Six years ago we began shouting for what we thought was right: a network of and for the stations, where stations share in decisions and in profits; where stations can be network-programmed, yet free to serve their localities as they see best. Now 161 strong, we're still for the Mutual idea that is re-echoing around the country to the tune of $4,000,000 a year.
Two years ago, on September 1, 1938, WLS first ran this ad on Keystone's renewal. It's still true, with minor revisions shown. Eight years with the same show, same time, same sponsor and same station—it speaks for itself!

**KEYSTONE RENEWS AGAIN AND AGAIN**

**EIGHTH SAME TIME-SAME PROGRAM SIXTH YEAR!**

The Keystone Steel and Wire Company of Peoria, Illinois, has again renewed for fifty-two weeks their half hour participation in the Saturday night WLS National Barn Dance. Since January 14th, 1933, the Keystone Barn Dance has been broadcast every Saturday night from the "Old Hayloft" without interruption. With the completion of this renewal schedule, that means six and a half years of continuous sponsorship of the same program on the same station by the same company. It must have the same conclusion—RESULTS!

Represented by
JOHN BLAIR & COMPANY

**WLS**

THE PRAIRIE FARMER STATION

Barridge D. Butler, President (Chicago) Glenn Snyder, Manager
YOU score smashing hits every game in 19 buying centers of New England with the championship delivery of The Colonial Network. Start rolling at any time—then watch with satisfaction the sales figures on your tally sheets.

**THE COLONIAL NETWORK**

21 BROOKLINE AVENUE  BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., National Sales Representative
New Spot-Ads... an Exclusive, Profitable Service for Standard Subscribers

No transcribed feature of recent years has met with such instant success as Standard's "SPOT-ADS." Station after station reports almost immediate sales of these unique, cleverly staged dramatized commercials, often on first audition!

Writing, direction and talent are so unusual and different, that each series assures a consistent source of extra profits for Standard Subscribers. Four groups are now available: Series A for USED CAR DEALERS, Series B for RETAIL CLOTHING STORES, Series C for FURNITURE STORES and Series D for JEWELRY STORES. All are equally outstanding in their combination of showmanship and the commercial touch.


Standard Radio
360 North Michigan Avenue
Chicago, Illinois

Gentlemen:

For the past year we have been subscribers to your transcription service and have found it very satisfactory for our needs. Particularly, we want to compliment you on your SPOT-AD service. We have received your SPOT-ADS for used cars, furniture and men's furnishings. They are interesting, effective and sell at a price that make them salable in any market.

Continued success to Standard Radio, and I hope that more SPOT-ADS will be forthcoming in the near future.

Very truly yours,

Walter Koessler
General Manager

WK:TK

AFFILIATED WITH THE MUTUAL BROADCASTING SYSTEM

LEADERSHIP in Library Service

"SPOT-ADS... effective and salable"

October 1, 1940

Are your Transcriptions up to Standard?

271 Standard Stations
Answer: "Yes!"

Standard Radio
HOLLYWOOD
CHICAGO
Make that extra sales point! Team up with WMAL and Ray Michael on Washington's great sports program—Michael at The Mike. Period by period, sale by sale, you can't make a better combination.

Ten Crown Gum, Dodge Dealers of Washington, and Queen City Brewing Co. are among the list of alert advertisers who have made sales touchdowns by sponsoring Michael at The Mike for football, baseball, boxing, ice hockey and other top-flight competitive events in Washington.

Have a winner in sales, put your money (a very little of it, too) on WMAL and Michael at The Mike. A wire or phone call will bring you full details.
WBAL MEANS BUSINESS IN BALTIMORE

Full time operation over WBAL now gives advertisers a new opportunity to reach homes in the Baltimore area. The typical Westinghouse 50-HG transmitter with seven cubicles is illustrated below. WBAL's new transmitter will consist of nine cubicles arranged to form a U, the two additional cubicles housing the rectifier and antenna phasing equipment.
TO 50,000 WATTS

...WITH THE NEW ECONOMY AND RELIABILITY OF A WESTINGHOUSE 50-HG TRANSMITTER

Baltimore now joins the ranks of U. S. cities with 50,000-watt radio transmission. Multiplying by five its previous 10,000 watts, and gaining full time on 1090 kilocycles, WBAL now puts added emphasis into its well-known slogan, "WBAL means business in Baltimore."

After looking over the entire field of equipment available for 50-kw operation WBAL's management selected a Westinghouse 50-HG Transmitter. This is one of the only two COMPLETE 50-kw transmitters purchased since January 1 by stations receiving 50-kw construction permits. The other one is also a Westinghouse 50-HG.

The distinctive operating advantages of this transmitter are a natural result of radio station operating experience plus complete manufacturing experience since the earliest days of radio broadcasting. Westinghouse is the ONLY company which manufactures under its own name and responsibility ALL the equipment needed for complete radio transmitting station operation.

Near Pikesville, Md., this new station will house the Westinghouse 50-HG Transmitter of WBAL.

WITH THESE OPERATING ADVANTAGES:

- Air-cooled tubes in all stages.
- Extremely low operating costs.
- Metal rectifiers throughout, except main high voltage rectifier.
- Inductive neutralization of the power amplifier.
- Equalized feedback.
- Compressed gas condensers.
- Complete elimination of fuses.
- Spare rectifier tube at operating temperature.
- Ease of adjustment.
- Unit construction throughout.
- Full automatic control.
- Relatively low plate voltages.
- Conservative operation of all tubes.
A lot of people we know won't listen to this program

But that's because a lot of people you and I know are advertising men—people who don't get much kick out of any daytime drama and who aren't entertained by household hints. Yet because they can recognize good things even if they have no personal appeal, a lot of them buy KGO's Home Forum. Here's why!

It's a very different story with your customers—the homemakers. They'll tell you that KGO's Home Forum, and the useful household and menu tips from its Mistress of Ceremonies, Ann Holden, are both pretty swell. (We've got letters galore to prove it.)

Home Forum will put your message on San Francisco's second biggest station. It will give you a show of established reputation, complete with experienced, popular talent. (Ann Holden has broadcast to Pacific Coast housewives for the last 12 years.) And Home Forum will give you a chance to do a real radio job in Northern California on a small budget. Total cost per program as low as $18

Ask your nearest NBC Spot Sales Representative about Home Forum. Or write KGO for a full presentation.
sales out of smoke rings!

Lean back a minute and make some smoke rings. While you're comfortable, suppose—

SUPPOSE you wanted to hit the big Boston market good and hard.

SUPPOSE, further, that you wanted to reach a great big chunk of New England in addition, without increasing your cost.

Wouldn't you quick grab a spot on the 50,000 watt station that directs its signal smack on Boston and the surrounding territory which yields most of New England's sales? Wouldn't you put your spot on WBZ, Boston?

You'd be following in the smart footsteps of many other advertisers who have been buying WBZ faster since the new transmitter went into operation. In fact, that trend to WBZ has been so great that it confirms our contention that WBZ is your best buy!

Why not go WBZ in Boston and New England yourself?

WBZ \* BOSTON
50,000 WATTS
A Westinghouse Radio Station
Represented Nationally by National Broadcasting Company Spot Sales
In all the field of radio-station representation, perhaps the rarest thing is a man who combines real experience at producing programs, plus sales and merchandising work. But not so at F&P—we've got our own Jim Wade, Manager of our Atlanta Office.

Of course, most agencies have their own facilities for digging up program ideas. But we are fourteen men with reasonably good imaginations, and we do have almost daily contacts with the managements of twenty-five top-notch stations, who are constantly getting a lot of swell thoughts for promotions of various sorts. And we have furnished some program ideas that have worked out to be the real thing. . . . What's more, we've got the experience to throw out the half-baked ideas that usually plague the brains of beginners in our business.

So if you agency men need any new program ideas, let us see if we can help. Maybe we'll "get nothing out of it" except your conviction that we are on our toes. But no matter. That's the way we work in this group of pioneer radio-station representatives.
Regulatory Problems Cloud Trade Horizon

Business Good, but Operating Expenses Are Increasing; FCC Vacancy, Net-Monopoly Report Among Issues

By SOL TAISHOFF

ACCUSTOMED to year-to-year increases in business based on a new initiative, the broadcasting industry now is running well ahead of its normal pace because of war-stimulated spending and advertising inspired by increased taxation. But there are unpredictables on the business and regulatory horizons that do not indicate a return to "normalcy" anytime soon.

When President Roosevelt was swept back into office Nov. 5, it took national politics out of the broadcasters' hair but did not clear up any other immediate problems. Talk of national unity and of less business-balancing during the emergency sounds encouraging, but the question asked is—how will this apply to radio and its clients? Business is good in radio generally and booming in those areas profiting from national defense expenditures. There appears to be no question that industry volume will surpass by 15 or 20% the 1939 figure of $171,000,000. Increased overhead for labor, materials, plant and equipment and taxes, however, will cut the net considerably.

What About the FCC?

The biggest question mark is what President Brown intends to do about radio regulation. Informed quarters in Washington do not pretend to know his immediate plans. There are more pressing jobs to be handled in national defense. Yet the President regards radio as a pet, and he hasn't been any too happy about the way the FCC has handled the job since its creation in 1934, early in his first tenure of office. It has always been a problem child, and he may do something about reorganization when the new Congress convenes next January.

There is a vacancy on the FCC—that created by the withdrawal of the nomination of Thad H. Brown who served a nan-term of seven years from last June. A half-dozen candidates have been mentioned, and strong support now is being rallied for several. Whether the President names a successor immediately, or at all, depends upon several unknown factors.

If Congress decides to recess, as the Democratic majority desires, there would be little likelihood of a recess appointment for the few weeks remaining until the newly-elected Congress takes office in January. If Congress does not recess, as the Republican minority hopes, then an appointment is not unlikely.

But if the President has decided to reorganize the FCC, perhaps to the State Administrative officer line, he probably would not be disposed to fill the vacancy at all. Since no one in authority really knows when it can be evaluated only as speculation.

While the industry spirits ahead with war-stimulated business, it also is faced with many new fiscal factors on the debit side. The impinging Havana Treaty relocation of broadcast assignments, scheduled for next March 29, means installation of new transmitters, directional antennas and subsidiary equipment, as well as the acquisition of new sites for many stations. And while they are spending, broadcast owners are inclined to rebuild, refurbish or acquire new studios.

Equipment Problem

Added to this is the onrush of FM and the desire of broadcasters to protect themselves against future encroachment of a newer and ultimately more acceptable broadcast transmission medium in certain areas. The FCC, according to Chairman Fly, wants to encourage new FM broadcasters and introduce "new blood" and "healthy competition" in radio. That adds to the worries of the standard broadcast station owner.

Installation of new equipment, particularly antennas, is becoming complicated. Steel mills are running virtually at capacity to fill national defense orders. Structural tower steel, it is reported, cannot be delivered on order. The lag is now about two months at one of the biggest plants.

With war orders on transmitter and other electrical equipment running abnormally, manufacturing companies are not soliciting broadcast transmitter business as avidly as during normal times. No delays have yet developed but they are in prospect, according to advice here.

Personnel, particularly in the technical end, may become an increasingly vexatious problem for broadcasters. Uncle Sam is taking engineers for FCC field operations in ferreting out espionage and in policing walkie talkies. The Army and the Navy are calling experts to active duty. Replacements thus will become more and more difficult, and new stations, being licensed almost in wholesale lots, will have an increasingly difficult task in present personnel needs.

Network Monopoly Issue

To a lesser degree the same personnel problem is likely to affect other branches of broadcast service. Because radio is essentially a young man's business, the selective service draft in due course will affect employment in all phases of operation.

