. Write for free "Guide to Washington."

HAY-ADAMS HOUSE

From 3rd Single 14-B Double Completely Air-Conditioned

WASHINGTON D.C.

SIXTEENTH STREET AT H

1939 Annual Advertising Award — "Research Achievement"

BROADCASTING • Broadcast Advertising

August 15, 1940 • Page 105
CBS Net Profit Shows 8.2% Gain

Half-Year Gross of Network Found to Be $24,952,294

GROSS INCOME of CBS and its subsidiaries for the first half of 1940 totaled $24,952,294, according to a consolidated income statement released Aug. 7, following a board of directors meeting at which a 45-cent cash dividend was declared for each share of present Class A and Class B stock. Payable Sept. 6 to stockholders of record at close of business Aug. 23.

Net profit for the six months was $2,967,276, amounting to earnings of $1.72 per share. Compared to the first half of 1939, CBS for 1940 shows a 17.7% increase in gross income and a gain of 8.2% in net profit.

Gross for the January-June period in 1939 was $21,165,592; net was $2,732,527, and earnings per share were $1.59.

RCA Half-Year Gross Shows 8½ Million Gain

RCA’s gross income from all operations, including all subsidiaries, amounted to $56,854,182 during the first six months of 1940, compared with $48,290,115 during the same period last year, according to the semi-annual report to the RCA board Aug. 2. Mr. David Sarnoff, president. Net profit for the first six months amounted to $3,728,621, compared to $2,172,201 during the same period of 1939.

That NBC’s two networks account for nearly half of RCA’s gross income was disclosed recently. First six-month figures for time sales were disclosed recently (Broadcasting, July 15). They showed that NBC during the first six months of this year sold $24,569,926 worth of time, compared with $22,598,926 during the same period last year. NBC’s contribution to RCA’s net is not disclosed.

‘Friday’ Magazine Plans 45 - Station Spot Series

THE NEW YORK weekly magazine ‘Friday’, from Sept. 6 through Oct. 1, will sponsor a 7-week campaign to encourage homemakers and other women’s programs on a group of eastern stations. Programs are Marjorie Mills on seven Yankee Network stations; Nancy Craig on WJZ, New York; Laura May Stewart on WCAU, Philadelphia; Home Forum on WRC, Washington; Every Woman’s Hour on WFBF, Baltimore; Modern Kitchens on WKBW, Buffalo; Home Forum on KDKA, Pittsburgh; Women Only on WHAM, Rochester; Market Basket on WGY, Schenectady; Ruth Chilton’s Matinee on WSYR, Syracuse. Agency handling the account is J. M. Mathes, New York, which has been conducting a survey of such programs since last May when it was appointed the company’s new agency.

Higher Increase Achieved by Nets

July Figure Shows Continued Boost in Monthly Figures

GROSS TIME SALES of the networks for July were much higher than for July 1939, showing the largest increase of any month of this year over billings in the corresponding month of 1939. Combined gross time sales of the major networks for July totaled $7,133,490, an increase of 22.7% over the $5,812,091 figure reported for July 1939. For the seven-month period, combined time sales grossed $64,182,061 this year as compared with $46,888,236 last year, a gain of 44.7%.

Individually, NBC, CBS and MBS all registered gains over last year, both for the month of July and for the period, as they have done every month this year. CBS, which consecutively for the first six months of 1940 led the other networks in gross billings, dropped to second place as NBC Red took the lead. The Red Network increased its net revenue over all the NBC networks.

‘Friday’ Magazine Plans 45 - Station Spot Series

WNYC’s Later Signoff

VIEWED as a possible step toward permanent extension of its operating time and an initial move in the breakdown of the clear channel setup, WNYC New York municipal station, on Aug. 1 received special temporary authority from the FCC to operate as a clear channel outlet between 10 p.m. and 6 a.m. (EDST) during August on 810 kc. Although the temporary grant is made in general terms and subject to certain qualifications, it is in line with the station’s pending application to extend operating time to 12 a.m. The application drew heavy opposition from CBS and WCCO, Minneapolis, which operates certain time slots on the 810 kc. channel, at hearings held May 27-29 (Broadcasting, June 1).

