VOTE

that power-full station.

Brings you an impact of 135,000 watts at one of the lowest base rates in Greater New York.

Advertising America's candidate for advertising's tough jobs of 1941!
SHE'S DELIVERED THE “PROFIT CAKE” TO WLS FOOD ADVERTISERS FOR 12 YEARS!

In uncounted kitchens of Chicago and Mid-West America, Martha Crane is as welcome as sunshine and more important than the family cookbook. In October 1940, Martha celebrated her 12th anniversary with WLS—12 successful, selling years in which she has built a loyal audience of buying housewives.

On her “Feature Foods” half-hour program (assisted by Helen Joyce—who's about to celebrate her 8th anniversary on WLS too) she chats informally about problems of kitchen and home—and about the products of “Feature Foods” advertisers.

In addition, during the past two years, throughout Chicago and suburbs, these two WLS Homemaking experts have conducted “clinics” before more than 7,000 clubwomen—and cooperated with stores making displays of “Feature Foods” products, in more than 100 “store promotions” with Class A independent grocers and major chains.

“Feature Foods” is an unusual food-selling program—combining a most complete and highly successful sales and merchandising plan. Participation in all its activities, with three or six WLS broadcasts weekly, is offered advertisers of kitchen-used products. Write to WLS—for full details, success stories and case histories of the results it secures... or ask any John Blair man.

HELEN JOYCE

National Representatives • JOHN BLAIR & CO., CHICAGO

THE PRAIRIE FARMER STATION

BURRIDGE D. BUTLER, President

GLENN SNYDER, Manager
SELL

... the 18 Key Shopping Centers of New England with The YANKEE NETWORK

THERE is no substitute for the complete and intensive coverage provided by The Yankee Network, in this compact market.

Thirteen cities in 10 counties account for 68.5% of New England’s retail sales — and in 13 counties, 75.6% of the retail sales are produced. In every strategic buying area, The Yankee Network dominates in acceptance — in many markets its coverage is exclusive!

The particular type of local acceptance this provides, insures response that is possible only thru this combination of stations.

Now — with normal, prosperous industrial operations augmented by huge defense orders (New England Council reports $1,161,331,539 for June 13 to Oct. 5 alone) New England is one of the biggest ready-money markets in America.

Plan to take immediate action to get the benefit of this increased buying power with a consistent campaign on The Yankee Network.
LEADERSHIP in Library Service

Technical Perfection
—an Outstanding Characteristic of Standard Program Library Service...

Standard Radio's subscribers agree that the perfection of the Orthacoustic method of recording, as used by Standard, results in startlingly life-like realism, and a frequency range to satisfy the most exacting high-fidelity demands. These qualities make Standard Transcriptions particularly desirable for Frequency Modulation broadcasting; they are now in use by F.M. Stations W9XZR, Chicago, and W3XMC, Washington, D.C. The final touch of perfection is added by Standard Radio's Victrolac pressings, with their amazingly low surface, greater depth and brilliance, and remarkably long life.

Technical perfection is evident also in Standard Radio's "SPOT-ADS"—clever dramatized commercials which daily demonstrate their ability to sell to sponsors as well as for them. Series A for USED CAR DEALERS. Series B for CLOTHING STORES. Series C for FURNITURE STORES; other groups to be announced shortly.


...high quality of your recordings

Mr. Gerald King
Standard Radio
6404 Hollywood Boulevard
Hollywood, California

Dear Jerry:

I think you will be interested in sort of a "blindfold test" that we made among our people here at the studio a couple of weeks ago. For our own amusement we were checking extreme frequency perception, in connection with a discussion on Frequency Modulation. The argument was naturally pro and con as to whether many ears could actually hear up to fifteen thousand cycles. We were using an oscillator as well as different recordings.

While it was incidental to the test, it so happened that most of the people checked were noticeably able to distinguish Standard Radio transcriptions from others. Comments were frequent as to the high-quality of your recordings.

It is very satisfying to know that when we start operating with our Frequency Modulation station we will at least have some recordings which will take advantage of the wide frequency range available.

You are doing a fine job.

Kindest regards.

Harrison Hollway/DR

Member National Association of Broadcasters

Are your Transcriptions up to Standard?

271 Standard Stations
Answer: "Yes!"

Standard Radio
Hollywood
Chicago
There is a word that has become lost in the world of radio.

Nobody uses it. No mind turns to it as to a needed and familiar aid.

Talk of radio and world news and you’ll not speak it, for you’ll need roomy phrases...

Talk of radio as fun, and you won’t either, for you’ll be talking in millions about Major Bowes or Kate Smith fans.

Or talk of radio as an advertising medium and you won’t go near it, for you’ll spin endless success stories and really pull out the verbal stops.

The truth is that radio is now so vast, so sprawling, so splayed out over states, countries, continents, seas, that the mind reaches always for the vast image, the big, big word, to attempt to meet this giant on its own ground.

How long since you’ve heard anybody use the word
smaller about radio?

Yet there is one thing about radio that has been growing smaller for years.

That thing is the cost of reaching a radio listener.

Today it's just about half what it was four years ago.

About half is a whole lot smaller.

And that "smaller" is maybe the biggest thing (there we go again) any advertiser should consider as he considers radio of 1940.

How did that "smaller" happen?

Many things happened to make it happen.

First of all something happened to this country. By 1930 Americans already liked radio—it wasn't a gadget or a gag any more; it worked, it amused and interested them. And they liked it fine. Twelve million families liked it enough to own a radio set.

Then from 1930 onwards, this country went overboard about radio, went hungrily, happily mad about radio. And now in 1940, twenty-eight million families own a radio. Or two or three or more radios.

(Regard that a minute. A country that has twenty million families without a telephone has only four million families without a radio!)

Secondly, going overboard, and being American with
the American's energy and enthusiasm, something happened to the habits of listening in this land. In 1930, the average radio family listened for 3.9 hours a day. Today 86% of all radio families listen an average of over five hours a day—something like 126 million hours a day, every day, of listening.

It’s crazy, sure. It’s impossible, maybe. But programs have got better, habits have got fixed, and that’s how repeated polls, surveys, competitive surveys, non-competitive surveys, joint surveys, make it come out. That’s America for you—nothing half-hearted about the way it goes for what it likes and wants and needs.

And while these two things were happening to the country (item: increase in ownership; item: increase in listening), two other things were happening to CBS.

In those same ten years CBS grew from 61 stations to 110—and its own listeners increased from over seven million families to over twenty-seven million a day.

And CBS programs grew too—grew in human appeal, in expertness; some got funnier, others finer, all found more and surer ways to make men and women look forward to them, never miss them, talk a lot of them to friends and neighbors.

This isn’t just a theory. In the last four years alone, the typical CBS evening half-hour program has gone up 99% on the CAB program ratings. 99%!
Which means that the typical CBS evening half-hour program today is heard by twice as many families out of every hundred radio families as four years ago. With millions more radio families to draw on for that "twice as many".

And that's expansion on every frontier—ownership, listening, CBS station growth, CBS popularity.

The only contented laggards in all this forward march have been CBS time and radio talents costs. Their tempo has been quiet. They have been taking it easy.

Regard this one fact against all the preceding expansion and acceleration, and you come smack up against a mighty piece of news:

In actually delivered, listening audience, CBS today gives you nearly two thousand families at a price which got you only one thousand families just four years ago.

So CBS today is not only delivering the largest, most interested, most listening audience it ever has . . .

The net cost per listener in that audience is smaller than ever before.

It's the biggest smaller in advertising history.

COLUMBIA BROADCASTING SYSTEM
485 Madison Avenue, New York City

The detailed and charted facts behind this piece are brought together in a booklet called "More for the Money." It will be sent you at your request.
There's Only ONE Davy O'Brien

And there's ONLY ONE radio station that blankets the Nation's 17th largest market

that's WGBI

In the Scranton–Wilkes-Barre Market, the country's 17th largest, it's all WGBI. That's not hard to understand ... for WGBI is the only regional or clear channel station serving its 652,000 people. More than that, recent field measurements prove that WGBI is the one and only station heard throughout this market. A comprehensive Dr. Starch and Staff survey revealed that 98% of the daytime listeners and 96% of the evening listeners in Scranton's home county keep their dials glued to WGBI.

Try WGBI. You'll soon discover there's a radio success story there for you.

A CBS Affiliate WGBI SCRANTON, PA.

1000 WATTS DAY • 500 WATTS NIGHT • 880 kc. Represented by JOHN BLAIR & CO.
People used to get views and stick to 'em — good or bad — for life, because it was a lot of trouble to go listen to the other side (when you didn't much want to listen in the first place).

But today, thanks to radio, it's so little trouble to listen to "the other side" that people often listen in spite of prejudices.

Radio makes a pretty constant and conscientious business of presenting all sides of all vital public issues.

And we believe that this means a generally higher level of national intelligence.

We believe that there is less pernicious, provincial, uninformed bias and prejudice in America today than ever before.

At least, people of all sections come nearer to knowing all sides today, and to knowing why they believe this or that.

This, we believe, is the essence of democracy.

This, we believe, is one of the blessings of broadcasting as it is practiced in America today.

NBC is proud to have realized, early, radio's obligation and opportunity of public service in impartial presentation of all sides of all issues, and to have pioneered this principle and to have practiced it consistently from the beginning.
Twenty Years Young...

WESTINGHOUSE

KDKA

PITTSBURGH

1920  1940

Today ... 50,000 watt KDKA is the Master Voice in the Master Market

1920—Folks in many states thrilled to the new-born Art of Broadcasting ... to the news that Harding was to be the next President.

1940—Our old friends may now listen to hundreds of broadcasting stations throughout the nation—yet KDKA receives, each month, mail from more than 30 of the 48 United States ... proving listeners still remain loyal to the pioneer station.

Represented by NBC Spot Sales ...
**WISE EYES are on the “Second Three”**

"As Smart as we are, Archibald?
Hm-m-mph! What's so brainy about these sales and advertising birds who are buying radio time in Detroit, Los Angeles and Cleveland?"

"Get Wise to Yourself, Mortimer!
Some pigeons spend all of their time scrapping with others for the grain in the biggest field. Ah... but the smarter ones know there's less competition over in the next field... sometimes find the pickin's better! Catch?"

**Complete Coverage of these Booming 4th, 5th and 6th Largest Markets is yours with WJR, KMPC and WGAR**

Ten to one you’ve already been thinking about stepping up your advertising in the “Second Three” markets. You know how Detroit, Los Angeles and Cleveland have been “on the boom.” You’re not going to pass up such opportunity. And perhaps, like many others, you’ve already discovered that the easiest, quickest method of blanketing these markets is through three radio stations... WJR, KMPC and WGAR!

It's the economical way, too. Fifteen minutes of Class A time on all three stations totals less than four hundred dollars weekly on a 52-week basis! Try to figure any other way of talking to nearly eight million families at such small cost! Yes, for in addition to the immediate trading areas of Detroit, Los Angeles and Cleveland... you also will get bonus coverage in five different states!

Be sure that the “Second Three” cities get the consideration they deserve in your plans for 1941. And be sure your advertising will do a job in these vital markets. Put WJR, KMPC and WGAR on your schedules!

---

**WJR**
*The Goodwill Station*
*Detroit*
*In the Nation’s 4th Largest Market*

**KMPC**
*The Station of the Stars*
*Beverly Hills * Los Angeles
*In the Nation’s 5th Largest Market*

**WGAR**
*The Friendly Station*
*Cleveland*
*In the Nation’s 6th Largest Market*
ANA Learns About Radio From Ethridge

Advertisers Assured Supply of Music Will Be Ample; Divergent Views Heard on Effects of Defense Drive

By J. FRANK BEATTY

THOUGH it wasn't scheduled that way, the 31st annual convention of the Association of National Advertisers, Oct. 23-26, developed into a radio-active assemblage. From the opening gavel Oct. 23 through the gridiron festival Oct. 26, several hundred national advertisers meeting at the Greenbrier, White Sulphur Springs, W. Va., discussed radio behind locked doors; heard Mark Ethridge of WHAS give a complete radio catechism in an hour and promise an ASCAP-less music supply by Jan. 1; analyzed the technical problem of commodity standards by means of a simulated radio program rehearsal; participated in a three-way conversation with news analysts in London and Berlin; enjoyed and participated in a typical quiz show.

The actual story of radio's growth, its achievements and its problems was presented by Mr. Ethridge Oct. 24 at an open session which had been billed as a "media forum." Actually it was a radio vs. magazine forum, as newspaper and outdoor representatives discussed current trends in business and government.

The more dramatic portion of radio's performance at the convention was built around the special productions staged by NBC and CBS. Impressive to the ANA members was the chance to pop questions at NBC's Fred Hite in London and Max Jordan in Berlin, who were connected directly to the Greenbrier auditorium. Abe Schecter, NBC special events director, arranged the hookup.

A CBS troupe took apart the complicated problem of commodity standards and sugar-coated it by means of a playlet built around a studio rehearsal. Sound effects, countless character parts, gags and all the trappings were woven into an educational feature by Earl McGill, CBS director.

CBS also entertained with a special version of the "Take It or Leave It" quiz show sponsored by The Wahl Co., Chicago (Eversharp), with Bob Hawk as interrogator. Some 120 genuine silver dollars in prizes helped draw a capacity crowd to the convention version of this quiz program.

NBC brought down a big company for the "Ad-Ribbers Club Show," the fifth of its kind in recent ANA history. Special music and gags were presented in musical comedy form. Wilfred Roberts produced the show.

Prospects for 1941

The defense problem and the international war situation entered into the convention proceedings, but not to an outstanding extent. Whereas Paul B. West, ANA president, prophesied a prosperous advertising year in 1940, with most advertisers planning increased budgets, Leo M. Cherne, executive secretary of the Research Institute, warned of severe upheavals in business methods as the defense program develops and the country assumes a more warlike aspect.

In defense and war discussions, little mention was heard of "escape clauses" in advertising contracts, though I. W. Digges, ANA counsel, has drawn up a standard escape provision that applies in case a plant is taken over by the Government. This clause, of course, would permit advertisers to cancel contracts in such cases.

The New CAB

The relative efficiency and the cost of various types of audience surveys were gone into with considerable detail at closed meetings held during the opening day of the convention. It is at these closed meetings that advertisers air their media gripes and discuss ways of relieving them. Presiding at the roundtable were D. P. Smelser, research director of Procter & Gamble, and Al Lehman, of the ANA staff.

Of special interest was the extension of the Cooperative Analysis of Broadcasting (Crossley), which went into effect with end of Daylight Saving Time. A revised "telephone recall" technique has been adopted to obtain greater accuracy and the sample has been raised from 500,000 to 700,000 annually [Broadcasting, Oct. 15].

ANA subscribers to the survey they underwrite were promised better rating of programs difficult to recall, since no listener is now asked to recall more than eight programs as compared with 16 under the former method. This is expected to combine advantages of the coincidental survey while utilizing the reduced number of calls required under the recall technique.

Further refinements and improvements in CAB rating were promised. A new plan of subscription rates was discussed by the advertisers.

Brief attention was given at the closed radio session to talent, union
Radio Advertisers Indicate 1941 Budget-as-Usual Plans

WITH Paul B. West, Association of National Advertiser's president, indicating a general increase in advertising budgets next year, a checkup with a number of radio users tended to support the view that 1940 immediately after 1939 and despite the uncertainties that now confront business.

Mention frequently was made of the defense angle and the possibility of war, but most sponsors are going ahead as usual, with one eye on general business and the other on war news. A number of cases new products are being launched, war or no war, and radio advertisers clearly showed they weren't frightened—not yet, at least.

Planning for Next Year

S. C. Gale, General Mills advertising manager, indicated the firm again would be active in baseball next year, though considerable risk is involved in offering the right to broadcast games in view of the uncertainty of the situation. General Mills' lack of interest in football, he said, is due to the declining consumption of prepared cereals in the cooler autumn weather, and the long interval between games along with sporadic schedule arrangements.

Experience of E. I. Du Pont de Nemours & Co. in presenting Alexander Woollcott in a new type of Cavalcade program was on the mind of William A. Hart, advertising manager, as he discussed plans for the American narrative and its episodic treatment, which will be heard in the near future or two. Mr. Hart said Du Pont is placing announcements for Zenith and its new Zenex, both anti-freeze products, in immediate network, and Cavalcade programs, without relating them too closely to the program itself. A radio campaign is planned later on for the Dupont paint line, he said.

Popular local shows on a large number of stations are proving effective in promoting products, according to Allen T. Preyer, executive vice-president of Vick Chemical Co., Greensboro, N. C. Mr. Preyer was an ANA director this year and in 1939 was chairman of the ANA board, highest post in the association.

Vick had negotiated early in the season for a serial version of Gone With The Wind, and had auditioned two episodes. The project was dropped for the time being when the David O. Selznick film interests declined to permit a radio version of the Civil War tale while the picture was still being exhibited on a road-show basis. In 1941 the film will be shown at popular prices but its radio future is undetermined.

Through extensive advertising the firm has developed an enormous market for its products, the campaign always including heavy use of radio. Vick has used high-priced name talent through the year, but late in the year has depended more on entertainment appeal and sales effectiveness rather than on the pulling power of big names. Morse International, New York, is the Vick agency.

C. L. Saperstein, advertising manager of Thomas S. Saperstein, Inc., Hoboken, N. J., pointed out that the new Helen Hayes Theatre is highly favorable and expansion of the CBS network at the first of the year is contemplated. Prior to the new network series, Lipton had been a user of spot, along with printed media.

Libby, McNeil Preparing

A program that's all dressed up with no place to go is being followed by Libby, McNeil & Libby, Chicago. As soon as the desired air facilities can be acquired, Libby will be ready, it was indicated by Joe Collins, advertising manager. The firm, which has well over a hundred products, used radio earlier this year. Agency is J. Walter Thompson Co., Chicago.

Another new program that is pleasing its sponsor thus far is the John G. Johnson music programs on the NBC network, 9:30-10 p.m. The five-minute programs have been sponsored for several weeks by Nash-Kelvinator Corp., Kenosha, Wis., auto and refrigerator manufacturer. Nash-Kelvinator has been a potent factor in autumn markets with its new models and price reductions.

W. E. Malone Jr., assistant advertising manager of Kelvinator Division, praised the coming opening of broadcasting into the weekly field. He likes the idea, he said, because news will be fresher and there will be less reading matter to scan at one time.

The new ANA board chairman, H. W. Roden, president of Harold H. Clapp Inc., is also a new radio advertiser, having recently started a strip serial, Mother o' Mine, on NBC Blue. While Clapp has used printed media in the past, it now plans to make Home Products subsidiaries in radio promotion. Most of the American Home units use radio almost exclusively.

Miles Labs Going Big

A leading radio user, Herbert S. Thompson, advertising manager of Miles Laboratories, Elkhart, Ind. (Alka-Seltzer), looks for still greater national interest in the firm's popular Quiz Kids program. Among other Miles programs are Alec Templeton and the National Barn Dance. Later on the Quiz Kids may pit youngsters from various cities against each other. Miles is in the midst of a starting distribution campaign in which it hopes to place a new product into the entire national market within 30 days. The new product is 1ADay containing vitamins A and D. The Miles programs will carry 1ADay messages during the distribution drive and after its marketing setup has been established.

Cities Service Co., sponsoring one of the oldest programs on the air, Cities Service Concerts, finds that its half-hour audience is about as large as that built by the series when it lasted an hour. An immediate outcome, however, at the time the shift was made was a recovery soon followed, according to J. J. Delaney, assistant advertising manager.

The power of news, especially when the "scoop" element is woven into continuity is illustrated when stories featuring such personalities as Arthur Hale, Confidentially Yours, according to Ben Polk, advertising manager of Richfield Oil Corp. of New York.
White Collar Labor Status Clarified

Complaints of Industry Are Largely Met by
New Decision

RE-DEFINED classifications of "white collar employees" exempt from provisions of the Wage-Hour Standards Act, believed to remedy the bulk of broadcasters' wage-hour difficulties under the statute, went into effect Oct. 24. The day on which the standard workweek under the Act became effective was April 24. The new regulations were announced Oct. 15 by General Manager Kirk Fleming, administrator of the Wage & Hour Division of the Labor Department.

In amending the definitions of "administrative," "executive," "professional" and "outside salesman," the Wage-Hour Division has broadened the exemption base considerably. The new definitions were the result of the complaints of broadcasters in this regard. Coupled with the Division's recent memorandum limiting the scope of "employment" to radio performers on sustaining programs, the modifications are thought likely to relieve much of the burden of the broadcasters, compared with conditions prevailing heretofore [Broadcasting, Oct. 1, 1940].

"Administrative" Exemption

The principal change in the "white collar" regulations is a significant definition of the "administrative" employee, formerly defined together with "executive". Under the revised definition an "executive" remains one whose primary duty is management and who, among other qualifications, gets $30 or more weekly.

Administrative employees are more broadly defined to include those whose duties, while important and associated with management, are functional rather than supervisory, and are said "to have the same 'substantial' import as those of the 'executive.'" The regulations require that an employee "must be classified as an 'administrative employee' if he earns more than $200 a month. Thus, if these employees work at non-manual assignments requiring the exercise of discretion and independent judgment, and if they receive $200 a month or more, they need not record their hours or be paid overtime under the law.

Since the principal difficulty in the original definition of "executive" lay in the definition of "substantial" in the requirement that "an executive does no substantial amount of the work done by his subordinates," the new regulations set "more than 20 percent on an hourly basis" as the meaning of "substantial."

Thus, a foreman (or chief engineer) listed on payroll records as "exempt from overtime because of the classification as `executive'" would not meet the test. The new definition could work no more than eight hours weekly at the same kind of work done by his non-exempt subordinates, with the subscript that "the job normally requires definite physical exertion," if he worked more than eight hours a week, he would be classed as a working foreman and the employer must pay overtime for hours in excess of 40 per week.

Arts Included

The definition of an employee in a "professional" capacity has been broadened by including the artistic professions and narrowed by the requirement that the "professional" employee must do an amount of work which is "predominantly original and creative in character" and which makes over $200 more a month since Jan. 1, 1941. Thus, if employees work at non-manual assignments requiring the exercise of discretion and independent judgment, and if they receive $200 a month or more, they need not record their hours or be paid overtime under the law.

"Substantial Improvement"

"Although the new definitions are not as absolute as the broadcasting industry had hoped for, they are a substantial improvement over the old ones. For one thing, the new definition of 'executive' makes it much easier to determine when an employee is an executive. Under the old definition, no employee was an executive when he did a 'substantial amount' of work of the same nature as non-exempt employees. Now two persons—including the Wage & Hour Division lawyers—are called upon to have the same idea of what constitutes a 'substantial amount.' Now the Administration has substituted '90%' for 'substantial amount.' This definite figure makes a much better yardstick. The new definition of 'professional' is much more realistic than the old. Radio announcers, writers, producers, actors, musicians and the like, whose work is 'predominantly original and creative in character' and who make over $200 or more a month are now clearly exempt.

"The new definition of an 'outside salesman' also leaves no doubt as to the exemption of radio's outside salesman.

"It is an unfortunate coincidence that the Administration's re-definition of the 'professional' employee was announced simultaneously with a new memorandum on the question of what performers on sustaining programs were exempt. A great deal of confusion has arisen. Although the memorandum on sustaining performers listed a large number of categories where the Administration did not consider it to be employees, a great many others were not touched upon, and their status is still in doubt. Many of these employees will be taken under the Administration, case by case, to establish a pattern for all stations to follow."

Six "Professional" Tests

In an Oct. 24 letter to Joseph Curran, president of the Greater New York Industrial Union Council, Col. Fleming emphasized that the $200-per-month provision will not necessarily increase the number of employees exempt to the extent that might appear at first glance, since additional conditions also must be met. He pointed out that the "professional" must be of 'professors' to the extent that he is a Lieutenant in the Field Artillery and therefore holds a military status. Upon his call to active duty, it was planned to commission Mr. Kirby as a Major and place him in the reserve section.

The function of this new unit will be to handle all radio liaison for the Army in the period of non-involvement. Coordination of relations with radio in fostering recruiting and lending the public informed will be the principal activity.

The War Department now has a radio and pictorial section but the organization chart calls for separation of these functions. The important work of selecting and training the public informed and in maintaining morale is to be handled by the new section. There would be a staff of script writers as well as a contact for radio programs who areas to handle the radio job.

Axton-Fisher Plans

AXTON-FISHER TOBACCO Co., Louisville, frequent user of network radio, on Jan. 5, 1941, will start a 56-week program for Twenty Grand cigarettes on NBC-Blue. Titled "Lights of the Night," the series will be heard Fridays, 9:30-10 p.m. No further details on the program have been released by Weiss & Geller, New York, agency in charge.

Remington 'Newsroom'

REMINIMENT RAND Co., New York, on Oct. 30, starts a 15-minute nightly radio sponsorship of NBC's five times weekly Newsroom of the Air starring John W. Vandercook in New York, and sponsored from various European capitals. The Remington program promotes the work of the Remington and is handled by Leeoff Adv. Agency, New York. Broadcasts are heard 7:15-7:30 p.m. on 26 Red stations.

NEW 50 KW. plant of WBAL, Baltimore, as conceived by Artist Otto F. Mankiewicz, A. Firestone transmitter and three 600-foot American Bridge Co. towers. The contract for the former having been signed in October by General Manager Harold C. Burke in company with E. M. Stroer, manager of Hearst Radio Inc., G. W. Cooke, WBAL chief engineer, and representatives of Westinghouse. Authorized Sept. 10 to increase from 10 kw. to 50 kw., the new plant will be ready next spring.

Ed Kirby Slated As Army Liaison

Military or Civilian Status Is Not Yet Determined

POSSIBILITY that Edward M. Kirby, public relations director of the NAB, will join the War Department as a civilian on radio rather than return to his newspaper career, was seen in developments during the last fortnight relating to the question of an Army liaison officer in the public relations department of the Army.

Mr. Kirby is thought to be slated to become head of the new radio organization, with rank of Major [Broadcasting, Oct. 19], Mr. Kirby's actual status now appears to be the only remaining question. The NAB Executive Committee, at a special meeting on Sept. 1, offered Mr. Kirby's services to the Army as a civilian expert on "a dollar-a-year" basis.

A Radio Liaison

The original plan to reinstate Mr. Kirby in the Army Reserve and recall him to active duty. He graduated from Virginia Military Institute in 1926 as a second Lieutenant in the Field Artillery and therefore holds a military status. Upon his call to active duty, it was planned to commission Mr. Kirby as a Major and place him in the reserve section.

The function of this new unit will be to handle all radio liaison for the Army in the period of non-involvement. Coordination of relations with radio in fostering recruiting and lending the public informed will be the principal activity.

The War Department now has a radio and pictorial section but the organization chart calls for separation of these functions. The important work of selecting and training the public informed and in maintaining morale is to be handled by the new section. There would be a staff of script writers as well as a contact for radio programs who areas to handle the radio job.
Post-Election Era Expected To See Regulatory Changes

Wheeler Bill to Create New Radio Agency May Be Revived; Brown Successors Are Mentioned

By SOL TAISHOFF

WHETHER it's Roosevelt or Willkie on Nov. 5, Federal radio regulation appears slated for an overhauling.

Re-election of the President, it is felt in usually well-informed circles, might see revival of the McNutt-fostered Wheeler bill, S. 9, 1939, to abolish the present Commission and create an entirely new agency. Such a bill, still pending, was introduced by Chairman Wheeler last year at the behest of Mr. Roosevelt. The President expressed himself pointedly at the time on revamping of the FCC.

A Willkie victory obviously would mean a top personnel reorganization of the FCC. But beyond that, because of strong Republican sentiment, in Congress assuming the existing organization is retained. The only regular Republican on the FCC is Norman G. Gammie, former Governor of Rhode Island. With the withdrawal of the nomination of Thad H. Brown for a new FCC term, by President Roosevelt, a Democratic vacancy now exists. The third non-Democrat is George H. Payne, of New York.

The Brown vacancy, as a matter of fact, may never be filled. If Mr. Roosevelt has in mind reorganization of the FCC, and if he is re-elected, he probably will not appoint a successor. He has announced that the new nomination, if any, will not go to the Senate until after the election.

Meanwhile, several campaigns are going forward for the Brown post. If normal processes are pursued, and a successor is named, emphasis is being placed on selection of a Western Republican because of the absence of representation of the Far West on the agency.

Withdrawal of Col. Brown’s nomination to serve a seven-year term from last June 30 did not come as a surprise since it was generally known that the nomination was stymied in the Senate Interstate Commerce Committee.

While a half-dozen names are being bandied about for the Brown vacancy, five names have substantial backing at present. Commissioner Frederick I. Thompson, named in April, 1939, to fill the unexpired term of retired E. O. Sykes, whose term runs only until June 30, is reported seeking the seven-year appointment vice Col. Brown. If the appointment is made, Sykes will be named for the long term, with the non-Democratic replacement for Col. Brown named only for the remaining eight months of the Thompson tenure.

Kendall Suggested

Greatest activity for the Brown successorship is emanating from the West. Former FCC Commissioner Howard Kendall, of Portland, Ore., a radio practitioner on the Coast, appears to have strong industry and party support. Other names already mentioned are Ray C. Wakefield, of San Francisco, member of the California Railroad Commission and vice-president of the Ass’n of Railroad Commissioners, and former Gov. Phil LaFollette, of Wisconsin, a Progressive. Gov. LaFollette was mentioned a year ago for the Sykes vacancy. He now is practicing law in Milwaukee.

News reports published in Washington during the last fortnight named Willis J. Willard, economic adviser to the Federal Trade Commission, a native Washingtonian, as a possible nominee. In addition to his present Aviation Administration post, however, failed to yield any substantial basis for this report.

Name闻 heard was Nelson Lee Smith, chairman of the New Hampshire Public Utilities Commission, said to be supported by

(Continued on page 99)

A Thrilling Spectacle

It was a great show for radio. As the first number—158—was announced by the President into the headphones, a deaf ear to the clatter of the auditorium shivered. Her 21-year-old son held No. 158 in the Washington registratory. All three networks interviewed her on the spot, along with her husband, who is an American Motors dealer, as acting as a guard of honor at the ceremonies. At another point, as has been described elsewhere, Stephen McCormick, WOL chief announcer, witnessed the drawing of his own personal number—1—reserved for the network immediately by Walter Compton, MBS presidential announcer.

All three networks carried a 45-minute pickup direct from the broadcast, and later in the day scheduled special features, including interviews with prospective trainees whose numbers were among those drawn early in the lottery. Handling commentaries for NBC was Charles Smith; CBS, Bob Trout; MBS, Stephen McCormick and Walter Compton. From midnight to 3 a.m., Oct. 30, NBC, Red and Blue carried a special broadcast on which all the 8,000 numbers drawn in the lottery were recapitulated.

TRIBUTE TO RADIO'S past in ground work preparations for the selective service registration and lottery was paid Oct. 15 by Capt. Ernest M. Culligan, public relations officer at the National Selective Service headquarters, on an NBC broadcast. The American people understand Selective service only because the American press and radio news agencies continue to maintain their basic tradition an exalted effi- ciency in promoting a public understand- ing of national affairs and the problems of national defense," he declared. "The splendid public service they have rendered in the pastSelective service is a demonstration of the importance of a free and un- censored two of its New York employees—Evans Wylie, of the special events department, and Alvin Foster, of the research department—holding numbers 188 and 192, the first two numbers drawn.

CLIMAXING its intensive coopera tion with National Selective Service Headquarters in laying the ground work for the first U. S. selective conscription, radio played a stellar role in the drama of the selective service registration. It was added to the Departmental Auditorium in Washing ton. All three national networks carried the program in the Auditorium to carry President Roose-velt’s address and chronicle the drawing of the first registration numbers.

Radio Dramas

Networks Carry Drawing of Numbers; McCormick—Sees His Summons While at Microphone

The THRILL that comes once in a lifetime was experienced Oct. 29 by Stephen McCormick, chief announcer of WOL, while he was handling an MBS pickup from the selective service registration of Washington. While Commentator McCormick described the lottery procedure he was nudgeing the audience. "Isn’t your registration number 1057" asked Compton. "Yes, why?" McCormick answered. Then looking at the blackboard carrying "The 15th number is mine!" After a breathless moment he turned to the audience and asked "What should I do?"

The Deluge of Radio Talks Marks End of Presidential Race

FEVERISH time-buying by politi cal parties and local and national organizations has lifted political broadcasting business out of the doldrums as the Presidential campaign nears its end. The eleventh-hour rush for broadcast facilities to push the vote continues from political broadcasts as high as the $2,000,000 mark, according to estimates reaching the networks. The total is a fair one from the early-season estimates of barely a half-million dollars and bears evidence of the important status accorded radio by campaign strategists.

The rise began during the last month and will climax Nov. 4, eve of Election Day, with both major parties and local candidates using last-minute radio appeals. With both President Roosevelt and GOP candidates calling active in the campaign, networks and stations alike benefited from the re- fused needling of campaign ac-

PAYMENT NOT GUARANTEED

In view of the restrictions placed on campaign expenditures by the Hatch Clean Politics Act, there have been some conjectures as to just how much of the political radio activity is going to be paid for. However, it is known that the expenditures shown by the Republican and Democratic accounts are not guaranteeing payment to the networks. The broadcasting networks can be called upon to carry political parties’ balances on his books until the parties can raise the money.

Based on time already used or contracted for, the three national networks have estimated total political activity within the period at about $1,350,000. Of this amount, NBC will spend about $575,000. CBS, $450,000 and MBS $350,000. To this must be added an in calculable amount of locally spon- sored time on local stations and network time purchased by the parties. Of these estimates, total revenue from political time sales may reach $2,000,000, it is thought.

According to an estimate of G. W. (Johnny) Johnston, radio director of the Democratic National Com mittee, his organization will spend in the neighborhood of $600,000 on radio during the campaign period. Democrats have been spectacular in time purchases, making frequent use of all three networks at once. The political manager is regarding what is regarded as the largest sin gle block of political time ever sold, from Oct. 16 to Oct. 31. The NBC Red and Blue and MBS 11 mid night on CBS. The original radio contract now stand $1,000,000 has been more than doubled.

GOP Purchases

The National Republican Committee early in the campaign set a $1,500,000 radio budget, according to Wells (Ted) Church, its radio director, and he has indi cated that, apart from a possible rise in the current agreement, little or none would be about all the committee's purchases.

(Continued on page 98)
**Industry Geared for Music Switchover**

Support of NIB and New Members Brighten BMI Prospects

**By BRUCE ROBERTSON**

WITH ONLY two months to go before the New Year’s Eve deadline, the broadcasting industry is proceeding rapidly and efficiently with its plans for making the switchover from ASCAP to non-ASCAP music.

Heartened by the unanimous vote of support given by the National Broadcasters [see page 18] and a membership roll that now exceeds 400 stations, Broadcast Music Inc., industry-owned organization for building up radio’s own source of music, has increased its floor space, staff and output to proportions that make it far and away the largest music publishing company in the world.

Ruling on Remotes

CBS has notified the orchestra leaders that a larger proportion of non-ASCAP music must henceforth be included in all remote sustaining music broadcasts at the 90-minute mark of Dec. 1 such programs must be wholly non-ASCAP, a move in which the other networks are expected to follow.

While there is still talk of a possible “deal” prior to the year-end deadline, it is not emanating from radio circles. Arbitration efforts of band leaders, led by Fred Waring, apparently have fallen on deaf ears so far as broadcasters are concerned. Following a meeting of the band leaders group with NAB-BMI officials Oct. 16, little basis for further conversations was indicated.

While no formal statement came from either camp, the way apparently was left open for further discussions. But in the broadcasting industry the prevalent feeling is that any die cast this year, it is apparent ASCAP will go on a non-ASCAP basis effective Jan. 1. The NAB Executive Committee at a meeting Oct. 25, recommended to CBS that the networks fire leaders, and decided on no further action. President Miller, based on his appraisal of the situation, was represented as feeling there is no basis for negotiations with ASCAP.

Hubbard Enters BMI Fold

One of the last formidable holdouts against BMI—Stanley Hubbard’s KSTP, St. Paul-Minneapolis—entered the fold Oct. 25 after he had made a private and thoroughgoing investigation in New York. He also brought into BMI the tunes of the new “Hellzapoppin,” Broadway musical hit. Because Mr. Hubbard has amassed one of the most complete music libraries in the country and because he has been in the thick of all past copyright controversies, it appeared KSTP was going to be a tough nut for BMI to crack. But KSTP was welcomed by that organization and by NAB. NAB-BMI President Neville Miller said he hoped this move to join BMI would disprove the statement that BMI is definitely over the hump and it is assured of success.

Signing of WDAF, Kansas City, one of the first stations to procure the newspaper form of contract from ASCAP five years ago, also was hailed by BMI. H. Dean Fitzger, general manager of WDAF, has long been in the thick of the copyright controversy, and his signing with BMI is regarded as significant.

Individual stations in ever-growing numbers have also taken steps to accustom their audiences to other than ASCAP music; many stations having entirely eliminated ASCAP numbers from their sustaining programs and, as far as possible, from local commercial work. Nearly all advertisers and a number of band leaders have changed their theme songs to new tunes that they will be able to use after Dec. 31 and BMI and public domain numbers are becoming more and more frequent on commercial as well as sustaining programs.

ASCAP, meanwhile, keeps hammering away at its publicity campaign based on the single theme that if it broadens its field and entertainment periodicals and distributed to ASCAP’s mailing list, many writers have accepted without question the Society’s claim that the whole affair is due to an effort on the part of broadcasters to get music for nothing.

The ASCAP program at the San Francisco World’s Fair on Sept. 24, which was not broadcast, has been the focal point of the “boycott” charges to date. Latest release on that subject, received Oct. 28, is headlined “Radio Chains Music! The Press Unchains It!”

Another headline in the same piece, “Press Tops Radio! Newspapers Defeat ASCAP and Stripes Forever, ‘God Bless America,’ and ‘You’re a Grand Old Flag’, indicates an apparent defeat.

(Continued on page 28)

**Cooperative Net Sponsorship Is Ordered Banned by AFM**

**Networks Also Notified Band Leaders and Agents May No Longer Be Concessional for Remote Lines**

AMERICAN Federation of Musicians has notified the major networks that, at the conclusion of present commercial commitments, AFM members will not be allowed to work on programs broadcast on the networks but sponsored by various advertisers on a local-station basis.

Prohibition is the second to be pronounced within the last two weeks by the union, which has also informed the networks that as of Jan. 1, 1941, they shall no longer charge band leaders or booking agents for wire lines to remote pickup spots. Both edicts are in accordance with resolutions adopted by the AFM convention [BROADCASTING, July 1].

Called “Unfair”

The resolution concerning network cooperative programs, explained that they are sold to advertisers “for less than the same number of local musicians would cost if the network program was sold locally” and called this “the worst kind of unfair competition.” It continued to forbid AFM members “to play network radio programs wherein said program is sold commercially to different sponsors in the various towns and cities covered by said network unless the same number of musicians, exclusive of staff musicians, are employed in the local programs broadcast by the station in each jurisdiction in which said program is sold.” Resolution, after its adoption, was referred to the union’s executive board for action.

Only two major network programs are affected by the prohibition—NBC’s Breakfast Club and Mutual’s Show of the Week. Former, broadcast for an hour each morning on the Blue Network and available for local sponsorship in 15-minute units, will run out its present contracts on Dec. 28 and will resume its former sustaining status as an AFM program. At MBS headquarters it was said the Show of the Week, Sunday evening half-hour produced and distributed by the Rhod G. Reith, has, New York, has a 38-week contract with the network, which would carry it through June 22, 1941. MBS has a number of locally-sponsored programs, but all that there are script shows which are not affected by the ruling, unless it should make it necessary for them to drop their theme music.

(Continued on page 95)

**Francisco, Bickel On Defense Body**

COORDINATING, radio, press, motion picture and entertainment activities in the event of a Federal hemispheric defense organization, formation of a four-man Committee on Communications was announced Oct. 30 by Nelson Rockefeller, director of the Office of Coordinator of Commercial & Cultural Relations Between the American Republics, an offshoot of the Council of National Defense.

Mr. Francisco, who is ranked by NAB-BMI officials Oct. 16, little basis for future conversations was indicated.

While no formal statement came from either camp, the way apparently was left open for further discussions. But in the broadcasting industry the prevalent feeling is that any die cast this year, it is apparent ASCAP will go on a non-ASCAP basis effective Jan. 1. The NAB Executive Committee at a meeting Oct. 25, recommended to CBS that the networks fire leaders, and decided on no further action. President Miller, based on his appraisal of the situation, was represented as feeling there is no basis for negotiations with ASCAP.

Hubbard Enters BMI Fold

One of the last formidable holdouts against BMI—Stanley Hubbard’s KSTP, St. Paul-Minneapolis—entered the fold Oct. 25 after he had made a private and thoroughgoing investigation in New York. He also brought into BMI the tunes of the new “Hellzapoppin,” Broadway musical hit. Because Mr. Hubbard has amassed one of the most complete music libraries in the country and because he has been in the thick of all past copyright controversies, it appeared KSTP was going to be a tough nut for BMI to crack. But KSTP was welcomed by that organization and by NAB. NAB-BMI President Neville Miller said he hoped this move to join BMI would disprove the statement that BMI is definitely over the hump and it is assured of success.

Signing of WDAF, Kansas City, one of the first stations to procure the newspaper form of contract from ASCAP five years ago, also was hailed by BMI. H. Dean Fitzger, general manager of WDAF, has long been in the thick of the copyright controversy, and his signing with BMI is regarded as significant.

Individual stations in ever-growing numbers have also taken steps to accustom their audiences to other than ASCAP music; many stations having entirely eliminated ASCAP numbers from their sustaining programs and, as far as possible, from local commercial work. Nearly all advertisers and a number of band leaders have changed their theme songs to new tunes that they will be able to use after Dec. 31 and BMI and public domain numbers are becoming more and more frequent on commercial as well as sustaining programs.

ASCAP, meanwhile, keeps hammering away at its publicity campaign based on the single theme that if it broadens its field and entertainment periodicals and distributed to ASCAP’s mailing list, many writers have accepted without question the Society’s claim that the whole affair is due to an effort on the part of broadcasters to get music for nothing.

The ASCAP program at the San Francisco World’s Fair on Sept. 24, which was not broadcast, has been the focal point of the “boycott” charges to date. Latest release on that subject, received Oct. 28, is headlined “Radio Chains Music! The Press Unchains It!”

Another headline in the same piece, “Press Tops Radio! Newspapers Defeat ASCAP and Stripes Forever, ‘God Bless America,’ and ‘You’re a Grand Old Flag’, indicates an apparent defeat.

(Continued on page 28)

**Cooperative Net Sponsorship Is Ordered Banned by AFM**

**Networks Also Notified Band Leaders and Agents May No Longer Be Concessional for Remote Lines**

AMERICAN Federation of Musicians has notified the major networks that, at the conclusion of present commercial commitments, AFM members will not be allowed to work on programs broadcast on the networks but sponsored by various advertisers on a local-station basis.

Prohibition is the second to be pronounced within the last two weeks by the union, which has also informed the networks that as of Jan. 1, 1941, they shall no longer charge band leaders or booking agents for wire lines to remote pickup spots. Both edicts are in accordance with resolutions adopted by the AFM 1940 convention [BROADCASTING, July 1].

Called “Unfair”

The resolution concerning network cooperative programs, explained that they are sold to advertisers “for less than the same number of local musicians would cost if the network program was sold locally” and called this “the worst kind of unfair competition.” It continued to forbid AFM members “to play network radio programs wherein said program is sold commercially to different sponsors in the various towns and cities covered by said network unless the same number of musicians, exclusive of staff musicians, are employed in the local programs broadcast by the station in each jurisdiction in which said program is sold.” Resolution, after its adoption, was referred to the union’s executive board for action.

Only two major network programs are affected by the prohibition—NBC’s Breakfast Club and Mutual’s Show of the Week. Former, broadcast for an hour each morning on the Blue Network and available for local sponsorship in 15-minute units, will run out its present contracts on Dec. 28 and will resume its former sustaining status as an AFM program. At MBS headquarters it was said the Show of the Week, Sunday evening half-hour produced and distributed by the Rhod G. Reith, has, New York, has a 38-week contract with the network, which would carry it through June 22, 1941. MBS has a number of locally-sponsored programs, but all that there are script shows which are not affected by the ruling, unless it should make it necessary for them to drop their theme music.

(Continued on page 95)
Independents Offer Support to BMI

Ask Per-Program Fees From ASCAP; New Post to Spence

A RESOLUTION pledging support of National Independent Broadcasters to Broadcast Music Inc. was unanimously adopted by the NIB convention at the Waldorf-Astoria, New York, Oct. 21-22, after lengthy discussion of the music industry's station executives in attendance.

Group also resolved to ask ASCAP for licenses on a per-program basis, to assure the broadcasters that the Government has no intention of taking over the broadcasting industry and to hold that their main job in a "period of stress" would be to maintain the quality and continuity of their present services.

I don't know what the Government would do with your stations if it took them over," he declared. "You can't accomplish much in radio without an audience and the easiest way to lose your station is to make the Government take over your jobs." It may be necessary for a particular hour or facility to be requisitioned, he added, but declared that in no event would the Defense Communications Board make any plans involving broadcasting without first discussing them with the industry.

At present, broadcasting is concerned in a lesser degree than can telegraph, telephone, transit Atlantic and similar point-to-point communications, he said. Chairman Fly also warned the broadcasters that when their facilities and services are examined by the Board, explaining that its peacetime function is to plan against any emergency that may arise.

As the PCC had considered lowering qualifications for chief engineers of stations whose technical staffs were being depleted by the demands of Government and military agencies, Mr. Fly said this might be done, but urged that as far as possible vacancies be filled by promotion from the ranks and employees who hold the lesser technical jobs. Asked about union closed shop provisions in certain cities, he said he could "confidently expect" the full cooperation of all unions in keeping the industry competently staffed, regardless of how many men were called from their regular posts for defense purposes.

Federal Time Requests

The question of foreign language programs and of pickups of programs from abroad he described as one to be answered by the broadcasters themselves, stating that the Commission is placing its main reliance in the fact that the broadcasters are American citizens who are doing their best to keep their stations active in the interests of democracy. The strength of the broadcasting industry, he declared, has been the manner in which it has accepted responsibility for its program material and he expressed the hope that it should not become necessary for the FCC to promulgate regulations for programming.

LUNCHEON GROUP at the NIB convention in New York includes (l. to r.) Mrs. Harold A. Lafount, Mr. Lafount, NIB president; Lloyd C. Thomas, KGFW, Kearney, Neb., NIB secretary-treasurer; Hyla Kiczales, WOV, New York; George Lasker, WORL, Boston; T. S. Marshall, WOLF, Syracuse, N. Y.; E. C. Hull, WHLD Niagara Falls; Andrew W. Bennett, NIB counsel; Arthur Simon, WPEN, Philadelphia.

Per-Piece ASCAP Contract Sought for NIB by Lafount

ON THE heels of the mandate of the convention of National Independent Broadcasters favoring a "pay as you use" basis for ASCAP music, Harold A. Lafount, NIB president, Oct. 25 asked ASCAP to recognize the measured service basis for independent stations prior to the expiration of current percentage-wise contracts at the end of the year.

In a letter to John G. Paine, ASCAP general manager, Mr. Lafount stressed the burden of the flat percentage basis upon independent stations, some 250 of which operated at a loss during 1939. He pointed out that the percentage of gross basis was unacceptable and that the NIB convention Oct. 21 directed that a request be made for a measured service method.

On Oct. 29, Mr. Paine responded to the Lafount letter, declaring there was no reason at all "why we cannot explore the suggestions. He proposed a meeting "the early part of next week."

Responding the next day, Mr. Lafount said he would be glad to open discussions "if you will state that the Society is willing to issue a [per-piece] license." He explained that if ASCAP is not willing to issue a license on this basis of payment, the discussion suggested "would be useless except for cause delay." He asked for a "definite answer so that the discussions, if any, are to take place, may be had immediately."

As precedent for measured service, Mr. Lafount pointed out that for the last eight years ASCAP has issued contracts to a group of newspaper stations recognizing this principle under which they pay 95% of their income only when the income is derived from programs using ASCAP music. Moreover, mention was made of the license agreement whereby KGIR, Butte, Mont., operated by Ed Craney, is working out a per-piece basis with ACCAP.

Mr. Lafount asked that ASCAP (Continued on page 97)

ON THE ROSTRUM, listening and speaking at the NIB convention in New York, are (l. to r.) Andrew W. Bennett, NIB counsel; Lloyd C. Thomas, KGFW, Kearney, Neb., NIB secretary-treasurer; Harold A. Lafount, NIB president; FCC Chairman James Lawrence Fly.

quests on broadcasters would clear through a single source which could more easily avoid making excessive calls upon any station or group.

Local Interference

Numerous instances of interference with local station coverage resulting from the great increase in the number of stations licensed by the Commission were heard with apparent surprise by Mr. Fly who said that if there were so many cases of trouble the Commission would have to get to work on the problem. Asked whether licenses of existing stations would be given preference over others in the granting of FM licenses, Chairman Fly answered emphatically that they would not. "There will be no vested interests in FM," he declared. "Radio needs new blood and a broadened base. FM must be free to move forward and not forced to drag the anchor of a heavy investment in the present type of broadcasting."

The NIB resolutions on the music situation read as follows:

"Resolved that the National Independent Broadcasters support Broadcast Music Inc. in its effort to create a permanent and adequate supply of music for broadcasting and urge that all independent stations immediately cooperate with BMI to the utmost of their ability."

"Resolved that the National Independent Broadcasters request from ASCAP a license agreement which would require payment only on music controlled by the members of the Society and actually performed."