What the FCC will do about the half-dozen "burning issues" that have been held in abeyance, presumably pending the outcome of the Presidential campaign, is of no little concern. The industry has wrestled with multiple ownership, newspaper ownership and even program control. These, however, are likely to remain on the shelf unless the President himself authorizes a discussion of the situation.

More immediate is the procedure with respect to the Network-Monopoly Report, now supposedly entering its final phases. All briefs are due now, by virtue of another

CBS Seeking KQW as Key To Serve San Francisco Area

Increase in Power to 50 kw. Sought on 740 kc.; Network Would Acquire a Minority Interest

A FAR-REACHING plan whereby KQW, San Jose, would become the CBS key outlet for San Francisco with the network itself procuring a minority interest in the station, has been reached by CBS with the Brunton brothers, owners of KQW and KJBS, San Francisco. Full disclosure of the transaction was made to the FCC Nov. 14, in an application filed by KQW for an increase in power from 5000 to 50,000 watts on 740 kc., the frequency to which the station is slated to move under the Havana Treaty allocations effective next March.

KQW would replace KSFO as the San Francisco outlet of CBS. KSFO, owned by Wesley L. Dumm, California real estate operator and radio broadcaster, is the contracted CBS outlet until Jan. 1, 1945. It also utilizes CBS studios built several years ago at a cost of approximately $350,000, which would be turned over to KQW as a part of the new transaction. KSFO is an affiliate for the 740 kc. assignment earmarked for KQW.

Supreme Court Appeal

Litigation involving an arrangement whereby CBS proposes to lease KSFO for a long term now is pending before the U. S. Supreme Court. Oral argument was heard by the court at its Nov. 15 session.
eleventh-hour extension beyond the Nov. 12 deadline at the behest of NBC and CBS. These networks, flanked by Independent Radio Network Affiliates, have leveled an all-front attack at the FCC Committee report.

In the procedure the FCC will follow henceforth is of extreme importance. Oral arguments on the committee’s report, released June 12 to the accompanying majority opinion, was followed by a senatorial outburst which proved the beginning of the end of the Brown reappointment to the FCC, are set for Dec. 23. A position is considered likely, even if based only on the four postponements authorized on filing of briefs.

If the FCC decides upon an extreme course and probably issue “proposed findings” in advance of the oral arguments, in which it will set forth proposed rules to license networks which renew contracts and otherwise adopt recommendations of its monopo- lym committee. That would place the preliminary stamp of approval by the full FCC on the committee’s explosive report.

“Parlay” Seen Possible

The more conservative course would be simply to schedule oral arguments and make no new report, and on the reply briefs of the respondents. Chairman Fly said Nov. 12 that some thought had been given to a presidential nomination from the full Commission, but that the precise course had not been determined.

The crop of candidates for the Brown vacancy on the FCC has increased since the elections. There is talk of a “parlay” whereby the existing vacancy, which is for a seven-year term from last June, might be filled by a Democrat rather than a Republican or “non-Democrat.” Obviously, some deserving Administration supporter would be preferable for this $10,000 political plum, it is deduced. The idea of a statute for this end might be to designate one of the shorter-term Democrats on the FCC for the Brown vacancy, and point the non-Democratic aspirant for the shorter term. Another course, also conceivable in the light of complaints, is that members of the FCC, would be for the President to “transfer” one such member to another agency, and thereby reduce the FCC vacancy for the long term and infuse new blood in the Commission.

Other Candidates

A bi-partisan delegation from New England is reported to have advised the President during the last fortnight of its support of Nelson Lee Smith, chairman of the New Hampshire Public Utilities Commission.

The candidacy of Ray C. Wake- field, member of the California Railroad Commission, also is being espoused. Like Mr. Smith, his background is in the public utility-common carrier field. Broadcasters privately feel that the post should be filled by someone familiar with radio, rather than one schooled in utilities and probably having preconceived notions about rate regulation, limitations of profits and other regulatory measures foreign to broadcasting.

Leading candidate from the Pacific Coast in the radio field is former Judge John C. Kendall, of Portland, Ore., an attorney who has specialized in radio for more than a decade. Judge Kendall had been considered for the old Radio Commission and the FCC in the past but never as an active candi- date. This time, however, it is reported that he would accept the post if proffered.

Johnstone Due for a Post

That G. W. Johnstone, radio di- rector of the Democratic National Committee during the campaign, will be appointed to some official radio status was regarded as likely in Washington circles. Mr. John- stone, former public relations di- rector of WOR and before that head of the NBC Press Depart- ment, has been highly complimented on his services during the campaign. Whether he will be con- sidered for the FCC depends upon President Truman.

If he were a Democrat, he could not qualify for the existing Brown vacancy. Should the Presid- ent decide upon a reorganisation or possibly several changes on the Commission itself, Mr. Johnstone definitely would be considered. He also is being considered for several other radio liaison posts, slated for creation as a result of the national defense emergency.

A campaign for appointment of W. J. Ballinger, economic advisor of the Federal Trade Commission, to the Brown vacancy, appears to have tapered off. A Progressive and a native of Washington, Mr. Ballinger once before was a candi- date for the FCC. Another non- Democrat mentioned is former Gov- ernor Phil LaFollette of Wisconsin, now practicing law in Milwaukee. He is not an active candidate for the post, but...

A new name advanced is that of Dr. A. G. Crane, president of the University of Wyoming, and chairman of the National Committee on Education by Radio, which in years past has also been in the vigorous opponent

of commercial broadcasting. The committee, now somewhat dormant, got solidly behind a move for allo- cation of a fixed percentage of broadcasting facilities for educa- tional broadcasting several years ago, and sponsored legislation to that end. Dr. Crane also is head of the National Assn. of State Uni- versities, and now actively partici- pates in the Rocky Mountain Radio Council, collaborating with stations in that area in educational broad- casting. It is reported that Sena- tors O’Mahoney and Schwartz, both Wyoming Democrats, are espousing his candidacy, though Dr. Crane is a Republican.

AFM to Consider Net C-Op Plea

Rosenbaum to Present Case Before Board of Union

AN OPPORTUNITY to appear be- fore the executive board of the American Federation of Musicians to protest the union’s recently an- nounced ban on cooperatively spon- sored network broadcasts [BROAD- CASTING, Nov. 1] will be given Samu- el R. Rosenbaum, chairman of the Independent Affiliates of WOR Net- works, according to a spokesman at AFM headquarters.

Replying to Mr. Rosenbaum’s re- quest that he be allowed to make before the board on behalf of his organisation, AFM President James C. Petrillo has written him that he will be given a hearing at the next board meeting, it was stated. No date has been set for such meeting but one is normally held in January or February of each year.

Members Protest

In his letter to Mr. Petrillo, Mr. Rosenbaum stated that a num- ber of stations he had pro- tested the AFM’s prohibition of local participating sponsorship of network programs was be- ing “contrary to the spirit of the undertaking which they voluntarily undertook” and increased their staff expenditures for live musicians and, in many cases, gave employment to musicians where none were employed before.

Pointing out that since the ex- piration of the National Plan of Settlement a number of the stations have continued the increased employment “entirely as a goody two-shoes AFM,” Mr. Rosenbaum says these stations “feel they are justified in complaining that when they agreed to the National Plan of Settlement it was in order to remove any obstacle to their free use of network-supplied music and transmissions. There is a grave possibility that if your order is carried out,” the letter con- cludes, “millions of dollars will be lost take the view that you have brok- en down one of the chief argu- ments in favor of the employment of live musicians by them in all those cases where they feel their local operation does not require the employment of musicians.”

Examples Are Cited

Citing the NBC Breakfast Club as an example of the type of pro- gram the AFM is planning to pro- hibit, Mr. Rosenbaum states that national complaints on behalf of this program does not in a single instance replace the employment of live musi- cians. Furthermore, he goes on, I believe it is true that there is not a single local sponsor who has bought the Breakfast Club pro- gram who would pay for live tal- ent in a local station of the same quality and content, or in most cases for any at all.

“Your prohibition will therefore not increase local employment in the slightest degree and will real- ly have the effect of setting down and breaking down the voluntary co- operation of network affiliates throughout the country with the AFM to carry on an important and necessary employment of live musicians.”

"We're Just in Time for the 49th Instalment of Mac Cherkis!"
BROADCASTING • Broadcast Advertising

November 15, 1940 • Page 13

BMI Gears for ASCAP-Less Music

Hummmert Plans Protest To FCC; Anti-Trust Case Proceeds

WORKING overtime in its effort to make as painless as possible the transition from ASCAP to non-ASCAP music, BMI recently has been taking it for granted that there will be no meeting of the minds and that radio will be an ASCAP-less operation on New Year's Day.

The only new sign in the direction of an enforced peace was the report that E. F. Hummmert, vice-president of Blackett-Sample-Hummmert, top radio agency, will file a protest with the FCC asking that something be done to prevent loss of ASCAP music from the air. As ASCAP and the BMI have been working out a compromise, the protest had not been filed. Moreover, in official circles, it was felt the F.C.C. was more likely to be sympathetic to the ASCAP position since programs and program contracts are entirely outside its scope of regulatory operation.

For Benefit of Public

On Mr. Hummmert's behalf, it was said he would ask that something be done to prevent the “music of Victor Herbert and other American composers” from being lost to the public from being driven off the air. He said he would do so as an individual and as a producer of programs using “familiar American music” and was in no way speaking for his agency. Moreover, contrary to a general impression, he said he had not taken a position with the Blackett-Sample-Hummmert firm despite inclusion of his name in the firm's title. Emphasizing that he was not tampering with ASCAP or the ASCAP-BMI controversy, Mr. Hummmert said that “this affair must be settled for the benefit of all.”

Douglas Couler, CBS assistant director of broadcasts, has added to his staff three seasoned musicians. They are Colin O'Moore, well-known concert singer and teacher; William Wirges, arranger and pianist for the famed Clifton Club Esteems of radio's early days, and Guido Vant, composer-arranger who formerly had his own orchestra.

Digging into the catalogs of publishers who have made arrangements for the broadcasting of their music after the conclusion of the present ASCAP contracts and into the vast storehouse of public domain music, these men are concentrating on selecting songs that will be good for Lanny Ross or Kate Smith, or other artists with special needs, picking tunes that might suit the syles of Wayne King or Guy Lombardo or other individual orchestras, and at the same time keeping an eye open for old numbers which might be hits if given modern arrangements.

His staff is also working with sponsors in discovering or developing suitable new themes to replace ASCAP-controlled numbers presently in use, Mr. Couler said, planning that during the next few weeks practically every advertiser on CBS will be using a non-ASCAP theme. CBS is planning to take this type of client-operation to a permanent function of its music department, he stated, with further increases in personnel as required. BMI is also cooperating with advertisers in the selection of special numbers for their programs.

Sponsor Cooperation

Executives of both networks said they have received excellent cooperation from advertisers and their advertising agencies, which are rapidly adapting programs to conditions which will prevail after Jan. 1, 1941. Many sponsors have already adopted new theme songs which they can use next year as many more will do within the next few weeks. Sponsors of musical programs have been using an increasing amount of non-ASCAP music on these programs. A recent Kay Kyser program was, as an experiment, built almost entirely of non-ASCAP numbers. Unfortunately its broadcast was cancelled.
Regional Granted In Indianapolis, Four New Locals

FIVE MORE broadcasting stations, including a full-time regional outlet in Indianapolis, have been licensed for operation by the FCC during the last fortnight, bringing to 66 the number of new stations for which construction permits have been granted thus far this year. The four new locals will be located in Batavia, N. Y.; Es- canaba, Mich.; LaGrange, Ga., and Albany, Ore.