KWOS Joins MBS

MUTUAL Broadcasting System on Aug. 11 announced its 143rd affiliate—KWOS, Jefferson City, Mo. Station, 250 watts on 1310 kc., is owned and operated by the Jefferson City News & Tribune.

‘Friday’ Magazine Plans 45 - Station Spot Series

Int. Salt in East

INTERNATIONAL SALT Co., Scranton, Pa., on Sept. 9 starts a 26-week campaign for Sterling salt using quarter-hour participations three to five times weekly on home economics and other women’s programs on a group of eastern stations. Programs are Marjorie Mills on seven Yankee Network stations; Nancy Craig on WJZ, New York; Laura May Stewart on WCAU, Philadelphia; Home Forum on WRC, Washington; Every Woman’s Hour on WFBF, Baltimore; Modern Kitchens on WKBW, Buffalo; Home Forum on KDKA, Pittsburgh; Women Only on WHAM, Rochester; Market Basket on WGY, Schenectady; Ruth Chilton’s Matinee on WSYR, Syracuse. Agency handling the account is J. M. Mathes, New York, which has been conducting a survey of such programs since last May when it was appointed the company’s new agency.

‘Friday’ Magazine Plans 45 - Station Spot Series

Page 106 • August 15, 1940

BROADCASTING • Broadcast Advertising
... that's what Terre Haute merchants say of the advertising messages broadcast into their city by The Nation's Station. And so do local merchants in the more than a score of other rich trading centers that compose WLW's primary area. What could be more natural than that wholesalers and retailers in all of these important markets make the resulting preference for WLW-advertised brands their guide to greater sales?

**TERRE HAUTE, IND.**

4½ hours from Cincinnati by train but part of Cincinnati by WLW.

- Population—1930: 62,810
- Retail Sales—1939: $34,462,000*
- Wholesale Sales—1939: $45,491,000*
- Per Cent of Nation's Buying Power (Trading Area): .1846
- Radio Homes—1938: 23,350 (Vigo County)

*Estimated by Sales Management.

**REPRESENTATIVES:** NEW YORK—TRANSAMERICAN BROADCASTING AND TELEVISION CORP., CHICAGO—WLW, 230 NORTH MICHIGAN AVENUE

**WLW**

THE NATION'S most Merchandise-able STATION
The basically-new principle employed in the multi-electrode RCA-825, wherein the electron stream is inductively coupled to the output circuit, has resulted in removal of many of the present day limitations to u.h.f. operation. Designed for use as a power amplifier at frequencies above 300 megacycles, the RCA-825 is capable of handling power outputs up to 35 watts, depending on the band width and type of service. It is also useful as an oscillator and harmonic generator, being employed in these applications in the same manner as conventional-type tubes.

By separating the functions of the output electrode and of the current-collecting electrode, and by making use of high-velocity focused electrons, electron transit-time effects are minimized without increased dissipation and loss in efficiency. This separation of functions makes it possible to utilize an output circuit of low effective capacitance and high efficiency. Thus, because of its high transconductance and its adaptability to tank circuits having low effective capacitance, the 825 is especially suited for wideband services, such as television and frequency modulation.

Sound and practical in design, the 825 is an RCA engineering achievement which suggests vast new possibilities for the advancement of u.h.f. use. Complete technical information will gladly be sent upon request. Inquiries regarding special applications above 300 megacycles are solicited. Write to RCA MFG. CO., Commercial Engineering Section, Harrison, N. J.

**Maximum Ratings, RCA-825**

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NOTE: In an inductive-conductive tube, the power input is equal to the product of the collector voltage and the collector current. The power dissipated at the collector is the product between the electron stream by the load in the tank circuit.