Adoption of these resolutions came only after debate which occupied most of the convention time and which was responsible for continuing the meeting through the morning of the second day, instead of completing its work in a single day as originally planned. Fear of network domination of BMI and of the recording industry that might leave the independent stations at the mercy of the networks for all of their music; fear that the networks might make a last-moment deal with ASCAP that would place the entire burden of music payments on the independents; doubts that BMI could supply enough music, especially in re-
Treaty Shifts Are Proposed Conflict in Cuban Assignments

Mexican Allotments Also Offer Chance of Delay Early Conference With Canada Deemed Likely

ALTERATIONS in the proposed broadcast allocations ordered by the FCC pursuant to the North American Radio Broadcasting Treaty, and to the FCC guidelines, was suggested in a vote of petitions filed with the FCC Oct. 15 in response to its recent invitation. The treaty allocation, affecting 777 of the 862 stations in operation or authorized, is slated to become effective next March 20. [Broadcasting Sept. 15.]

How soon the FCC will complete its task of adjusting conflicts in assignments under the treaty remains conjectural. The broadcast engineering department is now comparing Canadian and Mexican allocations with those earmarked in this country.

The State Department revealed Oct. 28 that some delay has been occasioned in the submission of proposed Cuban allocations. The original list was in serious conflict with treaty terms and the Canadian communications department had stood to be drafting its new list in relation to assignments proposed in the United States and Canada. It may be several weeks, it was learned, before the final Cuban list will be available.

Preliminaries Are Slow

There is no indication of any change in the March 29 effective date of the treaty. But the timing suggests that the preliminary work is moving more slowly than had been expected. The Canadian allocations generally are believed to be in accord with those projected for this country. The Mexican assignments, however, are believed to present a number of complications which might entail considerable consideration. Border stations, pursuant to the treaty terms, are required to make assignments within the next month or six weeks to adjust conflicts between assignments of United States and Canadian stations. This conference presumably will be followed by similar technical sessions with delegations from Mexico and Cuba prior to the end of the year.

The majority of the "comments" filed with the FCC as of Oct. 15 in response to its invitation of Sept. 10 dealt with individual station assignments. A number of the petitions sought facilities other than those earmarked for the stations under the proposed allocations.

Three Seeking 690 kc.

There were three separate petitions involving proposed assignment of 690 kc. to KGFF, Coffeyville, and WNDN, Norman, Okla.

This assignment is available for Class II operation with possible power of 50,000 watts. KMBC, Kansas City, and the Fred Jones Broadcasting Co., Tulsa, each filed separate petitions seeking this assignment. The FCC has earmarked 690 kc. assignment is earmarked under the treaty for use either in Oklahoma or Kansas. The FCC as previously provided for two Class II and one Class III-A station-sharing stations, to the facility under the proposed allocations because their present assignment on 10 kc. is no longer available.

WOAI, San Antonio, suggested that the assignments on 1200 kc. would be better served if WCAU, Philadelphia, will operate on 1210 kc. with WOAI on 1200 kc. The suggestion, the petition said, was made not in the interest of claiming or urging any legal right, but rather in the hope and belief that it will be of assistance to the public. The FCC arranged for an improved broadcast service to the public.

In a petition to the FCC, Shreveport, filed exceptions to its proposed assignment as a Class II station and asked reconsideration and a Class I-B assignment on 1130 kc.

KEX Citations Complication

KEX, Portland, in its petition raises the question about its proposed assignment on 1190 kc. under the treaty terms. It pointed out that the complication would not have arisen had the FCC allocation been extended to 1170 kc. as was originally contemplated under the Havana Treaty. It declared its intention, however, to operate with 50,000 watts unlimited time on such frequency as may be assigned to it provided it be enabled to serve the audience in the Pacific Northwest. It said its petition was filed only to preserve and protect its claim for the station assignment under the Havana agreement.

KOB, Albuquerque, in a lengthy petition objected to its assignment, under the proposed allocations, to 1030 kc., operating simultaneously with WBZ and WBZA, Boston-Springfield, as a Class II station. The FCC, it stated, would reduce KOB from the status of a Class I station to a Class II station, though it could operate with 50,000 watts. To the original plan, KOB was to have been assigned to 1200 kc., operating simultaneously with WCAU, Philadelphia, and WOR, New York.

WBZ, Boston, protested the proposed allocations, in that its status would be reduced from 1-A to 1-B.

TWO COUPLES thus equipped with portable General Electric radios and sandwich signs strolled the downtown avenues of Chicago, Illinois, during KGO's broadcast of the Iowa-Wisconsin football game in mid-October, pleading on request to give the score as they heard it on KGO. The broadcast was fed by KGLO to KVFD, Fort Dodge, and stations of the North Central Broadcasting System in North and South Dakota, Minnesota and Wisconsin.

Second Million

GEORGE SCHMIDT, senior salesman of WOR, New York, hit the $2,000,000 sales mark in October with the signing of a contract with the General Electric Co. for a "serious" sale — the sale of $2,000,000 worth of General Electric radios and sandwich signs strolled the downtown avenues of Chicago, Illinois, during KGO's broadcast of the Iowa-Wisconsin football game in mid-October, pleading on request to give the score as they heard it on KGO. The broadcast was fed by KGLO to KVFD, Fort Dodge, and stations of the North Central Broadcasting System in North and South Dakota, Minnesota and Wisconsin.

On 1090 kc. by the proposed assignment of KOB to the channel. It contended that serious loss of service would result from such an attempt at simultaneous broadcast and break-down of the channel and requested that WBZ be given a Class I-A assignment as contemplated.

WHDH Requests Fulltime

WHDH, Boston, operating daytime on 850 kc. with 1,000 watts, in its petition protested its proposed assignment as a Class I station on 850 kc. with only limited time operation. KOA, Denver, is the dominant station on the channel. WHDH had pending an application for fulltime on the channel, reducing it in status from I-A to I-B. It asked the FCC to act on this fulltime operation effective with the treaty.

KJB, Seattle, brought to the Commission's attention a condition of adjacent channel interference resulting from assignment by Canada of CKWX, Vancouver, on 850 kc. with 1,000 watts. KJB operates on 970 kc. with interference re-

Change Proposed in Political Rule

COMMUNIST Problem Brings Requests for a Revision

DESIABILITY of revising FCC regulations relating to political broadcasts, to clarify the interpretation of a "legally qualified candidate," was discussed at the FCC following the Nov. 5 elections. The issue was provoked by refusals of several stations to carry debates between Communist candidates on paid time because of varying interpretations of the term "legally qualified candidate" as applied to the Presidency.

While the FCC has asked stations against them which have been made by the Communist Party to explain why they rejected specific addresses, it is not expected that any serious issue will be raised. As a matter of fact, it was pointed out, the time demands of the Communists, on a paid basis, have been limited and few network affiliated stations have been asked to air addresses of Earl Browder and James H. Ford, Communist Presidential and Vice-Presidential candidates, respectively.

Right of Refusal

At a recent FCC meeting, the question of the right of stations to refuse the Browder broadcasts, particularly in States where he is not regarded as a "legally qualified candidate" was fully discussed. By invoked was the fact that T. A. Craven dissenting, the FCC took the position that the constitutional requirement declaring the Presidential candidates are such that technically any man who is natural born, has lived in this country for 14 years, and is at least 35, is a "legally qualified candidate". It was added, however, that he must be "serious" can be a "serious" candidate. Commissioner Craven, it is understood, on the other hand held that in the specific case involving Ohio stations, the courts had already held that the Communist leader's name could not be printed on the ballot.

The whole issue was precipitated when Alexander Trachtengrub, of New York, attorney for the Communist party, complained because a number of Blue Network stations had refused to carry a show scheduled for network broadcast. The FCC promptly asked the stations to give their reasons for the refusal.

Amended Law Suggested

The suggestion has been advanced that Section 315 of the Communications Act, affording equal time to "legally qualified candidates" for public offices, be extended to bar candidates who are members of parties subservient to some foreign power, or who advocate the overthrow of the United States Government.

The whole incident is regarded as a tempest in a teapot, particularly since the suggestion was made, in effect, procure virtually all the network and station time requested on a regular basis. It is likely that an informal conference will be called by FCC attorneys with a view to procuring suggestions on possible revision of the regulations covering Section 315 with particular reference to presidential candidates.

November 1, 1940 • Page 19

BROADCASTING • Broadcast Advertising
CHANGE COLGATE POSTS

Mr. Peet, Mr. McKay have been associated with various divisions of the agency's European advertising and appointed advertising manager of the New York office of Joseph Katz Co., later joining Lord & Thomas, New York, to handle the Palmolive account, then left that agency.

The Colgate company spends over $6,000,000 annually on advertising, about half of which goes to radio. Currently it is sponsoring the following network programs: Stepmother (Colgate Toothpowder), 38 CBS stations, Monday thru Fri., 10:00-10:45 a.m. (rebroadcast, 4:45-5:00 p.m.); Wayne King's Orchestra (Cashmere Bouquet products), 66 CBS stations, 9:00-10:00 p.m., 10:00-11:00 p.m.; Woman of Courage (Octagon soap), 40 CBS, Monday thru Friday, 10:45-11 a.m.; Ask-It-Basket (Colgate dental cream), 64 CBS, Saturday, 11:30-12 midnight; Strange as It Seems (Palmolive shave and brushless clothes), 67 CBS, Thursday, 9:30-8:55 p.m. (rebroadcast, 12 midnight-12:25 a.m.); Hilltop House (Palmolive soap), 78 CBS, Monday thru Friday, 4:30-4:45 a.m.; Muri's Brown Bag (Super Suds), 79 CBS, Monday thru Friday, 10:15-10:30 a.m. (rebroadcast, 4:15-4:30 p.m.); American Tobacco (Super Suds), 79 NBC-Red stations, Monday thru Friday, 10:30-10:45 a.m.; and Bill Stern (Colgate Palmolive Co., 45 NBC-Blue stations, Sunday, 9:45-10 p.m. Continental Baking Co., spending an accumulated $5,000,000 annually on advertising, mostly for radio, currently sponsors Marriage Club for Wonder Bread and Hostess Cake on 47 CBS stations, Saturday, 8:30-9:30 p.m. with rebroadcast, 11:10-11:30 p.m.

GENERAL BAKING'S REGIONAL AGENCIES

70 ADAPT advertising to certain localities, George King, president, New York, after placing its advertising for 21 years with the same agency, BBDO, New York, has transferred the account among four agencies, each of which will develop plans for the local bakeries in its area. Agencies already selected are Newell-Emmett Co., for New York and New England, Maxon & Co., for Chicago, for the central division, and Ivey & Ellington, Philadelphia, for the eastern and small-town business. Which agency is chosen is the agency for the southwestern division.

The company, noted in its radio advertising, encourages its regional agencies to develop children's radio programs as The Lone Ranger, also spends much of its large advertising budget on radio programs to increase sales and radio-based promotions. The company's radio program, which is expected to provide more diversification for the company's advertising than could one.

EXECUTIVE SHIFTS

At Lord & Thomas
Lasker New G. M.; McAvity To N. Y., Morrell to Hollywood

[For sketch of Mr. Lasker, see page 57]
A GENERAL realignment of Lord & Thomas top personnel was announced by Don Francisco, agency president, following the recent resignation of Sheldon R. Coons as executive vice-president. Edward A. Lasker, formerly vice-president in charge of radio, has been elected first vice-president and general manager, and L. M. Masius, vice-president formerly in charge of Lord & Thomas European business, has been made manager of the New York office.

Thomas McAvity, who has been manager of the office in Hollywood, has been elected a vice-president and transferred to New York, where he succeeds Mr. Lasker as general director of all the agency's radio activities. He has been in radio for the last 10 years, coming to Lord & Thomas from NBC. McAvity joined the agency approximately eight years ago.

Mr. Morrell Mr. McAvity

His appointment as vice-president and radio director of the agency has been made immediately, and coincidentally with his engagement to Helen Mack, Hollywood film actress, on Oct. 16. They were married Oct. 23 in Santa Barbara, Cal.

Morrell to Hollywood
Norman W. Morrell, of the New York radio department, will follow Mr. McAvity's management of the Hollywood office, taking over on Jan. 1, 1941. W. B. Frengussen has been elected managing director of Lord & Thomas Ltd., London, to succeed Mr. Masius.

Resignation of Mr. Coons will become effective Dec. 31, after which date he plans to serve as personal consultant in problems of merchandising, management and advertising to a small group of non-competitive national concerns. Mr. Coons joined Lord & Thomas about ten years ago, leaving the position of executive vice-president of Gimbel Brothers, New York department store, with which he had been associated 25 years.

Mr. Masius has been with Lord & Thomas since 1926, serving first in the New York office and then the Chicago office. Since 1929 he has been vice-president and managing director of the agency's European activities.

NEW MILES PRODUCT

MILES LABS, Elkhart, Ind., has announced Wade Adv. Agency, Chicago, as new agency of record for One-Day Vitamin A and D Tablets. Although plans are not complete and the agency's work is its own, the product will be introduced on the company's NBC shows this week and then on ABC's "The Time" and "Quiz Kids." L. J. Nelson is the account executive.
"THIS WILL BUY AN HOUR ON STATION K-L-U-C-K!"

Wait, friend! An hour on KLUCK will be heard by precisely seven guys—and four of them are members of the staff! So what about Station WHO?

Station WHO too high-hat to bother with your dough, you say? Not on your life!—the biggest accounts we have are ones that started very, very small. In fact, if you want to see some action, just give us a chance to show you what we really think of promising little jobs. Let us tell you about the unknown cereal that we helped to build into Iowa’s largest seller. Let us show you what we did for a group of little retail hardware stores. Ask about the job WHO is doing now for a new advertiser who is actually spending less than $75 per month!

Sure, WHO is big—big as all the Iowa outdoors! But you’ll be interested in knowing that we haven’t forgotten how we got big—and that we’re still using the same formula for getting bigger. Truly—drop us a line—or just ask Free & Peters.

WHO + for IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC., National Representatives
**Plans Complete for Election Coverage**

**Networks and Stations Ready for Thorough Ballot Reports**

**CBS NEWSROOM ELECTION SETUP**

**For television activities in connection with the elections, see page 106.**

**Plans Complete for Election Coverage**

PLANS to make radio's coverage of the Nov. 5 balloting the most extensive and elaborate of any Presidential election in radio history have been announced by the nationwide networks and many independent stations.

Celebrating the 25th anniversary of broadcasting—the first national election broadcast ever to be arranged and announced in advance was that of the Harding-Cox campaign in 1920 over KDKA, Pittsburgh—the radio industry is prepared to bring to every American listener, and by shortwave radio to the rest of the world, a vote-by-vote report that will begin as early in the evening as the first returns start dribbling in and continue until the final result has been announced.

From Studio 8-H

At NBC a staff of more than 50 newsmen, announcers, technicians and engineers under the direction of A. A. Schechter, director of news and special events, will keep the audiences of the Red and Blue networks abreast of developments. For the one night only, Studio 8-H of the NBC world's largest broadcasting studio, will be turned into a newsroom with a huge election chart filling the back wall. Before the project, a battery of teletype machines will bring the returns from every part of the country, as gathered by correspondents of Associated Press, United Press and International News Service. Still farther forward will be the news desk, where Schechter and his staff will prepare bulletins for announcers and commentators.

At either side of the news desk news studios and control rooms for the Red and Blue networks will be located. Separate stage equipment planned for each of the NBC chains. Raymond Clapper, Washington columnist and John B. Kennedy, veteran newswoman, will handle the development for the Blue Network, with George Hicks handling the bulletin returns. For the Red, Earl Godwin, New Orleans, Washington observer, and H. V. Kaltenborn will discuss trends while Graham McNamee reports the returns.

The CBS Setup

At CBS a similar set-up will prevail, headed by Paul W. White, CBS director of public affairs, under whose direction a staff of more than 40 persons will marshal the vote tallies. In Studio 22, within CBS's new News Building opposite network headquarters, ten special long-distance telephone circuits, six private-line connections with remote points, four coded Morse wires and nine AP, UP and INS printers will bring the elections news to the streamlined copy desk. Editors will pan the teams to tabulators equipped with head-and-should phone sets and stationed at a giant white tally board where returns will be scored by States.

Other information will be forwarded to the broadcasting platform, where Bob Trout, ace reporter, will give the returns; Elmer Davis will analyze and interpret the progress of the Presidential race; Albert Warner, CBS Washington correspondent, will comment on the Congressional and Gubernatorial contests, and Dr. Elmo Roper, director of the Fortune survey, will compare the actual results with the forecasts of his own and other polls of public opinion.

Mutual from Chicago

MBS is establishing its headquarters in Chicago, where Fulton Lewis Jr., Mutual's Washington chief, and Boake Carter will head a staff of newsreaders including Quin Ryan, Arthur Sears Henning, Arthur M. Evans and Cedric Foster, as well as announcers and special features staffed in New York, Los Angeles, Boston, Baltimore, Harrisburg, Pa., Jefferson City, Mo., Detroit, San Francisco, Denver, Des Moines, Indianapolis, Minneapolis, Kansas City, Lincoln, Hartford, Columbus, and Lexington, Ky., who will report on the progress of the elections in their regions.

All networks will have lines into the national headquarters offices of the Republican and Democratic parties, as well as Hyde Park, where President Roosevelt usually spends election day, and Rushville, Ind., or wherever Mr. Willkie is located. Whatever the outcome, as soon as it is certain both the victorious and defeated candidates will be sought out for a word to their supporters.

Beginning in the early evening with the first scattered returns, the networks are prepared to make election news the order of the day, starting out with occasional bulletins and increasing their length and frequency as the news becomes more regular until in the later evening hours all the time is devoted to keeping the public informed of returns. Arrangements have been made with sponsors for interrup-
Announcing

WXYZ

5000 WATTS

NIGHTTIME POWER INCREASE
IN OPERATION DECEMBER 1ST
MORE MARKETS—MORE LISTENERS

Contracts Accepted
At Present Rates
Until February 1st, 1941

ACT NOW

NOW OPERATING
5000 WATTS Daytime
1000 WATTS Nighttime

KING-TRENDE BROADCASTING CORPORATION
WXYZ—KEY STATION MICHIGAN RADIO NETWORK
Basic Detroit Outlet NBC Blue Network

National Sales Representative—PAUL H. RAYMER COMPANY

BROADCASTING • Broadcast Advertising
November 1, 1940 • Page 23
News—Blue and Hot... In today's stirring times, both number and importance of commentators are increasing. Different in style, but alike in effectiveness, are Jergen's Walter Winchell (left) and Sun Oil Company's Lowell Thomas. C.A.B. figures show these two newscasters leading the field in the size of their audiences. Both are heard over the Blue.

Music—High "C" to Moanin' Low!... America's love of music is as varied as it is voracious. To please all ears, NBC Blue maestros range from Arturo Toscanini to Tommy Dorsey; programs from Metropolitan Opera to Chamber Music Society of Lower Basin Street. No other network offers music lovers such famous artists, so complete a musical diet.
Frankly, we wish we had a Jack Benny or a Charlie McCarthy on the NBC Blue Network. Not that there isn't plenty of laughter on the Blue, what with Ben Bernie's music funfare and the delightful inanities of "Easy Aces," but another "clown prince" would provide just the finishing touch we need to complete the pattern of Blue leadership in every type of program.

We sincerely believe that no other network offers such a well-balanced platform of entertainment, be it commercial or sustaining.

That is why, when you put your show on the Blue Network, you start with an audience that is as loyal as it is large, attracted and held by a consistent flow of first-rate showmanship. Many of these programs were conceived and developed on the Blue—the same network where they are now doing such an excellent job of salesmanship.

Add to this the fact that the Blue Network provides its coverage in the Money Markets where America's buying power is concentrated, plus the welcome reminder that the famous NBC Blue Network Discount Plan offers national coverage at the lowest cost of any medium, and you can understand why 24 new advertisers have joined the Blue since June 1, 1940.

The moral—today, more than ever, "Better Buy Blue."

NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service

Vital Information—Vital Issues!... Prime examples of the Blue Network's public service programs are the "National Farm and Home Hour" heard six days a week, and the Thursday night "Town Hall Meeting of the Air," where current issues are hotly contested by famous speakers in a thrilling dramatization of America's freedom of speech.

Quiz Experts—Old and Young... Experts of "Information Please," stand-out among all quiz programs, were first heard as a sustainer on the Blue, then sparkled for a two-year period as ace salesmen for Canada Dry. Newest question-answer sensation is Quiz Kids, also on the Blue, which is winning countless listeners and customers for Alka-Seltzer.
Berlin CBS Post Goes to Flannery
To Work With Edmund Shirrer; Chester Gets New Position

CBS has enlarged its foreign departments both abroad and in New York. With the recent retirement of Harry W. Flannery, news analyst of KMOX, St. Louis, to accept a position in Buenos Aires, CBS foreign correspondent in Buenos Aires, Mr. Chester, noted foreign correspondent, was released to take up the newly-created position of CBS director of broadcasting to foreign countries with headquarters in New York.

Mr. Flannery, who recently left via Clipper to take up his new duties as graduate of Notre Dame where he studied journalism and taught English. Later, he covered special assignments for the Baltimore Sun and Albany News and became editor of the Hoosier Observer, Fort Wayne.

Radio Career
After serving as news and sports editor of WOWO, that city, he joined KMOX, St. Louis, in 1933 as news director and analyst, covering the 1937 floods for CBS and working with Gilbert Selde and Waldo Williams on the CBS Americas at Work program. Mr. Flannery, born 40 years ago in Lake City, Iowa, is married and has one daughter.

Edmund Chester, 43, a native of Louisville, started as a reporter of the Louisville Journal, resigning to join the artillery in the World War. In 1918 he joined the Associated Press and was promoted to AP's New York office as Latin American editor. Two years later, on his return to the AP, he went to Cuba to cover the revolution, then beginning eight years of travel in Central and South America. A major assignment was the Chilean earthquake in January, 1937. Other assignments included the Lima Pan-American Conference in 1938, and the Havana Pan-American Conference in 1940. For the past three years he has headed AP's Latin-American Division.

Chester recently married Enna Rogers Moreno of Chile. He takes on some duties with CBS on Nov. 6, Miss Elizabeth Tucker, formerly director of shortwave programs, will work as Mr. Chester's assistant in the network's foreign broadcasting department.

Savings Series
R. T. HARRIS ADV. Agency, Salt Lake City, has released a series of 26 one-minute transcribed announcements for use by Federal savings and loan associations. The series, Capitalized Announcements, and True Life Dramas, were prepared after a two-year study of the industry, according to the agency. Pattern of the series follows that of the electric appliance and utility announcements produced two years ago. Announcement of the new series has been made to all Federal savings and loan associations with assets over $500,000.

OFF FOR BERLIN on his new assignment as CBS correspondent to the German capital hops Harry W. Flannery, veteran news analyst of KMOX, St. Louis. As he boarded a Goshen-bound plane at St. Louis Oct. 13, he received the smiling felicitations of Dorothy Salisbury, American Airlines' stewardess, while Mrs. Flannery (right) got a hearty laugh as old friends wished bon voyage. From New York he flew to Lisbon via Clipper and thence to Berlin, where he will work with William L. Shirrer, chief of the CBS Berlin office.

Central Red Sales Post
Is Given Paul Mccluer

PAUL MCCLUE, Blue network sales manager of NBC's Central Division since July 1, when the NBC networks assumed their individual identities, has been appointed sales manager of the Central Division, effective Nov. 1. Taking his place is Harry C. Kopf, former manager of Red Network.

Mr. Mccluer a member of the division's New York sales staff, is his successor.

Mccluer and Bobbrow both came to NBC when WEGR was acquired by the network in March, 1931. Bobbrow had been sales manager of the Western division for three years and Mccluer had been assistant to the manager, Mccluer is a native of Springfield, Ill., and a graduate of Illinois U. He taught at that school before joining WENR in 1928. Bobbrow began his radio career in 1923 at KYW, Chicago. He was announcer, salesman and station manager before transferring to WENR in the summer of 1933. He is a native Chicagoan, and attended Chicago U and Illinois U.

Grove Locals
GROVE LABS, St. Louis (Bromo Quinine), the first two weeks in October started a varying campaign which runs from 20 to 22 weeks as follows: One-minute live announcements from two to six times weekly on WFPD, WJW, WQAD KWQ, WKBW, WDAF, KVJO; dozen minute periods seven times weekly on KPH KDLA WTVN WMM4 KSPF; half-minute news periods seven times weekly on KFF KDLA WTVN WMM4 KSPF; half-minute news periods on WTMY TWRH WOA; three-weekly quarter hour announcements on KGW KHP; three-weekly quarter hour announcements on KOMA; and on Nov. 11 starts six weekly one-minute live announcements on WIN, J. Walter Thompson, Chicago, placed the business.

Illinois Health Spots
ILLINOIS DEPT. of Public Health, Springfield, Ill., October started its fifth consecutive season of giving information for the preservation of health. Quarter-hour transcription are cut by the Broadcasting System and featuring Chicago radio actors are used. In addition to 22 Illinois stations, one has been set on KFVS Cape Girardeau, Mo.; WBOB, Terre Haute, Ind.; WGBF, Evansville, Ind.; KAJK, Paducah, Ky.; WJRN, Racine, Wis., Illinois stations: WAFF WACX WGBD WCRW WDCR WSGS WWIF WKKM WJOO WWJ WYOS WEDC WHTM. Account was placed direct.

Morin Named by CBS
To San Francisco Post

CHARLES MORIN, formerly sales manager of KFSO, San Francisco, has been appointed sales manager of the CBS offices in San Francisco. His appointment was announced by Donald W. Thorns, general manager of KFSO.

Mr. Morin is a native of Illinois and has been in the broadcasting business for a number of years. He will work under Arthur J. Kemp, Pacific Coast Sales manager, who heads the CBS San Francisco office.

Sunkist List Boosted
CALIFORNIA FRUIT GROWERS Exchange, Los Angeles (Sunkist oranges and lemons), through Lord & Thomas, that city, on Nov. 4 released to Hearst's Hopper's Hollywood for 29 CBS stations, and also added additional stations to the list (WMT WCKY WSN WBSN KLRL KOMA KTOU KKKF WEHC WBND WFGO WPGO VGM). Monday, Wednesday, Friday, 6:15-6:30 p.m. (EST). Hopper Hopper, film commentator, will continued to be featured, her contract also having been renewed for 52 weeks. Thomas Sawyer is agency producer, with Sterling Tracy representing CBS. Art Baxter announces.

McAndrews Is Appointed Sales Promotion Head Of NBC on West Coast
ROBERT McANDREWS, for two years sales promotion manager of KPO-KGO, San Francisco, on Nov. 2 becomes sales promotion manager for the Western Division of NBC, with headquarters in Hollywood. Gene Clark, writer and producer in the KPO-KGO production department.

Mr. Clark Mr. McAndrews

Mr. Clark took over the sales promotion post in San Francisco. Announcement of the changes was made by Paul St. George, general manager of KPO-KGO.

Mr. McAndrews succeeds Charles Brown, transferred to New York, where he is in charge of sales promotion for the managed and operated stations of NBC [BROADCAST, Oct. 15]. Mr. Brown is a graduate of St. Mary's College, where after graduation he acted as director of public relations. He joined NBC as a junior announcer in 1935, subsequently progressing to announcer, assistant night manager, program continuity writer and member of the press department. He joined the sales promotion department in 1938, and a few months later became manager of the department when Brown, then in Chicago, was transferred to Hollywood.

Under his management the NBC San Francisco sales promotion department won the Pacific Adv. Clubs Award for the best direct mail promotion by a Western advertising medium in 1940 and the best radio station promotion in 1939.

Mr. Clark joined KPO-KGO in 1937 as interviewer and comentator and in 1939 became a writer-producer. He has been in radio for 10 years as announcer, writer, newsreader, producer and asist manager.

Shinola Sports
HECKER PRODUCTS Corp., New York, Oct. 9 and 11 started three quarter-hour weekly programs for the football season on WIP, New York, and WTMJ Milwaukee, Wisconsin. Shinola Pigskin Parade, on KVOO, Bud Jackson and Jimmie Todd quiz each other questions on the season. Shinola Star Group is a sports program with Tee Casper and Dave Burns. Agency is Benton & Bowles, New York.

Insurance Spots

Page 26 • November 1, 1940 • BROADCASTING • Broadcast Advertising
PUT WWJ
AT THE TOP
OF YOUR LIST

WWJ leads all Detroit radio stations
in listener interest, places your sales
message in more homes and gives
to your campaign the prestige which
this station has gained through 20
years of continuous broadcasting in
this great market!

Member NBC
Basic Red Network

George P. Hollingbery Company
New York  Chicago  Atlanta
San Francisco  Los Angeles
AFRA Contract Covers Broad Scope

Pay Boost if Cost of Living Increases Is Included

A THREE-YEAR contract, covering the employment of actors, announcers and singers on all network programs, both sustaining and commercial, and containing a provision for increases in minimum fees during the last year if the national cost of living index rises ten points or more, goes into effect Nov. 1, 1940, to run until Oct. 31, 1943.

This new contract, which also includes provisions for all talent booking agents to be licensed by the American Federation of Radio Artists, was signed by representatives of AFRA and the nationwide networks on Oct. 14 and has since been ratified by the New York, Chicago, Hollywood and San Francisco locals of the telephone unions.

Broad in Scope

Breadth of the contract came as a distinct surprise to industry observers, who had expected only agreement regarding network sustaining broadcasts. Reports from the conferences of AFRA and network executives that had been held during the preceding month under the auspices of the New York State Mediation Board. Board chairman William H. Davis called the networks and the union together for a last attempt at negotiations after previous conferences had failed to produce a meeting of minds and as the union was on the verge of calling a national strike of all artists engaged on sustaining broadcasts on the networks [Broadcasting, Sept. 15, Oct. 1, 16].

The terms of the settlement have been labeled acceptable and satisfactory by both sides, each stating that the conclusion represents a true compromise between the desires of the groups. AFRA has gained a bargaining advantage for future negotiations by combining the expired contract into both sustaining and commercial agreements, which makes possible the withdrawal of all talent save musicians from all network programs, if such tactics should prove advisable, in 1945.

The networks and the advertising interests have gained a renewal of the commercial code, which was fought so bitterly two years ago, well in advance of its expiration date next February, and without any increase in minimums or changes in conditions, freeing them from worry on this score at the time that the industry is engaged in its showdown with ASCAP on the music question.

The networks won a point in securing a three-year contract when the union did not want to make one for so long a term in view of the uncertainty of the future, but this is offset by the provision that if the Department of Labor determines that the cost of living index has risen ten points or more, the contract will be renegotiated.

Sustaining Clause

While the commercial code, covering Chicago local and Pacific Coast local and regional scales as well as national scales, remains unchanged, the sustaining agreement, covering NBC, CBS, and Mutual stations WOR, Newark, and WGN, Chicago, calls for a basic minimum guarantee that raises the former minimums by $2 and lowers the rehearsal time required. Chicago regional programs, formerly paid on the Chicago scale when broadcast in the Central, Mountain and Pacific Time Zones, now go on the national scale when broadcast in the 11 western States. Programs originating in Los Angeles and San Francisco take the Chicago rate when made available to Central Time Zone stations and the national rate when available in the East.

Staff singers receive increases of $5 a week. The group hourly rate is upped $1. Rate for sustaining auditions is increased from $7.50 to $11 and rehearsal time reduced as covered by the basic minimum guarantee. A formula is included distinguishing between sustaining and commercial auditions. Group singers on signature numbers will receive 50% of the basic minimum without giving rehearsals.

Discounts for dramatic strip programs broadcast five or six times a week have been reduced from 20% to 15%, raising the pay-over-play rate for a five-a-week serial from $67 to $81.85. Also, such contracts are now limited to a minimum of six weeks. Provisions for doubling, cancellations, etc., remain as in the original sustaining contract.

A set of regulations for artists' bureaus conducted by networks and other agents, to be known as "AFRA Rule 12", which have already been accepted by the networks, contains an absolute prohibition against charging commissions on minimum fees or commissions which would reduce the net compensation of the artist to below the appropriate AFRA minimum. Agents are also forbidden to "clump" the aggregate engagements of an artist in computing his commissions, but must figure commissions on each separate engagement to avoid violations of this rule.

Commission schedule provides for a maximum commission of 10% for actors and for the same maximum for announcers and singers under exclusive management contracts, except that where the exclusive management contract guarantees the announcer or singer a minimum of $70 weekly for a six-week period the agent may receive an additional 5% commission. Agents may secure a further additional 5% commission from singers when special services such as promotion, coaching, arrangements, singing and dictation lessons, etc., are provided.

No Employer Fees

"AFRA Rule 12" also prohibits the collection of commissions from talent by any person "who directly or indirectly occupies the position of employer." If, for example, "an agent produces a package show and sells the show to a sponsor or advertising agency at a profit or on a cost plus basis, such agent may not collect any commissions whatsoever on the earnings which any of the artists receive for rendering services on such package show."

In notifying talent agents of Rule 12, which requires AFRA members to deal only with agents licensed by the union, AFRA has set the rule's effective date as Nov. 15 and requires agents to get their applications for such licenses to AFRA on or before Nov. 5. Objecting especially to the rules against commissions on minimum fees and package shows, the talent agents organization, Artists Representatives Assn., has appointed a committee to meet with AFRA in an attempt to secure a softening of these regulations and in the meantime has advised its members to refrain from applying for the AFRA licenses.

Committee is composed of William Morris Jr., William Morris Agency; Samuel Lyons, A. S. Lyons; Charles Miller, Music Corp. of America; Herman Berne; Thomas G. Rockwell, General Amusement Corp. First meeting with AFRA was held Oct. 23, at which the agents voiced their objections to being bound by terms negotiated by the networks but in which they had had no voice.

The new AFRA-network contract (Continued on page 75)
So the Advertiser May Know WHICH Station is ... 

First in Denver ... Mr. Beaglehole says

October 16, 1940

Mr. Lloyd E. Yoder
Radio Station KOA
Denver, Colorado

Dear Lloyd:

We have now used KOA programs daily for more than a year. Our sales have gone up steadily. No other radio station has ever produced such excellent results.

We started with three quarter-hour programs per week and increased it to 5-a-week. While increasing our KOA budget, we reduced our total advertising budget materially, but our sales have increased sharply due to KOA's excellent productivity.

The Raymond Keane Advertising Agency, with Wes Battersea as "Joslin's Inquiring Reporter" are doing a good job for us, in conjunction with KOA's Program department.

I feel that you should know that KOA results have completely justified us in devoting a major portion of our advertising appropriation to broadcasting over your station.

Sincerely yours,

C. F. Beaglehole
President

We say, "Thank you, Mr. Beaglehole"

KOA is proud to have been able to serve you so well. Yours is a typical experience shared by a host of satisfied KOA clients, and a big reason why the largest dollar volume of national, local, and spot advertising in the Denver Market Area is placed on KOA.

Represented Nationally by SPOT Sales Offices
400 Boston Radio and Advertising Men Fete Shepard, Laud FM Pioneering

WITH more than 400 advertising executives, agency men, radio officials and newsmen present, John Shepard, 3d, president and founder of the Yankee Network and moving spirit in commercial FM, on Oct. 22 was feted at a special luncheon of the Boston Advertising Club. Mr. Shepard's newest undertaking — nationwide development of commercial FM — was hailed by the club after witnessing a half-hour demonstration.

 Tribute was paid to Mr. Shepard for his radio leadership, not only in building FM but for 15 years of active broadcasting as head of the Yankee and Colonial Networks and as an outstanding industry figure. Mr. Shepard's address was brief and informal. He contented himself with thanking the club for honoring him and adding his view that FM reception would be even more perfect with the completion within the month of the new antenna mast of WIXOJ, his station at Paxton.

 Scorched 'Firsts'
 Linus P. Hariss, Yankee Network vice-president, in recounting Mr. Shepard's radio career, recalled that in 1928 the then 36-year-old radio enthusiast dedicated his first program from WNAC. FM, he pointed out, is but Mr. Shepard's latest "first" during his 15 years in radio. He cited the broadcaster's pioneering in such developments as single-wave vertical antenna, network broadcasting, audimeter survey, coin telephone survey, radio news and weather data organization.

 The advertising fraternity met for the dual purpose of paying tribute to "Pop" Shepard and of hearing the half-hour demonstration of FM. The session was presided over by John C. Niedermus, advertising manager of Kennedy's and vice-president of the Advertising Club.

 FM demonstration was provided by the Yankee Network staff and was designed to give the ad men as wide a latitude as possible in judging the value of FM. Originated in the Yankee Network studios, the program was relayed by FM station WEDO to Paxton where WIXOJ broadcast direct to the Statler. Organ, orchestral and vocal effects, as well as varied sound effects were demonstrated, with numbers selected to best reflect the ability of FM to transmit sound in all its natural quality.

 'Phantom Pianist' An innovation was demonstration of the "phantom pianist". Pianist Harry DeAngelis made his entrance at the keyboard of the grand piano in the corner of the banquet hall. He swayed into "I've Got That Feeling" and the audience knew that DeAngelis was no longer playing but that the music did not stop. Time elapsing before it was realized that the phantom pianist, Ray Collins, was completing the composition from his piano at the Yankee Network studios a mile away and that it was being relayed via FM to the luncheon. There was no apparent difference in the piano's quality when it was transmitted by FM...and the pianists finished their demonstration by uniting in a duet.

 Paul DeMars, Yankee Network FM engineer, spoke before and between portions of the actual demonstration broadcast. He outlined briefly the history of FM from its day in 1936 when Shepard first heard and was convinced of the future of the medium, to the present day.

 Mr. Shepard, as a parting shot, focused attention on the music controversy by observing that "you gentlemen will notice that no ASCAP numbers were used on this afternoon's program."

 Guests present at the luncheon, besides those seated at the head table (see picture) were Walter Howey, managing editor, Boston Record American; Ernest Hoffwyzer, advertising director, Boston Record American; Frank Baldwin, BBDO; Louis Munro, Doremus & Co.; Frank Browning, Badger & Browning; Norville Richards; George Chambers, Chambers & Wissell; Harry Patterson, Harold Cabot and Co., Inc.; Pop, Nichols, Eddy Tucker, Nichols, Inc.; Arthur Rogow, New England manager, Sears Roebuck; Paul A. DeMars, Yankee Network vice-president and FM manager, Shepard Advertising manager of Kennedy's and vice-president of the Boston Advertising Club; Linus Travers, Yankee Network; permission manager; George Cunnings, of c o n v a cuum; E. C. Favorite, district manager of Atlantic Refining; Craig Smith, advertising manager of Gillette Safety Razor Co.

 Don Lee Acquires Site in Hollywood

 Extensive Improvements to Be Made to New Offices

 DON LEE, broadcasting system, Los Angeles, after approximately a year of negotiation with Consolidated Film Industries, has acquired for five years lease the former NBC Hollywood studio building at 5515 Melrose Ave. The NBC lease on the structure expires at the end of November, deal was closed by Thomas S. Lee, Lewis Allen Weiss and William H. Brown, respectively, in early Oc-

dober.

 Don Lee has also bought all NBC technical equipment and broadcasting facilities housed in the quarter-million dollar building, which is being remodeled and redecorated at a cost of more than $25,000. The entire plant is undergoing a thorough revamping before Don Lee Network moves its personnel for downtown Los Angeles. Three large new studios and executive office space are being added to the main structure of the building in the rear of the central plant is also being remodelled.

 Move to larger quarters was dictated by business expansion, according to Mr. Weiss, who also pointed out that closer proximity to Hollywood will be of further importance, also assisting in the move was the desire to be closer to the studio of the day. Television studio building now being erected by the firm at Mt. Lee, Los Angeles, which is expected to be in operation about Jan. 1. Firm also is erecting a new studio antenna at its new building in Hollywood, which features a newly-completed transmitter building, Venice and La Cienega Bvls., on the outskirts of Hollywood, has been housed in Don Lee Building, 1078 W. 7th street, for the last 15 years. Its move to Hollywood will see the passing of a historical landmark. It was from Don Lee's radio studios that such personalities as Garden, Marie Dressler, Will Rogers, John Arbuckle, Bud Abbott, Norma Shearer, and others were made.

 Musterole Spot Starts

 MUSTEROLE Co., Cleveland, on Oct. 14 started its annual 26-week campaign, running Musterole, as a daily spot, using a varied schedule of one-minute announcements from five daily stations throughout the country. Announcements are weekly on WABX, Buffalo; WJIE, Detroit; WGES, Chicago; in Yiddish on WEVD, New York, and WPEN, Philadelphia; in Polish on WOJ, New York, and WPEN, Agency is Erwin, Wasey & Co., New York.

 On Henry Dramas

 WILLIAMSON CANDY Co., Chicago, Oct. 21 started a weekly half-hour dramatic show "Famous Jury Trials on a Halliwell Network Mondays 6-6:30 p.m. (CST) for 52 weeks. On that date the dramatic show was rechristened "The WZYN."
NEW, BEAUTIFUL STUDIOS — 22 FLOORS ABOVE THE CITY OF BROTHERLY LOVE! FINE EQUIPMENT — A COMPLETE PERSONNEL — AND MIDDLE-OF-THE-DIAL TUNING — ASSURE A BRILLIANT FUTURE FOR 'PHILADELPHIA'S OWN STATION.'

A DREAM COME TRUE . . . ! THESE SPACIOUS PENTHOUSE STUDIOS ARE CONDUCIVE TO TOP-SIDE BROADCASTING. FOR YEARS, WPEN HAS BEEN RATED A HIGH-CLASS WORKSHOP. NOW, WITH THESE NEW FACILITIES — WPEN IS PROCLAIMED THE SHOW-PLACE OF PHILADELPHIA . . . ! FROM OUR LOFTY STUDIO WINDOWS — IT'S EASY FOR SPONSORS TO CLEARLY SEE A PATH — DIRECT TO THE END OF THE RAINBOW!

5000 WATTS* FULL TIME WPEN
Porter to Handle FCC Net Inquiry

Former Commission Counsel
Works on Per-Diem Basis

RETENTION of George B. Porter, until recently assistant general counsel of the FCC in charge of broadcasting, as special counsel to supervise the new aspects of the FCC's network-monopoly inquiry, was announced by Chairman James Lawrence Funkhouser Oct. 29, following FCC approval.

Mr. Porter, who resigned from the commission more than a decade ago, has private law practice in Washington. Under the authorization, he will join the FCC Nov. 1, devoting his full time to the assignment until the work is completed. Afterward, he will return to his private law practice as partner in the firm of Porter & Haley.

Briefs on the network-monopoly inquiry are now due Nov. 11, the date having been extended for the third time, with a meeting set for Oct. 17. Oral arguments are scheduled for Dec. 23, but it is anticipated they probably will be requested and authorized, due to the size of the record amassed during the hearings in the later part of early 1939, and the importance of the issue.

Will Study Briefs

Mr. Porter, it is expected, will first familiarize himself with the proceedings and in the meantime has already filed, plus the major documents to be submitted by the network owners. It is expected that the participating owners will be on Nov. 11. He will argue in favor of the FCC committee's provocative report at the oral arguments.

Retention of special counsel by the FCC is made possible under the statute, S. King Finkhousers was the special counsel who handled the inquiry in its hearing stages and who assisted in the preparation of the committee's report. Mr. Porter under the FCC's action is retained on an hourly basis.

In announcing Nov. 17 the further postponement in filing of briefs and in setting the oral argument date, the FCC stated that the oral arguments "will be limited to those important questions in issue by the briefs filed with this report," raised by the report of the Chain Broadcasting Committee dated June 12, 1940.

Apple Spots

WASHINGTON STATE

Apple Commission, Yakima, recently put a new campaign running on WSBM, New Orleans, and WTCN, Minneapolis. Two day and two night spot announcements are being used daily. In addition a participation is being used on the Fletcher Wiley's Housewife Promotional League on WOOD. J. Walter Thompson Co., San Francisco, is agency.

Standard Oil Spots

STANDARD OIL Co. of Indiana, as a tie-in with its fall advertising campaign for gas and oil which starts the same date, Oct. 31 and runs to Jan. 31, is running a chain-break announcements on 48 midwestern stations. Announcements are being used twice daily in Class A time. McCann-Erickson, Chicago, is agency.

GE Hy's 'FREE' RADIO

By MARTIN CODEL

LORD HAW HAW'S masters in Berlin have achieved the penultima

mata in the perfection of a broadcasting system, judging from their own calculations. Indeed, Herr Goebbels' disciples would have us believe it's the ultimate—but they overlook one vital element in their comparisons with the American way of radio operation. They omit to mention that it is a crime in Germany and in all other conquered countries, punishable by imprisonment, to listen to any broadcasts from foreign lands.

Publicly, the U.S.-sanitized German Library of Information in New York, obviously an appendage of Herr Goebbels' Ministry of Culture & Enlightenment, is a weekly magazine called Facts in Review. By article and illustration this periodical paints the Nazi lily in iridescent hues. The United States mails circulate it to all Washington newspaper correspondents and, it is said, to hundreds of thousands of others without cost to them.

Free—and How!

A recent issue carried an article on "German Radio" which does not say it is in many words but which implies that Gurlitt, the German's method of operating a broadcasting system and that of the United States—"to the advantage of the former, needless to say."

Without emphasizing that the Government controls anything and everything going out over the Nazi radio, let alone what is published in the completely controlled press, "Radio in the Germany of today is based on the fundamental prin-

ciple that an instrument reaching the masses must be controlled by the people themselves." Obviously aiming at the privately—but com-

petitive—_male, the Nazi radio system, it goes on to say, "Such an important medium of communication must under no circumstances serve purely private interests. Since the people's voice is incorporated in the National Socialist state, this principle naturally leads to public control of the radio."

Private radio advertising, the ar-

ticle adds proudly, is in fact prac-
tically non-existent in Germany.

There are more than 10 million persons thus paying monthly fees for the right to operate their radio sets. From the time they came to power, they introduced a cheap mass production midget called the "Volksempfangen" (People's Receiving Set). These sold in enormous numbers, thus justifying the German radio industry's criticism of the radio policies pursued by the government. That they are so low-power-

ed as to be unable to receive any-

ting but local stations, and that all-wave tuning is taboo on pain of imprisonment, is not mentioned in the article. Yet "one must not for a minute assume that the German radio listeners have little choice. They can switch off their sets just as readily as American listeners can, and they are by no means slow in writing their approval or dispro-

vval. In order to reach as many listeners as possible, Ger-

man radio broadcasts are a nationwide medium and, even abroad ships at sea."

Not Compulsory

Any German who can discontinue paying his monthly license fee and cease owning a set if he likes, the article asserts. Yet not a word about the expropriation, without compensation, of all radios owned by Jews. Not a hint of radios to lighten the terrors of concentration camps. Not a word about spying neighbors reported when the man next door, owning a better radio, was heard tuning in London—and soon was a neighbor no more.

Even in the occupied territory, we are told to believe, everything is hunkydory. Germany has taken over their control, to be sure, but the Gurlitt-Sein still continues to emphasize "Czech cultural conditions" and Cracow's radio continues to broadcast in Slovak and Warsaw's in Polish.

"Political broadcasts (sic) play no greater role in present-day Ger-

many than they do in America. Just as in America, one may listen to serial dramas or to dra-

matizations of fairy tales and biog-

raphies."

The political broadcasts in America are bi-partisan, in Ger-

many one-sided; that Herr Goebb-

ckel, as leader and head of the self-anointed Nazi hierarchy say what they please, they please; that German radio serials and fairy tales and biographies eulogize the Hitler and the Horst Wessels and damn the Heinrich Manns, or deride the Thomas Manns, not to mention the Churchills and the Roosevelts—all that is unimportant to the great Nazi ideal of radio.

"Germany has attained one of its cherished goals: To make radio an institution truly national, truly popular, truly democratic institution. Only in this way is it able to represent modern German culture at its best to the outside world and to plead for a better understanding of that cul-

ture."
Sam... I sometimes wonder, have we picked a Vital Spot?

Every day comes new proof of the consistently large returns advertisers obtain from the active audience of the 17 NBC vital spots. For example:

An NBC client recently made a one-announcement offer on a single morning broadcast over station WJZ. The response totaled well over 3000 requests and the offer wasn't diamonds either, merely a booklet. But this story does indicate what a jewel of a reception advertisers get from NBC spot markets.

A performance like this isn't just occasional, either. It's repeated over and over again by every one of these 17 stations, exclusively represented by NBC. Perhaps that's why more advertisers have used these vital spots this year than ever before.

Sandwich" your message in the really Vital Spots

NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service
Code Conference Called to Discuss Chiseling of Time

Chicago Session Also Plans NAB Committee's Agenda

TO APPRAISE the commercial copy limitations of the NAB Code which became effective Oct. 1, and reconcile differences of opinion regarding their imposition, the NAB Code Compliance Committee has called a special meeting in Chicago Nov. 7, with Chicago advertising agencies and representatives of the three sponsoring companies invited to air their views.

The meeting is to be held by Edgar L. Bennett, president of WMBD, Peoria, a member of the committee, after consultation with NAB President Neville Miller, the meeting is to be held by Edgar L. Bennett, president of WMBD, Peoria, a member of the committee, after consultation with NAB President Neville Miller, the meeting is to be held by Edgar L. Bennett, president of WMBD, Peoria, a member of the committee, after consultation with NAB President Neville Miller, the meeting is to be held by Edgar L. Bennett, president of WMBD, Peoria, a member of the committee, after consultation with NAB President Neville Miller, the meeting is to be held by Edgar L. Bennett, president of WMBD, Peoria, a member of the committee, after consultation with NAB President Neville Miller, the meeting is to be held by Edgar L. Bennett, president of WMBD, Peoria, a member of the committee, after consultation with NAB President Neville Miller

Some Deviations

It is contended that while some stations have attempted to adhere to the code, other stations, both large and small, have not, and that certain stations, particularly those using non-commercial time, have continued to broadcast in ways that the NAB feels are contrary to the spirit of the code.

The NAB Code Committee is concerned with the possibility that the code could lead to a situation in which stations would be forced to cease broadcasting certain programs, or would be forced to reduce the amount of time they spend on certain types of programming.