The Indianapolis grant was announced Nov. 1 and went to Capitol Broadcasting Co., covering an area surrounding 1,000 watts night and 5,000 days on 1280 kc. with directional antenna. The company's officers and stockholders are: Bruce L. Connel, sales manager of a local tobacco and candy wholesale company, president and 51% stockholder; Alvin B. Jones, auto dealer and head of an auto finance company, vice-president, 14% stockholder; and Edward S. Ash, treasurer, 14%; John E. Messick, Lyman S. Ayres, Thomas Mahaffey and Joseph E. Connel.

The grant to Batavia Broadcasting Co., also made public Nov. 1, covers 250 watts on 1500 kc. Officials and stockholders are Joe J. Clancy, manager of Wadhams Oil Co, president, 149%; George P. D'Amato, banker, 14%; manager of the Gladstone Fuel & Dock Co., Gladstone, Mich., vice-president, 14%; George C. Gareau, secretary-treasurer, 14%; Joseph M. Ryan, oil dealer, secretary, 69%. Mr. Gamble will be the station's manager.

Three Granted Nov. 14

There were three new stations granted Nov. 14 to all involving newspaper ownership. The Delta Broadcasting Co., Es- canaba, was granted 250 watts on 1680 kc. The company's officers and stockholders are Joe J. Clancy, manager of Wadhams Oil Co., president, 149%; George P. D'amato, banker, 14%; manager of the Gladstone Fuel & Dock Co., Gladstone, Mich., vice-president, 14%; George C. Gareau, secretary-treasurer, 14%; Frank J. Russell Jr., editor of the Mar- quette Mining Journal, 62.62%; Frank J. Russell Sr., editor of the Mar- quette Mining Journal, 19.54%; Leo G. Bott, publisher of the Mar- quette Mining Journal, 14.92%.

The Marquette Mining Journal is 100% owner of WDMJ.

LaGrange Broadcasting Co. will be licensee of station KJOE, the station being located in that Georgia community, the grant covering 250 watts on 1210 kc. Officials and stockholders are Roy C. Swingle, publisher of the "Cleveland News" and radio correspondent, 33.3%; Arthur Lucas, Georgia theatre owner and part owner of WDBA Local, 16.6%; and William K. Jenkins, partner of Mr. Lucas, 16.6%; Robert J. Levenson, director, 16.6%; John L. Jackson, of Medford, Ore., 77%.

EXECUTIVES of Sherwin-Williams Co. seem pleased after a recent Metropolitan Opera Auditions of the Air program. Gathered in the NBC Studio are Mr. Ben Clark, manager of the Westside plant; B. V. Willam- estock, account executive of Warwick & Legler; Malcolm Cross, NBC manager; C. M. Lemperly, general director of advertising and publicity; A. W. Bader, general manager of paint sales; James Haupt, NBC; George Griffiths, general stock-keeper.

At the Collapse

KIRO, Seattle, on Nov. 7 originated an on-the-spot CBS description of the collapse of the huge $6,000,000 suspension bridge over Ta- coma Narrows. Acting on morning reports of unusual behavior of the bridge, KIRO sent a crew to the scene, 40 miles away, set up portable equipment and carried descriptions and interviews from the ground near the bridge approach as well as from a chartered United Air Lines plane overhead. The staff handling the pickup included Maury Rider, KIRO chief announcer; Jim Hatfield, chief engineer, and Jim Up- thegrove, engineer.

Newspapers Now Own Half of KOIL's Stock

THE SIDLES Co., Lincoln, Neb. holding company headed by Fred S. Sidles, becomes co-owner of the stock in KOIL, Omaha, as a result of an FCC decision Nov. 14 authorizing the transfer of one share of stock to the Star Printing Co., now 24.9% stockholder and publisher of the Lincoln Star. Another 25% is owned by the Lincoln State Journal, which along with the Star is a unit of the Lee Syndicate newspaper chain. Thus the Lee in- terest now has 50% ownership of KOIL, having the same holdings as the Sidles Co.

The Commission, presumably be- cause of the local monopoly issue, ordered a hearing on a similar pro- posed transfer by Sidles of one share of stock in the companies operating KPAB and KFOR, Lin- coln. The Sidles Co. at present holds the balance of one controlling share, and in the case of the stations it is also proposed to equalize the holdings with the same news- papers.

Cleveland Radio Council

CLEVELAND Radio Council, incor- porating a board of review to pass on the merits of radio programs, has been reorganized. The members are: M. H. Martin, President of the Federation of Women's Clubs, Feder- ation of Woman's Clubs, D.A.R., Catholic Youth Assn., and the Young Men's Hebrew Assn. President of the council is Mrs. Walter V. Ma- gee, chairman of the radio study division of the Goodwill Radio Co., which Women's Clubs. Vice-presidents named at the organization meeting are Carl George, WGAR program director, and William B. Levenson, WBOE radio director.

POWER INCREASES GRANTED STATIONS

MEETING Nov. 14 after a two- week lapse, the FCC granted power increases to a number of stations, including a boost from 1,000 to 5,000 watts for KMG, Tacoma, operating on 1330 kc.

At its meeting, Oct. 31, horizontal power increases to 5,000 watts, full time granted four stations on the 1250 kc. regional channel, while two others on the frequency were given boosts to 1,000 watts.

Stations granted 5,000-watt construction permits were WIBA, Madison; WRB, Dallas; WDDO, Chattanooga, and KFBB, Great Falls, Mont., which was granted an increase from 500 to 1,000 watts, and KLS, Oakland, from 250 to 1,000 watts on 1280 kc.

KRIS, Corpus Christi, at the Nov. 14 meeting was granted an increase from 250 to 500 watts on 1330 kc., directional. WPFG, Atlantic City, was boosted from 250 watts unlimited time to 500 watts unlimited time on 1420 kc. WEXL, Royal Oakland, Mich., was granted an increase from 500 to 250 watts unlimited time on 1310 kc. KFUO, St. Louis, operated by the Lutheran Syn- nod, was given a construction per- mit to increase its power from 1,000 to 2,000 watts on 830 kc., operating until local sunset at Den- ver.

Four Brooklyn Outlets Consider Consolidation

NEGOTIATIONS looking toward consolidation of the four Brooklyn stations now sharing time on 1400 kc. are understood to be in progress following settlement of the much-litigated dispute among these stations last month [BROADCASTING, Nov. 1].

The FCC, after eight years of continuous litigation, on Oct. 17 renewed the licenses of the four stations precisely as they were at the outset of the case. The stations are WLT, WARD, WBBB and WVFV. Several meetings, it is re- ported, already have been held by the four companies with a view to consolidation, which would make possible full-time operation with 500 watts for each. Any settlement negotiation expense and other fiscal items must be accomplished before the consolidation can be completed, it is reported.

P. K. Ewing, general manager of WLT, adds the station is completing its move from the old location to a new one and will be ready for full operation in the near future.

Hearing Ordered In 690 kc. Cases

THE BATTLE for assignment on 690 kc., which becomes available for a 50,000-watt station in Kan- sas City on a nonprofit basis on Jan. 29. The FCC has taken form- visible action on the case, as the Treaty of 1927 which the FCC has been to become effective on the frequency. The Commission is expected to dispose of these applications is expected before that date.

Earnmarked for KGGF, Coffey- ville, Kan., on 110 kc., and WNAD, Norman, Okla., univer- sity station, the facility is be- ing applied for by the KOGO, Oklaho- ma City; KMBC, Kansas City, and Fred Jones Broadcasting Co., Tul- sa, each applying for 25,000 watts. The Tulsa, Oklaho- ma City and Coffeyville applic- ations were designated for hearing in the same hearing. The FCC was expected to be designated shortly and consoli- dated with the projected hearing.

688 Applications

Competitive applications for WJKB, Kansas City, and the joint applicant, KGGF, Coffeyville, Kan., for 680 kc. also were also designated for hearing in the Rule 14 hearing, with the exception of the application of the KOGO, Oklahoma City application to be designated on the same hearing.

In reverting to hearing pro- cedure, the FCC also designated for hearing applications of KFOR and KFAB, Lincoln, proposing as- signment control from the Sidles Co. to the Star Printing Co. A third application, involving a license transfer to the same assignee to the same assignee would be granted by the FCC. In this transaction, the Sidles Co. will transfer 50% of all common stock, thus relinquishing control of the licensee corporation.

Also for hearing were more than a dozen applica- tions involving increased power, new stations and license renewals [see FCC actions, page 88].

Only New Stories Slated On 'Campbell Playhouse'

WHEN Campbell Soup Co., Cam- den, starts the 1940-41 season of "Campbell Playhouse" on Nov. 22 on CBS, it will use dramatizations of stories never before produced on radio. Programs will be prepared by John House- man and Wyllis Cooper with Diana Bowen and director and George Zach- ary assisting in production.

Series will be heard Fridays, 9:30-10 p. m., on over 37 CBS sta- tions. Program titles will include "Carrie" and "Happy Birthday," "The Play in the Project," "Teenagers" and "The Play of the Century." The series is produced and directed under the supervision of pattern writer Walter Huston and Donald Cook in Wilbur Steele's "Life Is So Little", and name stars of stage and screen for the first time in subse- quent broadcasts. The "Campbell Playhouse" last season ran 30 weeks and was heard every week through March 8, 1940. Agency is Ward Wheelock Co., Philadelphia.
Completion of Roster
To Permit Drafting
Of War Program
HAVING completed the blueprint of organizations to create four major committees and 11 subordinate industry advisory groups, the Defense Communications Board is ready to enroll by early December its voluntary personnel roster. This roster will make possible prompt drafting of a comprehensive war communications plan for Presidential consideration.

Although broadcasting will be adequately represented on the advisory staff, it is expected to figure only in a secondary way in the board’s planning work. Telephone, telegraph, cable and aviation communications are destined to occupy main attention in the long-range planning. But coordination of broadcast services in time of actual war will be considered — with emphasis on maintenance of private commercial operation and control — only as a last-ditch measure.

Committee Heads

FCC-DCC Chairman James Lawrence Fly announced Nov. 13 that the board had completed its organization chart, after six weeks of preliminary study. Since its appointment by President Roosevelt, the five-man board has devoted its time at a half-dozen meetings to review of communications war plans. The chart, which will be made public, is designed to and blue-print the new organization. Members, aside from Chairman Fly, are Maj. Gen. Joseph O. Maulbogner, Army Chief Signal Officer; Rear Admiral Leigh Noyes, director of Naval Communications; Herbert E. Gaston, Assistant Secretary of the Navy; Rear Admiral Edgered Long, Assistant Secretary of State.

Thus far, only the personnel of the Government-managed committees, such as the important Coordinating Committee and the Law Committee, have been named. Lieut. E. K. Jett, FCC chief engineer, recruited naval officer and important figure in Government communications, was named chairman of the Coordinating Committee, which will be liaison unit between the board itself and the 11 industry subgroups. It also will maintain liaison between the Industry Advisory Committee, the most important outside group made up of top officials of communications companies, and the Labor Advisory Committee, presumably to be manned by representatives of labor unions identified with all phases of communications. The fourth major committee — is made up entirely of Government attorneys, headed by FCC General Counsel Telford Taylor and will function to advise and guide the drafting of final reports, recommendations, proposed Executive Orders, proclamations and legislation.

In addition to representation on the Industry Advisory Committee, the broadcasting industry will participate in the board’s work through two of the 11 subordinate committees. These will be the Domestic Broadcasting Committee and the International Broadcasting Committee. However, these units will function only through the major Coordinating Committee, and will consult only occasionally with the board itself.