Also, some stations have complained that the code is too restrictive, and that it does not take into account the needs of individual stations.

WPEN's Studios Formally Opened

Dedication Day Featured by News of Power Increase

WPEN, Philadelphia, will remember Oct. 23 as a red-letter day in more ways than one. Not only did it mark the dedication of new studio facilities, occupying the 21st and 22nd floors of 1528 Walnut St. Bldg., but word was also received that day from the FCC granting permission to increase its power from 1,000 to 6,000 watts.

About 250 persons attended the dedication exercises, highlighted by a special hour broadcast at 11:00 am, which was carried over many radio and television stations throughout the country, and by civic personalities participating, and the presentation of a trophy to Arthur Simon, WPEN general manager, by the entire personnel of the station.

Join in Ceremony

Members of the industry paying their respects included Arde Bula-va; Harold A. Lafount, director of WPEN's facilities; James Milne, WELI, New Haven, Conn.; George Lasker, WORL, Boston; Hyia Kiczales, WOC, New York; J. Simon; Herbert Moore, president of Transradio Press, who turned on the teletype machines marking the start of that news service for the station; and Srul Gold, news director, who made the first delivery of the new station's news service.

OHIO FAIR POLL

Shows Soap Operas, News

SERIALS and news programs are the favored broadcast fare of Ohio listeners, according to results of a survey conducted among 1,299 Ohio State Fair visitors by WBNS, Columbus. According to an aggregate compilation of first, second and third choices of program types registered by the sample group, which included persons living in the country, small towns and Columbus, quarter-hour serials and news broadcasts held better than a 2-to-1 preference over the third choice, variety shows.

Results of the poll, based on aggregate choices of program types were: serials, 566; news, 728; variety, 244; talk, 214; sports, 190; dance bands, 177; musical comedy, 120; quiz, 254; variety, 107; baseball, 56; education, 45; news, 37; sports, 26; radio, 217; talk, 194; serials, 194; educational and presidential fireside chats, 1. The survey, as conducted by WBNS during the Aug. 24-26 period, also was broken down to show station preference and favored listening hours.

The brothers Lawrence K. and Donald B. Miller, treasurer and editor of the Miller Corporation, located in Pittsfield, Mass., have applied to the FCC for a new 100-watt station on 2160 kc. in Pittsfield.

Horizontal Power Boosts on 3 Waves

Grants on 560, 890, 920 Kc. Pave Way for Treaty

PAVING the way for the impending Havana Treaty reallocation next March 29, the FCC at meetings in the last few days has granted horizontal power increases for regional stations on three channels and granted local power boosts, permissible under treaty provisions.

Qualified stations on 560, 890 and 920 kc., in the Class I-A category, have been granted authority to use local power boosts, permissible under treaty provisions. In addition, WPBC, Spartanburg, S. C., a direct grantee of the FCC, was granted a limited time on 920 kc., with 1,000 watts, using a directional. Operating with the new 250-watt WORD by the Spartanburg Advertising Co., WPBC is expected to move to the full-time 920 kc. outlet. Majority interest in WORD, now the CBS outlet, probably will be sold in line with the FCC policy against concentrated ownership in the same areas.

Grants on 920 kc.

At its meeting Oct. 15, the FCC granted WWJ, Detroit, a construction permit to increase its night power from 1,000 to 5,000 watts on 920 kc. This grant was followed Oct. 22 by similar power increases on 920 kc. to KPRC, Houston; KFEL, Denver; WPEN, Philadelphia, and KGMN, Fairmont, W. Va.

Stations on 980 kc. likewise were given Class III-A status Oct. 22. With construction permits for 1,000 watts night power to WJAR, Providence; KARK, Little Rock; WMNN, Fairmont, W. Va., and WBAA, West Lafayette, Ind. The latter station was also given increased hours of operation from specified to unlimited time.

KRTN, Des Moines, key of the Cowles Stations, was granted a construction permit to increase its power from 1,000 to 5,000 watts fulltime on 1320 kc.

At its meeting Oct. 15 the FCC announced power increases to 5,000 watts on 560 kc. to WIS, Columbus, S. C., WDR, Ind., and WNDQ, Knoxville; WNDQ, Rockford, Ill., will use a directional antenna both day and night, while WIS will use a directional night.

WBRY, Waterbury, Conn., was granted a construction permit to increase its power from 1,000 to 5,000 watts fulltime on 1530 kc. KLPM, Minot, N. D., was granted a night increase from 500 to 1,000 watts on 1395 kc., unlimited time.

KFKA, Greeley, Colo., was granted modification to increase its night power from 1,000 to 2,000 watts on 880 kc., sharing with KPOP, Denver.

WJTS, Jackson, Tenn., was granted a construction permit to increase its power from 250 to 1,000 watts and to shift from 1395 to 1390 kc. WSPR, Douglas, Ga., was granted a power increase from 700 to 1,000 watts, and WJTS, operated by Agricultural & Mechanical College of Texas, was granted a night power increase of 250 watts.

At its meeting Oct. 15, the FCC authorized local power increases from 200 to 400 watts for WVOX-FM, Santa Monica, Calif., and WGGV, Victoria, Tex., and WGOV, Val- dosta, Ga. At its meeting Oct. 22 similar increases were granted for WPYQ, 560 kc., and KPUP and KENO, Las Vegas, Nev., and KFOR, Lincoln, Neb.
No amount of work will fit Oklahoma into any spot on the map except the Southwest. WKY would be just as out of place in any other location. Its power in kilowatts could remain unchanged but its power to influence listeners has been built to the Southwestern pattern.

People in Oklahoma still have a lot of the pioneering spirit in them. They like the open road, the evening campfire, the restful music of the plains. WKY program builders take these facts into consideration. As a result, dial twisting is a vanishing habit among radio listeners in Oklahoma.

They keep tuned to WKY because of its twenty-year record of building programs of and for the Southwest.

And because Oklahomans like WKY and like the way WKY is programmed, sponsors continue using WKY year after year. They have found that its way of moving into more radio homes in the state than any other station is matched by the way it moves their products off dealers' shelves.
This U.S. map illustrates proportionately the tremendous nighttime coverage of KSTP's

KSTP's 50,000 Watts have been nearly tripled by intensifying—directing—and concentrating them. The unique KSTP directive antenna array can be compared with a giant floodlight aiming its powerful beam where it will serve the best purpose—giving nighttime dominance of the great Twin City and northwest trade area—one of America's "Big Ten" markets. The strategic location of KSTP's modern transmitting plant, plus this remarkable antenna array focuses this intense power in populous areas far beyond what you expect—or pay for! This antenna produces a signal which could be broadcast from an ordinary antenna only with 133,500 Watts power!

When you buy KSTP, you get Clear Channel protection—the dominant audience insured by our schedule of NBC Basic Red Network shows and top local programming—and power equivalent to 133,500 Watts in this rich market.

You get all this plus KSTP's exclusive "Planalyzed Promotion" at rates which give you more listeners at less cost.

KSTP NBC BASIC RED NETWORK • MINNEAPOLIS • ST. PAUL
EDWARD PETRY & COMPANY • NATIONAL REPRESENTATIVES
YOU'LL like BROADCASTING Weekly. You'll like the lively news style that characterizes the magazine of the radio advertising industry. You'll like its accuracy, its compactness, its completeness. Added to that, you'll like the way BROADCASTING steps up its enviable pace of "hot off the griddle" news.

As for subscription rates, you're in for a pleasant surprise. While an increase of $2 a year goes into effect on January 1, 1941, you are invited to extend your present subscription NOW or enter a new one at the existing rates.

New Rate, $5 per year - $8 two years
Old Rate, $3 per year - $5 two years

(including yearbook Number)
ANNOUNCERETTES

WHEN Registration Day Oct. 16 took the entire announcing staff away from WFVA, Fredericksburg, Va., Manager Richard Field Lewis assigned comedy Nan Winkler, his secretary, to do relief announcing. She did so well that the public demanded she be given a regular assignment, which Mr. Lewis says will be done. At WHMA, Anniston, Ala., an all-girl announcing staff was mustered to work the entire day of draft registration — and it proved to be a highly successful stunt.

Radio Aids the Red Cross

NBC, CBS and Mutual will launch a radio campaign of spot announcements on more than 100 stations for Beechies and peppermint gum, using 15-second spot announcements on a varying schedule of from several times weekly to several times daily. Agency is Newell-Emmet Co., New York.

New Lewis-Howe Series

LEWIS-HOWE Co., St. Louis (Nature's Remedy tablets), through Stack-Goble Adv. Agency, Chicago, on Oct. 17 started for 52 weeks a contest program, Peace & Fortune, on seven NBC-Blue stations, Thursdays, 8-8:30 p.m. (EST), with transcribed West Coast report on nine stations, 8:30-9 p.m. (PST). Featured is Tommy Dorsey's orchestra, with Connie Haines and Frank Sinatra, singers, and Paddie Fingers, harmony group. Unknown songwriters submit their efforts to the program each week, with three numbers selected for broadcasting. Outstanding one is also published, with the writer receiving a standard royalty contract and $100 cash in advance. Writers winning second and third place weekly are awarded $50 and $30 each. Charles Bulotti is agency producer. Fred Cole, formerly of Boston, handles the announcer assignment. Richard A. Porter, vice-president of Stack-Goble Adv. Agency, was in Hollywood for the initial broadcast.

AS ONE OF A series of programs broadcast in observance of radio's twentieth anniversary, the special feature division of WOR, Newark, on Nov. 11 will describe from a plane the transit of the planet Mercury between the sun and earth.

MEN AND WOMEN alike had a busy time of it at radio stations all over the country on Registration Day, Oct. 16. At left Boyd Braithwaite (right), of KIDO, Boise, Idaho, receives the first registration certificate from a local registrar. In picture Lloyd Chapman, 24-year-old clerk in the traffic department of KDKA, Pittsburgh, takes the oath from a registrar as Announcer Bob Shield (center) holds a KDKA microphone. When WRVA, Richmond, Va., replaced all male announcers with feminine voices on R-Day, Deane Parker (in third photo), secretary to Irvin Abe- lorf, WRVA program service manager, took over the man-on-the-street session sponsored by Streitman Baking Co. At right, with the male staff members of KROD, El Paso, busy registering, Marjory Carter, director of women's features (left), and Mrs. Ed Talbott, wife of the chief engineer, handle a remote from one of the local registration scenes.

Announcerettes

WHEN Registration Day Oct. 16 took the entire announcing staff away from WFVA, Fredericksburg, Va., Manager Richard Field Lewis assigned comedy Nan Winkler, his secretary, to do relief announcing. She did so well that the public demanded she be given a regular assignment, which Mr. Lewis says will be done. At WHMA, Anniston, Ala., an all-girl announcing staff was mustered to work the entire day of draft registration — and it proved to be a highly successful stunt.

Radio Aids the Red Cross

NBC, CBS and Mutual will launch a radio campaign of spot announcements on more than 100 stations for Beechies and peppermint gum, using 15-second spot announcements on a varying schedule of from several times weekly to several times daily. Agency is Newell-Emmet Co., New York.
Educators Praise Radio's Place in National Freedom
Iowa U Conference Features Its Democratic Functions

Radio's role in educating and informing people in every walk of life becomes increasingly important as democracy is threatened by totalitarian powers. This premise and its application to the American people was the keynote of the first annual Conference on Applied Radio, held Oct. 17-19 at Iowa U, attended by 118 representatives of broadcasters and educational institutions. Highlighted by dedication of the new studios of the University-owned WSUI, the conference featured addresses by leading industry and educational figures and forum discussions on various aspects of radio as applied to different elements of the American population. Sounding the keynote in opening the conference, Jan. 27 Rowland Angell, NBC educational counselor, spoke on "The Place and Function of Radio in Democracy." Dr. Angell pointed out that democracy must recognize free radio and that the best defense in meeting the revolutionary changes facing America today.

Not a Tool
"It is repelling to think that we must adopt totalitarian methods, he said, "to achieve the end to which we are committed to this country, radio is likely to be one of the first mediums of influence. It must be overhauled. It must be kept clear. It must not become a tool of Government. Too often discussion is limited to the use of radio, such as criticism of commercial advertising, when actually the prime important question is the maintenance of freedom of the air."

The psychology of hearing a speaker is very different from reading the same words on a printed page," Dr. Angell concluded, after considering broadcasting's place and importance in democracy. "One of the best ways of presenting representative opinions fairly. "Soviet war investment is moral integrity which has always come through to save America in crises. When that moral integrity is gone, it is quickly conquered. Thus, because radio carries the spoken word to millions, because it is a thing of tremendous power, it holds the key to a richer, more intelligent life, or to one that is poisoned at its roots by oppressive ideologies."

At the sectional meeting on farm broadcasting led by Ed Mason, farm program director of WLW, Cincinnati, Ray Anderson, of the Cedar Rapids (Ia.) Gazette, outlined his characterization of the farm audience.

The farm audience is keen, intelligent and can spot insincerity in a radio broadcast just as quickly as he can in print. His discernment is sharpened perhaps in the light of his position as the 'hub' of the nation. Political campaigns also are a valuable training ground for him; he is a member of the largest single occupational group in America. As such, he is the nation's greatest potential customer.

"Farm audiences have seen the necessity of analyzing all information and opinions which come their way. Then, too, a farmer has time to think. As he rides a tractor or cultivator, he is by himself and depends upon his own judgment in deciding what is right and just. His trips to town are infrequent during the harvest season, and during this time he is usually made by radio. Hence broadcasters have a real responsibility in serving the nation's public interest."

Audience Slants
Other speeches on the farm broadcast agenda included "How to 'Work a Field'', the Farm Program Be?", by Charles W. Loud, farm service director of WNAX, Yankton, S. D.; "The Farm Program of the Small Station in a Farming Community" by Clair Hull, director of WOAC, Tuscola, Ill.; "The Composition of the Regular Farm Program" by Arthur C. Payne, farm program director of WLS, Chicago; "Build Farm Shows Without Regard to Urban Listeners?", by Phil Evans, farm service director of KMBC, Kansas City; "Farm News," by Herb Plamebeck, farm editor, WHO, Des Moines; "The Ideal Program for Farm Women," Mrs. Elizabeth Wherry, of Wyoming, Ia.

Another sectional meeting, on "Building the Radio Audience," was led by Luther L. Hill, general manager of Iowa Broadcasting Co. Describing the present radio picture as a "Dr. Jekyll and Mr. Hyde situation," J. Oren Weaver, area director, CBS Midwest division, charged that sustaining features did not stand up to commercial programs, ob.

DEEP IN DISCUSSION on how to make the most practical use of radio, a Farm City Oct. 17-19 to participate in Iowa U's first annual Conference on Applied Radio. Taking part in the panel in farm broadcasting were (left to r) W. E. Pul- (Continued on page 58)

Radio's GROWING INDEPENDENCE
Industry Figures See Progress in Predicting Trends of the Next Few Years

Radio's growing independence will be its chief characteristic in the next few years, declared George C. Biggar, program director of WLW, Cincinnati, speaking on "Radio—the Fifth Five Years" Oct. 18 at Iowa U's first annual Conference on Applied Radio. The independence factor will become increasingly noticeable in program creation by stations, "professional" training for radio by schools, development of radio talent as such, rather than borrowing from stage and screen, and establishment of radio as a new gathering agency, rather than reliving on news services, Mr. Biggar prophesied.

Quoting frequently from various industry figures during his address, one of the principal speeches at the Iowa conference, Mr. Biggar after briefly tracing radio's "trial and error" development during its first 10 years, expressed his predictions for the future. Pointing to the necessity for taking the world situation to radio, he declared that radio's maturity, or its ability to "imitate life," would be determined by the future. He prophesied that news would establish itself more widely as a major new radio function. He declared there is a genuine dearth of really good radio writers, and he believes that we are bound to see more specifically trained for this type of work.

Better Coordination
Quoting J. Leonard Reinsch, general manager of WSB, Atlanta, Mr. Biggar stated: "There is bound to be a development of self—serve of our present manner of handling news. We will see closer coordination with the newspapers, the development of radio-adapted news services—all contributing to a change in radio news technique."

Pointing to increased public confidence in radio as a news service, Mr. Biggar quoted Sidney N. Strotz, NBC vice-president in charge of programs: "I can even visualize radio in the five next years establishing itself as a real gathering place instead of relying on the present news services."

Pointing to care in handling news, Mr. Biggar pointed out that with the times calling for the utmost discretion in news handling, supporting a musical program with the air, as in newspapers, must be accurate and unbiased. Radio cannot tolerate the inexperience man, who writes on inserting his own opinions and interpretations of news events, he commented, adding that "any man qualified to become a radio commentator should have maturity, background and understanding, coupled with years of study and practical experience in his field." Radio will continue to train many of its news writers, he continued, but specific news training in schools of journalism, plus practical experience in the field, is essential if stations are to get the best jobs done.

"Radio has been criticized for lack of originality,” Mr. Biggar continued in another vein, “One station was successful with an amateur show—and the amateur wave swept the country. The same thing happened with quiz and other audience participation programs. Every possible slant has been used to try to make the newest attempt ‘different’. We must always try a different approach through cycles of program types. It is no sin to imitate—particularly when it is a mere imitation of an original. But I do think that more constructive program thought and presentation of musical programs would make for greater variety in radio's program fare—and make us more proud of our jobs."

Strip Show Problem
Recommending the creation of new types of shows, he alluded to the "soap opera" situation. "It is our job now to build musical, picaresque, dramatic or other types of daytime programs that will command as large and loyal an audience as the much-maligned "soap operas", Mr. Biggar declared. "If we test them and prove that our new origi- nations can do as good a job—or better—than script shows, we show have little trouble in selling them."

Illustrating, he quoted Frank Conrad, recently of McCann-Erickson, who said: "There is a real change in program tastes during the next few years, I wouldn't be surprised."

In the daytime strip shows. We had a very interesting experience in that in sponsoring a musical program with (Continued on page 84)
WRVA MEANS LEADERSHIP PLUS IN VIRGINIA!

✓ WRVA COVERS RICHMOND AND NORFOLK!

✓ WRVA IS VIRGINIA'S ONLY 50,000 WATT RADIO STATION—NIGHT AND DAY!

✓ WRVA IS COLUMBIA AND MUTUAL!

PAUL H. RAYMER CO.
National Representative

C. T. LUCY, General Manager

WRVA 50,000 WATTS

RICHMOND "VIRGINIA'S PREMIER RADIO STATION" NORFOLK

BROADCASTING • Broadcast Advertising

November 1, 1940 • Page 41
Hearing on WGY Canceled by FCC

WWL Granted Postponement; Renewal Is Given WHCU

WITH the termination of its arrangement with NBC for program and sales management of WGY, Schenectady, N. Y., licensed to the station, was given a regular licensee renewal by the FCC Oct. 22 after having been cited for hearing to determine whether the management contract violated the Communications Act.

Following the FCC's refusal to grant the petition of WGY for reconsideration and grant without hearing, it was scheduled originally for Oct. 21 but postponed until Nov. 7 by Commission action before the FCC acted on the petition to reconsider.

WWL Postponement

Governor Case, presiding on the Motions Docket Oct. 18, also granted the post- ponement of its hearing on a purported management contract, pending action on its motion for reconsideration and grant of the renewal.

The postponement was for 30 days to Dec. 12, and the WWL is licensed to Loyola University, General Electric, as the WWL Development Co., created by the University as its operating company.

The FCC on Oct. 16 issued an order granting the petition for reconsideration of the NBC, N. Y., also cited for hearing under the management contract study. The order related to the contract of April 1, 1958 between Con nell and the Elmlia Star-Gazette that has been existing since the existing contract between Cornell and CBS is in the usual chain affiliation form, the petition for reconsideration without hearing was granted and the hearing cancelled and WHCU was accorded a license renewal.

In commenting on the CBS affiliation of WHCU, the FCC pointed out that there is no subject of chain affiliation contracts now is being studied and that any decision or action on the petition for reconsideration would cover all of the entire subject of chain broadcasting agreements.

Still awaiting hearing are the purported management contracts involving WAPI, Birmingham, and WGST, Atlanta, Four West- house stations already cited because of their NBC contractual relationship with the NBC even renewals two months ago [BROADCASTING, Sept. 15].

Railroad Returns

ILLINOIS CENTRAL RAIL- ROAD Co., St. Louis, Mo., now re- turns to the air the Cities of New Orleans, a weekly-quarter-hour live talented dramatic program, Sundays 2-2:30 p.m., at the station for four weeks over 10 NBC-Red stations including WMAQ WTM WIRE MIGHTY KDKA RBM WMT WMH WSMB Program was heard last year over WMAQ with live talent and was a part of the number of other midwestern station records. Caples, Co., Chicago, handles the account.

Swartley Named WBZ-WBZA Manager; Conley, Webb Fort Wayne Posts

FOLLOWING the company policy of merit promotions, Lee B. Walles, manager of the rival broadcasting inhouse Radio Stations, has an- nounced the app- pointment of C. (Bill) Swart- ley, manager of WBOV-WBZA, Fort Wayne, as general manager of WBZ-WBZA, Boston-Spring- field. John B. (Bill) Conley, manager of WOWO-WGL, Fort Wayne, was named to succeed Mr. Swartley at Fort Wayne.

Concurrent with the new man- agerial assignments, Mr. Walles announced the appointment of Frank V. Webb, formerly manager of KTMS, Santa Barbara, as sales manager of WOWO-WGL. He suc- ceeds Ford Billines, who resigned to join WCKY, Cincinnati, as sales manager. Mr. Billines, of Philadelphia, was Albert H. Bates, member of the Westinghouse ac- tion group at East Pitts- burgh. Mr. Bates succeeds J. F. M. Proulx, who recently left the company and announced, in mid-October, were made imme- diately effective.

Swartley Succedes Callahan

Mr. Swartley succeeds Vincent F. Callahan, who had headed the Mas- sachusetts station since 1928. Mr. Callahan has not made known his immediate plans.

Mr. Swartley has been manager of the Fort Wayne operation for over the last 2 1/2 years. A native of Penn- sylvania, he graduated from Cornell in 1930 with a degree in mechanical engineering. Later that year he joined Westinghouse, tak- ing the company's student sales course. His first assignment was in the industrial relations department. Later he was detailed to the staff of the vice-presidential group of subsidiaries. His next job was in the office of the president in Pittsburgh, handling sales, after which he became assistant to the controller. His next assignment was in advertising where he remained until 1929. He was then transferred to the finan- cial staff where he also worked until his promotion to the position of KYW auditor.

Scholarships in Radio Are Awarded by WLW

WLW, Cincinnati, cooperating with the Cincinnati College of Music, on Oct. 18 announced the award- ing of 15 scholarships in radio training in the College's radio de- partment, young people in the Cincinnati area, the scholarships valued at $100, entitle winners to a year's tuition in residence at the college. The final awards were announced by Joseph Ros, WLW educational di- rector, after preliminary auditions and eliminations.

Each of the scholarship winners is entitled to study for three of the four courses offered in the radio department. Courses include act- ing, announcement production, and sound effects, all in charge of WLW staff members. Originally 10 schol- arships were offered in the competi- tion, but the number was increased to 15.

WKOA are the call letters assigned by the FCC for the new station in Delmar, N. Y. The station received the Tampa Tribune to erect [BROADCASTING, Sept. 15].

O'Fallon Explains ASCAP Position

Clarifies 'Check Sheet' Used

In Copyright Campaign

INDIGNT over reports that ASCAP purportedly is circulating a 'check sheet' on program origin- ations of KFEL, Denver, designed to show that the station is per- forming ASCAP music despite its purported right to operate without such copyrights, Gene O'Fallon, KFEL manager, Oct. 18 wrote ASCAP to clarify his station's position.

In a letter to Herman Greenberg, ASCAP vice-president and general manager in New York, Mr. O'Fallon said information had reached him that ASCAP was sending out a certain type of information regarding musical content of KFEL originations in "your contact with other stations." He said he assumed this "check sheet" information was being used in ASCAP sales talk to offset the effect of KFEL's announced policy of restricting use of ASCAP music since last July. So ASCAP and all stations are encouraged to show they have been doing so and will continue to do so until Dec. 31."

Buck With Bow

LAST LAUGH on ribbing colleagues came in mid-October to Chester Brown, engi- neer of WTJ, Milwaukee, when he returned from Mani- towoc, Wis., with a 140- pound bucket bagged with bow and arrow. The deer was brought down with a broad- head arrow, coming after a stalk through a corn- field, according to Archer Brown.

Blackstone Plans Spot

BLACKSTONE PRODUCTS Co., New York, which recently ap- pointed Raymond Spector Co., New York, as its advertising agency, is planning an enlarged spot cam- paign for Blackstone's Aspirin and aspiritone to start early in No- vember. Locally established quar- ter and half-hour shows on 30 to 40 radio stations are used to reach the rural market, particularly in the Southeast and Middle West.
“almost indispensable”--at WLAC, NASHVILLE

The Hammond Novachord Earns Its Way Immediately . . . at WLAC, Nashville

Success of its powerful, new appeal in radio is demonstrated by the Novachord’s record at WLAC, Nashville.

Almost immediately after its delivery to the studios, the Novachord was sold to new sponsors as the feature of new programs for WLAC. Listeners were quick to respond. They wrote in, praising the beautiful tones and the versatility of this marvelous instrument.

In your own radio productions, you can make immediate, profitable use of the Novachord. You will find its amazing versatility ... its remarkable ease of playing ... will give your staff musicians a new interest and a new appeal!

See the Novachord. Hear it. And try playing it! Just look in your classified telephone directory for the name of your Hammond dealer. Or, for the Portfolio of Novachord Experience in Radio, write to: Hammond Instrument Co., 2989 N. Western Ave., Chicago. In Canada: Northern Electric Co., Ltd., Montreal.

Play the Novachord as you would a piano ... to bring forth beautiful piano-like tones. Then, turn the Tone Selectors ... to bring in effects of string quartette, flute, guitar, trumpet and dozens of others.

"We have found the Novachord to be one of the greatest of musical instruments and its addition to the WLAC daily program schedule has aroused much favorable comment. Its versatility makes the instrument almost indispensable. We use it both as a solo instrument and for solo accompaniment. We find that it blends perfectly with other musical instruments, as well as being capable of taking any part or the lead.

"We were the first station in this area to add the Novachord to our group of musical instruments and now feel that it is almost indispensable."

(Signed) J. T. Ward

Play the Novachord as you would a piano . . . to bring forth beautiful piano-like tones. Then, turn the Tone Selectors . . . to bring in effects of string quartette, flute, guitar, trumpet and dozens of others.

The NEW Idea in music—by the Makers of the Hammond Organ!

See...Hear...Play

THE HAMMOND NOVACHORD

at the Hammond Organ Studios, in the HAMMOND BLDG., 50 W. 57th St., New York

Broadcast Advertising

November 1, 1940 • Page 43
Court Reaffirms Campaign Rights
New York Ruling Nullifies Communists' WSAY Suit

REEMPHASIS of a radio station's right to withhold use of its facilities by a political organization or candidate, where State regulations were violated, was voiced Oct. 16 by the New York State Supreme Court, which ruled in the case of Rochester and Monroe County, N. Y., that the station was entitled to refuse to broadcast a semi-weekly series of broadcasts. The Court decision was rendered by Justice John Van Voorhis, effectively nullified a suit entered against the station by the Communist party in Rochester and Monroe County, N. Y., to compel WSAY, Rochester, to restore to the air the Communist group which was denied the use of the station's facilities.

In his ruling Justice Van Voorhis declared that members of the Communist group involved were not legally qualified candidates, the judge held that the station is entitled to refuse use of its facilities for all qualified candidates. However, Justice Van Voorhis pointed out that it has been generally understood that except insofar as it binds itself by contract, and is considered to be a law regarding equal opportunities to qualified candidates, a broadcast station has the right to select what programs it will transmit and to reject such as it chooses.

Had Carried Six
After six broadcasts the station on Sept. 20, two days before the new broadcast, notified the Communist group that it would not broadcast any further broadcasts under the contract which had been in effect for a permanent injunction against the station asked that Mr. Brown be condemned and paid rent for the broadcasting for which the group had contracted. As only three of the nine broadcasts on the rejected schedule at the time of the ruling and the litigation would be delayed, a special November election, counsel for the party group indicated the decision ended the suit.

The evening of Oct. 16, shortly after the decision was handed down WSAY broadcast a special announcement of the ruling. Speaking in behalf of the management, Mort Nusbaum, WSAY commercial manager, briefly explained the background of the case and noted the Supreme Court ruling. Countering arguments that the station was "depriving people of the right of free speech," Mr. Nusbaum declared: "On this very day men born of other men and the finest men are signing what amounts to a supreme declaration of loyalty to the United States government. That is the reason why we are being asked to violate the Constitution when we prevent speakers from instigating anti-American doctrines into American minds."
DON LEE WINS THE COAST CONFERENCE

DON LEE SCORES AGAIN!

THE SCORE
Pacific Coast Regional Accounts

DON LEE . . . . 24 Hours Per Week
Network B . . . . 9 Hours Per Week
Network C . . . . 5 1/4 Hours Per Week
Network D . . . . 1/2 Hour Per Week

Don Lee carries better than 50% more regional advertising on the Pacific Coast than all other networks combined.

In a year when upsets seem to be the rule, it's perfectly natural for Don Lee to break through with the year's most exciting win . . . the championship of the Pacific Coast Conference. But was it an upset? How could Don Lee miss with the strongest and largest team (31 stations . . . one within 25 miles of every radio family on the Pacific Coast) . . . with the only aerial attack that reaches every home on the Pacific Coast. No wonder Don Lee rolled up a much larger score in regional network business than all the other Pacific Coast teams combined (note the score board for actual figures). And do the rooters love it! They're the boys who judge results by actual sales. Is it any wonder that the Pacific Coast dealers and distributors (the local experts, who really know the local teams) prefer Don Lee when Don Lee plays the kind of ball that brings action at the cash register.

DON LEE
1076 W. 7th St., Los Angeles, Calif.
THOMAS S. LEE, Pres.
LEWIS ALLEN WEISS, Vice-Pres. and Gen. Mgr.
Affiliated with Mutual . . . Represented by Blair

BROADCASTING SYSTEM
THE NATION'S GREATEST REGIONAL NETWORK
CONFRONTED Wednesday by a bottleneck in its technical divisions which resulted in the piling up of routine broadcast applications, the FCC Oct. 19 announced streamlined procedure for examination of broadcast applications “with a view to more orderly and expeditious handling.”

Heretofore the engineering, accounting and legal departments have separately handled broadcast applications, whatever their nature. Under new procedure the FCC announced that consideration of applications will be handled simultaneously in these departments. While no actual figures are available, it is estimated that more than 100 broadcast applications have been stymied in the Law Department, after having cleared through engineering and accounting.

Acknowledgment Cards

The FCC said methods of operation of each of the individual units responsible for review of applications are being studied with a view to speeding up the work. The FCC announcement continued:

“The secretary of the Commission has been directed not to regard applications as formally filed with the Commission until they are in his hands, duly executed, and complete with respect to the answering of all required questions. Under the new procedure, an acknowledgement card will be sent to the applicant immediately upon receipt of the application.

The card will be sent when it is necessary to return the application for the correction of formal defects or to enter, into correspondence with the applicant with regard to correcting his application in respect of any matters of form, the applicant will be notified. If the application is not in form for consideration by the Commission and that the application will not be shown on the records of the Commission as officially filed until the formal defects specified in the letter notification have been corrected. Upon the return of the application in proper form, a file number will be assigned and the application will be placed in the regular order for consideration.”

FIFTH AVENUE’S CROSS-ROADS

Blend of Village and City Items Provides Formula For Success Program on WJZ—

By the end of the first 13 weeks, Woman of Tomorrow had five sponsors. Currently, 16 advertisers are taking part in the program. Revenue from this program has risen from 3,566 letters in October, 1938 to 7,690 letters in April, 1940. The first six months yielded a gross of $28,140; 1940’s first six months billings totaled $64,400.

Service First

Miss Maslin says that the program is essentially a service feature. “The aim of the series is always to keep a step ahead of the trend in selling.” She says, “I try to give information that is available today on methods and materials that will be used tomorrow. In that way I arouse the home-maker’s interest and curiosity in new things so that, given the initial stimulus, she will go on by herself to learn more. “During a week’s time I try to cover every subject of general interest to women.”

Miss Maslin, for all her youthful zest and appearance, is no Johnny-Come-Lately to radio. She has been with NBC since 1937, having triumphed in auditions that included five hundred of ABC. She was selected because of her qualifications were the ability to attract a large woman’s audience and an understanding of the advertiser’s problems.

Back beyond her experience with NBC lies a dozen years on KMOX, St. Louis. She joined the KMOX staff as program director in 1925, and for seven years thereafter she was responsible for the production of more than 16 hours of sustaining and commercial programs a day. She has also supervised several transcribed series, and for a time was program director for the American Broadcasting Co.’s transcription studio.

Infringement Suit Dismissed

SUIT by Joseph John Davilla against NBC, CBS, WOR, WMCA, Warner Bros. and a long list of music publishers, authors and composers was dismissed Oct. 22 in New York Federal Court by Justice Samuel Mannoni. The suit included the development of the continuity and talent bureau department, which has also taken the several transcribed series, and for a time was program director for the American Broadcasting Co.’s transcription studio.

Food Time Sales of CBS Rising

Gain of Over 50% Is Shown in Nine Months of 1940

BILLINGS on CBS by advertisers in the industry for the first three-quarters of 1940 total $9,605,256, the network reports, which is an increase of 53.5% over the same period of last year and over 19,000 short of the 12-month total of $9,688,774 spent on CBS in 1939. With this increase and the increased schedules already planned by leading food sponsors for the remainder of the year, it is very probable that the food industry will far exceed last year’s total and regain its former position among CBS network advertisers.

During the first nine months of 1940, Campbell Soup Co. and General Foods Corp. maintained their position as the two leading food advertisers and have their second large increase in their expenditures from January through September. Both companies’ total billings on CBS were $5,444,250, and so far this year it is claimed that each company will cross the $4,000,000 mark in billings—establishing a record that will make both industries for food advertisers.

Far Ahead of 1939

Campbell Soup, which started using CBS in 1934, devoting 100% of its broadcast budget of $206,500 to CBS exclusive of talent, has in 1940 spent more in the past nine months than its entire network radio outlay for 1939. With billings thus far of $3,912,434, the company is 74.4% ahead of its budget on CBS for the same period last year, and some $200,000 over its 1939 total.

General Foods, with seven programs on CBS, has spent $2,760,664 on CBS for the same period, an increase of 44.2% over the same period last year, and on Oct. 7 added two more daytime programs to its CBS schedule.

At the end of September, 1939, there were nine advertisers on CBS, while thus far this year there are 21, a 167.7% increase. These 21 sponsors are now using 32 programs, or 26% more than the 30 presented in 1939.

Food sponsors and their programs currently on CBS are:


NBC Gets Game

NBC, utilizing 172 stations, has given its spot network right to the Pasadena, Cal., Rose Bowl football game and the traveling tournament which will be held in Chicago. This will be the first time that local Los Angeles area interests will be eliminated by NBC. NBC, it is understood, will give considerable advance publicity to the double event.
THE GREATEST VALUE WE’VE EVER OFFERED!

12 Months’ Subscription to “Hollywood Headliners” with Stella Unger

AT A COST OF ONE MONTH’S NBC THESAURUS SERVICE

FREE BONUS! 8 trial programs will be sent to NBC Thesaurus subscribers without cost—for either commercial or sustaining use!

Here is a money-making opportunity for local stations that hits a new high in value! . . . “Your Hollywood News Girl”—the amazingly versatile and successful Stella Unger—is now available in an NBC recorded program at a bargain cost that will make your eyes glisten.

156 Programs—A full year’s subscription to her highly popular show is yours for the price of just one month’s NBC Thesaurus service. This means 156 programs—3 a week for 52 weeks!

This is a program you’ll have no trouble at all selling for sponsorship—because it has proved it can produce big sales results for leading radio advertisers. As a sustainer, it’s a top-notch audience builder. “Hollywood Headliners” can be programmed as a 5-minute show, or it also may be used with NBC Thesaurus music as a 15-minute program.

That Bonus Offer—As a bonus to present NBC Thesaurus subscribers, we are sending 8 trial programs free—plus a special opening and closing announcement record! These recordings may be used until December 1st—and Thesaurus subscribers have options in their markets till that date.

Promotion and Merchandising—As a part of the promotional material available to all “Hollywood Headliners” subscribers, NBC includes a special series of recorded advance announcements and a sales presentation by sales-minded Stella Unger herself, addressed to commercial prospects. Get full details on this sensational value, today!
Uncle Sam Scans Savings-Loan Program

Federal Analysis Reveals Power Of Radio

ON THE BASIS of returns from over 1,200 savings and loan members of the Federal Home Loan Bank System to the 1939 "Facts" questionnaire distributed by the Department of Public Relations, it was found that during 1939 approximately one association out of every five was using radio to obtain new business. This, combined with the fact that the proportion of the savings and loan advertising dollar spent on radio increased from 5.1 cents in 1938 to 10.5 cents last year, indicates growing interest in this form of business promotion.

To provide association executives with pertinent data on the use of this comparatively new field of savings and loan advertising, a special analysis has been prepared of the 240 institutions which broadcast using this medium in 1939 (Table 1). Information extracted from the schedules of these associations was classified according to the amount of money spent for radio, the duration of the campaign, the savings and loan features emphasized, the type and length of program, the frequency of broadcast, and the choice of day and broadcast period. No attempt is made to draw rigid conclusions from the material which covers the output of only one year, but it is obvious that there are several definite relationships between these factors and the effectiveness of the results achieved from radio advertising.

Results Analyzed

The 240 member associations of the Federal Home Loan Bank System included in this study broadcast from 163 different cities and towns in 41 States as shown in the map on the opposite page. Of these institutions, 10 did not indicate receiving either excellent or good results from their radio programs, while a slightly higher percentage reported only fair or definitely unsatisfactory results. The remaining 16% failed to signify their opinion of the results of their programs. To permit comparisons on the basis of acknowledged success or apparent failure, the material has been grouped according to these three classifications as well as for the total sample of institutions.

The average amount allotted to radio advertising by these associations was $996—almost 20% of their total advertising expenditure for the year. About three-fourths of those reporting spent less than $1,000 for broadcasting, and 10 institutions spent less than $100. Relating the size of expenditure to the results obtained, it is significant to discover that in the group of associations spending more than $1,000, the ratio of satisfied to dissatisfied users was nearly 2 to 1. In fact, from Table II, it is clear that only in the groups of institutions devoting less than $500 to radio expenditure and real estate dealers also frequently stressed. Distribution of the results obtained for each of these topics does not reveal important relationships between subject matter and productivity. This would seem to indicate that the other factors discussed in the following paragraphs may be more clearly linked with the successful use of this medium.

Duration of Campaign

The average duration of all radio campaigns reported was 25.6 weeks, although more than one-quarter of the series were confined to periods ranging from one to nine weeks. The campaigns of satisfied users averaged 32.3 weeks as against 19.1 weeks for the dissatisfied users, and 19.8 weeks for the group which failed to indicate the quality of results.

From this fact and supplementary data, it would appear that among the possible reasons for the lack of success with radio advertising on the part of some of the dissatisfied users may be the fact that their radio advertising covered a brief period of time.

About one-third of all programs used by savings and loan associations last year were spot announcements. Music was featured in about one-fourth of all broadcasts. The type of music, however, was not noted. Though this ratio may be even lower because records and transcriptions were combined into a single classification, which also accounted for one out of eight programs. Although news broadcasts made up only 8% of the different types reported, nearly two-thirds of the associations using these programs reported satisfactory results—a higher proportion than for any other single medium. Following the principle of adapting an association's advertising program to its most logical prospects, 10 institutions employed foreign language broadcasts and with remarkable success apparently, for in nine out of the 10 cases the results were reported either excellent or good.

As a guide to the public preference for radio programs, a recent study of this subject by the University Radio Workshop of Indiana University is of considerable interest. This organization, together with the U. S. Office of Education and the Works Projects Administration, conducted a seven-month survey of the listening habits and audience availability of radio-owning families in 16 Indiana counties, and found that all approximately one out of every three homes with radio were included.

One of the questions asked was, "What type of program do you like best and to which type do you regularly listen?" Those interviewed were given a choice of 14 different classifications in order of preference the first three were: (1) news broadcasts, (2) popular music, and (3) variety programs.

Because of the importance of the program factor in determining the success or failure of radio advertising, associations now using this medium or contemplating its use should give careful consideration to this point. To avoid waste expenditures, the program used should be selected to suit the particular portion of the public which contains the most logical prospects for savings and loan services. Where costs prevent an association from using a program that appears to be most suitable from the standpoint of its market, it would probably be better not to attempt radio but to use what an otherwise mediocre and probably unproductive program would cost to strengthen its other forms of business promotion.

Length of Programs

The length of broadcast period is, of course, closely related to the type of program used. Spot announcements, for example, seldom run more than a minute and ordinarily radio programs do not exceed five minutes or at the most 15 minutes. Analysis of the amount of time consumed per broadcast in the programs of these 240 institutions shows that in 90% of all cases, the broadcast did not exceed 15 minutes of air-time, and further that in about 40% of the programs the period on the air was less than five minutes.

Comparing the units of air-time used with the results reported, the percentage of associations indicating satisfactory response exceeded those with fair or unsatisfactory returns in the group from five to ten minutes in length and also in those greater than 16 minutes. From this it would appear that a five-minute broadcast is more productive than a one-minute spot announcement, although this difference may be compensated by constant repetition, as is evident in many of today's commercial programs. Further, since two-thirds of the programs in the group from 16 to 30 minutes were reported to produce excellent or good results as against only 40% in the 11- to 15-minute classification.
In determining effectiveness as is the frequency of broadcast. Thus, the time of day during which an association broadcasts does have a direct influence upon its possibilities for success. It gives definite characteristics to the size and make-up of the listening audience which, in turn, determine the type of program and continuity that must be used.

**Effectiveness of Radio**

To measure the comparative effectiveness of advertising over the radio or in a newspaper or magazine, the 1940 Radio Audience Survey of 9,000 Iowa families sought answers to the following question: "Can you recall the name of any product which you saw or heard advertised yesterday in a daily newspaper? In a magazine? Over the radio?" From the replies, it was found that the total percentages of associations offering information in the program were reported in their research.

**TABLE II—Distribution of 240 Associations Using Radio Advertising, 1939**

<table>
<thead>
<tr>
<th>Radio expenditure range</th>
<th>Total associations</th>
<th>First group (excellent—good)</th>
<th>Second group (fair—unsatisfactory)</th>
<th>Third group (no results reported)</th>
</tr>
</thead>
<tbody>
<tr>
<td>$10,000 and over</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>$5,000-9,999</td>
<td>4</td>
<td>1</td>
<td>4</td>
<td>0</td>
</tr>
<tr>
<td>$1,000-4,999</td>
<td>7</td>
<td>2</td>
<td>5</td>
<td>0</td>
</tr>
<tr>
<td>$500-999</td>
<td>12</td>
<td>3</td>
<td>9</td>
<td>0</td>
</tr>
<tr>
<td>$100-499</td>
<td>24</td>
<td>9</td>
<td>15</td>
<td>6</td>
</tr>
<tr>
<td>Under $100</td>
<td>24</td>
<td>10</td>
<td>13</td>
<td>1</td>
</tr>
<tr>
<td>Total</td>
<td>240</td>
<td>100.0</td>
<td>100.0</td>
<td>100.0</td>
</tr>
</tbody>
</table>
UNIVERSITY AERIALS: In Wharton, N.J., it is well-known that the radio industry is large enough to support a weekly magazine devoted to broadcasting, but there may be two good reasons for continued support. First, the new and greater Broadcasting will have to move from a weekly basis because of the need for more frequent publication. Second, the newspaper, which has been a consistent feature of the industry for many years, is well on its way to becoming a daily or twice-weekly publication.

WILLIAM B. DOHERTY, Jr., president, WJEZ, Chicago—You have been a tremendous job and should be mighty proud of what you have accomplished in nine short years.

BURYG RT. BRIDGENS, executive director, WBSU, Newton, Mass.—I believe Broadcasting is a very definite step forward.

HAROLD J. BOAK, managing editor, WJSU, Providence—It is a great step forward and I believe Broadcasting will be a very important factor in the industry.

B. C. BRIDGES, director, WSB, Chicago—You have done a tremendous job and should be mighty proud of what you have accomplished in nine short years.

MARTIN CAMPBELL, managing editor, WFAA, Dallas—We are gratified with the rapid developments that are taking place and I think you've made a wise decision.

WILLIAM F. CARLEY, director of sales promotion, WBT, Charlotte—It was good news indeed. I have always felt that Broadcasting should be published weekly, judging from the general anxiety of every office I've ever hung my hat in, just before the Broadcasting publication date. If all of the questions ever asked about "is Broadcasting going to end it would fill the Congressional Records.

GEORGE C. CHANDLER, manager, CJOR, Vancouver—I am glad to see your magazine go to once a week... Congratulations!

LEE CHADWICK, manager, WPID, Petersburg, Va.—We are delighted to see your magazine go to once a week, but you may be sure each copy will be read with the same interest and care which it now receives.

WILLIAM S. CHERRY, Jr., president, WITF, Providence—Your expansion program is progressing splendidly. However, you and your associates are overworked. The world moves fast in radio, and a weekly issue of Broadcasting will better serve everyone engaged in the business.

UNIVERSITY AERIALS: In Wharton, N.J., it is well-known that the radio industry is large enough to support a weekly magazine devoted to broadcasting, but there may be two good reasons for continued support. First, the new and greater Broadcasting will have to move from a weekly basis because of the need for more frequent publication. Second, the newspaper, which has been a consistent feature of the industry for many years, is well on its way to becoming a daily or twice-weekly publication.

WILLIAM B. DOHERTY, Jr., president, WJEZ, Chicago—You have been a tremendous job and should be mighty proud of what you have accomplished in nine short years.

BURYG RT. BRIDGENS, executive director, WBSU, Newton, Mass.—I believe Broadcasting is a very definite step forward.

HAROLD J. BOAK, managing editor, WJSU, Providence—It is a great step forward and I believe Broadcasting will be a very important factor in the industry.

B. C. BRIDGES, director, WSB, Chicago—You have done a tremendous job and should be mighty proud of what you have accomplished in nine short years.

MARTIN CAMPBELL, managing editor, WFAA, Dallas—We are gratified with the rapid developments that are taking place and I think you've made a wise decision.

WILLIAM F. CARLEY, director of sales promotion, WBT, Charlotte—It was good news indeed. I have always felt that Broadcasting should be published weekly, judging from the general anxiety of every office I've ever hung my hat in, just before the Broadcasting publication date. If all of the questions ever asked about "is Broadcasting going to end it would fill the Congressional Records.

GEORGE C. CHANDLER, manager, CJOR, Vancouver—I am glad to see your magazine go to once a week... Congratulations!

LEE CHADWICK, manager, WPID, Petersburg, Va.—We are delighted to see your magazine go to once a week, but you may be sure each copy will be read with the same interest and care which it now receives.

WILLIAM S. CHERRY, Jr., president, WITF, Providence—Your expansion program is progressing splendidly. However, you and your associates are overworked. The world moves fast in radio, and a weekly issue of Broadcasting will better serve everyone engaged in the business.

UNIVERSITY AERIALS: In Wharton, N.J., it is well-known that the radio industry is large enough to support a weekly magazine devoted to broadcasting, but there may be two good reasons for continued support. First, the new and greater Broadcasting will have to move from a weekly basis because of the need for more frequent publication. Second, the newspaper, which has been a consistent feature of the industry for many years, is well on its way to becoming a daily or twice-weekly publication.

WILLIAM B. DOHERTY, Jr., president, WJEZ, Chicago—You have been a tremendous job and should be mighty proud of what you have accomplished in nine short years.

BURYG RT. BRIDGENS, executive director, WBSU, Newton, Mass.—I believe Broadcasting is a very definite step forward.

HAROLD J. BOAK, managing editor, WJSU, Providence—It is a great step forward and I believe Broadcasting will be a very important factor in the industry.

B. C. BRIDGES, director, WSB, Chicago—You have done a tremendous job and should be mighty proud of what you have accomplished in nine short years.

MARTIN CAMPBELL, managing editor, WFAA, Dallas—We are gratified with the rapid developments that are taking place and I think you've made a wise decision.

WILLIAM F. CARLEY, director of sales promotion, WBT, Charlotte—It was good news indeed. I have always felt that Broadcasting should be published weekly, judging from the general anxiety of every office I've ever hung my hat in, just before the Broadcasting publication date. If all of the questions ever asked about "is Broadcasting going to end it would fill the Congressional Records.

GEORGE C. CHANDLER, manager, CJOR, Vancouver—I am glad to see your magazine go to once a week... Congratulations!

LEE CHADWICK, manager, WPID, Petersburg, Va.—We are delighted to see your magazine go to once a week, but you may be sure each copy will be read with the same interest and care which it now receives.

WILLIAM S. CHERRY, Jr., president, WITF, Providence—Your expansion program is progressing splendidly. However, you and your associates are overworked. The world moves fast in radio, and a weekly issue of Broadcasting will better serve everyone engaged in the business.
1941 January 1941
1941 February 1941
1941 March 1941
1941 April 1941
1941 May 1941
1941 June 1941
1941 July 1941
1941 August 1941
1941 September 1941
1941 October 1941
1941 November 1941
1941 December 1941

Reserve Space Now
Deadline Dec. 1

Regular Issue Rates and Frequency Discounts Apply

One Page, $192
Half Page, $108
Quarter Page, $60
Educators Praise
(Continued from page 10)

serving that until this situation is remedied, no station can hope to hold its audience throughout the day. He also cited the problems of program duplication, balance in programming and "news-tailing" for individual markets.

During discussions on this subject, the "soap opera" question got considerable attention. Dr. Smith, radio program manager of General Mills, observed that radio advertising is too costly to experiment with," upheld the daytime dramas and claimed that the sponsors of serials were putting out what the housewives wanted to hear and would continue to do so until it is proved the audience wants another type of entertainment. Robert Deffaven, program director of WTCN, Minneapolis, presented the possibilities of building a daytime audience with music and comedy, pointing to the success of NBC's Blue's Breakfast Club and Club Matinee programs. Premium offers also drew attention.

Free People

Dr. C. A. Siepmann, of Harvard U, former program director of British Broadcasting Corp., set the tone for the educational directors' session with the statement: "The business of education is to make people free. The magnificent function of the broadcaster is to put up signposts, give direction to people's thoughts and hopes. Radio must get to a mass audience the feeling of belonging, of being, not alone but part of a great nation," he declared. "This must be done by utilizing the immense resources of the radio industry, adapted to the longings, experiences, and limitations of that great audience. The educator should not be ashamed to use the techniques of radio which already are successfully exploited by the entertainment.

Conducted by Thomas D. Rishworth, educational director of KSTP, St. Paul, the panel on organization programs set up five standards for desirable programs in this category: (1) Find programs of general listener interest and mass appeal; (2) solve production difficulties through formation of radio councils and establishment of budgets by organizations desiring programs; (3) cooperate with university stations in writing and producing better scripts; (4) merchandise programs both to and through members of organizations; (5) develop interest in the part of organizations in looking to and analyzing programs and assisting stations in evaluating them, rather than producing their own programs.

Other discussion subjects included "Training for Radio in College" and "Scripts for School Use," led respectively by Orville A. Hitchcock, of the U of Akron speech department, and Geraldine Elliott, dramatic director of WJR, Detroit. Also featured was a demonstration of radio's use in the classroom, through a 30-minute reproduction of a CBS American School of the Air, with Iowa U radio students as the cast, produced by Earl McGillis, CBS casting director.

Dedication ceremonies for the new WSUI studio on Oct. 18 included an address by Dr. Ameel and a special dramatic production, "On Waves of Sound," directed by

NO AMATEURS are Hal Bock, NBC Western division publicity director, Hollywood, and his wife, known professionally as Sybil Cling, when it comes to salmon fishing. Hal caught a 30-lb. king salmon, Mrs. Bock a 12-lb. silver, while fishing in Puget Sound, off Seattle.

Dr. H. Clay Harshbarger, WSUI production director and chairman of the conference. The production was written by Thomas Scherbeck and Georgia Bowman.

Following is a list of radio figures attending the 3-day meeting:

Angell, James R., NBC, New York
Arnold, Ted, WHBF, Rock Island, Ill.
Bergin, Geo. C., WVLW, Cincinnati
Blanchmore, Paul, Coolidge Adv. Co., Des Moines
Deffaven, Robert, WTCN, Minneapolis
Dixon, H. T., Jr., WAB, New York
Ennis, Phil., WABC, Kansas City
Evans, Ralph, WHO, Des Moines
Fitzsimmons, John, Des Moines
Flipper, E. T., KTRI, Sioux City, Ia.
Fulton, W. E., Olive Farm Equip. Co., Chicago
Graham, Robert J., Chicago
Greben, W., KFPL, Fort Dodge, Iowa
Harshbarger, H. Clay, WSUI, Iowa City
Heinen, Harriet, WSL, Chicago, I1
Hibler, Luther, I., Iowa Boys' Coll., Des Moines
Hall, Clive H., WDZ, Tuscola, Ill.
Krent, Harold W., Chicago Radio Council
Lawrence, Craig, KSO-KRTN, Des Moines
Lee, Robert, KWI, Des Moines
Lester, Marianne, WSUI
Lottidige, Earl, WSU, Des Moines
Maland, J. O., WHO, Des Moines
Mann, Ed. WLW, Cincinnati
Morrison, Hugh P., Pioneer Hi-Bred Corn Co., Des Moines
McGill, Elinb L., CBS, New York
Nelson, James S., WSUI
Page, Arthur C., WLS, Chicago
Place, Herbert M., WBZH, New York
Porter, Harlan, WHBF, Rock Island, Ill.
Quaranta, B. W., TBD, Detroit
Quaranta, W., WLS
Kemp, J. C., KMA, Shenandoah, Ia.
Rice, Robert J., Mace Ad Agency, Peoria
Schwartz, Mrs. Lavinia S., CBS, Chicago
Sener, Bill, WBN
Smith, Ed. General Mills, Minneapolis
South, Frank, Mace Ad Agency, Peoria
Stockey, C. A., CBS, St. Louis
Steele, Jem, WBBF, Rock Island
Sturh, Robert L., WSUI
Taylor, Dr. E., Des Moines State College
Tucker, Robert R., WNAX, Yankton
Tyler, J., Keith, Ohio State U
Urban, Nelson, Pioneer Hi-Bred Corn Co.
Waller, Judith C., NBC, Chicago
Weaver, J. Ovan, CBS, Chicago
Weaver, Luther, Luther Weaver & Assoc., Minneapolis
Woods, Wooden, WHO, Des Moines
Worcester, Charles, WNAX, Yankton

Page 52 • November 1, 1940

BROADCASTING • Broadcast Advertising
KOWH Fulltime Plea Ordered Set for Hearing

A HEARING on the application of KOWH, Omaha, operated by the Omaha World Herald, to change frequency from 660 to 890 kc. and increase its power from 600 watts daytime to 5,000 watts unlimited time, was ordered by the FCC Oct. 22.

The application, filed last February, seeks the facilities of KUSD, Vermillion, S. D., operated by University of South Dakota and KFNF, Shenandoah, Ia. KUSD also had filed for a shift to the present KOWH facility and was set for hearing jointly with the Omaha station.

KFNF and KUSD share time on 890 kc. KFNF is party owned by the Des Moines Register & Tribune (Cowles) interests, and a tentative arrangement has been made to dispose of the station to the World Herald in the event the three-way shift is approved.

Simultaneously, the FCC set for hearing the application of WNAK, Yankton, S. D., for consent to transfer control of the station from the South Dakota Broadcasting Corp. to Iowa Broadcasting Co., operated by the Cowles interests. Gardner Cowles Jr., president of Iowa Broadcasting Co., is the present principal stockholder of the company operating WNAK.

KIRO Seeks 50 Kw.

KIRO, Seattle, on Oct. 25 filed with the FCC an application for 50,000 watts, instead of 10,000 watts for which it already holds a construction permit. The CBS outlet operates on 710 kc. It asked permission to install a new transmitter and extend its completion date six months.

RAY MORGAN, Raymond P. Morgan Co., Hollywood—Happy to know that your excellent publication will now be available weekly.

FRANK E. MULLEN, vice-president and general manager, NBC—I think it is a good move and wish you every success.

MORGAN MURPHY, president, WEBC, Duluth—Congratulations on the move. We are making the decision to come out every week . . . two chances at it will be welcome.

JACK O'MARA, promotion manager, WOWO-WGL, Fort Wayne—The move should be a distinct improvement.

FRED A. PALMER, manager, KFY, Phoenix—Heartiest congratulations. Please arrange to send one copy to me airmail each issue and let the others come by regular mail.

H. PRESTON PETERS, Free & Peters Inc., New York—May your success increase in direct ratio to your publication dates, beginning in January.

ADAM REIEMUND, Buchanan-Thomas Adv. Co., Omaha—Radio news, program ideas and general information are of greatest value when they are "hot." Frequency of publication will increase increase.

J. LEONARD REINSCH, general manager, WSB, Atlanta—You should take a well deserved bow.

EDNEY RIDGE, director, WBIG, Gary, Ind.—I have watched with a great deal of interest the success that you have made with this excellent publication, and I know of no two friends that I would rather see as successful. I believe that Broadcasting will go over with a bang as a weekly and you are the two boys that can put it over.

HARLOW P. ROBERTS, Blackett- Sample-Hammert Inc., Chicago—You are doing a fine job now, but things are moving so fast in radio that a conservative reporting job is needed oftener than semi-monthly. You give facts more than rumors.

R. A. RUPPERT, sales promotion manager, WSAI, Cincinnati—My sincere congratulations on a fine job of reporting for the radio field. The way you people compile the important information and the way you keep us posted on all trends are both unique in the radio industry.

THODORE R. STREIGHT, vice-president, WOR—It is certainly a natural and normal development which growth has made inevitable.

O. L. TAYLOR, president, KGNC, Amarillo—My congratulations to you and your fine organization . . . I am heartily in accord with this change.

DONALD W. THORNBURG, CBS vice-president, Hollywood—Your decision to expand Broadcasting to weekly publication not only reflects the growth of the radio industry, but the excellent service that your magazine has so long and consistently given . . . my congratulations and best wishes on this milestone of your continuing progress.

MERLE H. TUCKER, manager, KROD, El Paso—I think this is a great move and I am sure you will benefit thereby.

LEWIS ALLEN WEISS, vice-president and general manager, Des Lee Broadcasting System—I hasten to congratulate you on this forward step in your development. I am also taking this occasion to congratulate you upon the occasion of the tenth anniversary of Broadcasting and to acknowledge as a humble member of the industry your splendid and constructive contributions to our business.

HARRY C. WILDER, owner, WSTY, Syracuse—If I had always hoped you would take this step.

LLOYD E. YODER, general manager, KOA, Denver—Your new policy will make the magazine of even greater value to the industry in the future than it has been in the past.

WALTER S. ZAHR, promotion director, WOAI, San Antonio—We are sure that your magazine will continue to be a most important factor in the report of radio news to the industry.

Gillette Buys Big Game

GILLETTE Safety Razor Co., Boston, has signed with MBS for exclusive sponsorship of the National Professional Football championship game Dec. 8, probably on more than 100 stations. An option also was taken on the 1941 championship game. The price was not disclosed by Maxon Inc., New York, the agency. WOR, CBS New York outlet, is carrying all professional football games on the Brooklyn Dodgers under sponsorship of Magazine Razor Co., for Shick razors.

Trimount to Place

TRIMOUNT CLOTHING Co., Roxbury, Mass, which has been running a test spot announcements campaign for Clipper Craft Clothes on six eastern stations, plans to expand after Jan. 1, 1941, adding about 25 stations. According to Emil Mogul Co., New York, the agency in charge, all major markets will be covered probably by the middle of next year.

KRLD

DALLAS

50,000 WATTS

CBS

The Columbia 50,000 watt station in Texas

For more information about KRLD, one of the sixteen CBS 50,000 watt stations, inquire of The Branham Company.
OW 630 KC.

AND 5000 WATTS

DAY & NIGHT

New KXOK is now able to cover far more population and buying power than ever before.

With the powerful advantage of a new low frequency, a five time increase in power with top-flight air shows, the new KXOK is a powerful approach for more sales in the nation's eighth greatest market. Full facts and figures available on request. KXOK is owned and operated by the St. Louis Star-Times.

KXOK JOINS NBC

On Basic Blue Network Effective Jan. 1, 1941

KXOK is affiliated with KFRU, Columbia, Missouri.

Nationally represented by Weed and Company, New York, Chicago, Detroit and San Francisco.
Making Radio History

THE Association of National Advertisers made radio history at its 31st annual convention, Oct. 23-26. And radio made ANA history during the annual gathering of advertisers who place some 400 million dollars worth of advertising a year.

The ANA made radio history by giving the industry its first real opportunity to talk with advertisers what the medium is, what it is doing, and what problems it faces.

Radio made ANA history by putting a leading radio figure into a media roundtable. The industry spokesman was the perspicacious Mark Ethridge and he told an impartial and matter-of-fact story that must still linger in the minds of a group of advertisers whose main radio interest frequently has been confined to audience surveys and the headaches that come from dealing with these expensive talents.

Three other media were invited to present “a clear picture of what is happening to our great national media”. When the battle was over, Mark Ethridge’s performance stood out with a prominence that must have vanished for all time any conceptions of radio as a fuzzy infant medium that isn’t worth the bother it brings.

Fitted against such familiar figures as Roy Larson, president of Time Inc., Ex-Senator George Wharton Pepper, and Grove Patterson of the Toledo Blade, Mr. Ethridge shunned oratory and platform tricks to present a dollars-and-cents radio story. It was all so matter-of-fact that the assembled advertiser and media representatives felt the impact of facts and figures rather than the charm of silver tongues.

Such an opportunity radio has long needed. And opportunity only had to knock once, when Mark Ethridge was there to open the door.

Radio’s achievements, its problems, its methods were frankly presented. The chances are that many an advertising director has a new conception and a new appreciation of radio.

The 80 Million

THIS YEAR marks the radio industry’s 20th anniversary, and this month, we are informed by Dr. O. H. Caldwell, editor of the trade journal, Radio Today, the 80-millionth radio receiving set will roll off the production line of America’s 104 set manufacturers. That set will be destined for the Christmas market. If it follows the industry average it will be a six-tube set, with standard and shortwave bands, and providing for phonograph and television attachment. It will have a retail value of perhaps $36—representing the best radio buy in all the years since radio advent.

That 80 millionth set, Dr. Caldwell also estimates, will represent something more than 4 billion dollars of investment by the American public in radio receiving apparatus since broadcast began on a regular scale in 1920.

The automobile industry, far older than radio, has produced 79 million units. Of telephones, refrigerators, typewriters, bathtubs or any of the comparable modern appliances, even fewer have been produced over the considerably longer years of their existence. Little wonder that the radio of 1940-41, representing the culmination of all the engineering knowledge, musical fidelity and artistry of design that have been learned in the construction of 80 million sets, is one of the prides and joys of America.

Not Mad; Just Serious

LOOK at the calendar and you’ll see there are only 60 music shopping days till ASCAP’s honeymoon (with radio paying most of the bill) hits the rocks. Look at the newspapers, the magazines and in almost anybody’s mail, and you’ll see that ASCAP is desperately, almost hysterically, striving to prevent the crash, via the propaganda route.

It’s all too bad—for ASCAP. It had a chance to negotiate equitably with radio. Instead, it made arbitrary and untenable demands. The price it asked was too high. So radio, very wisely, decided to shop elsewhere. It created Broadcast Music Inc. as an all-purpose music source to originate, buy, lease, and otherwise procure non-ASCAP music. Radio isn’t mad—it’s just serious. And, apparently for the first time, ASCAP realizes it.

Since the NAB convention last August, ASCAP has imported to a most amazing procedure in attempting to bring about an amicable settlement. It has cajoled the musicians union and even the band-leaders into playing peacemaker roles. It has loosened torrents of anti-radio propaganda from the public rostrum, in the public prints, in schools, and even on its mailing envelopes. “Justice for Genius”, it walls.

But ASCAP comes with unclean hands. It is a price-fixing monopoly, with a self-perpetuating governing board, according to the Department of Justice complaint still pending in the Federal courts. It has been an arrogant, dictatorial organization for a quarter century, demanding ever-increasing tribute from music users.

At this late date, it is unnecessary to review all of the charges and counter-charges in the war over music. ASCAP’s newly whispered story—that its proposed scale to rock the tune of about $9,000,000 next year was only the “asking price” and that it expected negotiations—comes too late. True, broadcasters are concerned about dollars, but more important is method and principle. ASCAP’s demands a “take”, percentagewise, of all radio income. Broadcasters are willing to pay for what they use when they use it.

It would be foolhardy to hold that radio can do as well or better without ASCAP music at the start. A big job lies ahead for radio, but BMI seems to be doing it well. There won’t be as much influential popular music on the air, effective Jan. 1. But it won’t take long for radio to make music popular, just as it has made ASCAP music popular up to now.

About Dec. 1, stations and networks will get along with a minimum of ASCAP’s repertoire. By Jan. 1, the switchover should not be too difficult. They are conditioning themselves now for the job ahead.

As the deadline draws near, there is less and less talk of a “deal”. In some quarters the newspaper form of contract for all stations again is being broached. ASCAP has said it won’t work, because it means “per program” payment. But it has worked for some 60 newspaper stations during the last five years. These stations paid and are paying only on revenue dollars—no accounting in being ASCAP music—not on their entire take. If it can work for 60, it can work for 600 stations.

Developments may come thick and fast during the next two months. There may be a blanket “per program” proposition. Or there may even be legal action wherein ASCAP will confess its errors of the past. But radio, thanks to industry, foresight and intestinal fortitude, is set for any music emergency. It isn’t mad—just sawing wood.

Expert or Politico

PRESIDENT Roosevelt soon will make a new appointment to the FCC, naming a man to succeed Thad H. Brown, whose nomination was withdrawn following a sequence of events familiar to all in radio. The new appointment is of more than usual significance because the membership of the FCC is split on basic issues of government regulation of radio. It is important too, because in these times radio’s role in the nation’s affairs is mental.

The task of keeping radio operating on even keel under the American plan, as prescribed by Congress, is not political. The vacancy should not be filled by appointment of a mere political office-seeker, unfamiliar with communication and with perhaps conceived notions.

In these times it seems to us the President could instill new confidence in industries and in the public if a “merit” appointment were made. There are a half-dozen men on the FCC staff who, by dint of past service, are admirably qualified for the post. And if that does not prove expedient, we trust the Chief Executive will select from private life some figure familiar with communications and, more specifically, with radio.

The broadcasting, telephone and telegraph industries owe it to themselves to urge that a proper man is selected. It is their right as taxpayers and citizens to eschew such an appointment. It may be their collective necks if they don’t.
Edward Lasker

Although his recent election to the post of first vice-president and general manager of Lord & Thomas will widen the scope of his activities to include much more than radio alone, it’s a safe wager that Edward Lasker will never skip his attention to the agency’s radio business, his chief concern for the last three years. Since the fall of 1937, as vice-president in charge of radio, young Mr. Lasker has devoted himself to the task of seeing that the radio expenditures of Lord & Thomas clients produce the utmost returns in the form of sales.

“It seems to me,” he commented, “that in most agency radio supervision there’s an inclination to spend too much time worrying about programs and not nearly enough time on the commercials which, after all, are the agency’s prime consideration. I presume that it’s an angle of the eternal appeal of the show business, an attraction which a few years ago caused me to rush from the office each afternoon to spend my evenings on the staff of a summer show. But I’ve been a better actor, perhaps—but that’s another story.

Take some of our own broadcasts as examples. Dr. Frank Black is far better equipped than I to select music and arrangements for the City Services Concert. Kay Kyser’s inimitable style of comedy is his own creation and not likely to be improved upon by any agency executive. And similarly with all the others shown under our supervision: We may be able to contribute occasional suggestions but by and large the entertainment part of the programs should be left to the professional creators of that type of material.

“The real agency function in radio, as I see it, is first to select the right program for the particular client and product, and then to concentrate on providing that program with commercials that will command the listener’s attention just as effectively as the entertainment does. Everyone has, at one time or another, listened to some broadcast with a group of people. And, if he is an advertising man, he has noticed how the entertainers command the complete attention of the group, but how, when the announcer begins to give the commercial, attention flags, ciga- rettes are lighted and attention to the radio falls off until the entertainment is resumed.

“When that happens, when the midway commercial becomes an intermission for listeners, then the agency has fallen down on its job and the advertiser is not getting value for the money he has laid out for time and talent. My aim has been to develop the kind of commercials the audience has to listen to if the program is hearing well!”

Son of Albert D. Lasker, chairman of the board of Lord & Thomas and one of the most noted members of advertising’s Hall of Fame, Edward Lasker grew up amid a background of advertising people and advertising talk. At the age when most youngsters are eagerly anticipating the day when they will be old enough to tear through town behind the wheel of a hook-and-ladder truck, Lasker was already dreaming of an advertising career. For the record, he was born in Chicago on Oct. 19, 1912. If I’d ever been a better actor, perhaps—but that’s another story.

After graduation from Yale in 1935, Edward started his practical training for a life in advertising by taking a job as traveling salesman with J. Wix & Sons Ltd., British subsidiary of American Tobacco Co. After a year of calling on tobacco merchants in the south of England, he entered the London office of Lord & Thomas. Here, he says, “I did a bit of everything, chiefly providing myself with a firsthand knowledge of the many varied activities included in an agency’s daily routine operations.”

These preliminaries over, he returned to America late in 1934, coming into the New York office of Lord & Thomas as a junior contact man. This job, which brought him into contact with most of the agency’s eastern accounts, gave him the same familiarity with agency-client relations that his London training had provided in agency procedure. Two years later young Lasker was elected as a vice-president and given the post of general assistant to Sheldon R. Coons, executive vice-president of the agency.

In the fall of 1937 he was elected a director and placed in charge of all radio activities. With Mr. Coons’ resination, Edward becomes general manager of the agency, turning over the active direction of the radio department to Thomas A. McGregor, who has been head of the Lord & Thomas office in Hollywood.

Away from advertising, which is practically never, he says, Edward gives time for fishing. He finds it a good way to keep his score in the 70’s, making him the envy of most of his fishing associates. Lasker’s plavine is now a thing of the past, as it takes too much time to combine well with any other activity. But he takes a keen interest in racing horses, as well as in golf, tennis and hunting. Most pleasant to his wife, the former Carol Gimbel, at their home in Greenwich, Conn.

Roger W. Clipp, general manager of WFIL, Philadelphia, was named a member of the broadcasting committee for the annual Poor Richard Club dinner on Jan. 10 at Bed- dington-Stratford Hotel. The affair is one of Philadelphia’s major winter parties for the radio field.

Tom Neely, with NBC’s program production department until 1933 and recently the sales department of RCA Mfg. Co., Canada, has rejoined NBC in the spot and local sales de-

Earl J. Gladie, Jr., news editor of KSL, Salt Lake City, recently welcomed an entry in the National Newspaper Snapshot Contest. This is the second such award to Mr. Gladie this year.

A. W. Crapsey, local commercial manager of KOA, Denver, in mid-Oct. moved to KAL.

Glen Hewitt, who for five years was in charge of KPAC, Port Arthur, Tex., has rejoined the company in the same capacity after a one-year leave of absence.

Hugh Feltis, commercial manager of KOKI-KH, New Orleans, has been named alternate delegate to the National Assn. meeting, to be held in Atlanta in December.

Robert Brenner, formerly of WFTO, Kinston, N.C., has joined KTBS, Shreveport, La., as coordinator of sales and program department and station manager. Oran Simmons and Janey Lut Johnson also have joined the KTBS staff. Both have become active in women’s activities, respectively.

J. Leonard Reinsch, general manager of WOR, New York, has been selected as a guest lecturer on radio at the U of Georgia School of Jour-

Cedric Foster, formerly news analyst on WHTI, Hartford, be-

Milton Strumpf, formerly assistant manager of sales promotion for Men’s Store, has joined the sales promotion department of Columbia Recording Corp., Bridgeport, Conn.

Jerry Norton, formerly with WMAS, Kansas City, Mo., was named account executive.

Gerald Vernon, formerly of the advertising department of the NBO, New York, has been transferred to the sales promotion department of NBC.

Theodore Granik, conductor of the MBS American Forum of Chamber Music, director of the National Aeronautic Assn. of America, is head of the firm.

Theodore Granik, conductor of the MBS American Forum of Chamber Music, director of the National Aeronautic Assn.

Gordon H. H臃, formerly of WOR, has been appointed manager of CICA, Edmonton, Alta.

John W. New, commercial manager of WTAC, Norfolk, Va., recently named chairman of board of the Omega Chamber of Commerce. In the post Mr. Gillin will lend his influence in conventions to Omaha during 1941.

Ray Rhodes, account executive for 20 years with the Chicago Sun Times, has been named to the Registration Board of District No. 4 for the American Association of the Pacific Ad Clubs Assn.

Dr. Augustin Frigon, assistant manager of the Canadian Broadcasting Corp., will broadcast on radio Oct. 22 from the University of T. at O. the Engineering Institute of Canada series on "Radio in Canada."
FRANK U. FLETCHER, attorney in the firm of Stephens, Speckman, Stiles & Robinson, is convalescing at his home in Alexandria, Va., from a fractured vertebra suffered in a fall on Sept. 25. He is confined to his home in a plaster cast, and does not expect to be released for another month. Mr. Fletcher, formerly a PCC attorney, also is a Reserve Officer in the Ordnance Department of the Army and is expected to be called to active duty as First Lieutenant in the office of the Assistant Secretary of War, as soon as he is physically able to undertake the duty.

NORMAN WINTER, formerly vice-president of J. W. Pepper, New York advertising agency, has joined the sales staff of Miller Broadcasting Co., New York, producers of a tape-recording system. Also recently added to the sales staff is A. H. Howe, formerly with Radio News Publishing Co., New York.

JAMES V. McCUNNEL, NBC manager of spot and local sales, left New York Oct. 21 on a month's business trip to NBC sales offices in San Francisco, Hollywood, Denver and Chicago. U. A. LATIHAM, for the last five years in the sales department of WAKR, Cincinnati, has been named assistant sales manager of the station. Lawrence Ford, of the sales promotion department, has been transferred to the WAKR sales staff.

WALTER ZAHRT, promotion and merchandising manager of WOAI, San Antonio, has been elected to the board of directors of the San Antonio Advertising Club.

AARON S. BLOOM, director of the record department and treasurer of Kasper-Gordon Inc., Boston production firm, is the father of a girl born recently.

MAURICE S. WETZEL, for the last five years with the radio recording sales department of NBC, Chicago, has been transferred to the program department as director.

MORT SILVERMAN, formerly sales manager of WOCM, Boston, and previously in the radio department of L. H. Hawes Ad Agency, Boston, has joined the sales staff of WIXR, New York, and the New York Broadcasting System.

CARL B. OHLMEYER, formerly sales manager of Archbold Associates in New York advertising sales and merchandising merchandising, has joined the merchandising and promotion staff of WLVA, Lynchburg, Va.

PAT STANTON, vice-president and general manager of WDBA, Philadelphia, is the father of a boy born Oct. 23.

HILLY RANKS, of the sales staff of WIP, Philadelphia, has been named head of the radio division for the Allied Jewish Appeal's charity drive this month.

JOHN HARTMAN, head of the Charles Morris Price School of Advertising & Journalism, Philadelphia, has been named chairman of the Poor Richard Club's annual banquet committee, the advertising men's fandango to be held in January at the BellevueStratford Hotel, Philadelphia.

WILLIAM O. PAINE, national advertising manager of KOU, Honolulu, early in October married Rebecca Stoddard.

AL GREEN, formerly of Longview, Wash., has assumed his new duties as manager of KHRC, Illo, II.

HARWOOD CLEAVEN, manager of KFPI-KCMA, Los Angeles, has been appointed radio division chairman of the Southern California Community Chest campaign.

ROD WHALEN, formerly program director of KVLY, Longview, Wash., recently was elevated to manager, succeeding A. H. Green, who resigned. The station is operating under the new form of ownership, Chi-co, Cal., has been named program director of KWLi.

MARCELLE BARTHE, first woman to be appointed to the French advertising staff by the Canadian Broadcasting Corp., is married in the offices of One a year ago. She entered the radio through children's plays and features with the CBC. When few years ago word got about that the CBC might use a feminine touch to announcing, Mlle. Barthel applied for the job and got it, announcing musical programs in Montreal in both French and English. When King George VI and Queen Elizabeth were in Canada last year, she was the woman announcer on the entire trans-Canada Royal tour. At present when not announcing from the Montreal CBC studios she arranges concerts for the Wireless School of the Royal Canadian Air Force at Montreal.

Specialist

AN INDIANA housewife applied to Harold Safford, program director of WLS, Chicago, for an audition. She was invited to fill out the regular form concerning personal affairs. She was suggested to the idea of the form under "Remarks", the ambitious aspirant noted, "member of the hong calling contest at Farmer's Frolic."

P.S.—She was a "soprano soloist."

WFIL Sponsors Dinner

WFIL, Philadelphia, sponsored the first joint dinner-meeting of the season between the Poor Richard Club, organization of advertising and public relations executives, and the Philadelphia Club of Advertising Women. The meeting was held at the Poor Richard Clubhouse Oct. 22, Samuel R. Rosenbaum, WFIL, and IRAA president, acted as master of ceremonies and played the part of "Clip Fodkin" in an "Invitation Please" program arranged by James Allyn, WFIL program director. WFIL also provided the main speaker, William W. Chaplin, of International News Service. James O. Ocker, head of Ocker Publications and president of the PCAV, presented the dinner of the evening, President Stinson, Poor Richard president.

HAROLD STOKES, dance orchestra leader of WGN, Chicago, was named "band leader of the month" in the current issue of Orchestra World.

Bishop Named President As Broadcasters' Group Is Organized in Oregon

OREGON State Association of Broadcasters, first organization of its kind in the state, was formed Oct. 11 in Portland at a meeting attended by 26 Oregon broadcasters. L. C. James, commercial manager of KMED, Medford, was named president and Frank Logan, of KBN, Bend, was appointed secretary-treasurer. President Bishop is appointing a committee to draft by-laws and the annual meeting is scheduled soon to complete the organization.

Speakers at the meeting included Judge J. C. Kendall, Harry Spence of KXRO, Aberdeen; Marie Hornbeck, director of women's activities of the Portland Oregonian; Mac Wilkins, president of Mac Wilkins & Co. Ad Agency, Seattle; and many others. G. W. Wentworth, of Lang-Worth Feature Programs, New York. The committee organizing the group included C. W. Myers, KOIN, Portland; J. W. Jennings, KGW, Portland; Lee Bishop, KMED, KBN.

Among others speaking were: James C. Wallace, KAST, Astoria; Ben E. Stone, KOOS, Marshfield; W. G. Durland, KOOS, Portland; George Kincade, KPJJ, Klamath Falls; Lee Bishop, KMED, KBN; Harry Lee, KPNW, Portland; Willard Worth, Harry Read, KSLM, Salem; M. H. Pengra, CRM, Roseburg; Frank Logan, KBN, Portland; Frank H. H. Huddleston, KIDO-KORE, Boise-Eugene; Harry Spence, KXRO, Aberdeen; Don Findlay, KWJJ, Portland; Judge John C. Kendall, Portland; Mac Wilkins, Mac Wilkins & Co.; Marie Hornbeck, Portland Oregonian; Paul Commet, Wade Jennings, Joe Mesmer, Chet Blyman, Harry Singleton, M. O. Cox, James Mount, KGW-KEX, Portland; J. A. Hunt, C. W. Myers, H. M. Swartwood, Charles Couch, Henry Buckendahl, Ted Koonen, KOIN-KALE, Portland.

Radio Writers Flock RATTLE for national presidential post of Radio Writers Guild at the Nov. 9 election in order to become a free-for-all contest between Eastern and Western men. On coast to coast the organization, Fortress Barnes, Hollywood president of Western Division of RWG is being proposed for the national post, with Henry Fish-Clarkson, member of the New York Guild, mentioned as eastern candidate, although there may be a chance before election. Kenneth Weih, incumbent president, is out of the running, having served for two terms. Paul Frenkel and Sam Moore, free lance Hollywood writers, are candidates for the national vice-presidency.

Lomax Handles Games STAN LOMAX, sportscaster of WOR, Newark, has been selected to broadcast the five professional football games of the Brooklyn Dodgers to be transmitted from Nov. 7 to Dec. 1 on WOR by Magazine Reprinting Revisor Co., New York. Lomax will cover both games and away. He described the Dodger games heard sustaining on WOR throughout October.

HARTZELL SPEICE, in charge of promotional activities, and the special service bureau of United Press, has been given a screen test by Warner Bros., which fleshed out his unusual meeting with rights to his book "One Foot in Heaven." Mr. Speice's production will assist in writing the script for the picture to be produced early in 1944. The book was condensed in Reader's Digest Dec. 1.
ROBERT J. MORARD, assistant to J. Owen Watson, WBNX radio director of special events, is confined to West Suburban Hospital, Chicago, due to a slight skull fracture and internal injuries suffered Oct. 23 when he fell from an automobile near Maroa, Ill., while enroute to arrange for a remote pickup of a Willie address. Ken Elliott, CHS CHS announcer, was driving the car at the time of the accident. Mr. Morard is now in a curve the door flew open and Morard sitting next to the driver, fell to the pavement. He will be away from his desk until early in November.

WILLIAM LANG, announcer at KYW, Philadelphia, has returned to his station post after a ten-day absence due to a minor operation.

DON DIXON of the production staff of KDKA, Pittsburgh, on Oct. 19 married Patry Todd Sneed, of Beaver, Pa. Dixon met his bride when he gave an audition for a musical production.

CECIL HALE, announcer and radio dramatics instructor of WFAA-KGKO, Dallas, has been named educational director of both stations. Hal Thompson, announcer and sportscaster, has been named assistant program director and director of special events for WFAA-KGKO.

GEORGE THOMAS, former announcer at WFPD, Atlantic City, has rejoined the staff of WCAU, Philadelphia, replacing Bob Pollock, who returned to WSB, Atlanta.

BILL SHOMETTE, has joined the announcing staff of KXAN, Austin, succeeding Horace Shelton, now at Fort Riley, Kans., for military training. Clay Nelle, KMAC announcer, early in October married Martha Evans.

DEAN A. JENKINS, who formerly conducted a midnight record program on WHOM, Jersey City, is analyzing problems for feminine listeners on a series of quarter-hour daily programs on WNEW, New York.

JACK R. WAGNER, for the last three years with KHOB, Watseville, Calif., recently named as production manager of the station. He has announced no plans.

JENNIFER KIRKPATRICK, announcer of WGN, Chicago, has been elected first president of the newly formed G-Club of Champaign High School, Champaign, Ill.

JOE DILLON has returned to the WIPN, Philadelphia, announcing staff after an absence of a year. He will handle the nightly Night Club of the Air.

JOHNNY ERP, of the news and special events staff of NBC, Chicago recently supervised a stomach operation in St. Joseph's hospital.

ROSALIND CARR, former receptionist for Benedict Gimbel Jr., president of WIP, Philadelphia, has joined WWSW, Pittsburgh, as assistant continuity writer.

JOHN KIEFFER, former consultant in radio and script writer for Warner Bros., has joined the radio and television department of the Norris School, Philadelphia dramatic school.

MARGARET SCHAFFER, former dramatics instructor at CECEL HALE, announcer an PA. married DON WILLIAM, announcer and radio director of the station.

RUTH FOX, of Louisville, has been named program director of WSKY, Hantsville, Ky., the University of Kentucky's new educational shortwave station. She was formerly State NTA radio director and also was associated with the New York University Radio Workshop.

HENRY LUNDQUIST, of the news department of WEZL, Boston, has been appointed night manager of the station.

DAVID BLOOM, formerly of WEAN, Providence, has joined the announcing staff of WOOC, West Yarmouth, Mass.

RUTH FOX, of Louisville, has been named program director of WSKY, Huntsville, Ky., the University of Kentucky's new educational shortwave station. She was formerly State NTA radio director and also was associated with the New York University Radio Workshop.

HENRY SALISBURY BARROUR, free lance writer, has joined the continuity department of WGN, Chicago.

FRED BRYANT, of the NBC Hollywood recording department, is the father of a boy born Oct. 19.

JAMES WALDROP, announcer of WSPA, Spartanburg, S.C., has been named program director of WOR, also operated by Spartanburg Adv. Co., Roger Shaffer, formerly of WMBD, Peoria, III., has also joined WOR as director of production. Howard Turner, WOR announcer, has been transferred to WSPA along with Richard Gray, of WGIR, Garden City, N. C.

ALEN MILLER, formerly of the Chicago Radio Council, has joined WBGW, Fullam, Wash., as production director. He succeeded Melvin R. White, who resigned to return to the Midwest.

DILL BUCHANAN, graduate of Indiana U., new to radio, has joined the news department of WGN, Chicago.

AL ORRICK, of the news department of WTM, Cleveland, has joined KOA, Denver, as news editor, succeeding Jack Fern, who has become news editor of WTM.


It's HARVEST TIME the Year 'round IN NORFOLK

A RICH HARVEST—a harvest of sales—is in full swing at Norfolk... the Nation's "Bright Spot" for years to come. Over a billion dollars for ship-building and naval defense activity, thousands of resort visitors, ocean traffic, bumper crops keep it that way the year 'round. You can be certain, when you put WPAR on your schedules, that this richest Virginia market won't slump with seasons. Insure plus-profits on your time investment ... include WPAR in your Winter campaigns and you'll reap a golden harvest of sales!

IMPORTANT! WPAR has just been awarded an F.C.C. permit for 5,000 watts night, directional, giving night power equivalent to almost 11,000 watts—yet rates on 5,000 watts day and night are still based on 1,000 watt input, giving you additional coverage of thousands of new prosperous listeners at no rate increase.

National Representatives:
EDWARD PETRY & COMPANY

BROADCASTING • Broadcast Advertising
November 1, 1940 • Page 59
SPECT FARM NEED ANOTHER SILO, LEM!

Don’t think for a minute that farming out here in the Red River Valley is just “a way of life”! It’s big business — on a grand scale. That’s why this territory is one of the best farm equipment markets in the whole country — as well as being a super-market for all the things most people buy!

And here’s the pay-off: WDAY — alone — covers the entire Valley — at one low cost. Where else can you find a sweeter set-up?

W DAY INC.  N. B. C.  FARGO, N. D.
940 K. C. . . 5000 WATTS DAY — 1000 NIGHT
Affiliated with the Fargo Forum
FREE & PETERS, Nat’l Representatives

Bob Bowman, Canadian Broadcasting Corp. special events director and chief of the CBC Overseas Unit, in Great Britain, and Albert Alther, CBC commentator with Overseas Unit, returned from England after a short visit to Canada.

Richard Bard, director of the "Ask and Answer" on the CBC Overseas Unit, New York, on Oct. 23 resigned to return to active duty in the Army.

Major Richard Bard is a pupils with expertise in musicology and radio production. He was a member of the copyright division of NBC.

HARWOOD HULL, farm director for the Southern Kansas Foxhunters Assn., meet at Morgantown, Ky. In addition to his official duties, Hull handled a remote pickup of the event for WLBJ.

Ray Charles and Bee Arden, singers with the Four Top Network, WGN, Chicago, were married Oct. 16. They recently collaborated in writing a new song, “Funny Little Pedro.”

MRS. JEANIE CAMPBELL, formerly in charge of copyright clearance at the New York World’s Fair, on Oct. 21 joined the MBS program department in New York to organize a music copyright clearance division. From 1934 to 1939 Mrs. Campbell was with WGN, New York, and before that was a member of the copyright division of NBC.

STANLEY MASTED, Canadian Broadcasting Corp. program executive, who before the outbreak of war was in commercial radio in London and with J. Walter Thompson Co. Ltd., is again in London as assistant to E. L. Buschell, CBC program director who is soon to join the British Broadcasting Corp. Masted will assist in developing the special BBC North American broadcasts.

HAL TUNIS, WIBG, Glenwood, Pa., announcer, has been signed to m.c. an amateur show at a string of local theatres during the fall.

BOB BOWMAN, Canadian Broadcasting Corp. special events director and chief of the CBC Overseas Unit, in Great Britain, and Albert Alther, CBC commentator with Overseas Unit, returned from England after a short visit to Canada.

RICHARD BARD, director of the "Ask and Answer" on the CBC Overseas Unit, New York, on Oct. 23 resigned to return to active duty in the Army. Succeeding Bard is Jack Bagley, program director for WNYC, Brooklyn, and varied movie and radio production experience. Motion Picture Daily, Miss Rhea Diamond continues as assistant to the publicity director of the station.

CAPT. GERALD ARTHUR, commentator with the Overseas Unit of the Canadian Broadcasting Corp. back in Canada following his appointment as assistant Quebec regional program director, and will be stationed in Montreal. His place in Great Britain has been taken by Roscoe Petrier.

JACK NEGLEY, announcer of WINS, New York, recently dubbed in the voice for two moving picture shorts, an American Bankers Assn. film and ABC Audio Productions and the Erpi classic film, "Safety!"

IRNA PHILLIPS, radio playwright who recently celebrated her 10th year of scriptwriting, on Oct. 29 was a guest speaker at the annual University of Ottawa Vocational Round Table Conference, held in Columbus.

GERALD A. VERNON has been transferred from the research sales promotion department of NBC in New York to the network’s central division in Chicago.

RHODA L. COCO of the continuity staff of KOIN/KALX, Portland, Ore., recently was married to Jack Lipke.

PAUL DeFIOR, assistant program director of WLIW, Cincinnati, and Ben Garrison, of the steuropraph staff, are to marry Thanksgiving Day.

EDMUND ABBOTT, formerly of WBNX, LaSalle, and in Lake City, has joined the production staff of WBTV, Chicago.

FRANCIS BUTLER, formerly of KFAM, St. Cloud, has joined the announcing staff of WDGY, Minneapolis. Dick Day, WDGY announcer, is the father of a boy born Oct. 18.

ROB CALLAHAN, formerly music editor, supervisor of WFCA/WCMJ, Washington NBC outlets, on Nov. 1 joined the new WXW, Washington, D.C., as an announcer-organist-pianist.

HENRY WEAVER, formerly special events and sports announcer of WDAY, has joined the announcing staff of NBC in Minneapolis.

ROGER SHAW, commentator on "The Daily Show" and military strategist, was guest of honor at the New York World’s Fair Oct. 11, “Roger Shaw Day.” He was interviewed on the RCA television unit.

BRAD SIMPSON, formerly radio production manager in the St. Louis office of Rathaufl & Ryan, has been named program director of WQKJ, Cincinnati, succeeding Richard Blake, resigned.

JACK DUFF, formerly of WDDO, Columbus, and WSPD, Fl., has joined the announcing staff of WAFQ, Chattanooga.

TOM SWENNEY, formerly of WJO, Manhattan, has joined the announcing staff of WMAN, Minneapolis, and Robert Horn, former of WJO, Portland, Ore. Archibald Whiz, Zanesville O., has joined the station as news editor. Harry Lytle, WJAN announcer, on Oct. 16 married Esther Lantz, WMAN dramatic producer.

LEE KARSON, formerly of KLZ, Denver, and KOB, Albuquerque, has joined the program staff of KRAT, Phoenix.

ED BURWELL, formerly of WEED, Rocky Mount, N. C., has joined the announcing staff of WPID, Petersburg, Va.

POSING A LA Alexander Botta pose aboard a Caterpillar Diesel tractor, Bert Buzinni, commentator and special events man of KQW, San Jose, Cal., gets some authentic material on mechanical behemoths as he presents the new five-week series, "The Caterpillar Farm News Reporter," at 7:30 a.m. (PST) on the station for Caterpillar Tractor Co.

ALSTON STEVENS has returned to his announcing and newscasting duties at WPIL, Philadelphia, after recovering from a serious illness.

BILL CARTY, relief announcer of WIP, Philadelphia, rejoins the announcing staff of WPEN, Philadelphia.

JOSEPHINE MARTIN, home economics director at KFRC, San Francisco, known on the air as Bea Byre and Emily Barton, and now on Fox as Bea Byre, and previously radio editor of the New York Post, has joined the announcing staff of KQW, San Francisco, and will join the announcing staff of WWN, New Orleans, after a vacation in Hawaii.

GERONIUM CRAIG, chief announcer at KNX-FN, San Francisco, married Ebel Giovannetti recently.

ART KIRKHAM, commentator and sports announcer of KOIN, Portland, Ore., recently was named in a women’s survey as one of the most popular announcers of the listening citizens of Portland. Another of the trio was Arthur L. Fields, local businessman, for whose firm Kirkham stages a weekly quiz show, Everybody WINS.

South Carolina’s
Only Regional
CBS Station
WCSC
Charleston, S. C.
1000 Watts

Broadcasting • Broadcast Advertising
ROSEWELL ROGERS and Carl Hartman, CBS Hollywood writers, have been added to the scriptwriting staff of the CBS "Five Peaces show, sponsored by R. J. Reynolds Tobacco Co.

BOB LE MOND, Hollywood announcer, is conducting the weekly half-hour "Kid's Outcasts" on the CBS Pacific Network.

SURROUNDED by charm is Dave Frank, of the publicity department of WMAN, Mansfield, O. It's strictly business to Frank, however, because he is doing duty for a sponsor to place Frances Burke, Miss America, 1940 on WMAN. Running out the trio is Patricia Donnelly.

FOX CASE, CBS West Coast public affairs and special events coordinator, Hollywood, has been appointed a member of the staff appeals board for Hollywood district (17th California).

PAUL A. RANDT, formerly of KNOX, St. Louis, has joined KVOO, Tulsa, as chief announcer and sportscaster.

DOUG EDWARDS, formerly of WXYZ, Detroit, has joined WSB, Atlanta, as newscaster.

HAL McINTYRE, announcer of KYA, San Francisco, recently married Gladys Childs of San Francisco.

BIL ROBBIE, of the press department of NBC Chicago, has received a reserve commission in the National Guard. He expects to be called for active service early in January.

URABELL SCHUTT, formerly of WDWS, Champaign, Ill., has joined the publicity department of WJJD, Chicago.

TERRY TURNER, member of the production department, KLS, Oakland Cal., recently became the father of a boy.

FRANKLIN DYE, formerly of WMM-CHS Chicago, has joined the publicity staff to succeed Robert J. Macardle, recently named assistant to J. Oren Weaver, news and special events director.

JOHN D. KELSEY, formerly of WIP and WHAT, Philadelphia, and WCHS, Portland, Me., has joined the announcing staff of WHOM, Jersey City.

HAL DAVIS, director of publicity for Columbia Broadcasting Co., and Evelyn Loatch have announced their engagement and expect to be married in December.

BEN ALEXANDER, Hollywood announcer, is handling commercials on the NBC "Eve's Theater," sponsored by Procter & Gamble Co. (Ox- do).

JOHN NESBITT, Hollywood commentator on the weekly "Passing Parades," sponsored by Bank of America, has been invited to join NBC Pacific Blue, the father of a boy born Oct. 5.

WIP ROBINSON, formerly of Nor- man, Okla., has joined the announcing staff of WDDZ, Tuscola, Ill.

BOB STEVENSON has joined the NBC Hollywood Production staff and taken over the duties of Ted Sheridan, writer-producer, who is on a 30- day leave.

RAYMOND C. PLAMADORE, announcer of WBBH, LaCrosse, Wis., on Oct. 4, married Olive Hagen, staff editor.

DOUGLAS EVANS, KFI-KKE, Los Angeles, announcer, has been signed for similar roles in the films "Take the Air," being produced by Warner Bros. "L. C. BOY, TAKE THE AIR," will be released by RKO.

EVERETT HOWARD, formerly of WCHV, Charlottesville, and WVVA, Frederick, Va., has joined the announcing staff of WTBH, Norfolk.

OU FAMILY thinks no more of writing a letter than you do of making a phone call.

"It's the most natural thing in the world for WIBW listeners to write to 'Their' station . . . to our advertisers . . . to send orders direct . . . to ask for information, catalogs, circulars and descriptive matter. THAT'S WHY WIBW AVERAGES ABOUT ONE THOUSAND PIECES OF COMMERCIAL MAIL EACH WORKING DAY.

This huge flow of mail from OUR FAMILY is mighty important to you. It shows a responsive, ready-to-buy audience.

WHEN THEY WRITE, YOU KNOW THEY LISTEN!
JACK LEE, announcer of WHAM, Rochester, N. Y., during a broadcast of local ceremonies on American Indi- an Day was inducted into the Sen- eca Tribe. His Indian name, Deo-Quot-Tha, means literally "He who spreads the message."

RUSSELL LEE JACOBS and Paul Crawley of NBC Hollywood page staff, have resigned to join the Army Air Corps.

IRA AVERY, program service aide of WRVA, Richmond, Va., has been named by the board of the Richmond Theatre Guild to again conduct the Guild's course in radio production and script writing.

WILLIS VAN and Bernadine Wag- ner of the CBS Hollywood sales promotion department, were married Oct. 12 at Las Vegas, Nev.

MRS. FRANCES FAMBER WILD- ERE CBS Pacific Coast Division of education, will serve as a panel member at the Southern California Teach- ers' Institute session dealing with off-school radio programs, when the educators meet in Los Angeles Nov. 10.

MAURICE BURCHELL, CKY, Win- nipeg, announcer recently married Barbara Pepere, of Winnipeg.

SID SAUNDERS, for the last four years announcer of KMOX, St. Louis, resigned as of Nov. 1 to free lance in Chicago.

JONES FOR McNAUGHTON

APPOINTMENT of David G. Jones, program director, as busi- ness manager of WLAB, Lawrence, Mass., was announced Oct. 22 by Irving E. Ray, general manager. He succeeds Henry B. McNaughton, who resigned recently. Mr. McNaughton has not made known his future plans. John D. Malloy, of the program staff, has been elevated to program director.

ARE YOU A SUBTLE (K.) WORKER?

No need to be subtle about Subtle (K.).! The plain, unflinched truth is that Subtle, Spiek, Squib (and other small Kentucky towns like them) are just too small to offer a very profitable market.

The BIG money is in the Louis- ville Trading Area, which buys more merchandise than the rest of Kentucky combined!... Alone, WAVE covers, blankets, satu- rates this freespending market at a cost surprisingly low! If you want Louisville, you want WAVE!

LOUISVILLE'S WAVE

1000 WAVE ... 940 K.C. ... N.B.C.

FRED & PETE'S, INC.

National Representatives

Page 62 • November 1, 1940

BROADCASTING - Broadcast Advertising

MAJ. ALFRED R. MARCY, for 13 years chief engineer of WFBF, Syra- cuse, who left Oct. 26 for duty at Quantico, is the new chief engineer of WJZ, Washington, D.C., where he succeeds James J. Kelly who will supervise transmitter operations and Walter Stenger control room operations during his absence.

FRANK STARNER, chief engineer of KFYI, Fort Worth, recently was named chief engineer of Texas State Network. He succeeded Joe Haggard, who resigned to join the FCC moni- toring staff.

TED CHERZIE, Postmaster Department of YOY, Fort Wayne, has been named the board of the Richmond Theatre Guild to again conduct the Guild's course in radio production and script writing.