Chairman Fly said the committee personnel appointments should be made by Dec. 1. Presumably conferences will be held with the respective industry groups and nominations entered in that fashion. Size of the committees will depend upon the work involved, and probably will range from 5 to 50 members. In addition, each committee can designate subcommittees, as needed.

Committee Duties

The key industry advisory committee, Chairman Fly said, will comprise "important men" representing the viewpoints of various fields. Thus it is presumed that such figures as David Sarnoff, RCA president; William S. Paley, CBS president; Niles Trammell, NBC president; Alfred J. McCosker, MBS chairman, or W. E. Macfarlane, MBS president, and Neville Miller, NAB president, will be invited to serve. For the non-broadcasting activities, it is logically expected that such outstanding men as Walter Gifford, AT&T president; R. B. White, president of Western Union, Soothen Bahn, president of ITB&T, will be named.

The Domestic Broadcasting Committee, it is expected, will be headed by Mr. Miller, with representatives of each category of station, and of each network designated on the group. The International Broadcasting Committee, important because of propaganda and counterpropaganda activities, will be made up of key people in that sphere of broadcast activity, again probably surrounding Mr. Miller.

ON ACTIVE DUTY at port in Eastern Canada are Tommy Robinson (left), formerly manager of CJAT, Trail, B. C., and Maj. Bill Barrett, managing director of CHNS, Halifax. Both are in the Canadian Active Service Force.

Chairman Fly emphasized that the board’s work with the committees is entirely on a voluntary basis, and that no appropriations are available or contemplated. He made it clear that the Coordinating Committee is the key contact group, and that the Industry Advisory Committee will handle the major policy consideration with the board.

Subordinate Groups

Other committees of the 11 subordinate groups are amateur, aviation, cable, Interdepartmental Radio Advisory Committee (already established and made up of Government engineers representing all radio frequencies), radio communications, State and municipal facilities, telegraph, telephone and U. S. Government Facilities Committee.

The board’s formal action in designating the committees states that they are appointed to assist in carrying out the functions delegated to DCB itself "and to proceed with the planning of a comprehensive program to properly employ radio facilities for the military and public interest, and to accomplish the purposes of this order." But committees are to be jointly contacted and will have to report their findings to the board, which will make the final decision. Committees are to be functional and will have no limited term of existence.

(Continued on page 79)

Aid to Industry Offered by Army

Sponsored Programs Will Be Permitted From Camps

THOUGH the War Department has not yet completed organization of its new radio division to coordinate military program operations with the broadcasting industry, steps already have been taken by its Public Relations Division to cooperate more effectively with radio. The program of cooperation when appointment finally is made of a director of the projected new division.

Edward M. Kirby, NAB Public Relations Director, is expected to be named head of the Radio Division in the near future. The NAB board of directors recently granted him a leave of absence to serve as a civilian expediter, a "dollar-a-year" basis for duration of the emergency. Also pending is a promotion for Mr. Kirby, reinstated in the Army Reserve and recalled to active duty, heading up the new division with the rank of major [BROADCASTING, Oct. 15, Nov. 1].

Programs from Army Posts

The Department, it is now disclosed, will grant sponsors or stations permission to build programs from Army posts, under specified limitations. Lieut. Col. Paul J. Hulbert, of the Public Relations Division, General Staff, Washington, is in supervisory charge.

Following conferences with the Department, NAB headquarters announced Nov. 14 that commercial programs emanating from Army posts must carry an announcement at the opening and closing that the programs have no way constitutes an endorsement by the Army or any of its personnel of the product advertised. In addition, restrictions in transmission by AFN, as broadcast or ad libbed, will be enforced.

The Department prefers to have the same sponsor and program sustaining a sample continuity of the program. It is disposed to permit programs, both sponsored and sustaining, to originate at the convenience of soldiers or trainees, since it feels the entertainment features are of value in morale building.

NAB has offered its services to the Industry in procuring clearance for Army post stations. Stations were requested to send a list of such proposed programs, together with the number of times scheduled, for submission to the Department.

It is expected that morale building at Army cantonments will be a primary phase of the new Army Radio Division activity. The paper plan contemplates a section which will include a staff of script writers as well as contact officers in the various corps areas.

The ‘Voice’ of Albers

ALBERS BROS. MILLING CO., Seattle, in the interest of its food and cereal products will sponsor M. Sayle Sayle Tender & True, and BROS. Communications will be heard Mondays, Wednesdays and Fridays, 9:30-9:45 p.m. (PST). Agency is Erwin, Wasey & Co., Seattle.
Bitter Battle Starts on Monopoly Report

NBC, CBS and IRNA Strike Hard; Mysterious Wire From FCC

A FIGHT as gory as any ever waged on the none-too-serene radio regulatory front was presaged, No. 17, in connection with the filing of final reply briefs with the FCC in the Network-Monopoly Investigation. NBC, CBS and Independent Radio Network Affiliates raked the FCC Committee's report of last June 12 with a brand of legalistic fire seldom before loosed against a Governmental agency, and the repercussions set in immediately.

Only MBS, among the major networks, supported the FCC Committee's conclusions that networks be licensed, that exclusive network-affiliate contracts be banned, and that the FCC in effect supervise the dealings of stations and networks. The Committee report, which was based on six months of hearings in 1938-39, was signed by Thad H. Brown, former member of the FCC, Paul A. Walker and F. I. Thompson.

A Mystery Wire
NBC and CBS hit the Committee on all fronts in asking that the replies be thrown out. IRNA, in a brief equally strong, held the FCC was without authority to do the things proposed by the Committee, and asked that the affiliates be left to their own devices in working out their contracts with the networks.

IRNA, through its counsel, Paul M. Seraf, filed its brief No. 12 as did MBS, through Louis G. Caldwell and Frank D. Smith, while CBS followed Nov. 15, having procured an eleventh-hour extension. It was after Messrs. Thompson and Walker had read the IRNA brief that the fur began to fly.

A telegram was ordered sent to approximately 230 network-affiliated stations asking whether brief in broadcasting investigation by attorney IRNA was authorized by you, was submitted to you for approval, or whether views expressed therein were submitted and whether brief reflects position your station. It was signed by T. J. Slowie, secretary of the FCC.

As far as could be learned, the telegram had not been authorized by the full Commission but was sent only on the Committee's initiative. It was viewed by broadcasters as an obvious effort to discredit IRNA, since the replies were requested "today." Presumably the Committee had in mind releasing a statement that two of the IRNA stations had not seen the brief before filing, it was suggested.

FCC's Minimum of Government Regulation, was declared at the annual convention of that organization in San Francisco, Aug. 5, at which time it authorized its board of directors to file a brief opposing certain features of the Committee report [Broadcasting, Aug. 15]. It was learned by Broadcasting that the brief, prior to filing with the FCC, had been submitted to the full IRNA board.

The fact that approximately 40 stations on MBS are members of IRNA, and that MBS in its brief took a position diametrically opposed to that of the affiliate group, caused consternation in some quarters and contributed to the decision by the FCC Committee to send the telegrams to affiliates. Several stations, it is reported, have resigned from IRNA because of the situation provoked by the brief.

Rough on Radio
When the FCC Committee report was made public June 12, timed for the start of hearings on the confirmation of Col. Brown before the Interstate Commerce Committee, it was stated in one high official quarter that if adopted in toto it would "crucify" the industry. Precisely the view was advanced by CBS, NBC and IRNA, as well as Don Lee.

The transcription companies and several individual stations, supported portions of the Committee's report. While the transcription companies argued for elimination of network competition in their field and for repeal of the rule requiring disc announcements as such, American Federation of Musicians petitioned the FCC to retain the announcement lest "canned music" become unfairly competitive with live musicians.

In characteristic fashion John J. Burns, CBS chief counsel and former Securities & Exchange Commission general counsel, attacked the FCC and the report, if adopted, would mean that the FCC would use its licensing power to "control network programs, transcription, sales, rates, composition, contracts of affiliates, profits and every other aspect of the FCC.

Disc Firms Urge Separation Of Nets and Transcriptions

WBS, Associated and Hollywood Group Oppose Affiliated Stations

CITING the report of the Network-Monopoly Committee to substantiate their position, transcription firms have filed briefs with the FCC urging a divorce of the networks from transcription activities to foster a fuller flowering of transcribed program service. The FCC has agreed to consider briefs with the scheduled Dec. 2-3 oral arguments on the Network-Monopoly Report, from three large organizations in the transcription field—World Broadcasting System, Associated Music Publishers, and the Association of Radio Transcription Producers of Hollywood [Broadcasting, Oct. 15].

Easing of Control
Hewing to the line on behalf of independent transcription operations, the three groups declared for greater latitude in their field, both through relaxation of Rule 3.93 as it requires identification of transcribed programs, and definitive FCC action to correct the "unfair" restriction of networks over transcription activities. Apart from a complete divorce of networks from transcription and recording operations, the briefs also recommended a loosening of network control over affiliated stations to allow the stations a free hand in scheduling and using transcribed features as they individually choose.

The American Federation of Musicians, through its Washington office of Samuel G. Ansell, on Nov. 13 also filed a petition with the FCC to retain the present transcription rule requiring the identification of records and transcriptions as such. Reiterating its previous argument, AFM held that elimination of the announcement requirement would result in unfair competition with union musicians and probably would cause additional unemployment in their ranks.

Regarding Rule 3.93, the briefs urged abolition of the transcription identification regulation, or at least its modification to require only identification at the end of a transcribed program rather than at both beginning and end. The briefs emphasized the need for FCC regulations, establishing a minimum standard of quality to apply to all mechanically reproduced broadcast music.

The brief pointed out that while development of transcribed broadcasting tends to weaken or break the monopoly of the networks, the networks unless restrained by the FCC may suppress independent transcription companies by destructive price competition.

(Continued on page 96)

Page 16 • November 15, 1949 • BROADCASTING • Broadcast Advertising
TRANSPORTED to and from Memphis by chartered plane, two-score representatives of national radio advertising agencies attended the dedication of the new $125,000 studios of WREC, Memphis, Nov. 1-2. Entertained by Hoyt W. Hooten, owner and general manager of WREC, and his three brothers, all WREC department heads, the guests participated in dedication ceremonies Nov. 1, and inspected the station’s new transmitter the following day.

The new studios, in the Peabody Hotel, were designed by Hooty and his brother, S. D. Hooten, Jr., chief engineer. The transcribed dedicatory program featured such big-name guests as Augusta, Ga., CBS President William S. Paley and World Broadcasting System President Percy L. Deutsch. Highlighting the event was a broadcast devoted to dramatization of WREC’s progress since founded in 1922.


Call-Letter Plan Is Proposed for FM

Frequency Is Identified; Permits Granted for 15 FM Outlets

AN INGENIOUS call-letter combination for FM stations, by which their identity can easily be established by public and industry alike, has been proposed to the FCC by its engineering department. Deviating from the present method of four-letter combinations, FM stations would be identified with two-letter prefixes, a dash, and two numerals. A typical call would be WA-14. The plan awaits formal FCC approval.

In devising the new system, the department feels it has given actual meaning and significance to the call combinations. All W prefixed stations would be located east of the Mississippi and all J stations west. The second letter would be allotted arbitrarily and alphabetically. Then the numerals denote the frequency on which the particular station is assigned. The new combinations accord with international requirements and would be available in sufficient volume to accommodate thousands of stations.