DAVID G. JONES, programming director of KMOX, St. Louis, resigned recently. C. E. Pickens has taken over Cally's former post, with H. J. Brown of the engineering maintenance depart- ment becoming chief control super- visor. A. R. Breslau and J. C. Rieckberg who have been doing sum- mer relief, have been added to the technical staff as studio engineers.

TOM COPELAND, operator of WOWO-WGL, Fort Wayne, Ind., recently received a $50 prize in the sixth annual National Newspaper Photo- contest. The winner, in a local contest, was submitted by the Fort Wayne News- times. A year ago Cope's picture of Mayor James A. Kline's former post. with his technical staff.

FRANK C. LEECH, operator of the Richmond Theatre Guild to again conduct the Guild's course in radio production and script writing.

CHARLES PALMER, formerly of the engineering staff of KARK, Little Rock, Ark., has accepted a post with the Civil Aeronautics Authority as assistant communication officer at Sioux City, Ia. Frank Newberry, of WIL, Lexington, Ky., has succeeded him at KARK.

JAMES P. BRIGHTON, of Brooklyn Polytechnic Institute, has joined the engineering staff of WTRY, New York, N. Y. He is a member of the technical staff of the New- York Times, has been named KMIC as plant technician.

ROBERT J. GREGOY, for- merly of WDR, New Orleans, and National Air Lines, has joined the engineering staff of WWL, New Or- leans.

Sales Power!

CJOR is doing an ef- fective selling job for MORE NATIONAL SPONSORS than any other two Vancouver stations.

SPOKESMAN

Vancouver, B. C.

1000 Watts 600 K.C.

Nat Rep: Joseph Hershy McGilvray

Page 62 • November 1, 1940

BROADCASTING - Broadcast Advertising

SPEDY ACTION and a perfect pickup in mid-October brought satis- fied smiles to Fred Daiger, program director of WSUN, St. Petersburg, Fla.; Capt. L. E. Shattuck, of the Charlene, and Wesley Randies, of WSN, upon their return from a remote broadcast of the rescue of two fliers from a crashed plane in Tampa Bay. When the Canadian-owned twin-motored Beechcraft crashed a mile or so out in the bay as it took off for Canada, the St. Petersburg Coast Guard went into action, and the WSUN boys turned up in short order to describe the rescue work. The Canadian fliers, C. F. Leech and R. M. Smith, were uninjured and the plane was salvaged.

LES CULLY, NBC Hollywood con- trol supervisor, has been promoted to recording supervisor, a post newly created to coordinate all recording room activities. C. E. Pickens has taken over Cally's former post, with H. J. Brown of the engineering maintenance depart- ment becoming chief control super- visor. A. R. Breslau and J. C. Rieckberg who have been doing sum- mer relief, have been added to the technical staff as studio engineers.

TAPT NICHOLSON, chief transmit- ter engineer of KOMA, Oklahoma City, has resigned to accept a posi- tion with the Civil Aeronautics Auth- ority. Harry Edwards, KOMA con- trol operator, has succeeded him at the place at the station. Charles Parker, formerly of Texas State Network, has joined the KOMA control staff.

L. C. SKIPPER has joined the field engineering force of Radio Coverage, Inc., for a four- week leave to direct sound effects for the "Wisconsin Kane", being produced by Orson Welles.

WARREN RANSDELL, formerly of WHRI, Bowling Green, Ky., has joined the engineering staff of WAVE, Louisville.

DICK KELLY, control engineer of WJZ, Bridgeport, Conn., is the father of a girl born Oct. 14.

DONALD McCOLLISTER, trans- mitter engineer of WICG, Cleveland, is the father of a boy born recently.

A. M. RESPONSE, formerly of WICG, Victoria, Texas, has joined the engineering staff as chief engineer. Ed Schoeller also has joined the technical staff.

GEORGE YODER has joined KFWR Hollywood, as transmitter technician.

ADRIAN LENTZ, studio engineer of WOC, Bridgeport, Conn., was married Oct. 15 mar- ried Jane Frohmiller.

HOWARD A. CHINN, engineer in charge of the radio division of the CBS general engineering department, will conduct a fall course at New York on "Principles of Audio-Frequency Engineering."
Rathborne Leaves ACA, Selly Named President

JOSEPH P. SELLY, vice-president of American Communications Assn., and the defense clause whereby the one contract handle merchandising.

It was announced that Mr. Rathborne resigned because of ill health. His resignation had been rumored for some time, however, because of reports of Communist influence in the organization. The ACA board, in accepting Mr. Rathborne's resignation, designated him to lead the ACA delegation to the CIO convention in Atlantic City in mid-November. He was given six months' salary. A special election to select Mr. Rathborne's successor will be held Jan. 10 to Feb. 9, with nominations to begin Nov. 21 through Dec. 11. The new president would take office March 1, 1941.

IBEW on Coast

CALIFORNIA State Assn. of Electrical Workers, an affiliate of the International Brotherhood of Electrical Workers, meeting in Santa Monica recently, established a broadcast division and elected Roy Tindall, KFWB, Hollywood, technician, as chairman. Everett Davies, technician of KFBK, Sacramento, has been made vice-president, with Russell H. Fray, KYA, San Francisco, engineer, as secretary. IBEW, in its recently launched campaign to organize all broadcasting technicians and supervisors in Pacific Coast and Mountain states, reports 153 stations as having signed closed shop agreements. More than 50 other stations are operating under verbal agreements which will become closed shop as contracts are negotiated, it was said. Campaign is being directed by William A. Kelly, IBEW international representative and Al Speede, business representative of Local 46, Hollywood.

WWL Promotes Dupre

HENRY DUPRE, special events director of WWL, New Orleans, recently was appointed program director of the station, succeeding Jimm Willson, resigned, according to an announcement by W. H. Summerville, general manager of the station. Dupre will continue to hold his special events post and also will conduct the early morning Busters feature. Leon Adams has joined the WWL staff, taking over Dupre's other post as publicity director, and he also will handle merchandising.

ACA-WCNW Pact

WCNW, Brooklyn, has signed a new contract with American Communications Assn. CIO affiliate, covering the three engineers of the station for one year, retroactive to Oct. 1, 1940. The contract allows for two weeks with pay, arbitration in case of strike, and the defense clause whereby the men return to their same jobs if called for a year's service in the Army under the Selective Service Act.

CY CALDWELL, veteran pilot and associate editor of Aero Digest magazine, has been named aviation commentator of MBS for regular broadcast analyses of the aerial aspects of the European war. A former member of the R.A.F., Mr. Caldwell has been a test pilot for Glenn L. Martin Co., and an air mail pilot for several years.

KFXJ, Grand Junction, Colo. Now Enjoyes PEAK Performance Among Highest Mountains in U. S. A.!

A case where GATES "tamed the wild and hilly West"! Out in Grand Junction, Colorado, KFXJ was moved from Denver for the important job of covering a rich valley isolated between natural mountain barriers. Number one problem was to overcome the tendency of these mountainous walls to absorb the signal. The installation of a new 250-A Gates Transmitter and 27-C Limiting Amplifier, feeding into a newly erected shunt fed antenna system, brought about a tremendous signal increase. KFXJ now efficiently covers all this area without "inside or outside" interference, especially during daytime hours. Since the complete installation of GATES equipment ten months ago, with the exception of tubes, LESS THAN TEN DOLLARS has been spent on repair parts!

You don't have to "go West, young man" to hear the exciting story of what Gates transmitter and studio equipment is doing for others. We can tell what it will do for you! WRITE TODAY for complete illustrated technical data.

GATES
QUINCY, ILLINOIS, U.S.A.

NEW GATES 250-A Transmitter and 27-C Limiting Amplifier Responsible for a Tremendous Signal Increase . . .
**WFWA-WBP, Dallas-Fort Worth**

National Biscuit Co., New York (premi-um crackers), 5 sp. weekly thru McCann-Erickson, N. Y.

**KFW, San Francisco**


**WV, Portland**

Vicks, Portland (Vicks VapoRub), New York, 5 sp. thru F. A. Foundation.

**KHJ, Los Angeles**


**WBBM, Chicago**

Cook Products Corp., San Francisco (sauce), 2 sp. weekly, thru Rufus Rhoades, San Francisco.

**WBBF, Great Falls, Mont.**

Radio & TV Agency, New York, 5 sp. thru General Mills, Minneapolis.

**KGO, San Francisco**


**KFW, San Francisco**

Free Press, Chicago. 5 sp. thru Rufus Rhoades, San Francisco.

**WBBF, Great Falls, Mont.**

Soap Products Corp. San Francisco, 5 sp. thru General Mills, Minneapolis.

**KFI, Los Angeles**

Amber Lion Co., Los Angeles (hair tonic), 5 sp. thru Ivar F. Wallin & Sons, Chicago.

**KFW, San Francisco**

Vicks, Portland (Vicks VapoRub), New York, 5 sp. thru F. A. Foundation.

**WBBF, Great Falls, Mont.**

Radio & TV Agency, New York, 5 sp. thru General Mills, Minneapolis.

**WBBM, Chicago**


**KFI, Los Angeles**

Amber Lion Co., Los Angeles (hair tonic), 5 sp. thru Ivar F. Wallin & Sons, Chicago.

**KFW, San Francisco**

Vicks, Portland (Vicks VapoRub), New York, 5 sp. thru F. A. Foundation.

**WBBM, Chicago**


**KFI, Los Angeles**

Amber Lion Co., Los Angeles (hair tonic), 5 sp. thru Ivar F. Wallin & Sons, Chicago.

**KFW, San Francisco**

Vicks, Portland (Vicks VapoRub), New York, 5 sp. thru F. A. Foundation.

**WBBM, Chicago**


**KFI, Los Angeles**

Amber Lion Co., Los Angeles (hair tonic), 5 sp. thru Ivar F. Wallin & Sons, Chicago.

**KFW, San Francisco**

Vicks, Portland (Vicks VapoRub), New York, 5 sp. thru F. A. Foundation.

**WBBM, Chicago**

CARNATION Co., Los Angeles (canned milk and ice cream), through Erwin, Wasey & Co., that city, on Oct. 14 started for 52 weeks participation six times weekly in "Swisher Sweets and Housewives' Protective League programs" on KNX, Hollywood. Coast Federal Savings & Loan Assn., Los Angeles, has been added to its list of sponsors under 12-weeks' contract received Oct. 14. "News and Views," the 30-minute daily program broadcast by KNX, which is now in its third year, has been renewed for 12 weeks. "News and Views," the 30-minute daily program broadcast by KNX, which is now in its third year, has been renewed for 12 weeks. "News and Views," the 30-minute daily program broadcast by KNX, which is now in its third year, has been renewed for 12 weeks. "News and Views," the 30-minute daily program broadcast by KNX, which is now in its third year, has been renewed for 12 weeks.

GILLETTE SAFETY RAZOR Co., Boston, using WBBM, Akron, and Valley Safety Electric & Appliance Co. on WDAS, West Chester, Pa., have been added to advertisers locally sponsoring Fulton Lewis Jr. broadcast on MNS Monday through Friday, 7-7:15 p.m.

ARDEN FARMS Inc., Los Angeles (dairy products), out of radio for more than a year, has started five-weekly quarter-hour participations in the Chef Melba program on KJKE, Beverly Hills, Cal. Contract is for 13 weeks. Ending Jan. 13. Productive Agency, Los Angeles, has the account.

LAURA SECORD CANDY SHOPS, Toronto (chain stores), on Oct. 22 started a weekly 15-minute musical show on CFCC and CKAC, Montreal: CFRR, Toronto; CHRC, Quebec: CFPL, London, Ont.; CFRO, Ottawa; CFRC, Kingston, Ont.; CFCH, North Bay, Ont.; CKSO, Sudbury, Ont. Account was placed by Cockrell & Brown, Co. Toronto.

BARKER BROS., Los Angeles (bome furnishings), consistent users of Southern California radio time, are sponsoring a three-weekly quarter-hour program, Backgrounds for Living, on KNX, Hollywood. In addition the firm, on Oct. 14 started for 22 weeks, using one and five spot announcements each week on KFI and KLO, Los Angeles, respectively. Marian Kyle Adv. Agency, Los Angeles, has the account.

LAMBERT PHARMACAL Co. (Canada), Toronto, for Listerian, on Oct. 15 started The Green Horse weekly on CFRT, Toronto, and at various later dates on CFCC, Montreal; CFCH, North Bay, Ont.; CKBG, Timmins, Ont.; CBL, Kirkland Lake, Ont.; CJCR, Sydney, N. S.; CFCD, Charlottetown, P. 1; CJRC, Winnipeg; CKCO, Ottawa; CFRN, Edmonton; CFCN, Calgary, Alta.; CHNS, Hamilton; CJCR, Vancouver; CKCR, Regina. Account was placed by Lambert & Feeney, New York.

SERVUS CLOTHES Inc., New York, to advertise fall and winter clothes, has started on three New York stations for 13 weeks. Spot announcements on WINS and WINS, totaling about 18 a week, are supplemented by participations in Midnightsurfer on WNYD. Agency is Klinger Adv. Corp., New York.

NEW ADVERTISERS on the Lithuanian Hour conducted by Paul Saulinis, 2 on WHTI, Hammond, Ind., 10-11 a.m. daily, include F. Ad. Richter, of Chicago, and Angler (solve-expellers), using four weekly transmitted announcements for 26 weeks, placed by Morris R. Sander, Chicago (clothing stores), 26-week schedule of daily quarter-hour in periods and days, starting Monday, including Poetic Melodies, also half-hour. Sunday feature the Sander Schedules, Chicago: Licco Products Co., Chicago (Juno cleanser powder), three-weekly live announcements for 82 weeks through Gourmet-Cobb Adv. Co., Chicago.

NATIONAL TOILET Co., Paris, Tenn. (cosmetics), on Sept. 15 renewed for 52 weeks its schedule of one-minute transmitted announcements on WMJ KHJ WWJ WWL WPTF WBOO KOX WIS. Rochie, Williams & Cunyngham, Chicago, is agency.

OGILVIE FLOUR MILLS Ltd., Montreal (cereals), starts a program early in November on Canadian stations. J. J. Giddons Ltd., Montreal, placed the account.

PURE MILK ASSN., Chicago, on Oct. 14 started a 26-week schedule of 18-weeks' time signal announcements on WMAQ, Chicago. On Oct. 21, it also started seven spot announcements weekly for 52 weeks on WJJD, Chicago. In addition firm is sponsoring race series half-hour daily on WIND, Cary, Ind., and 30 quarter-hour plus 40 spot announcements per week on WCFL, Chicago. Schwimmer & Scott, Chicago handles the account.

WHEN a sponsor smiles, it's news on any man's radio station. At KSTP, St. Paul, William Hegg, president, and sales manager of the Russell Miller Milling Co., smiles and presents Bert Baker and Bob Murphy with solid silver gifts for the work they are doing on Occident Flour's Name the Tune. Bee received a cigarette box, Bob an ice basket.

H. L. CURTIS, for the last two years advertising manager of the Eastern marketing unit of Shell Oil Co., has been named sales promotion and advertising manager of the company.

HORN & HARDT BAKING Co., Philadelphia (cafe), has renewed its Sunday morning Kiddies Hour over WCAU, Philadelphia for the 12th consecutive year, effective Nov. 3. The program, also carried by WABC, New York, is the oldest full hour commercial program in Philadelphia and since its inception in 1928 has been conducted by Stan Lee Brun, now WCAU program director. Account is handled by the Clements Advertising Agency, Philadelphia.


H. L. CURTIS with no previous experience in advertising, but long identified with selling, has been named sales promotion and advertising manager of Shell Oil Co., New York, according to an announcement by L. T. Kittlinger, marketing vice-president.

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

No matter how familiar the course, the experienced pilot knows that the safety of his ship often depends on the accuracy of ground reports. We believe that every advertiser, agency and station has a right to depend on similar reliability in any information and suggestions received from our offices.
KIMMET BAKING Co., Albany, N. Y., an occasional user of radio, has started a daily quarter-hour on WTRY, Troy, built around a telephone giveaway of $3 to 50. Book of about 40 communities in the area are used to get the numbers of lucky listeners, and calls are placed from the studio while the program is on the air.

F. G. VOOT & SONS, Philadelphia, on Oct. 9 became the third sponsor of Martha Joyce on WOB, Newark. Account was placed through Crompton Co., Philadelphia, to advertise pork and beef products. Program, heard daily 11:15-12 noon, is sponsored by the Philadelphia Dairy Products Co. and the New York Telephone Co. placed through Scheek Adv., New York and BBDO, New York, respectively.

HOLLAND JEWELRY Co., Chicago, on Oct. 18 started a weekly quarter-hour in Los Angeles, featuring a news commentary program in the Saturday Norman Ross Review on WBME, Chicago. The firm takes the 9-10:15 a.m. portion of the program. Malcolm-Howard Adv. Agency, Chicago, placed the account.

AMBER LION Co., Los Angeles (fair tonic), new to radio, in a 13-week test campaign ending Jan 24, 1941, is using three-weekly participation in Art Baker's Notebook on KFAC, Los Angeles. Baker plans an extensive radio campaign early next year. Agency is Ivar F. Wallin Jr. & Staff, Los Angeles.

PETTIS LAWN MEMORIAL PARK Assn., Glendale, Calif. (mortality and cemetery), and heavy users of Southern California radio, on Oct. 7 started for 26 weeks sponsoring a four-hour house-received program, Musical Jugglers, on KFAC, Los Angeles. Association is also currently sponsoring twice weekly participation in Art Baker's Notebook, on KFAC, and Eddie Allright's commentary program on KFAC, as Rhyme & Reason on KXN. Agency is Dan D. Miller Co., Los Angeles.

IMPERIAL OIL Ltd., Toronto, started its annual hockey account on Nov. 2 on 39 Canadian stations, and as last year, will record the 90-minute games and then cut them for two periods for Sunday morning condensed rebroadcasts by radio and by a British Broadcasting Corp., which will in turn rebroadcast the games for the American audience. Canadian soldiers and airmen on active service in Great Britain and Iceland. Game recordings from Montreal are broadcast Thursdays and Saturdays over 8 Quebec stations with commercial interludes between quarter-hour periods. Account was placed by MacLaren Frank Co. Ltd., Toronto.


GREAT WESTERN GARMENT Co., Los Angeles (Staff Alinia, the clothiers) has renewed for the fall and winter season The Lone Ranger on Western stations. Account was placed direct through Canadian Broadcasting Co.

CANADIAN CHEWING GUM SALES Ltd., Toronto, (Dentyne) started on Oct. 15 a transcribed spot announcement program on KFFA, Vancouver, B.C. and KXND, Edmonton, Alta., featuring a 30-minute program. "Dentyne King's Club," as a joint enterprise between the two companies. Agency is A. Charles Ryan, Chicago.

EASTERN WINE Corp., New York, recently added daily participation on Madison Avenue radio, the WEAF, New York, and Meet Mr. Morgan, WOR, New York, in addition to radio commitment larger in the New York area. Agency is H. C. Norris & Co., New York.

KERR PROS, Toronto (candy), has started daily spot announcements on CFRB, Toronto, and CBC, Sydney, N. S., and a quarter-hour evening musical show on CFRB, Effie Adv. Co., Toronto, the account.

LYDIA PINKHAM MEDICINE Co., Lynn, Mass., currently using some 10 stations throughout the country for spot announcements, on Oct. 13 started a five times weekly program on WEAF, Newark, featuring announcer Charles Stark on Five Minutes in Movieland, 9:50-9:55 a.m. Agency is Edward Nassey & Co., New York.

CONSOLIDATED DRUG Trans Products Inc., Chicago (patent medicines), which was KWW's first local account in Philadelphia after moving from Chicago, returned to the station for a daily series of 15-minute musical transcriptions, necessitating the opening of additional a daily quarter-hourer at 5:30 a.m. Account was placed through Benson & Dallo Inc., Chicago.

H. G. HILL, New Orleans chain, has started sponsoring for two weeks Peggy Hill three times weekly on WWL, New Orleans. The station also carries a series of spot announcements for the stores. Fitzgerald Adv. Agency, New Orleans, handles the account.

All-Night Sponsor

ANOTHER station went on a 24-hour schedule on Oct. 28 with WWL, WDSN, New Orleans. It announced it had sold a daily except Sunday block of ½ hours to 7:30 deep Books for accessory dealers, who will sponsor "The Dawn Patrol" from 1:00 to 6:30 a.m. The program will be similar to that carried on the same schedule on WIP, Philadelphia, placed by Thomas F. Kettins, Philadelphia agency.

Transcriptions and phonogram with interspersed chit-chat will be featured for the all-night audience. Frank Young is m.c.

MORE than 70 representatives of important San Francisco firms were guests of Publisher and Manager Al Nelson on Oct. 17 to hear the first of a new series of weekly sponsored programs, "The Enterprising West." The initial program, sponsored by Union Oil Co. of California, Los Angeles, signaled the 50th anniversary of the company with a dramatization of its history. Program was sponsored by other Bay area industries. Talking things over during the affair were (1 to r.) W. L. Stewart, Jr., of the Bay Area Union sales manager; Bill Ryan, KGO-KFO sales manager; Milton C. Kerr, Union comptroller.

PONTIAC DEALERS Inc., Los Angeles (Southern California distributor), continues its use of radio time through MacManus, John & Adams, that city, is sponsoring a three-week, quarter-hour, Pontiac Pigskin Predictions, on KMP, Beverly Hills, for 13 weeks ending Dec. 31. Program features a weekly forecast of professional football games and is heard thrice weekly on KRFB, L.A. The firm is also sponsoring a weekly program on KFI, Los Angeles, once weekly, and also two quarter-hour newscasts weekly on KMP, Beverly Hills.

ROLLE JUICES Inc., Los Angeles (vegetable juices) for the past year, has started sponsoring a twice-weekly, quarter-hour, commentator program, Garden School of the Air, on KMP, Beverly Hills, Calif. Contract is for 52 weeks, having started Oct. 28. Featured is Max Coburn, crunches, commentator. Woodrow Adv., Los Angeles, has the account.

JOHN MORRELL Co., Otrumwa, la. (Red Hen dog food), on Nov. 4 renews its three-weekly program Doggie Days on WMAQ, Chicago, contracted for is for eight weeks. Henri, Hurt & McDonald Chicago, handles the account.

PREMIER Vocational Training Ltd., Toronto, has a four-week test, Saturday spot announcements as a test campaign for Chicago's St. Catherine's, Ont. and CFQG, Chatham, Ont. and Dickinson & Ford Ltd., Toronto, the account.

CROWN DOMINION OIL Co., Hamilton, Ont., on Oct. 21 started three times weekly Behind the Scenes talks on Canada's war effort, on CHJ, Hamilton, Ont. and CKVL, Toronto. Account is placed by L. S. Reynolds & Co., Ltd., Toronto.

SKRULDAND PHOTO SERVICE Co., Chicago, on Oct. 14 started a weekly quarter-hour program featuring Red Belcher, staff enter-
MODERNIZE YOUR RECORDING INSTALLATION WITH THIS NEW PRESTO TURNTABLE

Here is a new turntable designed to replace the famous Presto 6-C and 6-D recording turntables which have been standard equipment in United States and Canadian broadcasting stations for the last four years.

Mounting and operating dimensions are identical with the previous equipment but the performance has been greatly improved.

NEW FEATURES OF PRESTO 6-N TABLE:

1. Less Vibration. Records made on the 6-N table reproduce on the highest fidelity playback equipment without a trace of flutter or rumble.

2. Wider frequency Response—Higher Sound Level. Presto 1-C cutting head records useful range of 50,000 C.P.S.—gives 6 to 8 D B higher playback level than previous heads.

3. New cutting head mounting spaces grooves more accurately, facilitates quick change of feed screws.

4. New overhead cutting mechanism redesigned to simplify alignment with the turntable, can be removed for transportation by loosening one screw.

5. Standard table includes spiralling feed screw, vertical damper, cam lever for lowering cutting needle, 4 pitch time scale, automatic equalizer and Presto 1-C high fidelity cutting head.

LIBERAL TRADE-IN ALLOWANCE TO STATION OWNERS WHO WISH TO REPLACE EITHER 6-C or 6-D TABLES WITH THE NEW PRESTO 6-N TABLE. Write giving type and serial number for cost of exchange.

PRESTO RECORDING CORPORATION
242 West 55th Street, New York, N. Y.

World’s Largest Manufacturers of Instantaneous Sound Recording Equipment

BROADCASTING • Broadcast Advertising November 1, 1940 • Page 67
SUPREME BAKERY Co., Los Angeles (Town Talk bread), having appointed Sidney Garfinkel Adv. Agen- cy, that city, to service its account on the West Coast, on Oct. 21, started sponsoring once weekly the quarter-hour transcribed Superman on KECA, Los Angeles. Contract is for 52 weeks. Pledges that date also started for 52 weeks, five times weekly, participation in Art Baker’s Notebook on KFI, Los Angeles. Other Southern California radio is also contemplated. Merchandising campaign has been started, including truck signs, space in trade publications, direct mail to grocers, and store displays. A tie-in with the Los Angeles News, which runs the Daily Supermen comic strip, has also been made.

KNOX GELATINE Co., Johnstown, Pa. (Knox Sparkling Gelatine), on Oct. 12 started a quarter-hour Saturday morning program on WPAF, New York, to run for eight weeks. Jack Barnes conducts the broadcasts of football songs and interviews with gridiron personalities. Agency is Ken- yon & Eckhardt, New York.

MISSION ACKINS Co., Los Angeles (Mission Pak fresh and glaciated fruits), in a two-week campaign starting Dec. 6 it will use one and two transcribed dramatized one-minute announcements on California stations including ECA, KERN, KFAC, KFHK, KFRI, KFSD, KFWB, KFMX, KFOM, KGPS, KHIJ, KIJJ, KMPC, KJOU, KROW, KROY, KSFO, KTCP, KMKG, & KUW. Second transcribed announcements will also be sponsored on KFRC, KFEG, KFBC. Agency is Dana Jones Co., Los Angeles.

FORD DEALERS of Oklahoma are sponsoring broadcasts of the nine games on the Oklahoma U football schedule on KYOO, Tulsa, and WKY, Oklahoma City. Charlie Lustig, WKY, and Paul Miner, of KYOO, will handle the play-by-play descriptions, including the games in Canada (Cann- Erickson, Dallas, is the agency).

HILL DISTRIBUTING Co., Columbus, O. (San Carlos Wine), on Oct. 22 started a series of news programs on WHKO, Columbus. Agency is Straub & McKim, Cincinnati.

INGLEWOOD PARK CEMETERY Assn., Los Angeles, for the 12th con- secutive year is sponsoring the weekly Inglewood Park Concert; starting re- leased Oct. 1 for 52 weeks on KNX, Hollywood. Current series features world famous opera singers. Chet Huntley announces. Ad- Vertising Arts Agency, Los Angeles, has the account.

CALIFORNIA WINE Co., Chicago (Barloma wines), is using 24 spot announcements weekly on WJJD, Chicago, and WIND, Gary, Ind. Irvin Myerson, Chicago, is agency.

WJJD, Chicago, has the account.

BROAD SMILES and toothy grins are evident among executives of Union Oil Co. distributors of Fleetwing petroleum products, and Gris- wold-Eshleman Adv. Agency after the contract-signing for a series of sportscasts by Bob Kelley on WGAR, Cleveland. The happy folk are (1 to r, front row) R. D. Hilles, sales manager of Fleetwing Oil Corp., Cleveland; L. L. Altman, vice-president, Union Oil Co.; William E. Hunger, secretary-treasurer, Union Oil Co.; Otto Knutsen, president, Union Oil Co.; (back row, 1 to r), Earle E. Preble, Griswold-Eshleman account executive; I. A. Mathias, sales promotion and advertising manage- r, Union Oil Co.; L. L. Loufman, Fleetwing sales promotion and advertising manager; Seward Covert, Griswold-Eshleman executive.

Pepsi-Cola Locals

PEPSI-COLA Co., Long Island City, which has been using spot radio for more than a year as well as new programs on CBS to ad- vertise its soft drink, is making two series of one-minute announce- ments for local sponsorship by bot- ters. Recordings will be available shortly after Jan. 1. Bottlers may take one series or both, use them at the same time or in succession. Kent-Johnson agency, New York, is cutting the discs, Agency is Newell-Johnson, New York.

‘Liberty’ Magazine in Canada

LIBERTY WEEKLY of Canada, To-ronto, Canadian edition of Liberty, on Oct. 16 started John Collingwood Beade in a dramatized quarter-hour transcribed show The World of Today weekly on CKCO, Ottawa; CFGB, Toronto; CHHR, Halifax; CJFB, Win- nipeg; CJCA, Edmonton; CFPC, Mon- treal; CKGW, Vancouver; CKOK, Regina; CKLW, Windsor, Ont.; CFAC, Calgary, Alta. Account was picked by Cockfield Brown & Co., To- ronto.

WIP, Philadelphia, has added a sec- ond program to its weekly schedule devoted entirely to BMJ music. Fol- lowing the success of its BMJ Pre- sentations Variety show, WIP inaugu- rated a BMJ Spotlight series with Joe Fran- setto and the WIP staff orchestra and vocalists featuring BMJ music only.

WFBL

Syracuse

94174, YOUR BEST NATIONAL SPOT BUY

WFBL goes still further

in its Merchandising Service to Grocers . . . with the ”WFBL NEWS”

First in food advertising, WFBL goes still further to help the grocer sell your product. Now improving on the regular monthly mailing piece, WFBL is publishing and sending a monthly newspaper to the active grocery stores in this large Syracuse market.

The “WFBL News” helps merchants keep their stock timed to the customer demand. Reminds them of your advertising . . . keeps them alert to stock your products prominently. Tells them which products to tie in with your special campaigns, big promotions.

This active merchandising service promotes still closer teamwork between advertisers, wholesalers and retailers. It puts the grocer behind your products—and keeps him pushing. Write today for your copy of the current “WFBL News.”

See how effectively WFBL can help merchandise your products. Write or wire WFBL, Syracuse, N. Y. or Free & Peters. National Representatives.
New Luden and Smith Cough Drop Accounts Lead CBS Pacific Up surge

WITH TWO of the nation's largest manufacturers of cough drops launching regional network campaigns, and other new accounts signed to start this month, CBS Pacific Network business sold within the last 60 days has been increased by more than $2,000,000. Infusion of new business also includes expansion of a KNX, Hollywood, sponsored national network after a local test campaign, and in addition the renewal of one sponsor for another 52 weeks. Luden's Inc., Reading, Pa. (menthol cough drops), through J. M. Matthes, Inc., New York, on Oct. 15 started for 20 weeks, sponsoring twice weekly, Elmer Davis, news analyst, on 7 CBS Pacific Network stations (KNX KSFJ KARM KOFI KVI KIRO KFFE), Tuesday and Friday, 5:55-6 p.m. (PST). Davis is heard from New York as usual, unsponsored except for the regional network sponsorship, although General Foods Corp., Planters Nut Co., have written him on the coast-to-coast CBS network. Smith Bros. Co., Poughkeepsie, N. Y. (cough drops), through T. D. Turner & Co., New York, on Nov. 17 will initiate a 16-week series of 5-minute newscasts with Kenneth McMillan, as commentator, four times weekly, on the same list of CBS West Coast stations. News will be heard Sunday 9:30-10:30 p.m.; Monday, 7:30-8:30 p.m. following the CBS Crime Doctor sponsored by Philip Morris & Co.; Tuesday and Thursday, 7:30-8 p.m., and again Thursday at 9:35 p.m., following Strange As It Seems, sponsored on CBS by Colgate-Palmolive-Peet Co.

Postum and Planters Nut

General Foods Corp., New York (Postum), on Nov. 11 starts, for 52 weeks, a dramatic serial, Second Wife, on the same line of CBS Pacific Coast stations, Monday through Friday, 4:45-5:15 p.m. (PST), placed through Young & Rubicam. This is the first major radio used by that firm in approximately nine months to promote Postum.

Following a 31-week test on KNX, Hollywood, Planters Nut & Chocolate Co., San Francisco (peanuts and peanut oil), through Raymond Morgan Co., Hollywood, on Oct. 8 expanded coverage of its weekly half hour program, What's On Your Mind? to 9 CBS West Coast stations, Thursday, 7:15-7:30 p.m. (PST), having started Oct. 9 for 18 weeks. Having sponsored Bob Carver Reporting on the CBS Pacific Network for the last several months, Bathsheba Corp., New York, through H. M. Kiesewetter Adv. Agency, that city, on Oct. 15 renewed for 52 weeks, Tuesday and Thursday, 7:30-7:45 p.m.

Claim on Fountain Pens Are Challenged by FTC

Both W. A. Sheaffer Pen Co., Fort Madison, la., and Parker Pen Co., Janesville, Wis., are cited in complaints announced Oct. 14 by the Federal Trade Commission. The complaints charge the fountain pen manufacturers with making misleading representations in the sale of their "lifetime guaranteed pens," declaring that the "lifetime" description is not literally true and that the "lifetime guaranteed" amounts only to "a contract whereby the respondent agrees for the life span of the purchaser to make necessary repairs and adjustments at a flat rate of 35 cents each time a pen is sent to it for service".

The FTC on Oct. 14 also announced receipt of an answer to an earlier complaint issued against Lambert Pharmacal Co., St. Louis, charging the company with false and misleading advertising claims for Listrene. The company maintained, after admitting certain facts in the complaint, that all the cited representations have not appeared in Listrene advertisements, that there is conflict between the FTC's construction and "eminent and authoritative scientific opinion," and that it has not violated a stipulation entered into in July, 1939. Hearings are to be held at a later date, according to the FTC.

Basil Loughrane, radio director of General Mills' Light of the World program on NBC, is writing and producing the different technique required for radio acting as opposed to that of the legitimate stage.

Church Spots

KROW, Oakland, Cal., has a participating church announcement program, Through the Stained Glass Window. The success of newspapers in selling church advertising in Saturday editions and securing Sunday notices, KROW devised this enterprise and has been successful in selling ten prominent church announcements of sermons to be preached that afternoon are interwoven in a program of fine music and released Sunday morning.

Columbia Records 10 Disc Accounts

COLUMBIA RECORDING Corp., Bridgeport, and New York, reports its busiest period for the transcription division with recent orders for ten new accounts, according to William A. Schudt, manager of the department.

The company is making off-the-line recordings of the twice-weekly KNX Texas Rangers program to be sponsored on 27 stations and a Michigan network program by P. Lorrillard Co., New York, for Old Golds. Agency is Lennen & Mitchell, New York, through Julian Bowles, New York, has ordered ten one-minute transcribed announcements titled "All For One," a ten-account, Continental Baking Co., New York.

Philco Radio & Television Corp., Philadelphia, through Julian G. Pollock, that city, is sending its dealers all over the country 2,000 CRC discs demonstrating and promoting "Beam of Light" radio-phonograph combination, as well as 4,500 discs carrying testimonials on the new sets by CRC artists.

Metro-Goldwyn-Mayer, to promote new pictures, is releasing 500 quarter-page announcement cards, transcribed by CRC, and United Artists similarly is releasing quarter-hour discs to 85 stations.

CRC has prepared three transcribed announcements for distribution by General Foods Corp., to 85 stations carrying Portia Blake for Post Toasties. BBD0, New York, is the agency. CRC orders include a series of one-minute announcements for 15 stations by Warren-Norge Co., New York, for Norge washing machines and Farnsworth Radio; weekly off-the- air recordings for Blacked-Sample-Hummert, New York, of the CBS Second Husband program, and weekly recordings of Bob Ripleys CBS Believe It or Not program for WWVA, Wheeling, through BBD0, New York.

Harry S. Goodman, radio production office in New York, is sending out about 5,000 department store, restaurants, department store, agencies and announcing a series of 25 quarter-hour announcements available for Christmas advertising. Series, Streamlined Fairy Tale, performed by the Kóralites, singing sextet also heard on NBC-Red.

Glenn Pickert, technical for Columbia Recording Corp., New York, has been transferred to Chicago to take charge of engineering for CRC offices in that city. Mr. Pickert recently returned from a tour recording concerts in South America by Leopold Stokowski and the All-American Youth Orchestra.
...a Lot for Your Money

Yes, sir, KRKY offers the thrifty advertiser lots for his money... full time coverage of a million and a quarter folks in 36 counties of prosperous North Texas and southern Oklahoma... but there's NO increase in rates! 1,000 watts for the price you once paid for 500. For more information write KRKY, Sherman and Denison, Texas.

An Affiliate of the MUTUAL BROADCASTING SYSTEM TEXAS STATE NETWORK

The Sherman-Denison Station
KRKY
880 KC. 1000 WATTS

Grid Club—Sums From Sol—Sue's Quilt—Chicago
Swaps—Vote Charts—Southern Puzzle

Merchandising & Promotion

Out of the Chest
PRIZES up to $1,000 are offered listeners on the new quiz show, Speak Up, America, sponsored Sundays by Pan American Oil Company (PAM) on NBC-Blue by The Better-Speech Institute of America, Chicago. To compete, listeners must write a letter of not more than 50 words, telling why they like the program.

The writer of the winning letter will be accustomed to the contents of the show's Treasure Chest for two weeks, amounting to more than $250. The prize will be increased to $1,000 if the winning letter is accompanied by a sales slip showing that the writer has purchased the course from a book or department store or if the letter is accompanied by an order for the course. In addition to the grand prize, the Institute is offering prizes of $5 each for the 100 next best letters. McFunkin Adv. Co., Chicago, handles the account.

Peoples' Pin Money

COMBINING a telephone give-away, a national radio sweepstakes, a music-time signal program, Peoples Drug Stores, Washington, has started the novel 90-minute Pin Money from Peoples feature on WMAL, Washington. Conducted by "Old Sal," the program offers a total of $50 in cash each day in five separate $10 awards to people whose names are chosen from a scrambled local phone directory and who call the studio, located in the Radio Grill Room of the main Peoples store. Those whose names are announced but who do not call the studio receive $9 going over to the next program.

For Cavalcade

CLARIFYING the aims of Cavalcade of America, the historical dramas sponsored on NBC by E. I. duPont de Nemours & Co., Wilmington, N. C., Dr. Monaghan, historical advisor on the series, has written a pamphlet titled History in This Hour. Also to promote the programs, Dr. Monaghan will make a lecture tour throughout the country this winter. After the closing of the New York World's Fair on Oct. 27, DuPont will place on display some of the exhibits from its "Wonder World of Chemistry" building for studio audiences attending the broadcasts at the Ritz Theatre, New York.

Fall Sales Meeting

So ALL sales employees were informed of fall plans by the organization, the Geobreel Belsey Co., Los Angeles, distributors of General Electric products in Southern California and Arizona, on Oct. 18 sponsored a quarter-hour early-morning Sales Meeting on the radio network stations (61 KGB KDK KFYM KXO KVOE KTCU KOY). Program originated from KTL Los Angeles, where Mr. Belsey addressed his employees, who were assembled at breakfast meetings at various Southern California and Arizona communities. Agency is Dan B. Miner Co., Los Angeles.

Quiz That Promotes

KARM, Fresno, Cal., is putting Traffic Jam, its fun quiz show, to good use by tying it in with its sponsored programs. In calling attention to national and regional CBS network accounts and the station's promotion and station promotions, and dealer groups. The night before Fred Allen made his bow back on the air Traffic Jam’s quiz teams and most of the studio audience were made up of the local Texaco employees and dealers. There were numerous mentions for the Texaco products. Campbell Tomato Soup Night tied in with Campbell’s Tomato Soup Week, which was ob served by dealers from October 10-17. Other CBS and KARM accounts which have had this merchandising cooperation thus far include Libby- Owens, Coca Cola, Nehi, Sears-Roebuck.

WRVA’s Crazy Quilt

WITH Sunshine Sue & Her Rangers heard on WRVA, Richmond, Va., and MBS, receiving thousands of patches for the new crazy-quilt, the WRVA promotion department has effected a tie-up with the Richmond agency of a sewing machine manufacturer through which at least one of the manufacturer’s sewing machines, in any agency’s display window. A girl will devote an entire week to sewing away a rag quilt in the window, with display cards explaining her activity.

A Shirt Tale

PRINTED on a paper stock resembling fabric and cut like a shirt just returned from the laundry, a new promotional piece of RDSF, San Francisco, with the headline, "lost their shirts!—and loved it!" The 6 ½ x 11-inch mailing piece tells the story of a pleased sponsor’s gratitude for a successful radio campaign that moved shirts off the shelves. Story is that a local Ohio newspaper chain, the Eastern Dispatches, Northern California department store chain.

FM Exhibit

FEATURING demonstrations of FM receivers, G. Fox & Co., Hartford department store, designated the week of Oct. 19-27 as radio week and gave store visitors an opportunity to hear FM reception. The store employs the WIXPW, FM adjunct of WDRG, broadcast daily programs to the Fox audiences.

WCAU’s Aero School

WCAU, Philadelphia, is sponsoring an aviation ground school with a capability of 300-400 students. Class will be held three times weekly in the station’s auditorium, starting Nov. 4. A secret registration fee will be charged to insure an active interest and cover cost of textbooks. The school plans are a development of the station’s America Flies patriotic program.

Page 70 • November 1, 1940 BROADCASTING • Broadcast Advertising
Chicago Press Programs

TRADE tieups whereby four Chicago NBC outlets purchase display space in local newspapers, with the dailies buying radio programs of equivalent value, are now in effect. This involves every local newspaper with the exception of the Chicago Tribune which owns WGN and has an exclusive arrangement with a station. Arrangements with the Herald-American include words and music, featuring Betty Ames and Lynn Brandt. Sundays, 11-11:30 a.m., on WMAQ; for Women Only, featuring Betty Ames Tuesday thru Friday, 10-10:15 a.m., Saturday, 9-10 a.m., on WCFL; Ulmer Turner & The News five nights weekly, 11-11:15 p.m., on WENR. The Daily News presents Whizzer, a 10-minute feature associated with the newspaper comic strip on Sunday, 5:15-5:25, on WENR. The Daily Times presents Aunt Rita & Uncle Charlie (Rita Ascot and Charlie Eckert) reading the funnies each Sunday, 11:15-11:45 a.m., and one-minute spot announcements daily on WLS.

Election Charts
ON BEHALF of its Socony News Flashers, WFBL, Syracuse, N. Y., is distributing radio election charts for use by listeners. The broadside charts cover the 48 states alphabetically, along with the electoral vote allotment for each and figures on the Democratic and Republican vote in each state 1932 and 1936. The charts carry out this red-and-blue Socony advertising motif and feature the Socony Motor Oil emblem and an advertisement of a Mobiloil advertisement.

Newspaper Tiek
KSFO, San Francisco, recently arranged a cooperative promotional tieup with two San Francisco daily newspapers—The Call-Bulletin and Examiner. The Examiner is presenting its Stamp Quiz program on the station Sundays at 5:15 p.m. (PST) under direction of Sydney E. Goldie, stamp editor. The Call-Bulletin has a five-minute daily spot six times a week to give information regarding national conscription activities.

Dunker's Delight

NBC artists who dunk helped celebrate National Donut Week Oct. 28-Nov. 2. Frank Crumit and Julia Sanderson popped questions about donuts during Battle of the Sexes, NBC-Red network program, Oct. 29. The National Farm & Home Hour, over the NBC-Blue network, Oct. 31 carried a special announcement about the Hallowe'en specialty. Is a ble Manning-Hewson had a special donut feature on her NBC-Red network program, Oct. 31. A descendant of Captain Hanson Crockett Gregory, Fred Crockett, was interviewed by Miss Hewson. And Truth or Consequences, NBC-Red network program, Nov. 1 will feature both truth or donuts as well as the consequences.

New WLW Promotions Inc.
GENERAL PROGRAM SERVICE Inc., talent booking subsidiary of WLW, Cincinnati has been reorganized and will be known as PW Promotions Inc., indicating a broader scope in operations, according to an announcement Oct. 29 by James D. Shouse, vice-president of Croley Corp., operator of WLW. As general sales manager of WLW, is on the new board of directors. George Smith is manager of the booking activities of the company.

WSPD

WSPD can honestly say that it rates Number 1 in audience in this locality in more ways than one. The answer is really simple—because WSPD has the shows—and the signal that covers the big Toledo market. Then, too, WSPD is the listening habit of this area, for it has been servicing the community for nineteen years. WSPD is a Basic Red NBC station, and its list of NBC Commercials, as well as National spot accounts, classifies it as an important advertising medium.

Represented nationally by THE KATZ AGENCY
WAKR TOWERS OVER AKRON

BASIC
N-B-C BLUE

STUDIOS AND OFFICES
Ground Floor
FIRST-CENTRAL TOWER
AKRON, OHIO
This lively new Station, bringing NBC Basic Blue Network programs to Akron, Canton, Massillon, and surrounding territory for the first time, is warmly welcomed by advertisers as well as by listeners. Proof—Over eighty local concerns in addition to many national accounts have signed up for substantial amounts of WAKR'S time. Public interest is keen, surpassing all estimates in its enthusiasm. Tell YOUR story to this great potential market through WAKR!

Represented By INTERNATIONAL RADIO SALES
New York
20 E. 57th St.

Chicago
326 W. Madison Ave.

San Francisco
Hearst Building
There's Economy in
First-Cost-Installation Operation with
Lingo RADIATORS

Lingo has kept pace with the broadcasting industry, by providing specially designed radiators for every requirement of present day operation. Every feature has been carefully tested and engineered to give you the utmost in operating economy and efficiency. The records enjoyed by scores of stations are unerring proof that Lingo Radiators are exceeding efficiency expectations—they are constructed of full-weight Copper-bearing seamless steel tubing to provide an attractive set-up and present an unequaled record of stability!

Before You SELECT or ERECT...
It will pay you to investigate the exclusive advantages of LINGO RADIATORS for both AM and FM antenna systems. Our engineering staff is ready to provide useful technical data without obligation. Write today and describe planned frequency, power and location of station. (For FM—give height of building or supporting tower.)

TREATY SHIFTS PROPOSED

(Continued from page 19)

sulting to both stations. The station said that it was assumed CKWX will shift to 980 kc. when KJR moves to 1,000 kc. under the treaty provisions and that this adjacent channel interference will therefore exist in conflict with the treaty provisions. The suggestion will make that in view of this interference CKWX should be assigned to another frequency.

WHOM, Jersey City, slated for a shift from 1450 kc. to 1550 kc. under the treaty, as a Class II station, asked that it be given Class I-B assignment. It stated it proposed to file an application for 10,000 watts so it may qualify as a I-B outlet.

Others Protest Assignments

WIBG, Glenside, Pa., now licensed to operate daytime only with 100 watts on 970 kc. but slated for assignment to 980 kc. with daytime hours only, protested its proposed assignment. The station said it was prepared to increase its operating power to 10,000 watts and to operate fulltime if the FCC would authorize this increase in facility.

WMBG, Richmond, submitted objections to its classification as a Class III-B station earmarked for operation on 1380 kc. under the allocation. Its plea was for reclassification as a Class III-A station which would permit it to operate with 5,000 watts fulltime.

KQV, Pittsburgh, filed a similar protest against Class III-B operation on 1410 kc. as proposed under the allocation and asked that its assignment be changed to Class III-A, to permit it to render a primary service to the entire Pittsburgh metropolitan area.

WABI, Bangor, Me., objected to its proposed assignment as a Class IV local on 1290 kc. It brought out that it has on file a petition for assignment on 560 kc. with 1,000 watts, which since has been amended WGAN, Portland, Maine. This was done after private negotiation with the FCC at which an understanding was reached that WABI would be assigned to 970 kc. as a regional outlet with 5,000 watts power.

Reclassifications Asked

WMEX, Boston, objected to its proposed assignment on 1310 kc. with 5,000 watts as a Class II station. It asked that it be reclassified as a Class I-B station, to operate with minimum power of 10,000 watts, contending this would greatly improve service in Boston and vicinity as compared with the present service rendered with 5,000 watts.

WDEL, Wilmington, protested its proposed classification as a Class III-B station on 1150 kc. with 1,000 watts day and 250 watts night. Pointing out that it has pending an application for 5,000 watts unlimited time, the station asked that it be reclassified as a Class III-A station.

WMBI, Chicago, filed exceptions to the proposed assignment of

TEXACO SPONSORS MET OPERA SERIES

WHEN NBC on Dec. 7 starts the tenth season of broadcasts by the Metropolitan Opera Co., the Saturday afternoon operas will be sponsored by the Texas Company, New York, which purchased the 16-week series from NBC on a package basis for $750,000. The programs again will be heard on the Blue Network, although the exact number of stations is still undetermined and will be presented in the same manner as in the past, with Milton Cross serving as musical commentator.

According to Buchanan & Co., New York, agency handling the account, the series will mostly of an institutional nature, but merchandising plans have not been worked out. Further details will be announced later.

NBC first started broadcasting the Saturday operas on Christmas Day, 1931, and since that time the series has had three other sponsors: American Tobacco Co. for Lucky Strike cigarettes, Lambert Pharmacal Co. for Listerine in 1934-35, and RCA in 1936-37.

KFAB, Lincoln, Neb., to 1110 kc., under the treaty. It held that this assignment should not go to the Lincoln station, now operating on 1230 kc. with 1000 watts but should be allotted to the Moody Bible Institute outlet—WMBA.

WQXR, New York, slated for assignment to 1890 kc. with its present power of 5000 watts, asked that it be reclassified as a Class I-B station with 10,000 watts, pursuant to an application by WQXR which has pending. It also suggested that the assignments of WYER, Woodside, N. Y., WCN, Brooklyn, and WHOM, Jersey City, be amended to conform with treaty requirements.

WRVA, Wolf Point, Mont., asked the FCC to assign it a "lower" frequency than its present 150 kc. assignment.

NAB filed with the Commission the minutes of a meeting of its executive committee held in conjunction with consulting engineers in dealing with the engineering problems involved in the projected reallocation. No specific suggestions were advanced regarding individual station assignments. The minutes covered general phases of the projected allocations, applicable to all stations.

SEVENTH season for the Music and American Youth program will start Nov. 3 on NBCRED and again will feature music by young American students under the auspices of the Music Educators' National Conference.

WRVA COVERS RICHMOND AND NORFOLK IN VIRGINIA!

50,000+ WATTS

COLUMBIA AND MUTUAL NETWORKS

Page 74 • November 1, 1940  BROADCASTING • Broadcast Advertising
AFRA Contract
(Continued from page 28)
also settles the troublesome Chicago situation over announcers’ fees by setting the base minimum of $15 a week for announcers, increases of 10% and extra pay for local commercials under a special Chicago formula. A letter supplemental to the Code of Fair Practices sets forth the minimum fees and conditions for all talent at network key stations in Chicago on local commercial programs, reflecting the award in arbitration made by the American Arbitration Assn. last spring.

Agreement covering NBC staff announcers in New York has been renewed, with a 10% salary increase for all staff members, which will also receive additional fees for both national and local commercials as set by the commercial code.

Participating in the negotiations, which were held at the New York State Mediation Board offices in New York with Mr. Davis as chairman, were Mark Woods, NBC vice-president; Nels Ingleson, NBC vice-president; Julius Seебach, WOR vice-president; Mrs. Emily Holt, AFRA executive secretary; George Glick, AFRA assistant executive secretary; Henry Jaffe, AFRA counsel, and Leonard Bush, commissioner of the radio committee of the American Assn. of Advertising Executives.

Two local stations have signed AFRA contracts recently, it has been announced, XKOK, St. Louis, has signed a two-year contract covering staff talent and WINS, New York, has renewed its previous contract for an additional 16 months. Both contracts are standard AFRA agreements, it was stated.

‘Lutheran Hour’ Going Big

TEN MORE stations have been added to the MBS Lutheran Hour, which for the 1940-41 series of half-hour Sunday programs being broadcast for 26 weeks starting Oct. 27. Stations added include WMPS, Memphis; WTJS, Jackson; WCD, Columbia; WOC, Davenport; WGR, Fort Smith; WJCC, Bridgetown, WOR, New York; WOR, Rutland, Vt; WINS, New London; WOR, Jersey City; WGBR, Evanston; WLOP, Lewiston, Me. To Larry Stuhlman, Carter’s interest in the broadcast. Stations carry the broadcast six days a week, including the night broadcast to 127. In addition to the live broadcast, approximately 100 stations carry the broadcast via transcriptions. These include outlets in seven foreign countries.

SPONSOR, artist and advertising agent join to cut third anniversary cake of Skullcrackers, first locally produced quiz show on an independent station in the San Francisco bay area, in ceremonies that packed the KROW studios. Left to right are Philip Cowan, manager of Kay Jewelers, sponsor; Scott Weakley, KROW production manager and ‘Chief Skullcracker’ on the program; Sidney Garfinkel, president of Sidney Garfinkel Adv. Agency.

Campbell Spots

CAMPBELL CEREAL Co., Minneapolis (Malt-O-Meal), in October, started a varying schedule of announcements in 14 midwest and midsouth States and three on the West Coast. Maximum contracts are for 26 weeks. H. W. Kastor & Sons, Chicago, handles the account.

AIR LINE STARTS CARTER COMMENTS

FIRST major airline to sponsor a regular network program is United Airlines, Chicago, which on Oct. 23 started a thrice-weekly new program by Commentator Boake Carter on 10 MBS stations, stations carrying the series, Monday, Wednesday and Saturday, 3:30-4:45 p.m. are WOR WFLK WIG KJF KFRC KALE KOL KMO KFEL.

As a former RAF pilot, Carter’s interest in aviation enters into his analyses of current events, and once a week he introduces some person connected with aviation in the pilot, air hostess or airline official.

According to N. W. Ayer & Son, New York, the agency, Carter’s newscasts are okayed by both the network and the agency prior to broadcast. Philco Radio sponsored his talks up until 1939. General Foods Corp. was his next sponsor, but it too did not renew the contract upon expiration. Carter has been on the air for the last two years, filling his time with lecture tours and a syndicated newspaper column, which he will continue besides his present United Airline broadcasts. He has moved his offices from Philadelphia to MBS headquarters, New York, for the duration of the series.

JOHNNIE O’HARA

6,812 quarter hours of sportscasts for four consecutive years with KWK — and not one of them sustaining.

Youngstown was prosperous a year ago. Business now is 24 per cent better. Cover this thriving market best with . . .
Agencies

PAUL HOLLISTER, executive vice-president and publicity director of R. H. Mack & Co., New York department store, for the last eight years, has been elected vice-president of J. Stirling Gitchell, New York. Mr. Hollister previously was assistant to the president of BDO, New York, is the author of several books and articles on merchandising and sales promotion subjects. Among the Gitchell accounts, radio, the Pocono Vacuum Oil Co., Plymouth and DeSoto divisions of Chrysler Corp.

HERBERT GILBERT MILLER, secretary-treasurer of the Ward Wheelock Co., Philadelphia advertising agency with offices in New York and Hollywood, announced his retirement from the advertising field on Oct. 23. He has been with the agency for 39 years, joining as an accountant in 1901 when it was known as Powers & Armstrong, then becoming F. Wallace Armstrong Co. in 1910.

SAUL FLAMM, for the last three years business manager of the Annenberg Publications and previously in the advertising and editorial departments of Hearst’s Cosmopolitan magazine, has been appointed executive director of Raymond Spector Co., New York.

J. MITCHELL THORSSEN, vice-president and director of L. E. McGreavy & Co., New York, on Nov. 1 resigned his 39-year-old vice-presidency in advertising agency in New York. No address nor plans have yet been announced.


GILBERT MILLER, former advertising director of Continental Distilling Co., and United Post staff of J. M. Egan & Co., Philadelphia advertising agency.

FREDERICK DUGG, who recently resigned as San Francisco manager of Ruthrauff & Ryan, has formed his own agency.

C. WENDEL MUENCH, president of C. Wendel Muench & Co., Chicago, is convalescing from illness.

Heads B-S-H Dancer

THE board of directors of Blackett Sample-Humbert has announced appointment of H. M. (Mix) Dancer, vice-president for the last three years, as president and director effective Nov. 1. Hill Blackett, J. G. Sample and E. F. Hummert, vice-presidents and directors, will continue as they have in the past, to devote full time to the business.

From the agency's inception in May 1929 until 1938 Mr. Blackett and Mr. Sample have alternated each year as president. In 1938 Mr. Blackett became permanent president and remained so until relinquishing the post Nov. 1.


WILLARD S. KARN, formerly in charge of sales and merchandising for Selden Distillers Division of Selden Distillers Corp., New York, resigned Nov. 1 to become vice-president of Brown & Thomas, New York.

HOMER CANFIELD, formerly Hollywood publisher and editor of Radio Logic, confounded publication, and prior to that head of a West Coast radio news syndicate, has joined Voin Foodland, public relations staff in that city.

RALPH WATTS, formerly in charge of premium operations for Procter & Gamble Co., Cincinnati, is now in Seattle, Wash., as Kastor & Sons, Chicago, in the same capacity.

SANDY CUMMINGS, West Coast radio consultant, has resigned from Bowen & Bowles, Hollywood, to organize a new television venture, Jules Bandus, in charge of agency radio department and publicity in that capacity, has taken over Cummings' duties.

NATIONAL Bureau of Press Relations announces an inquiry for advertising agencies not having press departments, has been formed at 50 E. 42nd St., New York. It is the same number, Murray Hill 2-0980.

Cecil's Chance

THE GOLDEN opportunity every agency man dreams of was recently given Cecil Underwood, Hollywood manager of Needham, Louis & Brophy, and producer of the NBC Fibber McGee & Molly program, sponsored by S. C. Johnson & Son (soap products) when he drove his car into an auto laundry for a wash and polish job. After hours of waiting he finally was buttonholed by a public—opinion questioner. Then the interviewer asked Underwood what kind of polish he used on his car, and if he used Johnson's polish because of newspaper, magazine or radio advertising. He further inquired if Underwood ever listened to the Fibber McGee & Molly show, and if so, had it influenced his purchase of Johnson's wax.

KELTH HOPIHAN, assistant to Paul Mogul, recently given Cecil Underwood & Co., New York, has resigned, according to future plans. Emily F. Bland of the agency is temporarily handling the position.

CARROLL O'MEARA, assistant manager of the Young & Rubicam Hollywood office, is the father of a girl, 11, Miss O'Meara, who is in the former actress, Jean Van der Pyl.

CLYDE W. BAILEY, recently with Paul Krannberg & Associates, St. Louis, has been appointed Kelly, Shullman & Zahrndt, St. Louis agency.

JEFFREY V. BROOK, former radio advertising manager of the Vanover office of Coatsfield, Brown & Co., Los Angeles, has been appointed a Commander in the Royal Navy following training in England.

JOE HAMMETT, advertising manager of Northern Mills, Kansas City, has joined Simmonds & Simmonds, Chicago, as assistant to the president.


H. W. KASTOR & Sons moved its offices in San Francisco to 4580 Fountain Ave. Telephone number is Rosedale 1812.

CLEAR CHANNEL

Pile up record sales in Texas by routing your advertising over a clear channel. Yes, WOA1, on a frequency of 1190 kilocycles, reports "ALL CLEAR!"
PLAUNT QUITS CBC CRITICIZES BOARD

ALAN B. PLAUNT, member of the Canadian Broadcasting Corp. board of governors since 1936 and one of the original advocates of nationalized radio in Canada, stated in his letter of resignation Oct. 28 that he had handed in his resignation to the CBC Aug. 30 because he did not accept responsibility for conditions of organization and management.

Plaunt said he was taking the step because "I feel that as a public trustee I should not continue to accept responsibility for the internal organization and executive direction of the corporation with which I have ceased to have confidence in it."

He explained to the press that he should have resigned early in the year but had not told his colleagues given some reason to hope that the serious defects revealed by the reports prepared at their unanimous request by J. C. Thompson (chartered accountant) and myself would be remedied. He has, however, finally been obliged to conclude that such is not the case. It is my considered view that the present conditions seriously hamper the corporation in fulfilling its function in the war emergency and prejudice its survival as an effective instrument of national unity afterward."

Mr. Plaunt's term ends Nov. 2, which may explain why no action has been taken on his resignation.

A Parliamentary Committee may investigate the CBC because of the resignation, it is felt in some quarters, though it is more likely this would be deferred till after the war.

It is recalled that Mr. Plaunt's conviction a decade ago was that nationalized radio should be free from all advertising and that a single government to corporation should look after all broadcasting in Canada. Rene Morin, Montreal, chairman of the CBC, stated that there was "no justification for the resignation. Mr. Plaunt made a number of recommendations to the board. Several of these recommendations had already been acted upon, and on motion of Mr. Plaunt himself the remainder were left over for the next meeting of the CBC board."

N. L. Nathanson, Toronto, has been reappointed to the board of governors of the Canadian Broadcasting Corp. for a further term of three years from Nov. 2, according to an Ottawa announcement. He remains as vice-chairman of the board. Maj. Gen. Victor Odlin, Vancouver, whose place Mr. Nathanson has taken, has also been reappointed for a three year term, although at present he is overseas as commander of the Second Division, Canadian Active Service Force.

Join Staff of New WGAC

BERNARD M. DABNEY Jr., formerly with WPTF, Richmond, has been named commercial manager, and John W. Watkins, formerly of WOSC, Charleston, S. C., has been appointed program director of the new WGAC, Augusta, Ga., which is now scheduled to go on the air Dec. 1. Reporting for their new posts in latter October, each discovered he would be — Dabney to Miss Virginia Beal in Richmond and Watkins to Miss Margaret Hall in Louisville — on the same day, Nov. 28. J. B. Fuqua, general manager, reports that BCA transmitter equipment, WE microphones and a Wincharger tower are now in process of installation.

Canada Net Plans

AS PART of a new advertising campaign to attract tourists to Canada this winter, plans are now being made to produce in Canada a program to be placed on United States networks later this year to advertise Canada’s winter and summer tourist attractions. At a mid-October conference in Ottawa, the Dominion and provincial governments, as well as representatives of Canada’s two railways, discussed year-round advertising to bring U. S. tourists to Canada. Tourist service is one of Canada’s main industries.

157 on MBS

ADDITION of WMSL, Decatur, Ala., WELL, New Haven, and KYAN, Cheyenne, to the MBS Network brings the total of MBS affiliates to 157. WMSL, which joined Oct. 15, operates on 1370 kc. with 250 watts, unlimited. WELL, joining about Oct. 18, operates on 950 kc. with 500 watts day, 250 watts night. KYAN, joining Oct. 21, operates on 1370 kc. with 250 watts, unlimited.

Medico Announcer

A FEW YEARS ago, while a medical student, Dale Alford worked as announcer for KARK, Little Rock, specializing in sports. Still keen about football, Dr. Alford continues to announce his alma mater’s game with Joe Hogan, KARK staffman, as his assistant. He has a sponsor, too—Lincoln Oil Co., which is even sending him to remote the Arkansas-Fordham game from New York. He’s house physician for the Missouri Pacific Hospital in Little Rock, and has enough help to be spared for his grid chews.

THOMAS J. WATSON, president of International Business Machines Corp., on Oct. 18 was granted his petition to amend an application for a new regional station in Endicott, N. Y., to change the frequency from 1240 to 1420 kc., with 1,000 watts, unlimited time.

50,000 watts

offering greatest single station coverage of North Carolina

WPTF Raleigh, N. C.

FREE & PETERS, Inc., EXCLUSIVE NATIONAL REPRESENTATIVES

BROADCASTING • Broadcast Advertising November 1, 1940 • Page 77
FM Proving Effective
In Duluth, Says Bridges

PUBLIC acceptance of FM broadcasting in the Duluth area is exceeding early expectations, according to Walter C. Bridges, manager of WEBC, Duluth, operator of the FM outlet, W9XYH. "Listeners equipped with FM receivers are very enthusiastic over the high-fidelity performance of FM," Mr. Bridges declared. "It is our opinion that the listener public needs only a demonstration of FM to completely sell them on the noise-free, high-fidelity advantages of this new medium."

W9XYH, the first FM station west of Chicago, has been operating since the end of May, using a 250-kwatt General Electric FM transmitter. Perfect day and night reception was reported for a 40-mile radius south of the station, while two nearby amplitude modulation stations cannot even be heard there, according to Mr. Bridges. The station also has been heard in the Moosehead Lake Range area, about 60 miles north of Duluth.

Frederick Carleton Bissett

INROAD on Video Market
Is Foreseen in Soundies

THREAT to the restaurant-tavern market for television receivers are "Soundies," strips of sound on film which play on a Panorama Motion Picture Machine, distributed by the National Broadcasting Company of New York. Developed after three years of research as a self-contained sound film projector and viewing surface lasting three minutes upon insertion of a dime, the machine uses 16-mm film projected against a mirror in turn obliquely reflected to the audience through a glass 2 x 1\(\frac{1}{2}\) feet, visible in dark or light.

"Soundies" machines, costing about $1,000, will be offered hotels and restaurants. December, with films rentable for $10-$15 weekly for 24-minute reels. Globe Productions of Hollywood, handled by James Roosevelt, makes all the films. Cooperating in manufacturing the machines are RCA Mfg. Co., Camden, for the projector, and Allied Radio, producer of sound effects, and Westinghouse Electric, New York, for special lamps burning for a month's period.

TWENTY papers on radio, FM and television will be the highligts of the Rochester fall meeting of the IRE and RMA engineering department. Nov. 11-13, at Rochester, N. Y.
Remote Robbery

LOADED with newly-purchased recording equipment, the mobile truck of V.C.A., Philadelphia, was stolen from a local garage on Oct. 24, and according to Philadelphia police was used about an hour later in the holdup of a general-vorite gag studio wits now is: "Where were you on the night of Oct. 24?"

Princeton's 'Network'

COLLEGE "network", similar to operated by Brown U and Williams College, has been jointly used by the Princeton Broadcasting Service, Princeton, N. J., as originated by Joseph J. Rines and his construction manager; Bennett Lord, business manager, and Richard B. Church, technical manager.

WCAU's New RCA Transmitter

INSTALLATION of a new 60,000-watt transmitter, a feature recently developed by RCA Mfg. Co., Camden, N.J., was completed in Philadelphia. Erection will begin as soon as the FCC approval is procured and the transmitter expected to be ready for operation before Jan. 1. WCAU now is authorized to use 50 kw. on 1170 kc. but moves to 1200 kc. as a 1-A clear channel station under the Havana Treaty allocations when they become effective March 1. "At present, the transmitter is now less than eight years old. John G. Leitch, WCAU technical director, said the new transmitter will make available highest fidelity of signal yet attained in broadcast bands, considerably decreasing noise level.

Savings-Loan Program

(Continued from page 193)

recall were 56.8% for radio, as against 20.1% for newspapers and approximately 15% for magazines.

If radio advertising, like all forms of advertising, is to be economical and effective, it requires first that the association have a definite knowledge of the size, extent, and location of its local market for savings and loan services. Next, the type of program used must be one that will have particular appeal to new prospects. Then, the selected program must be on the air on the day or days when these individuals are most likely to be at home, awake, and at leisure. Finally, since all radio listeners do not tune in on the same program at the same time, the campaign should be of sufficient duration to reach all possible savers and loan prospects and to obtain the cumulative benefits of frequent repetition.

Radio advertising requires a coordinated approach to all of these important factors.

Penna. Stations Cut

STATIONS in Pennsylvania were excluded from a special broadcast Oct. 24 when MRS presented a discussion of the new Paramount film "World in Flames" by Wylie Williams and Raymond Grant Swing. Some of the stations had placed on the film for "moral" reasons by the Pennsylvania Board of Film Censors. Eight MRS stations in that state were cancelled, as well as 4 CBS stations in Pennsylvania when CBS on Oct. 26 presented a similar discussion of the film by Elmer Davis and Major George Fielding Eliot.

WE DID PLAN IT THAT WAY

The thousands who visited the new WBOC building during the past month can say that it is the most modern in the country, as it is a station with WBOC's power.

We must confess... It was planned that way. We erected a tower the week ending with the rich market and purchasing power of the more than 200,000 people WBOC serves 17 hours daily.

Don't overlook WBOC

1500 KC • Salisbury, Md.

BROADCASTING • Broadcast Advertising

November 1, 1940 • Page 79
two too many

WHEN WRVA, Richmond, Va., temporarily replaced its male announcers with female announcers from all departments during Registration Day, Oct. 16, Deane Parker, secretary to Irvin Abeloff, program service director, tackled a man-on-the-street interview session. Faced by a nervous interlocutor, she dryly remarked: "Come now, my good man, it'll never do for both of us to be nervous!"

New Holyoke Station

THE Boston environs will have another local broadcasting station shortly, the FCC having authorized Hampden-Hampshire Corp., Holyoke, Mass, to erect a new outlet in that community to operate with 250 watts on 1370 kc. The company is 99% owned by Mrs. Minnie R. Dwight, co-owner of the Holyoke Transcript, which she publishes daily. Her son, co-owner and editor of the newspaper, is president of the company but holds only one-third of a share in the broadcasting company. Other fractional stockholders are Arthur Ryan, the newspaper's general manager, and Charles M. DeRose, one of the owners of the Northampton Hampshire Gazette.

Drivers Praise Radio

IN AMERICAN UNITY

RADIO's part in the mission of hemispheric solidarity was emphasized by President Roosevelt in his Oct. 12 address at Dayton, O., picked up from his railroad car by the networks and by WLW. The latter station at the time was dedicating the new WLWO, international shortwave station, in special ceremonies in Washington and Cincinnati, with the Presidential pick-up part of the program.

"American radio stations will play their part in the new unity that has been built so solidly between the American nations during the past eight years," the President observed. "They must be effective instruments for the honest exchange and communication of ideas. They must never be used as stations in some other lands are used, to send out on the selfsame day one false story to one country and a different false story to another."

At the WLWO dedication ceremonies in Washington, participated in by dignitaries of Latin American nations, Chairman James Lawrence Fly of the FCC, and Thomas Burke, chief of the International Communications Division of the State Department, the Presidential address was picked up by loudspeaker for the benefit of the audience at the Mayflower Hotel ballroom. Hosts at the Washington ceremonies included James D. Shouse, vice-president and general manager of the Crosley stations; Robert Dunville, general sales manager; Jerry Branch, assistant to Mr. Shouse, and Wilfred Gunther.

Video Standards

Sought by Jan. 1

COMPLETION of television standards by Jan. 1, 1941 is the goal of the National Television System Committee, according to Dr. W. E. G. Baker, vice-president in charge of radio of General Electric Co. and chairman of the committee.

Working under sponsorship of the Radio Manufacturers Assn., with collaboration of the FCC, the committee is now approaching the end of its task, according to Dr. Baker. He declared that while it is impossible to say whether the Jan. 1 deadline can be met, it is hoped that the work will be completed.

The committee membership of 16 represents manufacturing companies, research organizations, and utilities actively engaged in or closely associated with radio. Of the 15 voting members (the chairman having no vote) eight represent companies associated with RCA. Detailed analytical work is handled by nine panels consisting of 138 members representing 41 companies or organizations. Of the 41 panel members, 19 represent receiver manufacturers, five manufacturers producing both transmitters and receivers, utilities or research organizations, four utilities, three broadcasting organizations, and one manufacturer.

At present, Dr. Baker said, three panels have about completed their work and final reports are in preparation. Certain of the panels whose work involves consideration of receivers, particularly the possible application of frequency modulation still have much work ahead of them. It is pointed out that as of the date there have been forwarded or are in process of preparation, 105 new sections.

New RCA memberships include those of Allen B. DuMont Laboratories, Bendix Radio Corp., and Sperry Gyroscope Co. Recent resignations from RCA include Zenith Radio Corp., Chicago.

Newspaper Promotion

WHOM's

(NeW Western Electric)

1,000 WATTS TRANSMITTER

NOW ON THE AIR

New York City's Outstanding Foreign Language Station

JOSEPH LANG, Mgr.

New York Office & Studios

29 W. 57th St., N. Y.

Get on WJHP's new highway to Jacksonville's buyways!

WHOP

H. N. WELLS, JR., General Manager

Represented nationally by G. M. FEBB Associates

WJPH

CHICAGO DALLAS-ATLANTA PHILADELPHIA

1940

Mutes Converse

Via Air, Using Hand Talk

On 2-Way Video Circuit

THE FIRST conversation between two deaf mutes miles apart was carried recently over the two-way line established by amateur operators between the Communications Bldg. at the New York World's Fair and the Manhattan District, Manhattan, eight miles away [BROADCASTING, Oct. 15].

One of many experiments being conducted whenever possible daily over the circuit, the hand talk was carried on by Miss Bertha O'Donnell, member of the toast, while in the other location interpreters stood by to unfold the talk to bystanders in both studios.

He said he was able to understand the conversations and the women talked as easily as if they had been in the same room.

The proposal for long-distance reception by amateur equipment was claimed by Dana A. Griffin, who had received and transmitted images at W2AWE, Williston, L. I., 17 miles from the Manhattan skyscraper, claims a new "DX" record.

DOING ITS BIT toward stimulating hemispheric solidarity in WLWO's 5 kw. international shortwave station, until June, WLWO, which was dedicated Oct. 12 by representatives of the State Department and ambassadors and publics, began broadcasting with FCC Chairman Fly and Pan American Union officials, from the Mayflower Hotel, Washington, D.C.

Seven of the 20 diplomats who read messages to Latin America are shown in the bottom row (1 to r): Dr. Jose T. Baron, Cuba; Dr. Don Julian R. Caseres, Honduras; Dr. Don Hector David Castro, El Salvador; Dr. Mario Jorge E. Fernandez, Costa Rica; Dr. Don Luis Fernando Guachalla, Bolivia; Dr. Don Rafael Fuentes, Mexico. Top row shows part of the WLWO staff in Washington, D.C., including the executive assistant WLW program director; Eugene Patterson, WLW program director; Joree Mayoral, WLWO Spanish announcer; Jeanne Knowlson, WLWO assistant announcer; Wilfred Gunther, WLWO general manager.

Shortwave Rules

Tightened by FCC

Stations Required to Record All International Programs

AGREEMENT with operators' attitudes in tightening up international shortwave program operations was reflected in newly-adopted amendments to the international broadcast rules, announced Oct. 16 by the FCC. The amended rules, requiring each licensee to make verbatim mechanical records of all programs transmitted, to be filed alongside scripts and translations, are much milder than the proposal originally broached by the FCC, as discussed with them at an informal meeting Oct. [BROADCASTING, Oct. 15].

Objections Heeded

The FCC rule change, as originally proposed, provided pre-broadcast control over all international programs which would tend to strait-jacket the spontaneity of these programs, operators of international stations and outlets and industry representatives observed at the Oct. 7 meeting. In addition to the recording provision, the proposal included close scrutiny and preservation of scripts to prevent any deviation from program content as approved before broadcast. Narrowing of the amendment to cover only the recording phase, operators then regard the rules as a capital for the cause for objection on the part of operators.

The new section 44.43 (f) of the international broadcast rules, as adopted by the FCC, reads:

(1) Each licensee of an international broadcast station shall make verbatim mechanical records of all international programs transmitted.

(2) The mechanical records, and such manuscripts, transcripts, and translations of international broadcast programs as are made shall be kept by the licensee for a period of three years after the date of broadcast and shall be furnished the Commission or be available for inspection by representatives of the Commission upon request.

(3) If the broadcast is in a language other than English the licensee shall make verbatim mechanical records of all oral transmissions upon request such record and scripts together with complete translations in English.

Page 80 • November 1, 1940
Primarily developed for the new high-frequency services, GL-889-R, GL-889, and GL-880 provide superior performance for all present-day broadcasting.

**GL-889-R**

High-efficiency and economical forced-air-cooling are now available to the entire realm of broadcasting with the G-E developed GL-889-R. Its small size and short leads make it especially valuable for ultra-high-frequency operation.

At frequencies up to 25 megacycles, a pair of 889-R's is capable of 8,000 watts output plate-modulated, or 20,000 watts class C telegraph. For FM service, 10,000 watts output is very conservative operation.

Internal design is the same as the GL-889. GL-889-R's are used as output tubes in G-E 10,000-watt FM transmitters.

**GL-889**

Twenty-five years of G-E tube manufacturing experience contributed to the successful design of the GL-889—the tube which started a new trend in u-h-f construction. The GL-889 incorporates dual grid leads for separation of neutralizing and excitation circuits. It is fully shielded to prevent electron bombardment of the glass envelope. Its compact construction makes possible short internal and external leads. Low driving power is required.

Water-cooled, it is rated at 10,000 watts output, class C telegraph, and 4,000 watts output in plate-modulated class C service.

**GL-880**

General Electric's GL-880 stands alone today in the field of high-power u-h-f transmitting tubes. Its unique construction—utilizing a re-entrant anode—resulted in a decrease in internal lead length of 10 inches compared with existing designs. Full ratings apply up to 25 megacycles. Reduced ratings to 100 mc.

A pair of GL-880's gives an easy 50,000-watt output in 42- to 50-mc FM broadcast service. Low driving power is required. The G-E 50,000-watt FM broadcast transmitter, excited by a 3,000-watt amplifier, uses push-pull GL-880's in the output stage.

Technical information sheets on all G-E tubes are available through our local G-E representative. Place your next order for tubes with him. There are G-E sales engineers in 80 principal cities. General Electric, Schenectady, N. Y.
FAMOUS DEPARTMENT STORES, Los Angeles (general merchandise), through Adolph Weinsteint Agency, that city, has started a thrice-weekly 30-minute program, Sing a Song With Mike, on KMPC, Beverly Hills, Cal. Contract is for 52 weeks, having started Sept. 30. Show originates from the Orpheum Theatre in downtown Los Angeles.

Announcers travel through the audience with the switchboard and pick out aspiring singers who do numbers accompanied by the theatre organ. Switchboard representatives to "catch" the singer's voice and get a week's professional engagement at the Orpheum Theatre.

Fish or Cut Bait

IN THE two weeks before election, The Undecided Voter appears on WN, New York, Mondays, Wednesdays and Fridays at 7:15 p.m. to say why he is undecided. Those representatives of the two major parties plead for his vote. First program Oct. 21 featured Brock Pemberton, playwright, for the Republicans, and Rex Stout, author.

SPONSORING seven quarter-hour Man on the Street programs weekly on WKRC, Cincinnati, Rainbo Bakery, Inc., with band, mimicking a loaf of bread for each of two questions asked participants. The show originates in front of Grayson's, a downtown women's shop at 12:15 p.m. Mike Hunnicutt conducts the series.

About the Weather
WEATHER remaining the favorite topic of conversation, Exide Batteries, Philadelphia auto battery dealers, are sponsoring a five-minute daily program based on the weather on WPTL, Philadelphia. In addition to the customary weather reports, weather-caster Roy LaPlante gives unusual incidents in which the weather is involved, science of the weather, flying conditions and temperature reports. Commercials for Exide are tied in with weather facts. To promote the air campaign, Exide Batteries has placed giant temperature signs at all the service stations, calling attention to the temperature and the WPTL program. Account was placed thru Geare-Marston, Philadelphia agency.

SPONSORSHIP Election Festival KPO-KGO, San Francisco, and the San Francisco Chronicle again will stage a huge election broadcast and rally Nov. 5. Most of the major artists, musicians, announcers and technicians of the stations will move into the newsroom of the Chronicle, to present an election night program that will run for four or five hours. Intermittently with the election news, the artists will perform in the newsroom. Work into the broadcast will be comments of political writers.

SPONSORSHIP COLUMBIA FAMOUS WKRC, Cincinnati, has initiated a three-day advertising drive featuring Mike Hunnicutt and Friends. Offerings include a free "movie party" program for entry blanks, and a "People's Choice" prize. Mike will act as host of the prize competition. Details on the program will be mailed to all listeners.

CANDIDATE for busier announcer in the business as well as radio's most regular artist is Roy Compton, CBS Presidential announcer and newscaster of WOL, Washington, D.C. Accompanied here by his bride, he boards a New York-bound plane, as is his wont each weekend, to conduct Fenamint's Double or Nothing show on 119 MBS stations, Sunday 6:30 p.m. (EST), from the Baribonz-Piza Hotel. In addition to originating and running Double or Nothing, which has blossomed from a local sustaining show to a coast-to-coast quiz feature, Compton handles 37 commercial and sustaining newscasts each week on WOL.

Tales of the Range DESIGNED primarily for children, the thrice-weekly Campfire Embers on WXY, Oklahoma City, features tales of legendary figures in the history of the Southwest. Jim Jackson, a cowboy character, the show uses all kinds of sound effects, special music and atmospheric specialties. The legends are compiled by an Oklahoma U graduate whose hobby has been collecting the stories. Scripts are by Guy Runnion.

CANDIDATE for busy announcer in the business as well as radio's most regular artist is Roy Compton, CBS Presidential announcer and newscaster of WOL, Washington, D.C. Accompanied here by his bride, he boards a New York-bound plane, as is his wont each weekend, to conduct Fenamint's Double or Nothing show on 119 MBS stations, Sunday 6:30 p.m. (EST), from the Baribonz-Piza Hotel. In addition to originating and running Double or Nothing, which has blossomed from a local sustaining show to a coast-to-coast quiz feature, Compton handles 37 commercial and sustaining newscasts each week on WOL.
Zorro Marked

WCKY, Cincinnati, started a busy week Oct. 28, hinging on the arrival of Tyrone Power for the world premiere of his latest movie, “Mark of Zorro,” in the old home town. Kate Smith and her radio troupe also came for a radio version of the movie on her Friday night hour, with Miss Smith meantime originating three times per week News broad- casts from the WCKY studios. Ted Collins, Kate Smith’s manager, spent three days at WCKY studio audition- ing local talent for the Linda Darnell role of the movie, with “advance men” all over the place—Irving Kahn and Eddie Solomon, of 29th Century-Fox; Sam Ful- lier and Bill Thomas, of Young & Rubicam; Sammy Smith, of the Kate Smith office. Arriving at the same time as the Smith entourage were Parks Johnson, and Sally Butter- worth, CBS’ Vogue Pop quiz- ers, who appeared on various WCKY programs Oct. 20 and 31 and spoke at luncheon clubs, and finally originated their October network show through WCKY.

What Women Think

WJJD, Chicago, on Nov. 7 starts a new series of programs What Chicago Women Think About America. Programs are under the auspices of the Illinois Federation of Woman’s Clubs. The twelvemonthly programs under the direc- tion of Mrs. W. T. Bruckner, State president of Illinois Federation, will feature discussion of American problems in the light of international developments.

The Eyes Have It

TWO optometrists—Dr. A. R. Reinke of Oakland, Cal. and Dr. A. Sutton Nichols of Oakland and Stockton, Cal.—recently signed a contract with KROW, Oakland, for sponsorship of a dramatic narration series Learning to See. The series are taken from the files of actual cases of the optometrists and deal with the struggles and ultimate visual successes of men and women.

Two Kinds of War

PARALLELS between the present war and that of 25 years ago are being presented Mondays thru Fridays on CCF, Montreal, as a five-minute program feature called Last We Forgot for John Will Out, Ltd., London Ont., brew- ers, with Tom Archer, as narrator.

Yip-Yip, a Yorkshire Terrier

TO TELL friends and family back home about the life a drafted man leads in army camp, NBC- Blue on Oct. 26 started the com- but plausible series You’re In The Army Now, half-hour programs, Saturdays 6:30 p.m.

Public and Experts

TWO LISTENERS discuss public issues with two authorities in a program on WMCA, New York, Sun- days, 9:15-9:45 p.m. Maurice Dre- icer is mc. First broadcast Oct. 20 debated “How free must the press be to preserve democracy?”

TO KEEP IN THE BLACK USE THE RED

Every time buyer watches cost. It pays to be in Richmond. For a minute spot on WMBG —the Red Network Station in Richmond—costs only $15.00 night time. On the other leading station a minute spot night time costs $35.00. In other words—WMBG puts you $20.00 in the black.

WMBG offers you the Red Network audi- ence—5000 watts daytime—1000 watts night—and equal density of coverage. WMBG charges you only for what it covers—a saving of $20.00 on a minute spot—other savings in proportion. Before you buy—get the WMBG story. WMBG—NBC Red Outlet—Richmond, Va.

National Representative—John Blair Co.
Radio's Growing Independence
(Continued from page 40)

a glib master of ceremonies. Using the smaller stations, most of them without network affiliations, we achieved a Crosley rating equal to the best we have gotten in weeks. Advertisers are going to discover this. I believe you will find a trend toward more broadcasting in the coming years.

Quoting another opinion on the question, from James Whipple, production director of Lord & Thomas, Chicago, Mr. Biggar stated: "Our serial dramas are definitely better than formerly, but here is what I hope will happen in the next five years: Radio drama will be improved by utilizing the work of well-known authors who have spent months, and sometimes years, in careful attention to plot, characterization and dialogue. We cannot hope to continue to give the public stories written by inexperienced and unsuccessful writers—stories which are written in a few hours. The sponsor will have to pay more for story material, but until he does so, radio drama will not improve. Well-known writers will be forced to learn the technique of radio writing since the incentive is given, they'll break their necks to write for radio."

Pointing to the importance of developing radio talent as such, he quoted Mr. Strotz again: "I feel that in the next five years there will be a gradual elimination of a great deal of talent which radio has stolen or borrowed from other fields of amusement. It is a perfectly natural development that as artists such as Jack Benny, Fred Allen, and Eddie Cantor grow older and become wealthy beyond their wildest dreams, they are going to retire from radio, motion pictures and the show business generally. It will, therefore, behoove radio to develop its own talent because, frankly, in analyzing the outstanding shows and the ones with the highest popularity rating, with the exceptions that special talent developed in vaudeville, theatre and motion pictures. And I don't see on the horizon the moment much talent of that sort for the future. Hence, in my opinion, all radio stations, if the networks are going to 'dig' to find and develop talent to replace the present names we know.

Personnel Training

Paying tribute to educational institutions training radio personnel, Mr. Biggar commented: "There will always be those who 'grow up in radio', starting at smaller stations for well-rounded experience, and advancing to the large stations and the networks. We in the networks will definitely look to our colleges and universities to train many of the young men and women who will be added to our staffs of the future. Educational institutions offering practical courses of instruction in program writing, production and announcing under competent instructors, plus the necessary laboratory experience in a broadcasting station, are doing a really constructive job for the radio industry."

Primary Service First

A station's fundamental job is to serve its primary area, he observed in conclusion. "I feel that most radio stations are getting away from one fault that used to be rather serious—trying to build local programs after the networks. After all, we do not have the talent that can compete with the 'big names' on the national program. We are only kidding ourselves when we endeavor to be too 'big time'."

"It is my prediction that the future will see local programs originating built for the primary service areas of stations. James D. Shouse, our vice-president and general manager of WLW, insists that we build no programs which the networks can duplicate in territory. We must answer these questions in our own minds when creating a new radio show: Will the program be of specific entertainment or service value to a large cross-section of the WLW audience? Is it being substituted for any of our NBC programs? If it's a good show, and the answer to the first question is 'yes' and to the second 'no', then we go ahead with the idea."

Educator's Session

THE FOURTH annual session of the School Broadcast Conference, a permanent national meeting devoted to the use of radio in the classroom, will be held at the Connecticut, Patux, Chicago, Durbin inclusive. Harold W. Kent, director of the Radio Council of the Chicago Public Schools, is chairman of the conference executive committee. The NAB, National Assn. of Educational Broadcasters, the Adult Education Council, as well as all local Chicago stations are cooperating in the three-day session.

Talent School Plan

The plan to regulate activities of Pacific Coast Radio acting schools will be put into effect this month, it was announced following a Hollywood conference of national, regional and local AFRA executives in mid-October. A campaign to bring all small stations under jurisdiction of the organization, and the naming of a committee of talent representatives to represent AFRA members, was also discussed at the conference. Miss Emily Horner, national executive secretary, in Hollywood attending the Oct. 16 meeting of Los Angeles station members. They unanimously voted approval of the new sustaining agreement with networks.

Shortwave Shifts Ordered by FCC

WLWO Assignment Changed;
New Station for CBS

GRANTING the petition of the Crosley Corp., operating WLW, Cincinnati, the FCC Oct. 16 ordered a resurfacing of assignments in the International band under which the Cincinnati station procures the 9950 kc. channel previously allotted to WLW, the new international station at Brentwood, N.Y.

The FCC adopted the Crosley Corp. request,filed in October, thereof effecting changes in frequency assignments of four international stations. It granted the WLWO petition for reconsideration of the FCC action of Aug. 21 authorizing for CBS a new international station in Brentwood, N.Y. The Aug. 21 grant was set aside and the application granted except as to the use of 9950 kc.

The new CBS station was authorized to use 15,270 kc. to be shared with WCBX, Wayne, N.J., and WCAU, 2nd Street Square, Pa., instead of with WLWO. The CBS grant also was conditioned upon filing of an application for modification and upon approval of directional characteristics of the proposed antenna system.

WLWO, 9950 kc., in addition to 11,710 and 15,265 kc. The frequency 11,870 kc., formerly allotted to WLW, was deleted.

WRUL and WRUE, Boston, operated by World Wide Broadcasting Corp., also were involved in the revision of assignments. WRUL was granted a modification authorizing deletion of 15,250 kc. and addition of 15,350 and 17,750 kc. WRUE was granted a modification authorizing deletion of 15,250 and addition of 15,350 and 17,750 kc.

Plans for Marion, O.

ROBERT T. MASON, younger brother of Marion, N.C. vice-president, has resigned from the staff of the Newspaper magazine to devote his time to the presidency and management of the Marion Broadcasting Co., which he has just secured a construction permit for a new 250-watt station on 1300 kc. in Marion, O. The station will be known as WMGR and will go on the air on or about Dec. 10. Young Mason is 36% stockholder, with his brother and the latter's wife holding the remaining stock and providing most of the capital.
Walt Lochem Is Winner Of Minor League Award

WALT LOCHMANN, sports announcer heard on KMBC and KCKN, Kansas City, in mid-August was named Grand Prize winner of the Sporting News award as the most popular broadcast program of the major league season. The award, based on listener ballots by 114 descriptions of Kansas City Blues games, went to a color commentary by the comics and color commentator, who was named Mr. Lochem on KCKN, Kansas City, and was a grand prize winner of the competition in which 89 announcers were entered by their fans, he will receive a special Sporting News trophy.

Trophies also are being awarded to eight other sports announcers chosen from among the top ten in their respective leagues. These include Earle Harrap, WNEW, Newark, N.J.; international league; Koby Winne, Pacific Coast League; Lowell Blanchard, WNOX, Knoxville, Tennessee; Southern Association; Dave Yahn, WKC, San Antonio, Texas League; Sherburne Herrick, WOKO-WABY, Albany, N.Y.; Eastern Association; S. B. M. B. H. Bennett, WRDW, Augusta, Ga.; Sally League. Runner-up to Lochem in the competition was Thaddeus Bennett, of WRDW, who won first place among all announcers for minor leagues of Class B and below. Sporting News has indicated that the contest will be repeated next year.

NBC Personnel Changes

Are Effected in Chicago

NBC Chicago staff changes announced recently include the following: Isabelle Cooney, formerly secretary to A. N. Herbst, professional program manager, has been transferred to the office of Harry Kopf, newly-appointed program manager of the NBC Central Division. Dorothy A. Herbst replaced Miss Cooney, Laura S. Smolensky, formerly secretary to Wynn Wright, manager of the production department, replaced Helen Herbst, formerly secretary of the program department, who was transferred to New York on Nov. 1. Helen Heinz, secretary of Sidney N. Strotz, moved to New York on the same date. Helen Heinz, shifted from the night manager's office to become secretary to Wright.


Awards to Sportscasters

HYDE PARK BREWERY, St. Louis, in October awarded 20 Longines watches to sports announcers on stations carrying the account. Awards were based on length of service. Ruthrauff & Ryan. St. Louis, handles the account.

The Other Fellow’s VIEWPOINT

Credit to Radio

EDITOR, BROADCASTING:
Your inquiry as to the assistance we are receiving in our Alien Registration program from various broadcasting companies and stations prompts me to send you this note.

When we planned our informational and educational campaign, we realized that radio could be of great help in acquainting both the citizens and non-citizens with the important aspects of the Alien Registration Act of 1940. Consequently, we requested the assistance of the radio chains and individual stations in helping us with this difficult and complex problem.

I am very pleased to say that cooperation from the people in the tradition of change has been extended freely and intelligently. This goes both for the national chains and the local stations.

Our registration program is progressing extremely well. Credit for this is in no small measure due the people in the radio industry. With continued cooperation of this kind, we will undoubtedly carry through our Alien Registration program, which lasts through Dec. 31, 1940, to a very certain successful conclusion.

M. E. GILFORD
Assistant to the Director.
Immigration and Naturalization Service.
U. S. Dept. of Labor.
Washington, D. C.

Early & Late

K G F F, Coffeyville, Kan., claims its program director, Dick Campbell, as the first selective service registrant in the Midwest. He was signed up the evening of Oct. 15 by Homer Carrington, chief registrant for Coffeyville, during a special KGGF broadcast highlighting instructions to assist registrants the next day. On the other extreme, C. A. Johnson, of the Sidney Garfinkel Agency, San Francisco, comes close to being the last man to register. Attending the regular Wednesday night plans-coordinating meeting of the agency, Johnson just a few minutes before the 9 p.m. deadline started in his chair as he realized he had completely forgotten about R-Day. Steaking to the St. Francis Hotel, he dropped down at a registration booth, breathlessly mumbled its vital statistics, and then was interviewed by Cliff Engle, NBC announcer, as last-man-to-register.

A NEW 500-watt daytime station on 1290, KCGG, in Kansas, is being operated by Frequency Broadcasting Corp. in an application just filed with the FCC. Thomas E. Murray, receiver of the Interborough Rapid Transit Co. and president of Metropolitan Engineering Co., is president.

Sorry, Mr. President!

EDITOR, BROADCASTING:
In WWVA's full-page advertisement in the Oct. 15 issue of BROADCASTING, we had the audacity to attempt to change the coming National election date from Nov. 5 to 12.

In a frenzied search of both the Republican and Democratic ballots, we were unable to find a candidate with sufficient stupidity upon whom we could pin this brazen attempt, and so we bow in deep humility to admit a very dumb transcription in our sole art of advertising.

And where or where were our proofreaders.

GEORGE W. SMITH
Managing Director.
WWW, Wheeling, W. Va.

McQueen Feature Syndicated

ALEXANDER McQUEEN, featured on the S. C. Johnson & Son, Racine (Wis.) radio show of the Bright World on WBBM, Chicago, and the Oregon Coast State, Chicago (Green Marked Stove Co.) program Nothing But the Truth, on WGN, Chicago, has also a new program, his Nothing But the Truth feature in approximately 40 weekly newspapers. McQueen ran this feature as a newspaper column some years ago and named his own program, of the same title, on CBS, NBC Net and NBC Network. A feature program will include three drawings of positions with explanations below. Famous Features, Chicago, handles the feature.

MRS. MARGARET M. SAMUEL, widow of the late William P. Samuel and mother of Milton S. Samuel, manager of KGO and KPO, died Oct. 23 at her home of homesickness.

Canadian Wheat Belt Has More Money to Spend

War stimulates Trade in Western Canada

- The Canadian farmer is in the money...the mines and smelters are busy...business is booming in Western Canada. All this means a ready market for your product.

MOVE IN ON THE CANADIAN WEST THROUGH THESE BASIC STATIONS

First in Listener Preference--Write for Audience Figures

CKC Regina, Sask.
CJRM Regina, Sask.
CHAB Moose Jaw, Sask.
CJOQ Lethbridge, Alta.
CJGC Calgary, Alta.
CJCA Edmonton, Alta.
CJAT Trail, B.C.
CKOV Kelowna, B.C.

U.S.A - WEED and COMPANY

CANADA - All-Canada Radio Facilities Limited

BROADCASTING  •  Broadcast Advertising

November 1, 1940  •  Page 85
GOLDFING NOTABLES helped WMC, Memphis, inaugurate its new mobile unit. During an appearance in Memphis, Ralph Guldahl and Sammy Sned appeared before the WMC microphone on a local golf course. Participating in the remote pickup were (1 to r) Earl Moreland, announcer; Bill Fielding, production manager; Guldahl and Sned.

Brooklyn Stations Remain Unchanged After Eight Long Years of Litigation

SETTLEMENT of the so-called "Brooklyn cases," after eight years of continuous litigation before the old Radio Commission, the FCC and in the courts, was announced Oct. 17 by the FCC without a change in the status quo of the four time-sharing stations involved.

The FCC announced that effective Oct. 22 licenses of WLTH and WARD were renewed while the application of WBC was denied insofar as it requested the facilities of the other two stations. The fourth station in the original proceedings, WYFW, previously had been given its license renewal. The stations share time on Oct. 24 with 500 watts each and the litigation broke all radio endurance records.

Begun in 1932
Paul M. Segal, Washington attorney, has been counsel for WLTH and WARD practically during the entire proceedings. Herbert Bingham, Washington attorney, is chief counsel for WBC.

The onset of the litigation came in 1932 when the stations individually filed for increased time seeking development of the frequency, the first hearing was held in 1933 following which each of the applicants filed applications for full time on the frequency. Subsequently, the Commission ordered a further hearing held in December, 1934, and a decision was rendered in December, 1935, which has resulted in defeat of certain of the stations.

Upon petitions for rehearing, the FCC in February, 1936, ordered a new hearing "de novo" and in addition to the stations down for renewal of their licenses. This hearing was held in 1937 and in June, 1938, the FCC denied the application for renewal of the latter station a renewal. WLTH and WARD appealed to the U. S. Court of Appeals as did the Brooklyn Daily Eagle Broadcasting Co. and the Debs Memorial Fund Inc., operating WEVD, because of denial of their applications for the facilities of the four time-sharing stations.

The WEVD and Eagle appeals were withdrawn but on Sept. 30, 1937, the Court of Appeals, on petition of WLTH and WARD, stayed the Commission's order terminating the services of these stations and assigning their facilities to WBC. The cases later were remanded to the FCC for further proceedings with the stipulation that the status quo would remain until the FCC had acted. The new station began operating under temporary licenses, having set aside its deletion order.

In its new decision announced Oct. 17, the FCC granted the three stations renewals of licenses and in effect left their applications prevented as what they were originally.

It is believed the litigation not only exhausted the most productive in radio affairs but also the most costly. The record submitted to the Court of Appeals, after being remanded by stipulation, cost approximately $6,000. All told, it is estimated roughly that the litigation involved the full disbursement of probably $70,000.

The FCC's grounds for decision were as follows:
1. The broadcasting service rendered the public by WTH and WARD has been of the same general character as the service rendered by WBBC and there is, and in fact, no substantial distinction in the service of these three stations.
2. The licenses of WLTH and WARD are incorrectly, technically, financially, and otherwise to operate their respective stations on the limited basis of a time-sharing receipt. The FCC grants the three stations to be renewed for the full terms of the licenses.

Rising Expense of Music
In Los Angeles Is Shown
REPORT issued by Los Angeles Music Assn., Local 47, AFM, reviewing developments in the Hollywood radio field for the current quarter, noted increased wages for musicians of $2,148.25 per program, based on 22 weekly shows, up from $2,045.25 per week.

Based on the customary 13-week contract, the increased pay for week of $972.52, with $3,781.75 for a total of 39 weeks, according to the report, salary increases, it was pointed out, are the result of new wage agreements entered into with the various networks, local stations and associations for the 1934-35 season. A total of 368 musicians is now employed for the 22 weekly programs compared with 300 men in 1938.

Wage increases per broadcast run as high as $126.00 for 12 musicians used on the weekly one hour CBS "Lies Radio Theatre" sponsored by Lever Brothers, for a single musician on the half-hour program, "What's on Your Mind?", sponsored by Planters' Peanut & Chocolate Co., on 9 CBS Pacific Coast stations.


In addition to stations, the NBC network employed regularly by Don Lee network, CBS and NBC, full time musicians are used on KF1, KFWB and KMPC.