The call letter proposal came a fortnight after the FCC had granted the first formal applications for commercial FM. It allotted permits to 15 FM applicants and held that more than 27 million people are embraced in the 110,000 square miles of potential service area of these stations. Some two-score pending applications for FM stations will be considered promptly, it was stated, in the hope of having a good national representation for FM service by Jan. 1, when the service becomes fully commercial.

Networks’ FM Policy

Meanwhile, FM licensees and aspirants were awaiting crystallization of policy of the major networks regarding use of regular programs for rebroadcast on FM outlets. The trend appears to be against the authorization.

CBS, first to disclose its position, has advised its stations that no network programs will be available for rebroadcast on FM stations. Paul Kesten, CBS vice-president, declared this ruling is subject to change. He pointed out, however, that “the many unknown factors in the FM outlook” made this temporary decision essential. Rebroadcast of network programs by FM stations also raises the “obvious question of whether, if an FM station carried one CBS network commercial program, it wouldn’t have to carry them all in order to treat all advertisers alike,” Mr. Kesten said.

In advising stations of the ruling, CBS said that as of Dec. 18 its programs would not be available for FM rebroadcast.

William S. Hedges, NBC vice-president, said that no definite policy yet has been formulated. The network currently feeds its programs to WXJO, Yankee Network outlet at Paxton; WXOY, G.E. station at Schenectady, and WXVB, Stromberg-Carlson station at Rochester.

CBS is continuing to feed its programs to member stations with FM facilities, but has notified them that the service is subject to change on 30 days’ notice.

Encouraging ‘Independents’

In granting the applications, the FCC itself specified the coverage areas in virtually all instances, substituting its conclusions for those of the applicants. New applications, according to Chairman James Lawrence Fly, will be handled as expeditiously as possible.

(Continued on page 77)

WWVA to Shift To Blue Network

WBZ, Boston, Slated to Join Red; WEMP to the Blue

COINCIDENT with the scheduled shift of WBZ, Boston, to NBC-Blue to the Red network next year, WWVA, Wheeling, W. Va., will become affiliated with NBC as a basic Blue outlet, as announced Nov. 14 by NBC and George B. Storer, president of West Virginia Broadcasting Co., owner of the Fort Industry stations.

Now a CBS outlet, WWVA is slated for Class I-B operation, with 50,000 watts on 1170 kc., under the Havana Treaty allocation. The move is expected to become effective May 1 or at the time change in September next year, upon expiration of WWVA’s current CBS contract, it was stated. With its new power and assignment, according to the announcement, WWVA will provide Blue network service to much of the area outside of Pittsburgh which hitherto has been served by WDKA. The present Red outlet in Pittsburgh is WCAE, which presumably will shift to the Red, or, both, coincident with the KDKA transfer to the Red.

Wisconsin Net to Blue

Also slated for a shift from the Blue to the Red network, presumably in 1941, is WBZ, Boston. Like KDKA, it is a Westinghouse owned and operated station. KYW, Philadelphia, also Class I-B, is the net, already is on the Red network.

Announcement was made in Milwaukee that the newly chartered WEMP, dual outlet, on Jan. 1 will join the NBC-Blue and will feed Blue sustaining programs to the recently formed Wisconsin Network. Stations listed on this group are WVRN, Racine; WHBI, Sheboygan; WBYB, Appleton; KFIZ, Fond du Lac; WTAG, Green Bay. The base rate for WEMP will be $120 an hour.

WMJ, Lawrence, Wis., and WFOR, Hattlesburg, Miss., on Nov. 15 joined the NBC Red South Central stations, as bonus stations through WJDX, Jackson, Miss.

New B & W Series

BROWN & WILLIAMSON TO BACCO Co., Louisville (Raleigh), will start in late December a new network series titled Discoveries of 1941. Program likely will be placed on NBC Blue and Red networks. It includes Bobby Byrne’s orchestra and a “Name the Song” contest with prizes. Agency is BBDO, New York.

Woolworth Tries Radio


WWL, New Orleans, through its special events department, organized a Special schoolskid tour through its studios, with trained personnel on the floor and outside to establish station functions by using a special eral presentation of the story behind a radio program.
Modern Structure In San Francisco Is Begun by NBC

Latest Features Are Included In Design of New Building

NBC has started construction of its new $1,150,000 building at the corner of Taylor and O'Farrell Streets, San Francisco, which will be the home of KPO and KGQ, key Red and Blue network outlets.2

R. Van Nelson, general manager of KPO-KGO, said that the building will house the vice-president of NBC, including the president. He declared that the NBC board of directors, meeting in New York, had favored the recommendation of Mr. Trammell.

Waiting for the past six months for approval from the NBC board, Mr. Nelson had the stage all set, location picked and approved plans and specifications drawn and okayed and general contractors engaged. On Nov. 14 public ground-breaking ceremonies will be held at the site. The building is scheduled to be completed in 10 months.

In Downtown Area

The new building will be located in the heart of the business district where excellent hotel, club and theatre district. Except for a public garage in the basement and headquarters, it will be devoted exclusively to broadcasting.

The structure will be four stories high, of reinforced concrete, modern but not faddish. It will contain 55,000 square feet of space. The present quarters at 111 Sutter St., NBC's home for the last 18 years, will be abandoned.

The new radio headquarters will have no windows. Glass block sections will serve for both exterior trim and daylight illumination. Architecture will be of the modified Streamline type.

The main entrance will be on Taylor St., near the Clift Hotel. An imposing lobby will welcome the visitor. Square display windows will tell the story of radio and its programs. Elevators and a wide staircase will lead to upper floors. Except for the lobby, the street level floor and basement will be occupied by "The Radio Warehouse", which will be a 15,000 ft. floor. Garage entrance and exit will be on two streets.

The second and third floors will be devoted principally to studios, program and production departments, library, traffic and related activities, with the administrative offices being located on the fourth floor.

The plans call for ten broadcasting studios, "A," "B" the largest, being 41 x 71 feet with capacity for 300 to 500 listeners. It will open directly off the lobby. One of the second floors will be two stories high. Studios B and C each will be 25 x 43 feet with capacity of 150 listeners. These will be two stories high. A new pipe organ will be installed in loft space opening off B studio.

Looking beyond the immediate requirements, careful thought has been given to future expansion of television and radio and frequency modulation in the future. A Preliminary floor plan is the architect for the new building and Barrett

Seek Record Test In Supreme Court

RCA, NAPA File Petition For Highest Court Ruling

REQUESTING a definitive ruling on the right of broadcasters to be paid for the rights of RCA Mfg. Co. and National Ass'n of Performing Artists on Nov. 13 filed petitions in the Supreme Court for a writ of certiorari in the case of RCA Mfg. Co. against Paul White- man, president of General Cory & Elin Inc. The petitions, carrying on the appeal from an unfavorable decision rendered by the U. S. Circuit Court of Appeals in the Second Circuit. [BROADCASTING, Aug. 1] likely will see no action by the fractions of what they least a month since answering briefs are to be received.

Involving the right of broadcasters to air phonograph records without permission and against the prohibition of the record manufacturers and the performing artist, the Circuit Court decision held that a broadcaster may use records on the air without paying fees "in entire disregard of any attempt" by either the manufacturing company or artist to restrict or prohibit such use. This decision reverses an opinion of the Federal District Court had held "an exclusive right to both manufacturing company and artist to possess restrictive rights Oliver, assigned to RCA by NAPA for Whiteman and by NAB for WNEW, New York station, operated by WBO Broadcasting Corp.

A Test Case

While the case deals specifically only with WNEW's broadcasts of certain phonograph records featuring White man's orchestra and recorded by RCA, and while technically only New York and not Federal law is involved, appellants urged the Supreme Court to hear the case because of its importance as a situation involving every broadcaster, record manufacturer and performing artist.

During the hearings in the lower court, RCA testified to the disastrous effects of radio on the phonograph record business. The figures to show that in the early 1930's record sales were only a fraction of what they had been in the mid-1920's before when there was no broadcasting. Recently RCA announced that "record sales during October (1940) set a new 17-year high", with total sales of all classes of records comparable to the same period since 1924.

WMOG Sale Approved

The FCC on Nov. 14 authorized Almira C. Carr for many months to transfer 75 shares or 75% of the common stock of Coastal Broad- casting Co., licensee of WMOC, New York, to Arthur B. Moss and William K. Jenkins, Georgia chain theatre operators who also control WMOC. The purchase price was $7,500. Miss King retains 25% interest in the station, which operates with 100 watts night and 250 day on 1000 kc.

C. A. BRIGGS Co., Cambridge, Mass., for many months has started a 17-week three-weekly one-minute five-announcement campaign. Horton- Noyes Co., Providence, is agency.

Page 18 • November 15, 1940 • BROADCASTING • Broadcast Advertising

Coca-Cola Places Two New Programs

Coca-Cola Co., Atlanta, extensive user of spot radio for its soft drinks, will sponsor two network television programs during the winter months as well as its current campaign of quarter-hour Singin' S'm transcriptions of radio stations throughout the country. Already set is the program, starting Dec. 1 and starring Andre Kostelanets and his orchestra with Albert Spalding, violinist, on over 80 CBS stations, Sundays, 4:30-5 p. m. Also planned is a choral and featured guest singers.

The second program will start shortly after Jan. 1 on NBC-Red and will be a college type show built around Frankie Masters' orchestra. Time and stations are not yet set. Agency handling the account is J. Parker Adv. Co., New York, under direction of Felix W. Coste.

and Hlip, San Francisco, the general contractors. Owing to the many technical phases involved in the construction of a modern broad- casting plant, NBC engineering specifications will prevail in the difficult acoustical and electrical treatment. Experts from New York will be on the job to cooperate with Architect Roller and the contractors in designing and supervising details.

Library Radio Survey

PHILIP H. COHEN and Charles T. Harrell, both holding Rockefeller Foundation fellowships in radio research, have been assigned to the Library of Congress to survey the library's resources of material that might be service to educational broadcasting groups and stations.

The two Rockefeller fellows will be available for assistance in planning programs, supplying background material and suggesting bibliog- raphic and other supplementary material, according to plans announced by Archibald MacLeish, Librarian of Congress. Cohen formerly was production director of the Office of Education radio division and associate director of the New York U Radio Workshop, and Harrell, now on leave, was program director of WLB, U of Min- nesota station.

New Agency to be Opened Dec. 2 by Theodore L. Bates, currently a vice-president of Benton & Bowles, New York, to handle the advertising of Continental Banking Co., and certain products of the Collage-Palmfoot Ltd., will be titled Ted Bates Inc., with offices at 630 Fifth Ave.

Director of radio for the new agency will be Charles Christop, formerly in the radio departments of Blackett-Sample-Hummert and Ruthrauff & Ryan, New York. All members of Ted Bates Inc. are currently with Benton & Bowles until the opening of the new agency, where they will have the following positions: Tom Carnese, vice-presi- dent in charge of operations, as- signed by Richard Gay; Tom Buch- neer, vice-president and account ex- ecutive; Walker Everett, account executive; Ed Small in charge of media; Alicia Tobin and Rosser Reeves, copy writers; Len Bastrup and Vincent Smythe, are directors.

It is understood that Almon Ta- ranto, time buyer of WBM-EC, New York, has been offered the position of time buyer for Ted Bates, but Mr. Taranto will not an- nounce his decision until he returns Nov. 28 from his honeymoon.
Uncle Sam—Biggest User of Radio Time

THE United States Government is the biggest user of radio time on the nation’s privately-owned broadcasting system.

From sunup to midnight the American listener is peppered with frequent spot announcements carried free and freely by some 800 stations. These are the daily, hour by hour, locally broadcast pronouncements of Federal agencies. Depending on whether transcriptions are issued for spot radio or network programs, the nation’s airways are peppered with the driest of the news and the most verbose of the messages.