Harms-CRC Settlement
SUIT for $30,004 damages brought by Harms Inc., against Columbia Records, the Columbia Broadcasting System, and Columbia Phonograph Corp., claiming unpaid royalties due on songs composed, written and recorded by Harms, was settled out of the New York Supreme Court. On Oct. 17, Harms asked that $23,707 from Brunswick, $1,211 from Columbia Phonograph and $5,382 from CBS be set aside as against the suit, in return for the royalty payments due on songs by the companies from 1930 to date. Terms of settlement were not disclosed.
More Fidelity in Sound Transmission

REALISM to a degree never before achieved will soon be imparted to radio broadcasts, phonograph recordings and motion picture sound through a new type of ultra-directive microphone developed by F. Olson, RCA engineering executive at the semi-annual convention of the Society of Motion Picture Engineers in Hollywood, Oct. 21-25.

Dr. Olson explained that because the new microphone is isolated from the vantage point of an imaginary audience at the time of recording rather than in the immediate vicinity of the sound source, the millions who hear the reproduction can get a greater illusion of being present in that audience.

Called a 'Line Microphone'

The new equipment which is 8 feet long, was developed by Dr. Olson in the RCA Research Laboratories. Described as a 'line microphone', it has a large number of small tubes with open ends as pickup points, equally spaced. A "ribbon" element is used to transform acoustical vibrations into corresponding electrical vibrations to be magnified and then recorded or broadcast. Delay in the action of sound waves is introduced in the pipes, making the microphone ultra-directive.

"With the microphone you can pick up a symphony orchestra at 100 feet, the best location from an audience standpoint," Dr. Olson said. "On the movie lot you can make a distant shot without the use of a microphone boom. It is extremely useful in television pickup, as well."

Purity of Sound

A. L. Williams and H. G. Baerwald, engineers of the Brush Development Co., Cleveland, discussed advantages of low-noise microphones as affecting purity of sound reproduced. Multiple piezoelectric microphones which lend themselves particularly well to the design of quiet sound units were treated in detail. They also discussed the new uni-directional type microphone developed by the combination of different minimum-noise microphone types.

A paper prepared jointly by F. L. Hamper of Electrical Research Products Inc., Hollywood and F. F. Romanow of Bell Telephone Laboratories, New York, described a new method of calibrating microphones by acoustic measurements. The value of testing to determine the correlation between microphone's performance as determined by acoustic measurements and by listening tests was brought out. S. J. Bechen of the Brush Development Co. read a paper on Disc Record Cutters. He described the high degree of quality in recording that may be obtained from a new temperature-controlled, recording cutter which has a wide frequency range and a low content of harmonic distortion.

Progress in video broadcasting took up the entire final session of the five-day convention. Report of the SMPTE television committee, headed by Dr. Peter C. Goldmark, CBS New York chief television engineer, was made. It covered the

Two All-Americans on Staff

With the transfer of Dick Nesbitt from the NBC Chicago staff to the announcing staff of KDOA, Denver, that station gets its second former All-American football player. The other is General Manager Lloyd Yoder, former Carnegie Tech grid star, who is officiating at various mountain area college football games this season. James Campbell has been switched from KDOA to the NBC staff in Chicago, taking over Nesbitt's former assignment.

Duran Case Settled

SUIT for $4,500 damages of Morton A. Milman against Jimmy Durante, comedian, was settled out of the New York Supreme Court and has been discontinued. Plaintiff claimed breach of contract whereby he placed Durante on the Chase & Sanborn Hour and should have received a 5% commission as his personal representative. Terms of the settlement were not disclosed.

New Virginia Hookup

A new hookup of Piedmont and Southwestern Virginia local stations went into operation in October when WSLS, new 250-watt outlet on 1560 ke in Roanoke, went on the air as a unit of the new Tri-City Group. The other stations in the hookup are WLVA, Lynchburg, and WBTM, Danville, the former owned and the latter managed by the brothers Edward A. and Philip P. Allen. The Allen brothers also own 50% of WSLS, in which Junius F. Fishburn, publisher of the Roanoke Times and World-News and owner of WDBJ, is 40% stockholder. Philip Allen is general manager of the Tri-City Group with headquarters in Lynchburg.

James H. Moore, former assistant manager of WLVA, is resident manager of WSLS.
Advertisers Assured Music Supply of BMI Ample

(Continued from page 14) connection and gave an outline of radio that held close attention despite its technical nature. The talk was a radio catechism and the thorough round-up of things radio was eagerly absorbed by a group that knows the air industry from the sponsor viewpoint.

Appropriate to a medium that reflects drama in its programming, he recited a portion of the Radio Day ode “I Am Radio” as presented Aug. 3 during the broadcasting tribute by the New York and San Francisco fairs. With this colorful theme he brought a resume of radio’s achievement in bringing to the world’s best talent and fast news reports from foreign capitals to the humblest listener.

No Pattern at All

In one evening alone, he suggested, radio can summon an audience larger than “Tobacco Road” — which has had the longest run in stage history — could accommodate in 30 years if three companies average 2,000 persons per performance.

As a growing industry radio has not settled into a pattern, he said, for “no pattern can hold our growth.” Tracing radio’s progress, he pointed to the 400,000 sets in operation in 1922 as compared with the 44 million sets now in use. This figure he broke down into 28 million radio homes, among which 94 million extra sets in homes and 64 million extra sets in autos. The extra sets, he suggested, typify public devotion to radio rather than duplicate circulation.

The number of radio sets approximates the total newspaper circulation in the United States, with 86% of American homes having receivers and with a potential 100 million persons listening to them. Mr. Ethridge sketched radio’s contribution to economic growth in this country. He mentioned the FCC estimate that 4/$ billion in dollars has been invested in sets since 1922. This figure reminded him of a surprise he got upon joining WJAS several years ago when he learned that the station had a new transmitter but was obsolescing three other transmitters at the same time.

Taking up the direct benefits of the radio industry to the nation’s economy he cited data showing 9 million sets sold in 1939 at a retail value of $89 million dollars; 36 million replacement tubes at $5.25 each, 45 million dollars; parts and supplies, 50 million dollars; servicing of sets, 60 million dollars; electricity consumed, 165 million for a total of 609 million dollars.

Mentioning the industry’s payroll of 52 million a year, as shown by a 1939 FCC report which did not include talent, name bands or many money matters, he reviewed the growth of broad advertising as compared to other media. Growth from 1934 to 1938, he said, was as follows:

- Magazines: 116 million dollars in 1934 to 151 million in 1939;
- Newspapers: 485 to 552 million dollars; radio, 73 to 171 million dollars.

With radio’s progress as a means of entertainment and information, Mr. Ethridge said, has come a striking increase in the number of persons voting as presidential or candidates.

The vote in the Harding-Cox election of 1920, when there were few sets, totaled 26 million but the 1936 Roselli population of 100 million exceeded 46 million. This increase he credited largely to radio’s ability to give voters a chance to assess candidates during the campaign.

In religion as well as politics, he said, radio exerts a powerful influence on the public. As an example, he said that two announcements on Monsignor Sheen’s “Catholic Hour” brought a half million-requests for a prayer book.

He pointed to the rapid upswing in the interest commanded by news broadcasts since Munich, bringing with it a decline in the amount of time devoted to music. Radio can never supplant the newspaper, he explained, since it has a spot function whereas the newspaper elabo- rates and comments on the news.

With this background laid, Mr. Ethridge started a discussion of the problems radio faces, an assignment imposed by ANA in arranging the media forum. First he took up the music problem, drawing a laugh when he said that broadcasting believes in collective bargaining “but we like to bargain.” He outlined negotiations three years ago with the AFM and told of the meager $6,087,350 in payments by this year, only to run up against the ruling of Thurman Arnold, Assistant Attorney General, that compulsory portage is a violation of monopolies laws.

The AFRA negotiations were passed off with mention of the union’s demand that an announcer must be paid a fee just to lend his presence in the studio and another call of extra drive-in announcing.

It reminded him of a newspaper parallel in which a reporter was to be paid to sit around the city room and get extra pay for working.

And Then ASCAP!

Coming to ASCAP, Mr. Ethridge unfolded a few notes and launched a convincing discussion of radio’s music problem and what it proposes to do about it. With a new organized B, supported by NIB and IRNA, the Copyright problem is being attacked by a united industry.

To the stage, he reviewed the 1939 ASCAP negotiations and the refusal of ASCAP in 1939 to accept the industry’s invitation to negotiate a new contract. When the invitation was received, BMI was organized to offset a proposed newASCAP contract that would raise the industry’s payments from about 4% to 9% a year.

Tracing ASCAP’s activity since its formation in 1914, he referred to its blanket license system under which the whole catalog must be bought, with no per-piece rights. This suggested the thought of a guest renting a 30-story hotel so could have the use of a single room. The plan permits only ASCAP music to be popularized, he reminded, amounting to a monopoly of popular music rather than the music itself. He mentioned the long-pending Department of Justice monopoly case against ASCAP.

Since 1923, he said, radio has become a growing factor in ASCAP income and now provides the Society with two-thirds of its rev- enues. He cited income figures showing that the Society collected $6,087,350 in 1939, which was inequitably distributed to the advantage of those on the inside.

Involved in the whole ASCAP battle, Mr. Ethridge said, is “the right of a business to negotiate.” Unable to do this, BMI was formed. There will be no shortage of music at the first of the year, he told the ANA and media delegates, with 80% of the world’s music in the public domain and with BMI well provided with music as well as producing a rapidly growing supply of new numbers. The Warner Bros. withdrawal from ASCAP in 1936 proved that
radio makes music popular, and not vice versa, he said. Performance of good music leads to popularity, as indicated by the recent popularity of the BMI number "Practice Makes Perfect." Though ASCAP jokingly suggests that BMI will have to look to its books to find composers, Mr. Ethridge said many composers have heretofore had no chance to crash the ASCAP charmed circle. Perhaps they worked on a ghost basis and split fees with those in the circle. He pointed out that a good share of the Pulitzer novel prizes have gone to amateur writers. He wound up this phase of his discussion by observing that Victor Herbert's arranger was now "arranging for us."

Taking up Federal regulation of broadcasting, Mr. Ethridge said the industry was the only one represented at the convention that was a "child of Government." He reviewed the history of Federal regulation, referring to traffic-control vs. common carrier theories of regulation. The censorship and rate problems have plagued the industry from time to time, he said, but encouraging assurances have come from high Government sources that censorship is not a danger of the immediate future.

When Mr. Ethridge had completed his outline, perhaps they problems, Mr. Larsen appeared on behalf of magazines. Dwelling on the benefits of reading habits and the increased number of copies that come with higher educational standards, he said that 4 billion copies of magazines are distributed every year. Discussing types of magazines, he praised trade publications, which "help people to do their jobs better." A number of magazine research projects, similar to those of other media, are in the laboratory stage, he said.

**A War Warning**

A gloomy warning of war and defense problems that will seriously affect the advertising industry was sounded by Mr. Cherne, executive secretary of Research Institute of America. His exhaustive analysis of the defense economy and what it means contrasted sharply with the optimistic predictions in Mr. West's survey.

Early in 1941

FULL TIME on

1060 Kilocycles and

50,000

watts

WBAL means business
in Baltimore
sharp decline in advertising expenditures was expected, however, and the continued function of the broadcasting business was becoming more critical as the war dragged on. Among other products, he mentioned tobacco, candy, chewing gum, plastics, watches, ink, furniture, cameras, automobiles, toys, and bicycles.

Non-institutional advertising designed to produce business beyond the year in which the campaign is run will prove costly, Mr. Cherne predicted, under the new excess profits tax and he suggested that a new and even heavier tax law will come next year. This advertising is not deductible against profits of the current year.

Benefits of good-will advertising will increase, he said, recalling that increasing business profits and increasing tempo of business operations produce diminishing worry over the need to secure orders. He tied these factors into the fact that expenditures for institutional advertising are currently deductible in computing taxes.

Advertising agencies, as personal service enterprises, are exempt from the new excess profits tax, he said. Under the peace-time military service act, the agency will be considered an enterprise necessary to the national health, safety, and interest, according to Mr. Cherne. Under a wartime draft, however, advertising for private industry will not be considered essential.

Uncle Sam, Propagandist!

Entrance of the Government into the advertising field as a major user of media was referred to by Mr. Cherne, recalling increased use of radio and other media in recent weeks. Soon the Government will become more frankly propagandist in selling its work, achievements and purposes, he continued, referring to the intensive advertising by Uncle Sam during the public and military war, when an Advertising Division supplied the entire educational campaign on the draft for newspapers and radio.

Wartime copy will more and more carry the patriotic motif, he predicted, and copy which directs its appeal to the desire for mere acquisition or the pleasure of use can become distinctly unpatriotic.

As to media, he said: "The nature of modern war is to make

Every national advertiser wanting results in the Maritime Provinces of Canada should make sure that his schedule includes

CHNS
Halifax, Nova Scotia
JOS. WEED & CO.
350 Madison Avenue, New York
Representatives

An analysis of the current move-
ment toward standardization of products was presented dramatically and amusingly by a cast of CBS actors under direction of Earl McGill. Otis L. Wiese, editor of McCullough's, described his proposed Institute of Standards, to be composed of publishers, manufacturers, laboratories and consumer groups.

Good Business Foreseen

The "good business in 1941" theme was sounded on the opening day of the convention by ANA President Paul B. West. Reviewing the results of a just-completed poll among member firms, Mr. West said they were almost unanimous in anticipating good business next year and are laying their advertising plans accordingly.

Mr. West said only one member replying to the questionnaire expected a lower volume of business next year. The rest replied "as good," "better" or "excellent." A scanning of tentative advertising budgets for 1941 indicates only 6% expect to reduce their appropriations, 38% plan to spend the same sum next year and 56% are planning increased advertising campaigns.

Reviewing 1941 sales budgets, he said 4% are planning cuts; 33% will hold to 1940 figures and 63% will increase. No outstanding changes in media were indicated.

Mr. West placed the national defense program at the top of reasons for increased advertising and sales budgets in 1941, referring to the increase in employment and purchasing power. Among other reasons were: upward trend of sales this year, inventory positions, product improvement, new products, prospective removal of political uncertainty, improved farm-buying power, increased demand from industry association advertising.

Unfavorable Factors

On the unfavorable side he mentioned war uncertainty and political problems, supplies of raw materials, Federal regulation and restriction, price upheavals, higher labor costs with difficulty of raising consumer prices, growth of private brands, loss of export markets, big consumer inventories of consumer durable goods.

Looking over the bright and dark sides, Mr. West concluded that the picture is an encouraging one. "There are many manufacturers, of course, particularly in the heavy goods industries whose plans will run at capacity levels on defense orders," he said. "Even here so far as ANA members go there is little indication that advertising will be drastically tapered even though it may take on a more institutional character. "Defense spending or no defense spending," he continued, "if advertising and sound merchandising are needed as never before and if we put the emphasis on intelligent and sound they will now as always bring results.

Normal Flow Favored

Assurance that the Federal Government desires to maintain a normal flow of consumer goods was given by W. L. Batt, deputy commissioner of the Industrial Materials Division of the National Defense Advisory Commission. Though he foresaw "pinches here and there," Mr. Batt hoped the policy of forward planning of expanded capacity would prevent or at least hold them to a temporary period.

He compared the present defense priorities system with the shutdowns of the World War and said the commission is anxious to assist rather than interfere with normal processes. Col. Willard T. Chevalier, publisher of Business Week, said an uninterrupted flow of semi-luxury items is highly important. He advised advertisers to maintain their "lines of communication" with their market.

Barbasol to Add

BARBASOL Co., New York, after the first of the month will add 30 stations to its present list of ten carrying daily spot announcements and in some cases five-min- ute news and electrical transcriptions in the interests of its shaving cream. Agency is Erwin, Wasey & Co., New York.

Kirkman Soap on 16

KIRKMAN & SON, New York, is advertising its soap on 16 Eastern stations with participations, variety shows and announcements several of the weekly. Stations are WNEW, WOR, WEVD, New York; WPGN, WLT and WIP, Philadelphia; WHN, WOR and WMUR, Boston; WMAT, WJZ, Baltimore; and seven New England stations. Agency is N. W. Ayer & Son, New York.

TWENTY-ONE-YEAR-OLD Jean Holloway, who a year ago was a student in San Jose State Teachers College and came to New York recently for a Broadway acting tryout, has been signed to write the scripts for My Son and I on CBS. Her writing ability was discovered by Ted Collins, manager of Kate Smith.

SH-h-h-h!

DONT LOOK NOW, BUT...

Graeme Fletcher, KFH Newscaster

When a certain Kansas radio station made a certain 1940 Audience Survey, KFH failed for any reason to be in the Top Ten for eight months out of the year. While indicating generous audience gains for KFH in all categories, this one fact (and it didn't cost KFH a cent) was the most popular radio personality in Kansas. The event was almost equal to those of outstanding standing as Major General Eisenhower, Jack Benny, H. V. Kaltenborn, and several times ahead of Bing Crosby, Bob Hope, Kate Smith and all other "Biggies," not to mention single station celebrities.

Wire for Graeme Fletcher availabilities on the "Kansas Station with the Programs!"

That Selling Station for Kansas

KFH WICHITA

The Only Full-Time CBS Station in Kansas

CBs • 5000 Day • CP 5000 Night • Call Any Edward Perry Office

BROADCASTING • Broadcast Advertising
November 1, 1940 • Page 91
fort to flatter the newspapers and so line them up with ASCAP against radio. The same technique, used by ASCAP with the aim of separating the independent station operators from the networks, broke down completely when the recent NIB strike convinced BMI and at the same time asked ASCAP for music on a per-performance basis, rejecting the "pennant-of-gross" plan contained in the Society's proffered licenses.

Failure of the networks to broadcast the ASCAP Day at the New York World's Fair, Oct. 25, is expected to bring on a renewal of the "boycott" barrage.

The "taint of boycott" was rejected by Mr. Kaye. BMI, vice-president and general counsel, in a talk to New York newspaper and magazine writers attending a luncheon given for them by BMI on Oct. 26, declared that organization's first attempts to answer ASCAP's arguments and to present the broadcasters' side of the picture are yet to come.

Explaning that the increase asked by ASCAP could be met by broadcasters only if they either raised their rates or increased their services beyond the practicable stage or cut their profits to the vanishing point, Mr. Kaye said that under such conditions it seemed better to try and cut back without ASCAP music. Aside from the financial side, there is also a principle involved, he declared, and it is that of profit only for the music that is used and not giving ASCAP a percentage of radio's revenue from the sale of news, sports, drama, and other non-musical programs.

Since music constitutes only 33% of all sponsored time and only 60% of all programs aired, the overall percentage plan is obviously unfair, Mr. Kaye asserted, adding that it is especially unfair to the producers of music outside the ASCAP ranks since to use their music, the broadcaster with an ASCAP license must pay twice, once to ASCAP for music he does not use and once for the music he does use. The result has been, he averred, to limit music used on the air pretty largely to that controlled by ASCAP.

Globally Gradually

Describing BMI as the "transition medium" between ASCAP music and that which can be used on the air after the first of the year, Mr. Kaye denied allegations that BMI is network controlled. A majority of the nation's broadcasters are stockholders in BMI, he declared, including 90% of the stations with 5,000 watts power or more, 70% with power between 1,000 and 5,000 watts, 55% of stations with power between 500 and 1,000 watts and 49% of the 100 and 250-watters.

Answering the question as to what effect radio's dropping of ASCAP music will have on the listening public, he stated that since last spring the percentage of ASCAP music to all music performed on the networks had dropped from 45% to 25% and that of all music on the air ASCAP's percentage had dropped from 71% to 36%, without any hue and cry from listeners. likening the situation to that in 1936 when the withdrawal of the Warner Bros., publishing companies from ASCAP forced the popular music back to the air for six months without in any way disturbing the public, he predicted much the same situation in 1941, especially since the broadcasters have gradually been accustomed the public to non-ASCAP tunes as indicated by the figures cited.

Music used on CBS sustaining programs is now only 10% ASCAP, in place of 80% last summer, Lawrence W. Lowman, CBS vice-president in charge of operations, stated in a letter Oct. 25 to orchestra leaders. He said that by Dec. 1 the CBS sustaining programs will be 100% non-ASCAP. Letter notifies the leaders that as of Nov. 1 each sustaining remote pickup must include three non-ASCAP numbers if it is a 15-minute program and four if it is a half-hour program. After Dec. 1 he continues, "such programs will have to be composed wholly of numbers that are available for performing after Dec. 31 and all theme songs will, therefore, have to fall into the available category."

Ampule Supply

The letter points out that the catalog of the Society of Associated Music Publishers, American Performing Rights Society, M. M. Cole, Ricordi, Southern Music Publishing Co., BMI, Hinds, Hayden & Elbridge, and E. C. Schirmer Music ASCAP available Dec. 1, in addition to the hundreds of thousands of compositions in the public domain. The letter offers the cooperation of the CBS program staff in familiarizing the band leaders with the contents of these catalogs.

NBC, which for the past month has required a minimum of three ASCAP numbers on each sustaining musical broadcast, is making no further restrictions at this time, although it is expected that the network will join CBS in asking for 100% non-ASCAP sustainer as of Dec. 1. MBS has just set up its copyright department and as a new policy has made no such requests, although certain MBS stations have done so. While no letters have been written, it was learned that NBC has discussed the problem informally with its clients and requested them to make their musical shows at least 50% non-ASCAP to avoid action for the complete break a month later.

Theme Problem

Committee of orchestra leaders, who feel that they are unjustly being put "in the middle" between the broadcasters and ASCAP, [Broadcasting, Oct. 15], met with Neville Miller, NAB president, John Elmer, NAB board member, and Mr. Kaye for an informal discussion of the problem of the question as to whether the networks had dropped 50%, of which recordings were plugged on the Block programs long before Miller achieved his present widespread. It is understood that BMI may insist on a private recording of it at RCA and presented Block with not only a group of pressings, but the master work, a roll of News, whose recordings were plugged on the Block programs long before Miller achieved his present widespread.

For the benefit of Mr. Block and other conductors of broadcasters made up of phonograph records, BMI has been giving the names contained in the catalogs under its control, that is, records which broadcasters will be able to play after you install the complete list of the complete list, said to total more than 5,000, records, have already been set to BMI member stations, and it is believed that as rapidly as they can be compiled.

BMI Expansion

With its office space and room for its arranging and production departments nearly doubled, totaling some 18,000 square feet of floor space, BMI has also increased its personnel to include more than 75 copyists, arrangers and proofreaders and 105 type operators. It also keeps nine or ten independent printing companies working overtime turning out the music and musical score, the Bridal, the Railway Express trucks each week. In one week recently BMI shipped to members 40,000 regular orchestrations, 16,000 dance orchestrations, 850 professional and sheet music copies of popular music, 4,000 copies of standard music and 16,000 reprints of 580 units.

Preston Pumphrey, formerly radio director of Warwick & Legler, New York, has been appointed advertising representative for BMI. In radio work since 1929, Mr. Pumphrey was radio director of Fuller & Smith & Ross and has also been associated with NBC and Bent & Bowles. He served as chairman of the New York AAAA radio committee at the time the standards agency in the conduct of the National Association was drawn up. He handled production on such shows as Town Hall Tonight, Metropolitan Auditions of the Carnegie Hall, the Garden series, the Eddie Duchin series and the Uncle Willard series for Willard Storage Battery Co. which was a part of the Channels transcription campaigns ever produced.

Another new BMI executive is
14 OUTLETS SOUGHT IN SOUTH BY NBC

IN ITS PROJECT to parallel its networks in the Southeast, NBC is negotiating for the option of 14 stations from Virginia to Florida, which would become the new Blue Network. NBC stations now in the Southern group, available for both the Red and Blue Networks, will not be exclusive Red outlets at that time.

Phil Merryman, assistant director of development and research of NBC, had previously traveled along the route for the switch-over. NBC hopes to make the change by Oct. 15. Goodyear had no definite announcement to be made, it was said. When the shift is made, all Blue programs now being fed the Southern group will be shifted to the new Blue leg.

Among the NBC stations slated for the change is the eight-station group WPTF, Raleigh; WSOOC, Charlotte; WFBF, Greenville; WIS, Columbus; WMHA, Charleston; WQPI, Spartanburg; WKPT, Kingsport, Tenn.; WIBX, Utica, N. Y.; WOW, Omaha; WAGC, Augusta, Ga.; KXOK, Shreveport; WPSM, Nashville; WKYX, San Antonio; KXOK, Spartanburg; and WKPT, Kingsport, Tenn. All stations, except WIBX, are owned by the Woodmen of the World. The insurance company did not become a station owner until the organization of NBC in 1926. From the very beginning, the insurance company was interested in the matter of investments, but it expressed its spirit of industry cooperation by taking out a BMI license.

In his letter to BMI, Mr. Hubbard declared he was recommending to the station’s directorate that KSTP become a BMI member. "For several months," he wrote, "I have been investigating the music situation as its availability would affect the future programming of broadcast stations. In my opinion, BMI is the only organization that can offer its members the service that has been known to American music in my time in making possible a hearing for music produced by independent composers, and in making its musical available to orchestra leaders and musicians in general without any strings tied to it."

Mr. Hubbard said that because he knew from experience that BMI could not succeed unless the major networks gave their sincere and unqualified support, he was set out to ascertain what the attitude of the networks would be toward BMI.

It was found that the networks were doing all they could to insure its success and I went so far, being convinced that BMI was otherwise worthy of support, as to secure the unqualified and enthusiastic support from executives of the major networks that they would stand behind BMI and give it their wholehearted support. I also learned with the independent broadcasters in their efforts to build and maintain a responsible and adequate source of interest and high class music and to make it available to all Willard Olsen, BMI’s national director, introduced the new date (half-hourly) for "One Man’s Family" on NBC’s "mother" network. WPTF, Raleigh, is the station that has been used for the last seven years. Carson also composed "Chansonnette" for WPTF and WPTW, NBC network, and "Our Grape Juice Co." Other West Coast originating programs are also competing for the new date.

As a result of his investigation, Mr. Hubbard said he was not only convinced that BMI is "over the hump" but that he was just as complete in his affirmation. He said "BM is breaking the stronghold which has been held on music for 20 years."

Apropos of "Hellzapoppin," Mr. Hubbard said that the band has an understanding with Olsen and Johnson and Le vision, composer, regarding music from their show. "Being convinced that the success of BMI is assured," he related, "I have re leased all my rights to these numbers and have advised Olsen and Johnson that they will have present and future shows, which they have done. KSTP, too, is joining BMI and will be on board the new band wagon of American music."

Theodore C. Streibert, vice-president of MBS, was elected to the BMI board of directors at a meeting held Oct. 15, following a stockholder meeting. The occasion of the increase in the size of the board from seven to eight members. Both sessions were otherwise reported as "purely routine."

U. S. Playing Card Discs

U. S. PLAYING CARD CO., Cincinnati, Ohio, has decided to discontinue their monthly transcriptions weekly on 10 stations: KKH, KFWB, KJR, KAGF, KGUF, KFRR, WPTW, KOMO, KBDY, J. Walter Thompson Co., New York, is agency.

Groups Appointed To Study Invoices

COMMITTEES representing the American Assn. of Advertising Agencies and the NAB met in New York recently to discuss routine use of standard order forms and invoices used by advertising agencies for radio transactions. NAB and AAO have decided to appoint subcommittees to pursue further studies. Tentatively, it is planned to invite the committees meet again in early December.

Harry C. Wilder, WSYR, Syracuse, named two subcommittees to study the issues. Roy Harlow, Yankee Network, was named chairman of the subcommittee on order forms, with Edward Peterson, station representative, and Russell P. Place, NAB counsel, as members. Richard H. Mason, WPTW, was named chairman of the invoice form committee, with Dale Ray, WENY, Elmira, and Paul F. Peter, NAB research director, as members.

Members of the NAB committee are Harry C. Wilder, WSYR, Syracuse; Charles W. Aimes, WOR, New York; WPTW; Richard P. Place, WRGB, New York; R. H. Mason, WPTW; Roy Harlow, Yankee Network; NAB President Neville Miller; NAB President-elect Melvin H. Peterson; Russell C. Place, P. F. Peter, as ex officio.

The meetings were attended by A. G. Von Utt of Erwin, Wasey & Co., and W. A. Friske and R. Turnbull of AAAA.

P. BALLANTINE & Sons, Newark, N. J., has placed a 13-week campaign of five weekly one-minute transcriptions on five West Coast stations—KXK, KFFI, KKPN, WPTW, WKNP, J. Walter Thompson Co., New York, handles the account.

Executive Prepare

REITERATION of his oft expressed view of freedom of radio on a parity with the press, President Roosevelt congratulated KRSC, Seattle, on the dedication of its new $1,000,000 plant last month. In a letter to P. K. Leberman and Robert E. Friebe, co-owners of the station, the President wrote: "Heartiest congratulations of Your KXK on the occasion of the opening of new studios with increased facilities and an efficient service to your public..."

FM Operations By January 1 Seen

FCC GRANTING APPLICATIONS as quickly as possible. POSSIBLY, that a number of commercial FM stations will be in operation in 1941, to the extent on which the rules become effective, is seen in current activity of the FCC under which a transfer of regular FM station authorizations as rapidly as possible.

At a special meeting called for October 26 by Feiler, it was decided to act on the first group of commercial FM applications, with the likelihood of FCC approval being received in time to receive approval. All told, the Commission has before it 51 applications for new FM stations but not more than a score have cleared the necessary routine. Of the balance, some eight are awaiting clearance MAB membership; the Civil Aeronautics Board; 12 have been returned to applicants for non-conformity with FCC requirements, and another dozen are in channels at the Commission.

This spurt comes after weeks of delay on the authorization of modifying regulations governing FM allocations as well as any actions frustrated by the original application form. FCC Chairman James Law ren has repeatedly stated his desire to see FM go ahead and for that reason he called the special meeting to act on the first batch of applications.

Development, under FCC auspices, of a basic trade area map goes forward. Some confusion thought possible over the FCC Executive Committee at a meeting in Washington Oct. 25. It was felt that since some clearance MAB membership is not included in the FCC committee, and that since certain members did not have a copy of the recently revised map, the trade association could not with propriety undertake the work.

The FCC itself may decide to re- tain an independent office to develop the map structure, with primary and secondary stations, and to set up rules that would affect the trade association could not with propriety undertake the work.

The FCC may itself decide to re- tire an independent office to develop the map structure, with primary and secondary stations, and to set up rules that would affect the trade association could not with propriety undertake the work.

The FCC itself may decide to retire an independent office to develop the map structure, with primary and secondary stations, and to set up rules that would affect the trade association could not with propriety undertake the work.

The FCC itself may decide to retire an independent office to develop the map structure, with primary and secondary stations, and to set up rules that would affect the trade association could not with propriety undertake the work.
Proposal to Sell WCAM Delayed
Mack Interests Get Temporary Halt of Camden Project

PROPOSED sale of WCAM, Camden, N. J., municipally-owned station, was blocked when District Judge Francis J. A. Sheehan, counsel for the Mack Radio Sales Co., on Oct. 22 obtained a restraining order from District Judge Frank B. Davis, Judge Sheehan's request for a temporary order restraining the city from accepting sealed bids for the purchase of the station and leasing of its studios, offices and transmitting station, was allowed with a rule to show cause for a Chancery Court review of the contract between the City of Camden and the Mack firm.

Mayor Brunner, of Camden, had set Oct. 24, at 2:30 p. m., as the time for opening sealed bids for purchase of the station, as authorized June 10 by the City Commission. In addition to the sale of the station, bidders were permitted to offer a price for lease of the studio, offices in City Hall, and also the transmitting station located at a civic center near Convention Hall.

The order originally returnable before Vice-Chancellor Davies Oct. 25, but postponed a week until Nov. 1, was by Judge C. Clay W. Reeman. In his application for Mack Radio Sales Co., Judge Sheehan argues that acceptance of proposals for purchase of the station represents a threat to the interests and needs of the public and the city. Sale of the station, it is further charged, would be a violation of the petitioner's contract rights.

It is pointed out by Judge Sheehan that the Mack company signed a contract in 1938 for purchase of approximately 1,300 hours of broadcasting time yearly. He said the agreement provides for a yearly renewal of the contract for nine successive years. The contract, counsel added, was renewed by the city as of the years of 1939 and 1940, the Mack company paying the city $22,000 a year for the city's available broadcasting time.

Aaron Heine is president and agency head and publisher of the Mack Radio Sales Co. Both are Camden attorneys. Last April Mr. Heine filed application with the FCC for permission to construct a new station in Camden.

The city has operated WCAM for more than 14 years, selling its time to various radio sales companies at various times. However, the station has been characterized by Mayor Brunner on several occasions as a "financial headache." On various occasions, Mayor Brunner indicated the city would not consider any offer less than $50,000 for its part-time station. However, on no set figure was stipulated early in the month. Heine called for sealed bids to buy the station. Mayor Brunner disclosed that last month, John Morgan Davis, a Philadelphia attorney representing an undisclosed client or clients, offered the city $75,000 to buy the station. Mr. Davis is a stockholder in the Seaboard Radio Broadcasting Corp., which operates WIBC, Philadelphia suburban station at Glenside, and prior to entering the law field was an announcer at several Philadelphia stations.

Pacific AAAA Group Sees Expansion
In Business From Defense Expenditure

THE ECONOMIC future in the light of present world conditions was the general theme of the sixth annual convention of the Pacific Council, American Association of Advertising Agencies, held at Del Monte, Cal., Oct. 24-25. A total of 226 agency and station executives registered for the two-day conference.

"Guest" speakers included John Benson, president of AAAA: Atherton W. Hobler, chairman of the AAAA executive board and president of the city. Sale of the station, it is further charged, would be a violation of the petitioner's contract rights.

It is pointed out by Judge Sheehan that the Mack company signed a contract in 1938 for purchase of approximately 1,300 hours of broadcasting time yearly. He said the agreement provides for a yearly renewal of the contract for nine successive years. The contract, counsel added, was renewed by the city as of the years of 1939 and 1940, the Mack company paying the city $22,000 a year for the city's available broadcasting time.

Aaron Heine is president and agency head and publisher of the Mack Radio Sales Co. Both are Camden attorneys. Last April Mr. Heine filed application with the FCC for permission to construct a new station in Camden.

The city has operated WCAM for more than 14 years, selling its time to various radio sales companies at various times. However, the station has been characterized by Mayor Brunner on several occasions as a "financial headache." On various occasions, Mayor Brunner indicated the city would not consider any offer less than $50,000 for its part-time station. However, on no set figure was stipulated early in the month. Heine called for sealed bids to buy the station. Mayor Brunner disclosed that last month, John Morgan Davis, a Philadelphia attorney representing an undisclosed client or clients, offered the city $75,000 to buy the station. Mr. Davis is a stockholder in the Seaboard Radio Broadcasting Corp., which operates WIBC, Philadelphia suburban station at Glenside, and prior to entering the law field was an announcer at several Philadelphia stations.

To the city. Sale of the station, it is further charged, would be a violation of the petitioner's contract rights.

It is pointed out by Judge Sheehan that the Mack company signed a contract in 1938 for purchase of approximately 1,300 hours of broadcasting time yearly. He said the agreement provides for a yearly renewal of the contract for nine successive years. The contract, counsel added, was renewed by the city as of the years of 1939 and 1940, the Mack company paying the city $22,000 a year for the city's available broadcasting time.

Aaron Heine is president and agency head and publisher of the Mack Radio Sales Co. Both are Camden attorneys. Last April Mr. Heine filed application with the FCC for permission to construct a new station in Camden.

The city has operated WCAM for more than 14 years, selling its time to various radio sales companies at various times. However, the station has been characterized by Mayor Brunner on several occasions as a "financial headache." On various occasions, Mayor Brunner indicated the city would not consider any offer less than $50,000 for its part-time station. However, on no set figure was stipulated early in the month. Heine called for sealed bids to buy the station. Mayor Brunner disclosed that last month, John Morgan Davis, a Philadelphia attorney representing an undisclosed client or clients, offered the city $75,000 to buy the station. Mr. Davis is a stockholder in the Seaboard Radio Broadcasting Corp., which operates WIBC, Philadelphia suburban station at Glenside, and prior to entering the law field was an announcer at several Philadelphia stations.

Good News! . . . for announcers, news commentators and all others in the radio industry who experience difficulty from time to time in the pronunciation of foreign words. "Key to The Pronunciation of Foreign Language, Spanish, Portuguese, French, German, Italian, Hungarian and Russian. Simple phonetics that are easily understood. The International News Service is printing copies of the "Key" that they purchased two hundred copies.

In a letter, Mr. George Jones, Jr., of Funk and Wagnoll, says: "This is just about the best thing of its kind we have seen." To get your copy of this invaluable, portable, pocket-sized booklet send cash, check or money order for one dollar to Harry W. Pascoe, Radio Station WWNC, Asheville, N. C.

Harry W. Pascoe
Radio Station WWNC
Asheville, N. C.

GOLDSMITH RECIPES
DU MONT'S ADVANCE
DR. THOMAS T. GOLDSMITH Jr., director of research for Allen B. Du Mont Laboratories, spoke Oct. 24 on "The Technical Features of the Du Mont Television System" before the Radio Club of America at Papin Hall, Columbia U. Tracing the development of television from Bell's original experiment to Beecroft's discovery of the photo chemical effect of light in 1830 to the present developments of Zworykin, Farnsworth, Bartol and others, he explained the flexibility of the Du Mont synchronizing signal which will permit the transmission of images of 441 lines at 30 frames, 525 lines at 30 frames, 645 lines at 60 frames for color television and 625 lines at 15 frames with the Du Mont persistent tube.

Meeting was conducted by John L. Callahan, vice-president of the club, from the Du Mont studios in mid-West. Without the aid of television, the program received at the hall more than three miles distant on two Du Mont receivers. Telecast was made with the experimental 50-watt transmitter used for testing purposes by Du Mont. Interior of the construction of the 1,000-watt transmitter, W2XVW, which is expected to be ready for operations about the first of the year. Since the sound unit is not yet completed, Mr. Callahan addressed the club over a special telephone hook-up.

Following the lecture, reception of television signals on the 20-inch and 30-inch receivers was demonstrated and motion pictures of the Du Mont plant and other films on television were shown.

"Pot O' Gold" as Movie
As radio plan for James Roosevelt's first movie, "Pot O' Gold," to be released in late January, the radio program of the same name is carrying frequent announcements about its stars and attractions. Together with the movie, an appropriation of $100,000 will be used for all other promotion and advertising, to be handled by Buchman & Co., New York. The program Pot O' Gold is being produced by the studio of Lewis-Howe Medicine Co. for Trans. Sound-Globe Adv. Agency, Chicago.

WXOA Gets Sinfonietta Series
EXCLUSIVE rights to broadcast the fall and winter concert series of the Sinfonietta Orchestra have been awarded to WXOA, FM adjunct of WJCL, Shockoe Hill. The program originates from the stage of the Pasteur Theater. Reports indicate reception as far as 40 miles and more from the WXOA transmitter, located on the William Tower in downtown Milwaukee.

UP THE MARK
OF ACCURACY, SPEED AND INDEPENDENCE
IN WORLD WIDE NEWS COVERAGE
UNITED PRESS
DESTINY brought a job and an airplane at one time to T. J. Gallagher, Cincinnati subryb. Gallagher was first aviator of a Cub airplane on the Wings of Destiny program sponsored on NBC-Red by Brown & Williamson Tobacco Co., Louisville. The plane was delivered to him at Parks Watson airport, Cincinnati, the ceremony being broadcast by WGO. At the presentation were (1 to r) D. M. Lavelle, Cincinnati manager for Brown & Williamson; William Frost, WLO announcer; Gallah-er's Art Pierce, Chicago, who presented the plane; Parks Watson, airport operator, who promptly gave Gallagher a job. A plane is given away every week. Agency is Russell M. Seeds Co., Chicago.

AP Soon to Open Radio News Wire

PREPARATIONS for a radio wire, with the news processed especially for radio, are progressing rapidly at the Associated Press, with expec-tations that the wire will be put into operation within the next few weeks, it has been revealed at AP headquarters in New York. Service will benefit all AP stations, and AP news, but chiefly the smaller stations whose staffs are not large enough for the assignment of a man to rewrite the full AP reports.

Asked what steps had been taken to make AP news available to stations located in which would have no AP member papers, Oliver Gramling, AP executive assistant, replied that in such cases, which he described as "rare", the station could receive AP news through the auspices of the nearest AP member paper publisher. Others require that news for radio be sold only through AP members, although it is understood that this policy may soon be changed.

AP's recent contracts with NBC and CBS, making the news available to networks for either sustaining or commercial use, were negotiated directly with the networks, and not through any "exchange of news" basis.

Discussions with MBS for a similar contract are temporarily in abeyance, pending the complete reso-nance of Mutual affiliates to a let-ter sent by Fred Weber, MBS gen-eral manager, some weeks ago. With his letter, Mr. Weber enclosed a copy of one he had received from AP, which pointed out that it was giving news to MBS but selling it to the other networks. This letter also stated that while the AP news presently supplied to MBS could be used on a sustaining basis only, it might be possible to work out through Mutual an arrangement whereby the stations could use AP news on a commercial basis as well and on a local and network setup. In his letter Mr. Weber asked MBS affiliates if they would use the individual AP service, how much they would be willing to pay for the privilege of using it, espe-cially, the name of their present news service and the length of their commitments with it.

AFM Imposes Ban

(Continued from page 17)

CBS has no programs of this type and is not concerned.

Ruling effecting remote pickups was adopted at a meeting between Mr. Petrillo and Joseph N. Weber, former AFM president, and repre-sentatives of the three networks, at which, the union letter states, "it was agreed that beginning Jan. 1, 1941, agents, members or orchestras in negotiating with bands that services by remote control to radio stations, will no longer have the opportunity to control a radio line or lines and that such control will not be given to any employer of musi-cians or anyone else who may or can use same to create unfair com-petition of employment among mem-bers or orchestras belonging to the AFM."

It was further agreed, the letter continues, that the networks will not discriminate between orchestras or booking agents in allotting lines and that everything will be done to prevent unfair competition among AFM members. Queried by Broadcasting about this ruling, Mr. Petrillo stated that it is expected to give the lesser-known bands a chance at network lines which have heretofore been largely gobbed up by the name bands whose leaders could afford to pay for wires, the assumption of these charges by the hotels, cafes, etc., would give them control of the broadcasting rights and advantage. With MBS wire handling, bands might easily cost the leaders more than the wire fees.

Question of Control

When the resolution was dis-cussed by the AFM convention, Mr. Weber argued against it on the ground that while it was un-doubtedly unfair for leaders to pay for wires, the assumption of these charges by the hotels, cafes, etc., would give them control of the broadcasting rights and advantage. With MBS wire handling, bands might easily cost the leaders more than the wire fees.

At NBC it was stated that they were not affected as all NBC re-mote wires have been arranged through the managements of the locations and not with either band leader or booking agency. No comments were forthcoming from either CBS nor MBS, with whom Music Corp. of America and other agen-cies are said to have arrangements guaranteeing their orchestras certain portions of the networks' sustaining time.

Meanwhile, CBS has carried no remote band pickups since Oct. 14, when AFM ordered all such pickups dropped in an effort to force a set-tlement of differences between CBS affiliate stations, WADC, Akron, and WGBI, Scranton, and their lo-cal unions. Same tactics employed some months earlier against all networks had brought about the sign-ing of contracts between KSTP, NBC station in St. Paul-Minneapolis, and WRVA, CBS-MBS affiliate in Richmond, and their locals (Broadcasting, July 16).

Since the ban on CBS remote pickup enacts which this time has not involved either NBC or MBS, an AFM contract has been signed by WADC, but as this issue went to press WGBI and its local had not come to terms and the late-at-night dance pickups were still missing from the CBS schedule.

ALL KXYZ STOCK TO TILFORD JONES

M. TILFORD JONES, nephew of Jesse Jones, Secretary of Commerce and chairman of the Reconstruction Finance Corporation, becomes sole owner of KXYZ, Houston, by rea-son of an FCC decision Oct. 29 authorizing transfer of 85% of its stock to him for $95,000. Young Jones already held 50%, and pur-chased the remainder from Fred J. Heyne, identified with the Jesse Jones interests, as beneficial holder. The station, which has been operated at 1440 kc., and has been identified with the Houston Chronicle and Houston Post through interlocking Jones interests. Young Jones also owns 50% of the stock of KRIS, Corpus Christi, Tex.

The Commission the same day also authorized Palmer K. Leber-man, one-time NBC employee in New York and now vice-president in charge of sales of Family Circle Magazine in New York, to acquire 40% additional interest in KRIS, Seattle, for $29,000 from E. W. Andrews, Seattle realtor. Mr. Leberman already owns 57% of the stock, and Robert E. Priebe, manager, retains 10%.

Spencer W. Hance

SPENCER W. HANCE, pioneer wire-less telegraph engineer, died Oct. 24 in St. Peter's Hospital, Brooklyn. Mr. Hance, native of Hawleyton, New York, worked one of the first wireless systems between New York and Chi-cago, and later went to the tropics, where he became a manufacturer of wireless equipment and stations for the United Fruit Co. and other corpora-tions. He was at one time export traf-fic manager for McKesson & Robbins and assistant advertising man-ager of that company.

Mary McBride's Book


(FACTS ABOUT BALTIMORE)

There is MORE NATIONAL SPOT ADVERTISING on WFD than on ALL other Baltimore stations COMBINED!

WHY?

Ask your Edward Petry representative

* ON THE NBC RED NETWORK *

BROADCASTING • Broadcast Advertising

November 1, 1940 • Page 95
Lucky Strike Will Use Spots to Promote Shift Of 'Information Please'

TO INFORM listeners that Information Please shifts Nov. 15 from NBC-Blue to the Red, Lord & Thomas, New York, is placing chain-break announcements for its account and new sponsor of the program, American Tobacco Co. Nov. 12 and 19 at 8:30 p.m. on all Blue stations now carrying the program for Canada Dry.

When Broadcasting went to press, all of the current 46 Blue stations had not yet accepted the announcements, although the company expects that half will carry the chain breaks. Last program by Canada Dry will be carried by the Blue stations Tuesday, Nov. 8, 8:30-9 p.m. and first broadcast under Lucky Strike sponsorship will be on the Red network, Friday, Nov. 15, 8:30-9 p.m.

It is also understood that American Tobacco Co. will sponsor a transcribed version of the Friday night Information Please on WMCA, New York, Tuesdays, at the now-well-known period of 8:30 p.m., so that New Yorkers can continue to hear the popular show at the accustomed hour. Contracts had not yet been signed with WMCA for this plan, Lord & Thomas stated.

Wine Board's Plans

WINE ADVISORY BOARD, a co-operative group of California wine associations, in planning a fall campaign of spot announcements in Italian for its wines on foreign-language stations, will use WCBM, WCBS and WSB, Chicago; WHOM, Jersey City; WPEN, Philadelphia. No starting date nor further details are set, according to J. Walter Thompson Co.

KSTP's Barn Dance

STANLEY E. HUBBARD, president of KSTP, St. Paul, who seldom goes before his microphone, turned impresario the night of Oct. 25 when KSTP inaugurated its Sunset Valley Barn Dance program as a weekly affair in St. Paul's big auditorium, drawing a capacity audience of 3,100 of whom 2,800 paid admissions. Show is produced by Dave Stone, formerly of WSM's Grand Ole Opry, and Whitey Ford, the "Duke of Paducah," appeared as inaugural night guest star.

NIB Offers Support to BMI

(Continued from page 18)

Stating that he had also doubted the value of BMI at the outset, Gregory Gentling, KROC, Rochester, Minn., declared that the formation of BMI is the sole reason for ASCAP's reduction in rates to stations. "BMI won't solve all of our problems," he averred, "but its principle is sound and it will give us something to tie to. Are we going to put ourselves at the mercy of ASCAP for another five years," he asked, "or will we have faith in our fellow broadcasters and our industry?"

Edward A. Allen, WLVA, Lynchburg, Va., told of a conversation he had had in 1935 with Claude Mills, then general manager of ASCAP, when Allen was a member of the NAB copyright committee. Mills then said that only by sticking together can the broadcasters win out. Carl Haverlin, station manager, director of BMI, was speaking at a buffet supper given by BMI for the convention, explained that the distribution of BMI stock is so arranged that it would be impossible for the networks ever to acquire control and that when the stock is all issued the network ownership will amount to 17.3%. At present about 23% of the stock issued is held by the networks, he said. Furthermore the makeup of the BMI directorate is such as to prevent any network domination, he declared.

Allaying fears regarding the supply of phonograph records that will be available as of Jan. 1, Mr. Haverlin said that checks have revealed that most stations use about 4,000 records annually and that agreement with BMI that as of Jan. 1 BMI will have sent to all broadcasters lists of some 5,000 records they may safely use, which number will be cut to 1,000 by this time next year. New non-ASCAP numbers are released by the recording companies.

Result of these arguments was the unanimous adoption of the resolution supporting BMI. Father W. A. Burk, WEW, St. Louis, who at the opening NIB session had expressed some doubt of the value of BMI to the broadcasters were setting up a "Frankenstein that may prove worse than ASCAP," announced he was signing with BMI. He also suggested that NIB secure copies for all members of the list of numbers in the library built up by Ed and Harry Fischbein for the past two years has broadcast no ASCAP music. Harold A. Lafount, general manager of the Arde Bulova radio interests and NIB president, who presided at the meetings, said steps would be taken immediately to provide the membership with copies of that list.

Spacke Named

Mr. Spence, former secretary-treasurer of the NAB and a veteran station operator who is identified with a new local station in Washington just granted by the FCC [see page 99], was appointed by Mr. Lafount to the newly-authorized post of managing director. For his duties in this position, which will of course be entirely separate from his private work, Mr. Spence will occupy space in the offices of Andrew W. Bennett, general counsel of the NIB. Officers reelected, in addition to Messrs. Lafount and Bennett, are Edward A. Allen, WLVA, Lynchburg, Va., vice-president, and Lloyd C. Thomas, KGFW, Kearney, Neb., secretary-treasurer.