Thus the American listener is exceedingly well informed about the operations of his Government. And European countries, with their dictator-controlled radio systems, have an able rival in the art of contacting the citizenry by air.

They’re Different

The main difference—and it is a vital one—is the type of material fed to listeners.

Uncle Sam’s radio contacts with his citizens are surprisingly propagandistic in tone. European nations, on the other hand, use the air medium as a means of feeding highly colored and sharply censored information designed to mold their subjects into patterns conceived by all-powerful rulers.

A survey of Federal departments, commissions, bureaus and other agencies reveals them to be highly conscious of radio’s selling power. It shows them to be liberal users of the medium, disseminating to a surprisingly diligent audience throughout the nation’s history. The campaign reached peaks on R-D Day Oct. 16, and was timed to suit the needs of defense jobs.

A Wild Chase

By placing announcements on selected stations, waste of facilities is kept to a minimum. When news of the day is needed for Border Patrol duties, announcements were placed on stations west and south of North Dakota, and 16,000 responded in a week. When manpower was needed in Panama, announcements were placed on selected stations and cable splicers popped up everywhere, far more than wanted.

No central source in Washington would supply a list of Federal agencies that use radio. Compilations of such information required contacting of each department and bureau and independent commissions. These offices have staged by the thousands of the news the problem has become

TO STIMULATE interest in its broadcast of election returns under sponsorship of Broadcasters Foundation, this year’s program—selected by the selection board of the Cincinnati radio station network program—will be broadcast over 50 independent radio stations from 7 to 11 P.M. E.S.T. The program will include an entertainment show. The ticket on which the program is printed will be entered in a drawing for a prize package of radio equipment.

Some Federal agencies have officials bearing radio titles. In other cases, radio contacts will be handled by the information or press division. In still others the job is wished on whoever happens to suit an official’s whim.

The division of authority is so diverse that Government officials are scattered that coordination of official radio activity appears impossible at the moment. Reluctance of bureaus to give up further airtime and to take the Federal program is another handicap.
MULTIPLE HOOKUPS

BEST IN ELECTION

LARGER percentage of radio set owners listened to political addresses by President Roosevelt, who generally spoke over two or more networks, during the six days from Oct. 28-Nov. 2, than to any program of similar nature in the past. About 30% of the listeners tuned in to the President's broadcasts on NBC and Mutual. On Oct. 30, 60% tuned in to Willkie's speeches on CBS and NBC. The final day of the election, Nov. 2, Roosevelt was heard by 37% of the listeners when he spoke at 9 p.m. on CBS and NBC, while 50.5% tuned in to Willkie's speech on NBC and CBS and Mutual. Oct 30. On Oct. 5, 50% tuned Willkie on CBS and Oct. 1, 53.5% heard Roosevelt on Mutual and NBC-Red. The final Saturday before the election, Nov. 2, Roosevelt was heard by 37% of the listeners when he spoke at 9 p.m. on CBS and NBC and Mutual, while 50.5% tuned in to Willkie's speech on CBS and Mutual.

Televising of Ballot Returns Features Radio Coverage of Presidential Vote

ALTHOUGH from every standpoint radio's coverage of the 1940 election exceeded that of all previous similar occasions, this particular Election Day will probably go down in radio history as the first on which the returns were televised.

In New York video set-owners watched the figures from the various states as they poured from the press association tickers in the studios of W2XBS, NBC's television transmitter and of W2XWV, video station of the Du Mont Laboratories. Operating with only 60 watts power, extending out of a 1,000-watt transmitter, the Du Mont station focussed its camera on the translucent screen of a ticker tape projector, enabling television viewers to follow the message as it flashed across the screen. The Du Mont transmission was visual only, its sound transmitter is not yet completed.

NBC's Visual Pickup

NBC's telecast, combining sight and sound, also featured visual news, with a camera picking up an Associated Press newsfilm as it typed its bulletin, Ray Forrest, NBC television announcer, also read special bulletins during the evening and interviewed a number of the network's commentators, who left their regular posts long enough to report on trends to the lookers-in. A special television guest was Leo Rosenberg, Lord & Thomas vice-president, who 20 years before had announced the Harding-Cox returns on KDKA, Pittsburgh, in what is described as the first scheduled television broadcast.

Network coverage of the returns followed the lines previously announced [Broadcasting, Nov. 1], with all networks remaining on the air until the re-election of President Roosevelt was an established fact. CBS was the last of the networks to sign off, at 4:30 a.m. (EST). NBC broke with tradition by moving its news room to its largest studio in Radio City and working with a studio audience of 3,000 guests, who watched the news staff work at a table or wandered into the corridors, broke into the waiting lines, and listen or view the NBC telecast on a battery of television receivers.

MBS made two innovations in its coverage of the election—a series of local pictorial returns covering key cities and an early morning round of phone calls made by Fulton Lewis Jr., a junior political figures whose comments were relayed to the MBS audience by Mr. Lewis, his own remarks and questions being cooperatively made by each call. Mutual also followed the election by a European broadcast, with views from the European continent. The last network to begin in 1940, Mutual, had its main newsmen cover the election by phone from the city centers.

Over the Nation

Individual stations all over the country also have bid their way into the last days in history on Election Day, not only with national election news but with local returns as well. In many cases cooperative tieups were made between stations and local newspapers, pooling individual resources for speedier handling of election reports. Some stations also made arrangements with local theatre to flash local returns on the theatre screen, marquee or stage, according to incomplete reports reaching Broadcasting.

In the San Francisco Bay area metropolitan newspapers bent over backwards to cooperate in covering the election. Following the lead taken a year ago by KPGO, the CBS general managerAl Nelson, when he arranged a spectacular election party with the San Francisco Chronicle, three other San Francisco stations made similar deals with the press. KFSO, the CBS outlet, tied up with the Call Bulletin, Hearst evening paper. The Examiner, Hearst morning paper, worked with KYA; the Hearst station, and KFRC, Don Lee-MBS outlet. In Oakland KROW and the

Annual Express Spots

RAILWAY EXPRESS AGENCY, New York to Chicago in 24 hours through December is running its annual Christmas campaign of one-minute transcribed announcements, produced by Grombach Productions, New York, on stations in 50 cities throughout the country. Spots promote Railway's service for the Christmas rush of sending gifts by mail. Agency in charge is Caples Co., New York.

More Film Spots

20TH CENTURY-FOX FILMS on Nov. 11 started a campaign of daily 50-word spot announcements for its new picture "Ray Kyser—You'll Find Out" on about 10 stations in the New York Metropolitan area. Agency is Kayton-Spiro Co., New York.

Bible Series Expanded

DETOIT BIBLE CLASS, Detroit, which sponsored its half-hour Sunday morning program last year on CKLW, Detroit, has added WFL, Philadelphia, and WHK, Cleveland, to the broadcasts this season, which started Nov. 10.}

M-G-M Film Spots

METRO - GOLDWYN - MAYER, New York, throughout November and December in placing radio spot announcements encouraging the motion picture "Escape" on audiences in 100 cities. In each of the 100 cities the film is scheduled to run. Spots are heard four to five days previous to the opening of the picture. Agency is Donahue & Co., New York.
“NO MISTAKIE!
BIG LUNCH 20 CENT
-LITTLE LUNCH 50!”

Without much inquiry into foreign economic precepts or political motives, it looks to us as if “One Long Pan” is hardly on the right track! But, begging your pardon, there are some screwy things about buying radio in Iowa, too!

Take the matter of costs and coverage, for instance. Out here there is one station which is “listened to most” by 55.4% of Iowa radio families during daytime hours (as reported in the largest radio survey ever undertaken in Iowa). On the other hand, all ten other Iowa commercial stations, combined, only rated 20.2%. Yet the one station—WHO—costs a mere fraction of the dough required for the other ten, of course...

Frankly, dear reader, WHO costs so little more than any combination of two or more stations in the State that it’s possible to get WHO into almost any Iowa radio budget. Take it up with us and see what we can do. . . Or just ask Free & Peters.

WHO
for IOWA PLUS!

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC., National Representatives
Election Time During Closing Weeks Brings Net Billings to Record Level

AIDED by the flood of political business during the final weeks of the Presidential campaign, network gross time sales in October reached a new all-time high. Combined billings of CBS, NBC, and MBS for the month totaled $8,404,012, an increase of 25.3% over the total for October 1939 of $6,341,135.

Combined time sales of NBC's networks topped the $5,000,000 mark for the first time and CBS last month became the first single network to pass $4,000,000 in one month.

The effect of political business occurred on NBC-Blue and MBS, the figures reveal, as their percentage increases over the same month are enormous, whereas NBC-Red and CBS show smaller percentage increases for October than for any recent period.

Explanation, of course, is that the Red and CBS have sold most of their evening hours to commercial sponsors and to a large extent the time taken for political speeches meant fewer political parties instead of an advertiser, but no increase in the amount of time sold. Mutual and the Blue, having more open time, received the campaign business almost entirely as surplus revenue.

Cumulative totals for the year to date now that in 10 months of 1940 the combined network time sales lack less than $5,000,000 of equaling 1939's 12-month total. For October, January through October, the combined time sales were $78,140,928, a gain of 16.7% in comparison to the same period of 1939. Individually, Mutual has already passed its 1939 total and for the comparative 10-month periods shows $5,695,593 for 1940 against $5,626,698 for 1939, a rise of 2.7%. Highest total for 1940 so far is that of CBS, with $33,524,370, up 21.7% from last year's $27,265,948 for the same 10 months.

NBC-Red so far this year totals $32,515,280, passing the 1939 figure of $29,797,963 by 9.1%. NBC-Blue cumulative figures are $8,528,765 for 1940 and $6,931,693 for 1939, a gain of 23.3%. Combined NBC cumulative time sales are $41,564,049 this year against $36,799,622 last, an increase of 11.8%. For the month of October, NBC's combined networks showed gross time sales of $5,045,694 this year as against $4,219,253 last, up 19.6%.

GROSS OF CBS UP BUT NET DECLINES

THE FIRST nine months of 1940, counted as the 39 weeks ending Sept. 28, brought CBS a gross income of $35,403,012 and net profit of $1,301,786, equivalent to $1.94 per share on 1,716,277 shares of stock outstanding. While the gross was the highest in the network's history, the net was down from the same period last year due largely to increased operating, selling and administrative costs.

During the equivalent nine months of 1939, the CBS gross was $36,847,596, and the net was $3,422,665, equivalent to $2.86 per share. The operations of the recently acquired Columbia Broadcasting Corp. are reflected in the statements for both periods, released to stockholders Nov. 7 by Frank J. White, treasurer. From the $36,847,596 gross, the statement deducts $10,659,466 in time discounts and agency commissions and lists $20,122,856 in operating, selling, general and administrative expenses, leaving a net income before interest, depreciation, Federal income and excess profits taxes and miscellaneous income of $5,074,899.

RCA 9-Month Income Well Above 1939 Level

GROSS income of RCA and its subsidiaries from all operations during the first nine months of 1940 amounted to $78,760,7809 as compared with $74,368,686, during the same period of 1939, according to the quarterly statement just issued. Net income before interest, depreciation, amortization of patents and Federal income taxes was $10,901,020, or $3.18 per share, and net profit for the nine months was $5,713,483 compared with $4,066,425.

With an allocation of $2,414,778 for preferred dividends, the earnings per share on 13,881,016 shares of common stock amounted to 23.3 cents, compared to 17.9 cents for the same period of 1939.

While RCA has boosted its income statement by subsidiaries, but NBC reports network time sales of $25,465,615 for the first nine months of 1940, the 1939 accounting for $22,783,691 and the Blue for $23,842,046 (see BROADCASTING, Oct. 15). Thus the wholly-owned NBC networks, largest operation of RCA other than RCA Mfg. Co., represented more than 46% of RCA parent company's gross income.

BROADCASTING • Broadcast Advertising

DAYS OF YORE were recalled election night when Leo Rosenberg (bottom photo) read bulletins to an international audience. Just 20 years ago he had announced the Harding-Cox returns on KDKA, Pittsburgh, to a handful of listeners. In center he appears on a television receiver with Ray Forrest, NBC television announcer. Photo was taken off the video screen. At top Richard Pickard, of NBC's television staff, focused the camera on an AP printer, televising the moving tape for viewers.

Plough Spots

PLOUGH Inc., Memphis, is featuring "world's largest facts" in its 83-station campaign for its St. Joseph Aspirin, described as world's largest seller at 10 cents. A companion series of "famous firsts" is also featured. The series, started Sept. 30, will last for six months, according to Lake-Sprio-Sherman, Memphis, the agency. Stations are KGNC KFYR WFRW WPWY WRAS WMB WREX WQSB WPTT KKKK KFAT WPLA WSUN KRGB WGTX WAPN WHTH WPBM KRAE KFOY WMPC KFRA KTAT WTCL WWL KOMA KSSL KFHR.

AS RETURNS began to flow in, Yankee Network's Studio L was the scene of compilations by a battery of members of the news service staff. In the group at doorway in upper left are (1 to r) Fred McLaughlin, special events; George Steffy, producer; John Shephard, 3d, and Gerald Harrison, WNAC sales.
DETROIT... MACHINE SHOP OF THE WORLD

With payrolls NOW at highest peak in history—

WXZ's PRIMARY COVERAGE

Nerve center for the world's production of machined products.

Surveys among retailers prove WXYZ is the preferred station.

“Cash In” on the winter buying spurt at the biggest radio dollar value in this rich market

WXYZ

KEY STATION MICHIGAN RADIO NETWORK

5000 WATTS daytime... 1000 WATTS nighttime

Basic Detroit Outlet NBC Blue Network

National Sales Representative—PAUL H. RAYMER CO.
Standard Form for Contests Is Studied by Code Committee

Seek to Meet Agency-Adviser Complaints With New Wording; Other Problems Are Discussed

DEVELOPMENT of a standard form of announcement to cover radio contest offers, as a means of overcoming agency-adviser objections to inclusion of contest copy in commercial time allotments under the NAB self-regulation code, was undertaken by the NAB Code Compliance Committee, it was concluded Nov. 7 following a roundtable meeting in Chicago of NAB, NBC advertising agency and station representatives.

Code Committee Chairman Edgar L. Bill, president of WMBD, Peoria, designated Ed Kirby, NAB public relations director, and Russell P. Place, NAB counsel, to study development of a standard statement which would meet the Post Office Department requirements regarding contest and prize offers.

Not Direct Selling?

Some 30 agency men, flanked by a number of station spokesmen, held that no problem was within the scope of direct selling efforts, and therefore should not be included in the commercial time allotments. The view was advanced by agency spokesmen that it was impossible to describe adequately contest offers within the Code in which became effective Oct. 1. NAB spokesmen argued, however, that if allowances were made, it would tend to encourage the greater use of contest offers by advertisers to the detriment of the medium.

Suggestion by agency spokesmen that more time be allotted for children, on the ground that commercials necessarily are spoken more slowly for the youthful audience, also was taken under advisement by the Code Committee. Another meeting has been tentatively scheduled in New York, at which the agencies in that area will be invited to offer their views regarding the commercial provisions of the Code.

The question of free or bonus time solicitation efforts of major agencies also was discussed, but agreement was reached that the problem was one for the industry itself, and not the advertising agencies. Agency spokesmen said their clients in effect have demanded that they attempt to obtain free time because of similar treatment given their competitors by some 200 to 300 stations. Agency representatives frankly admitted that free time resulted in economic loss both to themselves and to the stations, but that unless radio itself roots out the practice, the agencies as a self-protection mechanism, must press for the bonus outlets.

How far stations should go in merchandising for their accounts was debated. One agency representative said he felt that radio merchandising should be comparable with that afforded by other media in the same market. The agencies predominantly want assurance that a new program deserved two or three "build-up announcements", and the Code Committee concluded that such requests were reasonable.

The differential in daytime and nighttime commercials, as provided in the Code, was attacked by several agency representatives. Mr. Kirby pointed out that experience was the basis for this provision. Women chiefly comprise the daytime audience and they are more receptive to commercials than the family circle which listens at night.

Amount of Copy

Agencies, on the other hand, held that it takes a certain minimum time to sell a product, regardless of the time of the day it is presented. NAB men countered that evening listeners require more copy since, after the working day a relaxed person absorbs more sales talk in less time. The quarter-hour daytime program is permitted 3% minutes of commercial, while a half-hour evening program is limited to 3 minutes.

As a precautionary measure prior to the open meeting, the Committee considered several Code matters. It was concluded that the question of Texas sponsorship of Metropolitan Opera over NBC, involving one-hour rate compensation for a program running more than three hours, properly was a matter for Independent Radio Network Affiliates, rather than the Code Committee. The Committee felt it had no way of knowing the purpose of the Code has nothing whatever to do with rates.

A complaint made by the CIO to NAB regarding KYA, San Francisco, likewise was considered. The labor union had charged that a commercial program which it had sponsored on KYA during the last two years had been cancelled because of the Code provisions governing non-sale time, or because of controversial issues. KYA, shortly after joining NAB, cancelled the program. The Committee, without taking definite action, expressed the feeling that the labor organization would be able to find proper time, on a sustaining basis, to project its views to the public in the San Francisco area.

Free-Time Crusade

At its closed session the Committee also discussed the free-time crusade of agencies, and then carried the question over to the open meeting. The view expressed that the labor organization would be able to find proper time, on a sustaining basis, to project its views to the public in the San Francisco area.

Radio Names Whalley

John F. Whalley, auditor and office manager of the NBC central division, has been advanced to the post of business manager of the division, according to H. C. Kopf, division manager.

The following gradation from the commerce school of Northwestern University, Whalley became traveling auditor for the General Electric Co., joining NBC as division auditor in 1930. The following year he was given the assignment as office manager.

Collection of over 12 radio plays by Norman Corwin, CBS writer and director, will be published in the coming months. The spring of 1941 by Henry Holt & Co., New York. Included will be My Client, Carley, Seems Radio is Here to Stay, Revolt Against Christmas, and They Fly Through the Air With the Greatest of Ease.
It’s no mere coincidence that WOR, the station with the greatest collection of success stories in radio...

Delivers THE GREATEST POWER in radio—an impact of 135,000 WATTS at one of the Lowest Base Rates in Greater New York!
WEAF, New York key station of the Red Network, began regular service from its new transmitter at Port Washington, L. I., the morning of Nov. 8. That evening the new plant was dedicated by Niles Trammell, NBC president, in a special broadcast over the Red Net’s work, on which also appeared artists who were radio stars in the early days of broadcasting, long before there were any national networks.

Located about eight miles nearer the center of metropolitan New York than the former transmitter site at Bellmore, L. I., WEAF’s new transmitter is also situated so that its signals reach Manhattan over a salt-water path down Long Island Sound, a combination which NBC engineers state has raised the station’s program volume in Manhattan and Northern New Jersey by eight to ten times. O. B. Hanson, NBC vice-president and chief engineer, explained that to put an equal signal into the air with the old transmitter it would be necessary to increase its power from 50 kw. to more than 3,000 kw.

Directive Signal

While the location on an island in the Sound is the most important factor in improving WEAF’s service, there has also been installed a directive antenna system, strengthening the signals inland toward the mass of population and weakening signals to the east or ocean side, Mr. Hanson pointed out. The radiators and director towers, high steel vertical radiators, are quarter-wave self-supporting towers, each 300 feet high and with a foot under ground and extending 600 feet from the base of each tower is a fan-like array of 120 copper radiators, which make up the station’s ground system.

Raymond F. Guy, NBC radio facilities engineer who supervised construction of the transmitter, said it contains all modern improvements designed to provide high quality and better reception. “This includes such features as 30 decibels of negative feedback, improved

Wealthy Marked Signal Improvement

As WEAF Transmitter Opens

Trammell Formally Inaugurates New Equipment at $250,000 Plant Located on Long Island Sound

WEAF, New York key station of the Red Network, began regular service from its new transmitter at Port Washington, L. I., the morning of Nov. 8. That evening the new plant was dedicated by Niles Trammell, NBC president, in a special broadcast over the Red Net’s work, on which also appeared artists who were radio stars in the early days of broadcasting, long before there were any national networks.

Located about eight miles nearer the center of metropolitan New York than the former transmitter site at Bellmore, L. I., WEAF’s new transmitter is also situated so that its signals reach Manhattan over a salt-water path down Long Island Sound, a combination which NBC engineers state has raised the station’s program volume in Manhattan and Northern New Jersey by eight to ten times. O. B. Hanson, NBC vice-president and chief engineer, explained that to put an equal signal into the air with the old transmitter it would be necessary to increase its power from 50 kw. to more than 3,000 kw.

Directive Signal

While the location on an island in the Sound is the most important factor in improving WEAF’s service, there has also been installed a directive antenna system, strengthening the signals inland toward the mass of population and weakening signals to the east or ocean side, Mr. Hanson pointed out. The radiators and director towers, high steel vertical radiators, are quarter-wave self-supporting towers, each 300 feet high and with a foot under ground and extending 600 feet from the base of each tower is a fan-like array of 120 copper radiators, which make up the station’s ground system.

Raymond F. Guy, NBC radio facilities engineer who supervised construction of the transmitter, said it contains all modern improvements designed to provide high quality and better reception. “This includes such features as 30 decibels of negative feedback, improved and simplified circuits, low distortion and noise levels and improved frequency stability,” he explained.

To insure against power failure, WEAF has two completely independent power lines laid to the transmitter and twin program transmission lines, each routed over a different path, carrying programs from Radio City to Port Washington. These special circuits, designed to carry from 30 to 10,000 cycles without background noise.

The Port Washington site, totaling about 50 acres, was selected after NBC engineers had surveyed prospective sites in all parts of the continental area. Once the site had been chosen, it had to be approved by the FCC, the Civil Aeronautics Authority—in order that the towers should not be erected where they would interfere or cause hazards for air traffic—and the zoning boards of the adjoining communities. More than two years were spent over these details before the actual construction, which took only a few months, could proceed.

Transmitter at Port Washington, which represents a total investment of more than $250,000, is the fourth to be used by WEAF since the station began broadcasting in 1922. First location was in Walker Street and the second at 195 Broadway, both in Manhattan. The Bellmore site was used from 1927 to Nov. 8.

Announced by Graham McNamee, original WEAF announcer, the dedicatory program included such pioneer entertainers of the air as Harry Sanford, veteran conductor; Harry Hotlick, leader of the famed A & P Gypsies, the Silver Masked Tenor; Golden and Dusty, May Singers; Theodore DeRosa. Meanwhile in New York the engineers switched the broadcast from Port Washington to Bellmore and back, affording listeners an opportunity to hear the difference on their own receivers.

Promotion Stunts

Large display ads in every general daily newspaper in New York and Brooklyn on Nov. 8 announced: “Last night—while you were asleep—we heard the voice changed,” the copy concluded. “Today everyone will hear WEAF’s outstanding radio programs 2½ to 10 times clearer and stronger.”