President Lafount briefly reviewed the understanding between the NIB and the American Federation of Musicians, whereby a written agreement in principle was reached to the effect that BMI shall be given the first opportunity to present any contracts which shall come up. However, it was pointed out that no agreement has been reached, one which recently expired, the NIB had pledged itself to do whatever it could to keep employment of union musicians by independent stations up to the level required by the former national contract. Frequency modulation was also discussed at some length, the
Late From Party

PART of the party present at the Oct. 23 opening of the new WPRO studios in Philadelphia, Jerry Satterly and George Lasker, respectively manager and station engineer of WORL, Boston, just after midnight boarded the train for New York and Boston. Stirring from their Pullman berths early in the morning, ready for the 5 a.m. breakfast, were newsmen, and noted with alarm that the train was halted on the approach to New London, the Thames River bridge—a tanker was struck in the draw and the bridge was jammed. Pounding the rails of the far-away taxi, they finally boarded a relief train sent up from Providence, and arrived at 1 p.m.—instead of 7:30 a.m. they arrived at Boston.

NIB Seeks Per-Piece

(Continued from page 18)

submit without delay a "proposed license agreement stating the rates which the Society will charge for the Society's music actually used." Such a plan would be presented to the independents for immediate consideration, he said, so they could conclude contracts for their future music supply before the expiration of contracts.

Mr. LaFont's Letter

Following is the text of Mr. LaFont's letter:

The convention of the National Independent Broadcasters Association was held in New York on Oct. 21 and 22, directed that we present to you the plan which independent broadcasters of the United States face regarding the future of copyrighted music. In two months, the present license with ASCAP will expire, and during that period independent broadcast stations must decide upon the source from which their future supply of music will be obtained. Naturally, this cannot be done indemnifying, and if the ASCAP license is not renewed, stations will be unable to continue their operation.

We recognize the value of the vast reservoir of music owned by the members of the Society and believe that the copyright protection needed to ensure the public's ability to use the license payments required by the Society. The payment of proper royalty, in the form of a per-piece licensing fee, would have been a burden which many have been unable to carry. Yet we must now consider the protection of the copyright rights of the composers, especially since the ASCAP license has been renewed in operation at a loss in 1939. Naturally this cannot be borne indefinitely, and we assume the Society recognized this when it proposed a one-time increase in the percentage of gross income which ASCAP would require after Dec. 31, 1940, from stations in the low income brackets.

In fact, however, the Society's new contract still requires that we pay a large part of the proceeds from these stations be paid to it for the privilege of performing the music contained in its repertoire, even though a substantial portion of that income is obtained from programs in which the Society's music is not used. Under your proposed requirements, a station not paying the required amount of even one of your members on a 50% basis may lose the benefit of one quarter of your repertoire, unless it agrees to pay you a percentage of its gross income for the usage of your music for the remainder of the year.

We are directed by our convention to request from you a list of stations which will meet which will impose a reasonable charge for the music controlled by ASCAP only when such music actually is used by the station and when the expense of use can be accurately determined. We will then, directly, impose a charge on income obtained from programs which do not otherwise use your music.

During the past eight years, you issued contracts to a number of newspaper owned stations which recognized the principle that payment should only be made for the music actually used and which therefore required you to determine the proportion of their income only when such income was derived from programs using ASCAP music. Also, in the case of those stations, you informed us that, during the past summer, you were unable to institute a licensing program of our members which will require the payment of a license fee on programs controlled by ASCAP that are actually used by that member.

We believe the Society will recognize the justice and reasonable-ness of this request and that you will submit to us without delay a proposed license agreement stating the rates which the Society will charge for...
REGIONALS GIVEN  
POWER INCREASES

FIVE regional stations—three on 1240 kc. and the remainder on 1380 kc.—were granted construction permits by the FCC Oct. 29 to increase nighttime powers to the new maximum of 5,000 watts. In another decision the FCC authorized fulltime operation for WIBC, Indianapolis, on 1050 kc. with 1,000 watts power, subject to conference on daytime coverage and use of a directional antenna.

However, when it is remembered that all six tests must be met to obtain exemption, it will be realized that the decision does afford protection to only one group of 1,000 watt stations. A further development on the wage-hour front came Oct. 28 when the U. S. Supreme Court refused to hear an appeal upholding the right of the Wage & Hour Division to subpoena Montgomery Ward Co. payroll records. The action was taken on a recommendation as validating the Division's right to inspect all payroll records of covered employers.

Text of Definitions

Sec. 541.1—Executive

The term ‘employee employed in a bona fide executive * * * capacity’ in section 13(a)(1) of the Act shall mean any employee

(A) whose primary duty consists of the management or direction of the establishment in which he is employed or of a customarily recognized department or subdivision of such establishment.

(B) who customarily and regularly directs the work of other employees therein.

(C) who has the authority to hire or fire employees or to recommend such action, to set rates of compensation, to classify positions, and to exercise any other discretion or make any other decision affecting the employment relationship of other employees.

(D) who is regularly and regularly exercises discretionary powers, and

(E) who is compensated for his services on a salary or on a fee basis at a rate of at least $200 per week (exclusive of board, lodging, or other fringes). (F) whose hours of work of the same nature as that performed by non-exempt employees do not exceed twenty per cent of the number of hours worked in the week in which the individual is customarily engaged in discretionary power performance, and

Sec. 541.2—Administrative

The term ‘employee employed in a bona fide executive or administrative capacity * * * capacity’ in section 13(a)(1) of the Act shall mean any employee

(A) who is compensated for his services on a salary or on a fee basis at a rate of at least $200 per week (exclusive of board, lodging, or other fringes), and

(B) (1) who regularly and directly assists an employee employed in a bona fide executive or administrative capacity (as such terms are defined in these regulations), where such assistance (a) is essential to the exercise of discretion and independent judgment; or

(2) who performs under only general supervision, responsible non-manual work, directly related to management policies or general business operations, about specialized or technical training, requiring a high degree of skill, judgment, knowledge, experience, or understanding, and

(C) whose work involves the execution of assignments or special non-manual assignments and tasks directly related to management policies or general business operations, and in which the exercise of discretion and independent judgment is essential.

Sec. 541.3—Professional

The term ‘employee employed in a bona fide professional * * * capacity’ in section 13(a)(1) of the Act shall mean any employee who is

(A) engaged in work predominantly intellectual and varied in character as opposed to routine mental, manual, mechanical, or physical work.

(2) requiring the consistent exercise of discretion and judgment in its performance.

(3) of such a character that the result accomplished cannot be standardized in relation to a given period of time, and

(4) for which payment is made at a rate or rates not less than one and one-half times the basic rate for employment of the same nature that is performed by non-exempt employees, except that the payment of a rate not less than $200 per week for such non-exempt employees, except that the payment of a rate not less than $200 per week for such non-exempt employees shall not apply to the case of an employee who is the holder of a professional degree or is included in the practice of law or medicine or any of their branches.

7 Florida Applications

A HEARING has been ordered by the POC on the applications for seven new television stations in Florida. Applications for four local, sought by companies headed by the controlling interests of the Miami management in association with its brother, Carl Scholtz, Miami insurance men, James S. (Jim) Sperduto, radio, and television executive, and Mrs. Nellie M. Joyce, Methodist. The applications ask for 1,000 watts nighttime and 1,000 day on 1,000 kc. in Miami; 500 watts nighttime and 1,000 day on 1,000 kc. in West Palm Beach; 250 watts nighttime and 1,000 day on 1,000 kc. in Key West; 250 watts nighttime and 1,000 day on 1,000 kc. in Sanford; and 250 watts nighttime and 1,000 day on 1,000 kc. in Fort Pierce.

CONSTRUCTION permit for a new 1,000-watt television station in Mil-
waukee, Station WTMJ, to apply for an operating license (see page 3, this issue) was granted the Milwaukee Journal, operator of WTMJ, by the POC.

Page 98 • November 1, 1940

White Collar Status Clarified

(Continued from page 15)

Gates Buys Out Farley

GATES RADIO & SUPPLY Co., Quincy, Ill., on Oct. 26 announced its agreement to purchase the assets of Noel Hawthour Co., Quincy, which has discontinued its manufacturing business. The company is now re-modeling the factory, which provides 10,000 square feet of additional manufacturing facilities.

White Collar Status Clarified

(Continued from page 15)

White Collar Status Clarified

(Continued from page 15)

White Collar Status Clarified

(Continued from page 15)

A CHRISTMAS RADIO SHOW

"STREAMLINED FABLES"

The Kids will love it! The "Kidulu" will eat it up!

THE KORALITES—6 YOUNG PEOPLE WHO TALK IN RHYTHM AND SONG AND SOUND EFFECTS VOCALLY REALLY "GO TO TOWN WITH THEIR SWING VERSION OF FAIRY TALES" AS MODERN AS TELEVISION.

Ready for Broadcasting on 15 min. R.C.A. discs.

Merchandising Tie-ins!

As usual... because its unusual... its produced by

Harry S. Goodman

15 East 5th Street at Madison Ave., NEW YORK CITY

A ROSTER SURVEY

will show you which stations are selling or planning to sell local and which ones should be changed or killed.

A rosters survey will help improve your station operation.

THE HOOPER-HOLMES BUREAU, INC.
120 Maiden Lane, New York

BROADCASTING  •  Broadcast Advertising
could spend on radio and still keep aggregate expenses within the $3,000,000 limit set by the Act and demanded by Candidate Will- 
kie. Since the Republican broadcast schedulers had already set 
some time ago, at least so far as 
sponsorship by the committee goes, it is thought likely that expenditure 
expenditures in its own name will not go much over this figure.

Almost this apparent for some time that independent 
party organizations for both Republicans and 
Democrats have shouldered much of the cost of 
the networks by their candidates and spokesmen. 
This trend has been upward in re- 
cent weeks, not only for the tour- 
ing speeches of various candidates 
on a regional scale, but also for broadcast on a national scale.

Principal among these, from point of 
size, was sponsorship of the 
half-hour John L. Lewis speech 
Oct. 25 on NBC-Red, CBS and 
MBS at a cost of about $50,000 by 
the National Committee of Demo- 
crats for Willkie. Also it has been 
reported that the Associated Will- 
kie clubs have optioned the mid- 
night-1 a. m. hour on all the net- 
works on election eve, immediately 
following the ambitious Democratic 
broadcasts.

Minor parties also have made 
considerable use of radio, despite 
limited budgets. The Communists 
estimate their radio expenditures at $25,000, the Socialists $5,000 to 
$9,000. Earlier in the campaign 
the Communist campaign organiza- 
tion indicated it would spend con- 
siderably more than this sum on 
campaign broadcasting, but the 
party experienced trouble in getting 
stations to accept its candidates' 
speeches, even after they had been 
accepted by the networks.

The rallies at Madison Square 
Garden, New York, held by 
the Democrats Oct. 25 and 
scheduled by the Republicans for Nov. 2, 
are being watched as well as heard by 
owners of television receivers in 
New York. Some are being televised by NBC, which has 
recently renewed operations of its 
video station, W2XBS, on an irreg- 
ular schedule. The two 
casts are designed to provide 
the network's television stations 
the new frequency assigned to 
NBC by the FCC, according to Al- 
fred H. Morton, NBC vice-president in 
charge of television.

PARTIES BUY MORE

Battle of America

(Continued from page 16)

FCC Changes Foreseen

(Continued from page 16)

Capital, Baltimore

Given New Locals

Grants Also Made by FCC to

Corpus Christi, Brownwood,

NEW LOCALS in Washington and Baltimore were authorized by the FCC 
in decisions Oct. 29, bringing to 61 the number of stations 
for which construction permits have been issued thus far this year.

Ed. W. Spence, formerly sec- 
retary-treasurer of the NAB and 
recently appointed managing direc- 
tor of the National Independent 
Broadcasters Assn., is identified 
with the new Washington station, 
the second local to be authorized 
this year. It will be licensed to 
Capitol Broadcasting Co., and 
will operate with 250 watts on 1420 
kc. with a 100-watt synchronous 
ampifier. Stanley Horner, local 
auto dealer, is president of the 
company, with Mr. Spence, Mr. 
Cullum, auto dealer, vice-president, 
100 shares; Mr. Spence, secretary- 
treasurer, 300 shares. The 
new station in Baltimore 
was granted to Maryland 
Broadcasting Co., and covers 250 watts on 1200 kc. resident is 
Thomas G. Tinley Jr., Baltimore 
newspaper executive, of Owings 
Blvd.; WPMD, Frederick, and 
WEJ, Hagerstown, all in Mary- 
land. The Brownwood 
station, with Mrs. 
wife, Louise McClure Tinley, 
secretary-treasurer with 6,880 
shares; Warren Cotten owns 
100 shares.

New Texas Regional

The new stations in Texas 
will be located in Corpus Christi 
and Brownwood.

The Corpus Christi grant went 
to Nueces Broadcasting Co., and 
covers 500 watts on 1500 kc. Part- 
ers in the enterprise are Charles 
W. Ross, oil operator, and Earl 
C. Dunn, identified with local law 
practice.

The Brownwood grant adds 
another newspaper-owned station to 
the roster. It covers 500 watts full- 
time on 1350 kc., and went to 
a partnership consisting of J. S. Mc- 
Peath, publisher of the Brownwood 
Bulletin; Wendell Maves, identified 
with Texas publishing interests; 
J. W. Nelson, auto dealer, and 
B. P. Bludworth.

The Commission ordered a hear- 
ing on the application of Radio 
Corp., of Annandale for a new full-

General Electric Co. expects 
to have the formal dedication of its FM station, W2XOX, Schenectady, 
which has been operating on a test 
base for some time, about Nov. 15.

WOC for Tri-Cities

DAVENPORT • ROCK ISLAND • Moline

FREE & PETERS, Inc., National Representatives

BROADCASTING • Broadcast Advertising

November 1, 1940 • Page 99
Movie Firms and NBC Consider Proposals for Latin Shortwave Series

LUNCHEON meeting of NBC executives and representatives of several motion picture companies to discuss the possible cooperative motion picture sponsorship of a series of shortwave broadcasts to Latin American countries, held in New York Oct. 29, resulted in a suggestion that NBC submit detailed specifications of the type of program that ought to be broadcast, according to Lunaford F. Yandell, director of NBC's international division.

The movie men also asked NBC to discuss with the Hayes office possible relationships of the broadcasts with the activity of the Defense Committee, so that all activities may be tied together.

As originally planned [Broadcasting, Sept. 15], the series was to combine direct sales presentations for specific stars and pictures with general Hollywood promotion and with entertainment designed to aid

3 More on Mutual

MBS will have a total of 150 stations when the three Virginia stations—WLVA, Lynchburg, WBTM, Danville, and WLSI, Roanokejoin the network as of Nov. 4. WLVA operates on 1230 kc., 250 watts unlimited power; WBTM, 15 kc., 250 watts unlimited; WLSI, 1600 kc., 250 watts unlimited.

in the hemisphere defense program by building goodwill between North and South America. Six and possibly eight major producing companies were to undertake jointly the cost of the series, which was planned for several half-hour periods weekly.

Attending the luncheon were: Mr. Yandell and John F. Royal, NEC vice-president in charge of new activities and developments; J. H. Hummel and Robert Schless of Warner Bros., Alfred Dean of Paramount; Phil Reisman, RKO; Arnold Picker, Columbia Pictures, and Kenneth Clark of the Motion Picture Producers & Distributors of America (Hayes office).

Campbell Heads Drive

UNDER the chairmanship of H. Allen Campbell, general manager of the National Broadcasting Corp., the radio division of the Community Fund Advertising Committee, and WWJ, WJR, WXYZ, WMBC, and WILH cooperated in a 30-minute program Sunday night, which showed as the "kickoff" in the opening drive and featured outstanding local talent.

Help Wanted

Help Wanted—Experienced, Proprietor owns material. Also write continuity, sell time. Moderate salary. Locate anywhere. Box 34, Broadcasting.


General Manager—radio station with network affiliation, preferably in the East. Now employed network station in Southwest and desires to go to larger market. Successful record of station management since 1927. Box 29, Broadcasting.

Chief Engineer—15 years exceptional experience. Employed but desire to change. If you are in the need of an experienced man to head your engineering department please communicate with me. Box 19, Broadcasting.


Station Manager—gulf coast position in South, Central, Midwest. 7 years experience. Box 33, Broadcasting.

Engineer—transmitter, studio, control board experience, desires work with reliable progressive chain. Box 26, Broadcasting.


Newsreader—experienced, desirable. Box 45, Broadcasting.


For Sale

For SALE—radio station, 210 watts, unlimited time, new RCA equipment all the way, 310 foot tower lower, new building.

Engineer—transmitter, studio, control board experience, desires work with reliable progressive chain. Box 26, Broadcasting.

Selling because of increase in power. Available in few months. A bargain. For complete details write KELA, Centralia, Washington.

Wanted to Buy

WANTED—commercial engineer, breweries in any section of country. Burer thoroughly acquainted with radio business and responsible financially. Box 37, Broadcasting.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12¢ per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close 10th and 15th of month preceding issues.
Paley Goodwill Tour

WILLIAM S. PALEY, president of CBS, together with Mrs. Paley and Paul White, CBS director of public affairs, and Edmund Chester, who recently rejoined the network as director of broadcasts to foreign countries, plan to leave Nov. 8 for a month goodwill tour through South America, the first such tour CBS has made. The entire journey will be made by plane.

L. H. Whitten Is Named Graybar Sales Manager


Other Graybar personnel changes include L. D. Fryer, former sales manager of/engine Cleveland, Ohio, as Chicago sales manager, as member of the general sales department, with the title of sales manager, and the General Sales Committee; J. R. Ernest, sales statistician who on Nov. 15 leaves the General Sales Department to become assistant to the general sales manager; Frank J. Saffer, named manager of the Omaha branch replacing E. G. Satter, who retires Nov. 1; E. C. Fox, formerly city salesman, as sales manager of the Miami branch office.

Jackson to CBS Chicago

HENRY M. Jackson, for four years sales manager of the CBS office in Chicago, was named sales manager of the CBS office in San Francisco, on Nov. 29. During his career in Chicago, Jackson was general manager of the Chicago office of the Radio Sales division, CBS, Chicago, according to J. E. Kelly Smith, CBS general sales manager. Because of Jackson's over-all sales experience, a seasoned talent in the sales field, he has been assigned to the CBS office in San Francisco, with offices in Los Angeles, San Diego, and Portland, Ore., and his duties include the entire sales region in the West Coast. The San Francisco office has been added to the CBS network, with a staff of three.

MBS has signed an exclusive contract with Leopold Stokowski and Eugene Ormandy, directing the Philadelphia Orchestra, for a series of 12 Friday concerts starting Dec. 14, 1941. The series will be heard sustaining on over 160 stations, with Norris West as national sales manager.

The WIP engineering staff will handle technical details.

GROVE LABORATORIES, St. Louis (Brono Quinne), on Oct. 27 added two NBC Blue stations to The Adventures of Sherlock Holmes making a total of 48 NBC-Blue stations. Starting Nov. 19, 9 p.m. Agency: Russel M. Sears Co., Chicago.

PROCTOR & GAMBLE Co., Cincinnati (Hertz, Darrell), on Oct. 12 added 10 NBC-Blue stations to Love Boat making a total of 23 Blue stations. Starting Nov. 17, 11 a.m. Agency: Blackett, McQuown, Chicago, while Compton Ad, New York, handles commercials for the East.

BROWN & WILLIAMSON TOBACCO CO., Louisville (Wings King cigarette), on Nov. 1 added 7 NBC-Blue stations to Wings King making a total of 16 Red stations. Starting Nov. 19, 11 a.m. Agency: Blackett, Sample, Hummert, Chicago, while Compton Ad, New York, handles commercials for the East.

CHRISTMAS SEALS

Help to Protect Your Home from Tuberculosis

Network Accounts

All time EST unless otherwise indicated.

New Business


UNITED AIR LINES, Chicago, on Oct. 25 starts Binding Special on 10 MBS stations, Mon., Wed., Fri., 8:30-8:45 p.m. Agency: N. W. Ayer & Son, N. Y.

GENERAL FOODS CORP., New York (Postum), on Nov. 11 starts for 12 weeks,续次, on 7 NBC Pacific Coast stations, Mon. thru Fri., 4-4:15 p.m. Agency: Young & Rubicam, N. Y.

AXTON - FISHER TOBACCO Co., Louisville (Twentieth Grandes), on Jan. 3, 1941, starts binding special on 20 NBC Blue stations. Fri., 9:35-10 p.m. Agency: Weis & Geiser, N. Y.

LUDEN'S INC., Reading, Pa. (menthol cough drops), on Oct. 15 started for 20 weeks Rimer Davis, news analyst, on 7 CBS Pacific Coast stations (KXX, KSF, KAR, KVI, KBO, WWL). Tues., 3:55-4:00 p.m. Agency: J. M. Mathes Inc., N. Y.

SMITH BROS., Poughkeepsie, N. Y. (cough drops), on Nov. 17 started for 16 weeks Knopf Manning, news commentator, on 7 CBS Pacific Coast stations. Sun., 8:55-8:30 p.m. Tues., Thurs., 7:55-8:00 p.m., and Thurs., 9:25-9:30 p.m. Agency: J. D. Tarcher & Co. N. Y.

GENERAL FOODS CORP., New York (Postum), on Nov. 11 starts Second Wife on 7 CBS Pacific stations, Mon. thru Fri., 4:45-5:00 p.m. Agency: Young & Rubicam, N. Y.


ST. LAWRENCE STARCH CO., Toronto (corn starch), on Nov. 2 starts N.H.L. Hockey Players on 5 Canadian Broadcasting Corp. stations, Sat., 7:15-7:30 p.m. (EDT). Agency: MacLaren Adv. Co., Toronto.
ROBERT L. CLAPP, general manager of WWIN, Philadelphia, has an- nounced a series of special events for the station's staff to improve employee morale. The first of these events was a dinner dance Oct. 21. Many of the station personnel provided the entertain- ment.

SPECTACULARS. Flecked to a special structure in Chicago and built by WPA-KGK, Dalila, on the grounds of the State Fair of Texas, between Dallas and Fort Worth, is a program of spectaculars broadcast from the fair grounds, with an artist being used on location or in studio audiences during the 16-day period.

MEMBERS. Kansas City, host a meeting of the American Museum Association's Educational Relations Committee, to be held in Kansas City Oct. 27.

NILES TRAMMELL, NBC producer, speaks on a broadcast Nov. 1 marking the 50th anniversary of the WGN Farm News. Other speakers are Charles E. Wilson, president of General Electric and former secretary of State; and William H. McMillan, editor of the Farm Journal. Also on the program will be E. D. Wilson, president, will speak on NBC's XE in front of the Farm Bureau in a New York theme in a special tribute to WGN.

KSTP, St. Paul, cooperating with the St. Paul Pioneer Press, presents a 26-week series of Sunday night barn dances in the St. Paul Municipal Auditorium. These shows are to be featured on KSTP as part of the city as a visiting spot for country folks, and are under the auspices of the Farm Bureau. The program is presented by Pioneer Press, the Auditorium and the Farm Bureau. The shows are produced by John Stone, formerly of WSM, Nashville, produces and conducts the shows.

WILLIAM D. PARISH, general man-ager of KFRC, San Francisco, has an- nounced that plans for the reunion of the station's facilities in the Don Lee Bldg. are now under consideration.

CBS has announced that the address of the station's facilities in the Don Lee Bldg. has changed from 14 Lambeth Place to 11 Portland Place. The cable address remains Colombo London and the technical address remains Colombo London.

MUSEUM OF SCIENCE & Industry, Chicago, and the American Museum of Natural History will present a new exhibit, The World of the Animal kingdom and the World of the Animal kingdom of the Animal kingdom. This exhibit will feature the work of various artists and educational groups of high school students of high school students of high school students.


FIVE Twin City radio stations on Oct. 13 pooled their talent and facilities for a 1-hour program in behalf of the United Nations. The program was underwritten by WCCO, WTCN, KSTP, WMIN and WLOL. In addition to brief musical interludes, a civic literacy program presented Amanda Snow, Bob Beljan and the Thursday evening program featured a socialite, a chorus and orchestra. Announcers were Bob DeHaven, WCCO; Bob Murphy, KSTP; and Clellan Card, WCCO.
WOW, Omaha, has announced an arrangement whereby the entire Nebraska Rainbow Tabulating Bureau of United Press will carry in the WOW studio as part of elaborate plans for broadcasting elections and the Novelty General Manager John J. Gillin finalized that 350 people would be employed in the bureau election night.

TXAS QUALITY NETWORK stations early in October started an extensive radio education project, Texas School of the Air. The broadcast programs, directed by John Guntermann, superintendent of school, bring to the air Sunday evenings from a variety of points in the state Montlows through Fridays of each week.

WCON, Gastonia, N. C., in mid-October started a special “surprise” birthday station in the evening before had almost completed the tuning house. The station returned to the air with a program which made on the tuning house. The station returned to the air with a program which

WHQ, Chicago, Oct. 16, started a third consecutive year’s program, the second hour of the six an hour broadcast on Sunday afternoon, with a special program, the second hour of the six an hour broadcast on Sunday afternoon, with a special program.

WMAO, Chicago, Oct. 19, for the third consecutive year, announced the beginning of a three-hour program on the station. The station’s management, in announcing the program on the station, had already been accepted for the next nine months.

WJAC, Pittsburgh, Pa., Oct. 20, announced the station’s management, in announcing the program on the station, had already been accepted for the next nine months.

WJWH, Chicago, Oct. 21, started a new program, the “Family Almanac,” on the station.

KYN, Juneau, Ala., recently dedicated its new station, with the dedication broadcast, which origi- nated from the Alaskan barest, and was transmitted by KINY, Juneau, Alaska, recently dedicated its new station, with the dedication broadcast, which origi- nated from the Alaskan barest, and was transmitted by KINY, Juneau, Alaska.

SCRIPT LIBRARY, New York, division of the Nation’s leading radio station, WOR, Rochester, N. Y., on Oct. 21, started daily presentation of the Library’s Crime Quiz, now on 111 stations.

WPQ and WGO, San Francisco, received an announcement of the program, the announcement of the program, the announcement of the program.

KROD, El Paso, Tex., Oct. 17, carried a remote broadcast of the station’s management, in announcing the program on the station, that evening.

ARMY & NAVY Cigarette Fund drive for sailors, officers overseas con- ducted by CJOR, Vancouver, B. C., has raised enough money in items to buy a half-million cigarettes. The fund is donated to the Army & Navy De- fense Fund, which has a half-hour broadcast, and its daily half-hour program over CJOR. For each dime contributed by the audience the sponsor adds 25 cents末达 Madeleine Carroll, motion picture star, recently appeared on the program.

WICD, Petersburg, Va., Oct. 20, started a new program, the “Shari Show,” on the station.

KWY, Philadelphia, has increased its broadcast programs to 5,000 per hour, opening with John Thorse’s farm program and continuing until 11:00 a.m. WCAI earlier in the month increased its schedule to 21 hours, opening an hour earlier at 5:00 a.m. until 2:00 a.m. next morning.

KERY, Juneau, Alaska, recently dedicated its new station, with the dedication broadcast, which origi- nated from the Alaskan barest, and was transmitted by KINY, Juneau, Alaska.

THE NOV. 5 LOOK Magazine carried several pages of pictures describing the programs, radio production at the University of Chicago Round Table, weekly series on the Chicago Red. Featuring pictures of actual discussions around the triangular table, materials of the year will play in the actual broadcast, the magazine also announced that the Round Table has been added as a new editorial feature to bring important college conversation to the attention of its readers through picture presentation of discussion.

NATHANIEL SHILKERT, starting Nov. 9, will lead the WUW concert orchestra and conduct several symphony performances. The regular Saturday night operettas presented by the Chicago Theater of the Air on WGN, Chicago, will assume the position of Henry Weber, the assistant artistic director of the Chicago Opera Company, who will be occupied with his duties as associate artistic director of the Chicago Opera Company.

WLW and WSAI, Cincinnati, Oct. 22, started construction of new offices in the business district of WLW. The new office will occupy 15,000 square feet of floor space and will accommodate the administrative, sales, promotion, merchandising, publicity and program departments. The new offices are to be on the eighth floor of a building being constructed for offices and studios now located.

WLWO Airline

FORCED off the air for 24 hours, WLWO, the newly dedicated Crosley medium wave station, will return to operation in Cincinnati, resumed its broadcast schedule Oct. 21 after a one day absence. WLWO’s air studio was completely destroyed the tuning house. The station returned to the air with a program which made on the tuning house.

Sawyer Stations Reorganize

THE TWO CHICAGO Sawyer stations in Ohio—WING, Dayton, and WIZE, Springfield, Ohio, have been reorganized in October, with Mr. Sawyer becoming president of both, succeeding Stanley Knoll of WIZE, and Abe Gardner at WIZE. Ronald B. Woolley, general manager of both stations, was elected vice-president of each station. Gertrude Amel, of Cincinnati, succeeds Mr. Woolley as general manager of WIZE, succeeding Mrs. Stanley Knoll, of Dayton. Mr. Woolley, associate attorney, is secretary and Rudolph Klempner is treasurer of WIZE.

Mr. Sawyer, who is president of WING and started WIZE as a new station, and Mr. Woolley, associate attorney, who is vice-president and general counsel of the Crosley Corp., clement of the Crosley Air studio, is now at Roanoke, Va., with the program.

STAR RADIO PROGRAMS. New York, has announced its fifth annual Christmas Quiz. The program is to be broadcast over the WJZ network on Dec. 25, it will be part of a half-hour broadcast. Written by Lawrence X. Marks, the program’s five questions are to be asked in asking one man for production. As a part of the special program, titled "Christmas Quiz," in commercial announcements, "Christmas Quiz," are included.

KTHS, Hot Springs, Ark., has been added to the list of stations now using the "Christmas Quiz" in announcements on a full-time commercial basis.
**ACTIONs of the FEDERAL COMMUNICATIONS COMMISSION**

**OCTOBER 12 TO OCTOBER 30, INCLUSIVE**

**Decisions...**

**OCTOBER 16**

NEW, Hearst-Baltimore, Baltimore, Md.—Granted CP 1070 kc 500 w unlimited.

KKFA, Grot ley, Minn.—Granted mod. license increase N to 1 kw, radiophone.

WSKA, Spartanburg, S. C.—Granted CP directional antenna, increase N to 1 kw on 290.5 kc.

WCAV, Richmond, Va.—Granted mod. license increase N to 250 w.

WGBP, New Haven, Conn.—Granted CP increase N to 5 kw directional.

WGY, Watertown, N. Y.—Granted CP increase N to 5 kw, change directional antenna.

WMH, Muscatine, Iowa.—Granted mod. CP increase N to 250 w.

WMAQ, Chicago.—Granted CP increase N to 5 kw, radiophone.

WBST, New York.—Granted extension of license, unlimited.

WEBC, Denver.—Granted CP increase N to 5 kw directional.

WLS, Chicago.—Granted CP increase N to 5 kw, radiophone.

WBBF, Charleston, S. C.—Granted CP directional antenna, increase N to 250 w.

WKB, Harrisburg, Pa.—Granted CP license to 250 w.

WJR, Detroit.—Granted CP increase N to 250 w, change directional antenna.

KNIC, Pelham, Ariz.—Granted CP increase N to 250 w unlimited.

KBV, Louisville, Ky.—Granted CP increase N to 250 w.

KAIL, Anchorage, Alaska.—Granted mod. CP to 10 kw directional.

**RENEWAL of LICENSES—WJHP, Jacksonville, Fla.—Temporary extension pending hearing on renewal.**

WQBM, West Point, Ga.—Temporary extension pending further consideration of renewal.

**MISCELLANEOUS—WJHP, Jacksonville, Fla.—Granted CP increase to 1500 w directional.**

WBBA, Chicago.—Granted CP new direction antenna, unlimited.

WFKU, Kansas City.—Granted CP new direction antenna, unlimited.

Engineering Commission.

**OCTOBER 11**

EBRY, New York.—Granted CP increase to 5 kw, change directional antenna.

**HD**—Grant of new license.

**PLATINUM**—Grant of new license.

**OCTOBER 12**


WLAN, Vernon, Texas.—Granted CP increase to 5 kw, change radiophone.

WCO, Quincy, Mass.—Granted CP directional antenna, unlimited.

**BROADCASTING**

**ELECTro—Medical Session**

Called Nov. 29 by Jett

TO FACILITATE allotment of parties for exclusive use of electro-medical apparatus and thereby minimize interference between apparatus, radio transmitters to radio transmission are required. The FCC Oct. 29 announced a one-day seminar-radio engineering conference in Washington, D. C. The conference will be presided over by Chief Engineer E. K. Jett, a student of radios.

The FCC said it recognized the importance of electro-medical apparatus in medical treatment and did not wish to curb this development in any way. Through cooperation with interested individuals and groups, it was announced it hopes to adjust the technical problems in connection with operation of high-frequency electro-medical equipment.

**OCTOBER 29**

**NEW,** Frequency Bcast. Corp., Brooklyn—CP 610 kc 500 w D; CP 45.7 mc FM 1400.


WQXK, West Palm Beach.—Granted new CP and mod. for increase power etc., asking further change on direct-WXK on 5 kw to 10 kw, and change to 1560 kc 250 w unlimited.

**NEW,** Martin Anderson, Ga.—Granted CP new station to change 1230 to 1430 kc (1500 under treaty), change directional N.

**OCTOBER 22**

**NEW, Central N. Y. Bcast. Corp., Oswego—**CP 46.2 mc 8300 kw. mo., change corporate name to John L. Booth Bcast. Corp.

**NEW,** Ashland Bcast. Corp., Ashland, Ky.—CP 3.3 mc 5199 sq. miles, unlimited.

**NEW, American Bcast. Corp. of Kyl—**CP 44.1 mc 12,493 sq. miles, unlimited.

**NEW, American Bcast. Corp. of Lex—**CP 44.1 mc 7,290 sq. miles, unlimited.

**NEW,** Birmingham—CP to change to 610 kc 1 kw new trans., directional N, move antenna.

**NEW, Amariioi Poro, Corp., Amariioi—**CP 6,600 kw unlimited.

**KIRO, Seattle—CP new trans., directional N, asking increase to 50 kw, new trans., change directional antenna.

**OCTOBER 29**

**WBZ, Boston—**CP reinstatement as CP mod. new, new antenna, move trans.

**NEW,** Metropolitan Television Inc., New York—CP 109-108 mc 1 kw A3, 152 mc AM, 102 mc FM.

**NEW,** Yankee Network, Boston—CP 44.3 mc 12,362 square miles.

**NEW,** Radio Corp., N. Y.—CP 1500 kc 250 w unlimited.

**NEW,** Seattle—CP new trans., directional N, asking increase to 50 kw, new trans., change directional antenna.

**OCTOBER 30**

**MISCELLANEOUS—WCAI, Atlanta.—**CP new directional antenna, unlimited.

WGVY, Dallas.—CP directional antenna, unlimited.

WJMN, Milwaukee.—CP directional antenna, unlimited.

WFSU, Fort Myers, Fla.—CP new directional antenna, unlimited.

WGN, Chicago.—CP for oral argument.

**NEW,** White Sulphur Springs, W. Va.—Granted postponement renewal hearing.

WKNR, Greeley.—Granted CP for reconsideration.

WBBN, Boston.—Granted new CP increase to 5 kw.

KCMG, New York.—Granted CP a new directive.

**APPLICANTS—**

**OCTOBER 15**

WKBW, Buffalo.—CP new transit, unlimited.

WMBF, Myrtle Beach.—CP new direction antenna, unlimited.

WQNY, New York.—CP new direction antenna, unlimited.

WSSW, San Francisco.—CP directional antenna, unlimited.

**INCLUSIVE**

**Applications**

WMBS, Unisontown, Pa.—Mod. CP new trans and directional antenna, change to 500 kc 1 kw, asking authority to change antenna, install new trans.

WBAL, Baltimore.—Mod. CP for change to 250 w, unlimited.

WTPX, San Antonio.—Mod. CP new trans, limited to 1 kw directional, and permit increase to 250 w unlimited.

KJFO, Yreka, Calif.—CP new trans., unlimited.

**OCTOBER 29**

**NEW, Central N. Y. Bcast. Corp., Oswego—**CP 61.6 mc 8400 kw. mo., change corporate name to John L. Booth Bcast. Corp.

**NEW,** Ashland Bcast. Corp., Ashland, Ky.—CP 3.3 mc 5199 sq. miles, unlimited.

**NEW, American Bcast. Corp. of Kyl—**CP 44.1 mc 12,493 sq. miles, unlimited.

**NEW, American Bcast. Corp. of Lex—**CP 44.1 mc 7,290 sq. miles, unlimited.

**NEW,** Birmingham—CP to change to 610 kc 1 kw new trans., directional N, move antenna.

**NEW, Amariioi Poro, Corp., Amariioi—**CP 6,600 kw unlimited.

**KIRO, Seattle—CP new trans., directional N, asking increase to 50 kw, new trans., change directional antenna.

**OCTOBER 29**

**WBZ, Boston—**CP reinstatement as CP mod. new, new antenna, move trans.

**NEW,** Metropolitan Television Inc., New York—CP 109-108 mc 1 kw A3, 152 mc AM, 102 mc FM.

**NEW,** Yankee Network, Boston—CP 44.3 mc 12,362 square miles.

**NEW,** Radio Corp., N. Y.—CP 1500 kc 250 w unlimited.

**NEW,** Seattle—CP new trans., directional N, asking increase to 50 kw, new trans., change directional antenna.

**OCTOBER 30**

**MISCELLANEOUS—WCAI, Atlanta.—**CP new directional antenna, unlimited.

WGVY, Dallas.—CP directional antenna, unlimited.

WJMN, Milwaukee.—CP directional antenna, unlimited.

WFSU, Fort Myers, Fla.—CP new directional antenna, unlimited.

WGN, Chicago.—CP for oral argument.

**APPLICANTS—**

**OCTOBER 15**

WKBW, Buffalo.—CP new transit, unlimited.

WMBF, Myrtle Beach.—CP new direction antenna, unlimited.

WQNY, New York.—CP new direction antenna, unlimited.

WSSW, San Francisco.—CP directional antenna, unlimited.
Herb Hollister Leaves As Manager of KFBF; Pyle Named Successor

RESIGNATION of Herb Hollister as vice-president and general manager of KFBF, Wichita, to enable him to devote his full time to KANS, Wichita, of which he is president, and to other radio interests, was announced Oct. 22. Simultaneously, K. W. Pyle, assistant general manager and technical director of the station, took over duties of general manager of KFBF.

Mr. Hollister, one of radio's best known figures, declared he proposed to devote fulltime to KANS, of which he is President and President, as well as KMMJ, Grand Island, Neb., of which he is part owner. He also accepts responsibility for the production of his radio operations in other fields, probably together with Don Sears, general manager of Central States Broadcasting System (KOIL, KFAB, KFOR), his associate at KANS and KMMJ.

Mr. Pyle was manager of KFBF at its former location at Abilene, Kan. When Mr. Hollister took over the vice-presidency and general management of KFBF on Jan. 1, 1940, Mr. Pyle became his chief assistant as well as technical director. Jack Todd, general manager of KANS, will continue in that capacity.

H. K. Lindsay, president of KFBF, commended Mr. Hollister for his "splendid work" and for the smooth transition KFBF started in Wichita, and said he accepted his resignation "with great reluctance."

Spots for Tootsie Rolls

SWEETS Co. of America, New York, is planning the largest spot campaign in its history in the interests of Tootsie Rolls to run through the fall and winter. Blow Co., New York, agency in charge, has released no details of the campaign.

DEl SHARBUTT has signed a contract with Campbell Soup Co. to act as exclusive announcer for the company, except for the Mutual American Network service and Campbell's Martha Webster program, which will not be affected. Mr. Sharbutt was formerly with the copy department of Ward Wheelock Co., Philadelphia, Campbell agency, in planning and writing spot campaign activities pertaining to the broadcasting of the programs.

HENRY ROUVAINA, president of the New York talent booking agency Henry Souvaine Inc., and former radio director of Cecil & Pence, New York, has added Compton Ad. New York, in a similar capacity.

HAROLD H. KELLY, 56, transmitter engineer of WSB, Atlanta, d. of a heart attack Oct. 25 while working on the air. The body was removed for the air. The body was removed for the air. The body was removed for the air. The body was removed for the air. The body was removed for the air. The body was removed for the air. The body was removed for the air. The body was removed for the air. The body was removed for the air. The body was removed for the air. The body was removed for the air. The body was removed for the air. The body was removed for the air. The body was removed for the air. The body was removed for the air. The body was removed for the air. The body was removed for the air. The body was removed for the air.

Mr. Bush succeeds Stephen P. Williams, who recently commercial months ago to join WJNO, West Palm Beach, as general manager. Mr. Cherry continues his executive direction of the station, as well as of the department stores in the Cherry & Webb New England chain.
Television Tests Revived by NBC

New Equipment Is Tried Out; Special Election Coverage

WITH a film telecast Oct. 27, NBC's television station, W2XBS, New York, returned to the air for a test series. Station had operated on a regular basis since May 1, 1939, until the end of July of this year when it went off the air to permit NBC engineers to change the station to the new band assigned by the FCC.

Designed primarily to test the new equipment and circuits, the telecasts will be presented on "a rather limited schedule," according to Alfred H. Morton, NBC vice-president in charge of television, explanation by the different pieces of equipment, time will be required to coordinate them with the complete system. We will, however, let the television know at the conclusion of each test just when the transmitter will be on the air again and what the nature of the pickup will be.

Election Coverage

Most important telecasts scheduled were the pickups of the political rallies at Madison Square Garden in New York during the closing week of the Presidential campaign, with President Franklin D. Roosevelt making the speech from the Democratic rally Oct. 28 and with Wendell Willkie speaking at his party's rally Nov. 5, and a program on the evening of Nov. 5, election day, in which charts and maps will be utilized to give a visual picture of the standing of the candidates as the returns come in. One of NBC's staff of commentators, probably Bakshage, will be assigned to television for the evening and others of the network's new analysts will talk to the television audience from time to time during the evening.

Contrary to expectation that when W2XBS returned to the air it would broadcast black-and-white images with a definition of 507 lines, the test images are again telecast at 441 lines of a 30 complete frames second as formerly. It is understood that the change to 441 lines was made for changes in some makes of television receivers and that for this reason NBC makes the change in order to maintain the former definition until after the final report of the National Television Standards Committee, which may recommend further changes. The committee, which is studying all aspects of television standards, hopes to have its work completed and its recommendations ready for presentation to the FCC by Jan. 1, 1941.

KTHS Wins Tax Case

KTHS, Hot Springs, Ark., operated by the local chamber of commerce, early in October was awarded an injunction restraining the government of Hot Springs from collecting an occupation tax from the station. In handing down the decision, Judge George F. Gardner ruled that the radio station was a non-profit organization, and that of the tax also would interfere with interstate commerce. The case was brought from suit filed by C. T. Cottam, attorney for the station. The court then made an enacted city ordinance which provided for the taxing of radio stations. It was indicated the suit would be carried to the State supreme court.

Defense Board to Designate Committees for Special Work

ANXIOUS to perfect its plans with greatest possible speed, the Defense Communications Board plans shortly to complete its organization with the appointment of possibly a dozen committees representing both Government and industry.

Pursuing a strict course of planning, the board has completed virtually all of its preliminary work and already has tentatively approved the framework of the advisory committee structure. Within the next week or so it is expected the board will invite industry groups, along trade association lines, to nominate compact advisory units subject to its approval. The President's executive order of last Sept. 24 creating the war planning agency, specified that it should name the advisory groups.

Picking the Members

The precise makeup of the broadcasting industry unit will depend upon final action of the five-man board, comprising high-ranking Government officials. More than likely, it is expected, a Government official will be named on each committee as the liaison officer, to impart the scope of the work. Because internal communications, which embrace broadcasting, are entrusted to the Army during a national emergency, it is expected the broadcasting committee liaison officer will be an Army man.

Apparently the Defense Board is thinking along trade association lines in designating these important committees. Presumably both NAB and NIB will be called upon to nominate candidates for the broadcasting committee. Due to the high degree of coordinate activities which will be entailed, it is logical to assume that various committees will work jointly on certain problems. For example, framing of an emergency network of broadcast stations entails coordination of telephone long lines.

Government committees as well as industry groups will be named. Engineers representing the various Government agencies identified with radio already have met with the board at its recent sessions. Meetings were held Oct. 22, 25 and 28 to lay the pattern for the designation of both Government and industry committees. As customary in Government procedure, a law committee probably will be named to draft the war plans for consideration and approval of the President.

Advisory Capacity

Industry committees, following the practice of the State Department and other Government groups, will work purely in an advisory capacity. The board has no funds of its own but is defraying its limited overhead with funds available to the various Government agencies.

In addition to a standard broadcasting committee, it is expected another group will be named for international broadcasting. Since external communications are designated to the Navy in time of national emergency, undoubtedly a naval communications officer will be detailed as this committee's Government liaison. The DCO meets again Nov. 4, presumably to finish its committee planning work. FCC and DCO Chairman James Lawrence Fly emphasized that giving committee status to various studies and problems does not necessarily indicate that these situations are immediately important or that one is more important than the other.

Members of the committee, in addition to Chairman Fly, are Maj. Gen. Joseph O. Mauborgne, Army Chief Signal Officer; Rear Admiral Leigh Noyes, director of Naval Radio, NIB; Col. John K. Foster, director of the Office of State Bridgeport, and Assistant Secretary of the Treasury Herbert E. Gaston.

Trade Area Map Dropped by NAB

ALL-FRONT operations of NAB during the ensuing year were discussed at a meeting of the executive committee Oct. 25. A meeting of the full NAB board of 24 directors—the first to be called since the convention in San Francisco last August—is tentatively scheduled for Dec. 2-3 in New York.

The executive committee, flanked by network observers, held an all-day session. A resolution tendering the resignation of Edward M. Breckinridge, Jr., NAB public relations director, to the Army on a dollar-a-year basis, to command the militia branch, was adopted unanimously by the committee. Mr. Kirby would serve as long as the Army desired (see page 15).

FM Map Vetted

A proposal that the NAB undertake development of a trade area map, to be utilized by the FCC in deviating FM allocations, was voted down by the executive committee. It was held that conflicting viewpoints of networkers, some of whom do not agree with the FCC economic theory of FM allocation, would mitigate against such a project as a NAB venture. It is estimated that approximately $6,000,000 would be required to develop the map.

NAB President Neville Miller discussed with the board plans for during the coming year. Along with other staff members of the NAB, he probably will attend meetings in the 17 NAB districts.

The executive committee approved the status of the music copyright situation and concluded that Broadcast Music Inc. was progressing satisfactorily. A number of outstanding issues of the board probably will be created from time to time by President Miller to undertake specific studies on a committee basis.

The executive committee authorized record NAB position on the National Television System Committee, being directed under auspices of the Radio Manufacturers Assn. to devise standards for radio and television. John V. L. Hogan, chairman of the NAB engineering committee, an ex-officio member of the television group, has been designated as NAB representative, with Lynne M. Smokey, NAB engineering director, as his alternate.

Members of the executive committee present at the session were President Miller; Herb Hollister, KANS, Wichita; Phil Sweeney, W2XBS, New York; KBAP, Omsha-Lincoln; Edwin W. Craig, WSM, Nashville; Paul W. Trenholm, WOR, New York; and John Elmer, WCBM, Baltimore; John A. Kennedy, WCBS, Chicago; was absent. Also present as network representatives were P. M. Russell, NBC Washington vice-president; Harry C. Butcher, CBS Washington; R. E. Weber, Mutual general manager; William B. Dolph, WOL-MBS, Washington.

Since Chief Signal Officer; Rear Admiral Leigh Noyes, director of Naval Radio, NIB; Col. John K. Foster, director of the Office of State Bridgeport, and Assistant Secretary of the Treasury Herbert E. Gaston.

Page 106 • November 1, 1940 BROADCASTING • Broadcast Advertising
"WLW's powerful advertising is doing a most effective job for us throughout the large territory which is covered by our salesmen. Due to the widespread consumer-preference for WLW-advertised brands, we pay particular attention to products that are going to be advertised over WLW."

Signed: G. B. Moxley, President
Kiefer-Stewart Company
Indianapolis, Ind.

Kiefer-Stewart travel 49 wholesale drug salesmen covering all of Indiana, a good part of Illinois and northwestern Ohio and part of Michigan.
FIELD intensity measurements are important to every station...to check coverage, service area, antenna efficiency. But old-style field intensity measuring methods—methods that mean calculations for each of the hundreds of individual survey points—are time-wasting and costly.

Here's the RCA answer: the new model 308-A direct-reading Portable Field Intensity Meter. Quick and simple to use, the 308-A is more accurate than old methods...yet gives field intensities without calculations by direct-readings from the attenuator scale, in a few seconds!

Three easily interchangeable shielded loops cover 6 bands—from 120 kc. to 18,000 kc. Wide intensity range, from 20 microvolts to 10 volts per meter, permits measurements within a stone's throw of the antenna itself—or out where the signal lies barely above the noise-level.

Write for complete data and descriptive literature on this time-saving, cost-saving new RCA instrument—or ask your technical staff to investigate.

Use RCA Radio Tubes in your station for finer performance

★ Quick and Accurate—No Calculations
★ Light Weight—Portable—Convenient
★ Wide Frequency Range: 120 to 18,000 kc.
★ 20 Microvolts to 10 Volts per Meter

New York: Chicago: Atlanta: Dallas: San Francisco Hollywood:
1270 Sixth Ave. 589 E. Illinois St. 530 Citizens & Southern Bank Bldg. Santa Fe Bldg. 110 Ninth St. 1016 Sycamore Ave.