Other promotion for the station’s new transmitter includes an 8-page rotogravure newspaper containing pictures of the transmitter building and equipment, of Port Washington and its civic leaders, of NBC’s stars of today and yesterday and of its headquarters in New York’s Radio City; souvenir thermometers distributed to radio editors, who were also taken on a tour of the transmitter; letters and coverage maps to advertisers and agencies, and an intensive trade paper campaign.

Toscarnini Back on Blue

ARTURO TOSCANINI, noted conductor of the NBC Symphony Orchestra, made his first appearance of the 1940-41 season with the symphony on Nov. 23 when he conducts a benefit concert for the Free and Open Ballot Memorial Fund in Carnegie Hall, New York. The concert will be broadcast by NBC. Maestro Toscarnini will make 14 appearances with the orchestra this season, four of which will be heard from Carnegie Hall.
INDEPENDENT RADIO NETWORK AFFILIATES

Counsel: Paul M. Segal

INDEPENDENT Radio Network Affiliates, representing the major- ity of the stations affiliated with the major networks, came to the aid of the networks with a sweeping condemnation of the FCC Committee's conclusion. In applying the overall recommendations of the three-man committee, IRNA concluded, that "the recommendation of the FCC in reducing protection for regional and local stations will make the stations vulnerable to a substantial increase in the number of outlets. Moreover, introduction of FM license would result in competition pending upon public demand for more stations, more programs and more networks. And if that demand exists there is no reason to doubt that limited competition will be possible to an extent that networks will rise and set like the seven moons of Jupiter!"

Exclusivity Angle

Aside from this competition, IRNA mentioned transcriptions as competitive with all wire networks. Business to justify being deprived "cut out" programs by transcription are intense, it was held, and the arguments advanced by the proponents are many. "The problem is conveniently and flexibly; wire charges are saved; quality is so equivalent that it can be argued, "IRNA hoped the Commission will remove the stigma of special announcement.

Approaching the question of time options and exclusivity, vigorously attacked by the FCC Committee, IRNA contended that the option-time and the priority thus provided, no network could discuss whether it is desirable to set aside some portion of time for transcription. "No serious harm to any network is constituted by "the comparative ease of assembly by Mutual of its second World Series broadcasts in 1940."

Because the number of stations is severely limited through lack of frequencies, it must follow that the number of networks must be limited. IRNA concluded, that the rejection of the FCC in reducing protection for regional and local stations will make the stations vulnerable to a substantial increase in the number of outlets. Moreover, introduction of FM license would result in competition pending upon public demand for more stations, more programs and more networks. And if that demand exists there is no reason to doubt that limited competition will be possible to an extent that networks will rise and set like the seven moons of Jupiter!"

Exclusivity Angle

Aside from this competition, IRNA mentioned transcriptions as competitive with all wire networks. Business to justify being deprived "cut out" programs by transcription are intense, it was held, and the arguments advanced by the proponents are many. "The problem is conveniently and flexibly; wire charges are saved; quality is so equivalent that it can be argued, "IRNA hoped the Commission will remove the stigma of special announcement.

Approaching the question of time options and exclusivity, vigorously attacked by the FCC Committee, IRNA contended that the option-time and the priority thus provided, no network could discuss whether it is desirable to set aside some portion of time for transcription. "No serious harm to any network is constituted by "the comparative ease of assembly by Mutual of its second World Series broadcasts in 1940."

Because the number of stations is severely limited through lack of frequencies, it must follow that the number of networks must be limited. IRNA concluded, that the rejection of the FCC in reducing protection for regional and local stations will make the stations vulnerable to a substantial increase in the number of outlets. Moreover, introduction of FM license would result in competition pending upon public demand for more stations, more programs and more networks. And if that demand exists there is no reason to doubt that limited competition will be possible to an extent that networks will rise and set like the seven moons of Jupiter!"

Exclusivity Angle

Aside from this competition, IRNA mentioned transcriptions as competitive with all wire networks. Business to justify being deprived "cut out" programs by transcription are intense, it was held, and the arguments advanced by the proponents are many. "The problem is conveniently and flexibly; wire charges are saved; quality is so equivalent that it can be argued, "IRNA hoped the Commission will remove the stigma of special announcement.

Approaching the question of time options and exclusivity, vigorously attacked by the FCC Committee, IRNA contended that the option-time and the priority thus provided, no network could discuss whether it is desirable to set aside some portion of time for transcription. "No serious harm to any network is constituted by "the comparative ease of assembly by Mutual of its second World Series broadcasts in 1940."

Because the number of stations is severely limited through lack of frequencies, it must follow that the number of networks must be limited. IRNA concluded, that the rejection of the FCC in reducing protection for regional and local stations will make the stations vulnerable to a substantial increase in the number of outlets. Moreover, introduction of FM license would result in competition pending upon public demand for more stations, more programs and more networks. And if that demand exists there is no reason to doubt that limited competition will be possible to an extent that networks will rise and set like the seven moons of Jupiter!"
from whatever source. Other stations would subscribe, if they could, on what is left over. It was pointed out that the number of such favorably situated national advertisers is large enough that their joint influence on the four networks would be heard in the marketplaces of the country, and probably in Europe also. "Inevitably the four networks would have to be most actively publicized to get a truly monopolistic result both locally and nationally."

Portions of the Committee report dealing with the prob-abilities were branded "painfully unjust" by IRNA. Utmost caution is exercised by the Commission in its presentation of commercial programs, IRNA related, and the self-regulation codes of the networks. The Mutual is said to have opposed inequities. Without public good-will the networks might just as well quit, IRNA contended. The trouble is that network precautions may so increase "that all programs will be paid for in gray", IRNA added. The broadcasting knows what programs are acceptable to his listener, based on audience reactions. He has clear knowledge of what his trade association regards as proper and sees the network standards exemplified as a "long-time experience of the Committee to determine whether specific programs of local origination are required to have the approval of the FCC." Hence, it retains Washington counsel "and occasionally gets into trouble anyway."

The utter impracticability of attempting to follow the FCC Committee's philosophy of program control, as outlined in its 58-page committee's report, is outlined by IRNA counsel. After recounting the possible solutions, IRNA contended, "The FCC is apt, but that the only solutions that suggest themselves are unduly cumbersome. Game of chance and complexion is to be given to the obligation of the regula-
tively owned networks and the establishment of a Government network, Gray" (page 13A). The spotter's report, however, comercial educational, eleemosynary and special-event programs.

A Fair Profit

Answering the FCC Committee's attack on the independence of af-filiates, IRNA wrote that the Commission has been misled about the character of most licensees or the terms of their contracts, and pointed out the somewhat more specific in its de-lineations of the "network per- spectives."

The report, it was contend- ed, contains neither actual instances nor theoretical examples of intrusion into local policies by networks, or the influence of Government economists in the charge of such character that any station might wish to be relieved of network affiliation would be unable to obtain release, or of other pur- ported inequities.

An attack upon the Committee's contention that the practice of dispropor-tionate share of the receipts from a net- work broadcast is retained by the network, even in case of contractual contractions was launched by IRNA in that portion of its brief covering one of the most controversial phases of the in vestigation. On this point, the Committee's statistics was chal-lenged, particularly as to the aver-age share of network affiliation by affiliates. Affiliates concede to the networks an opportunity to make profits, although often in a smaller volume, but the affiliates nevertheless assert that they want all the money they can get from the net-works. IRNA, said the brief, has been

MBS to Exchange With Latin Nations; Dickers With AP for Sponsored News

PLANS for an exchange of pro-
gram officers between the two Amer-
ican countries were laid at a joint meeting of the Mutual board of directors and the Program 

the question of the broadcast with Theodore S. Granik presiding, 
will be made available for spon-

sored programs. The names of al-

series emanating from WOL in Wash-

ington, was kept on a sustaining 

basis until the close of the Ren-

dition.

Permission was granted to any 

member or affiliated station also 

willing to accept the four joint MBS 

and AP network programs as de-

sired on its FM outlet. Lewis Allen 

Vass, MBS president, and J. John 

Addis, Jr., president of the new 

Hollywood studios of Don Lee Network are almost completed and will soon 

be ready for use as a major Pacific 

Coast origination point for MBS 

programs.

Program Session

It was unanimously voted to hold 

a special program meeting a day or two after the broadcast, 

probably on or about Jan. 12.

Purpose of such a meeting is to follow 

the other networks and the of the 

committee's report at that time and 

that affiliated stations are work-

ing on more than their propor-
tional share of the national adver-
sing from commercial broadcasting.

This is a nest of abuses and that the creation of more networks should be encouraged.

The report on the affiliations

on the networks (page 1331) and that there are too few stations on the network.

The importance of the net-

works may well be reduced by cutting down the minor. The establishment of clear-channel stations, all of which are affiliated stations, the board concluded, would make the establishment of additional stations on the frequencies at the expense of the marginal service and that net-

work service should be extended into remote and unprofitable areas where it is not now available.

This competition as such, the char-

acter of the stations and the char-

acters enjoyed by one competitor over another and related considerations are of the utmost importance in this ques-
tion with network affiliation and that the Department of Commerce stations of the licensing of new stations in a given area must be entirely ignored.

Wrong Approach

The IRNA brief concludes with the comment that:

These views of your Committee would naturally be somewhat diffi-
cult to understand.

The recital of the last of these items suggests that the whole ap-

proach to the problem of competi-
tion is biased by the belief that networks and the end of the horn. It would scarcely be possible to work out a useful chafe in competition as affecting stations in their capacity as net-

work affiliates, particularly in the matter of distribution between local programs, national spot programs and national network, the destruc-

tion of present day networks would amount almost to the destruction of broadcasting as such.

Apropos proposed network licen-
sing, IRNA said that if there is any public interest in this kfd of business, that the Federal Government should have Federal licensing of the wire news services, newspaper feature syndicates and motion picture pro-
ducers and directors of the legiti-
mate theatre. Networks were de-
scribed as organizations for the production and distribution of pro-

grams.

IRNA opposed the motion of MBS that the Commission, during the pendency of the Committee re-
port, act upon the question of legal af-
tension of certain classes of net-

work affiliation contracts. It pointed out that when the motion proposed the amendment of any renewal or replacement of any network af-

filiation contracts be prevented. IRNA said that it would act upon the Mutual motion, that it was pointed out, and by now most of the con-

tracts, and then the commission, Nov. 1, 1941, have been made. By the time argument on the motion has been held, it is likely that all possible details will have been en-

Under the head General "Con-
siderations," IRNA recited a series of purported inconsistent conclu-
sions contained in the Committee report. These were enumerated as follows:

That network programs prevent the allowance of sufficient time for local advertising and that the networks should be required to extend the time for advertising in the network stations now having but one station. It is most in the public interest to prevent new network affiliation.

Affiliates should not be compelled to pay over to their independent affiliates a larger portion of the total advertising revenue to them and time and that affiliated stations are working on more than their propor-
tional share of the national advertising from commercial broadcasting.

Irna said: "That there are too many stations on the network (page 1331) and that there are too few stations on the network."

The importance of the net-

works may well be reduced by cutting down the minor. The establishment of clear-channel stations, all of which are affiliated stations, the board concluded, would make the establishment of additional stations on the frequencies at the expense of the marginal service and that net-

work service should be extended into remote and unprofitable areas where it is not now available.

This competition as such, the char-

acter of the stations and the char-

acters enjoyed by one competitor over another and related considerations are of the utmost importance in this ques-
tion with network affiliation and that the Department of Commerce stations of the licensing of new stations in a given area must be entirely ignored.

Wrong Approach

The IRNA brief concludes with the comment that:

These views of your Committee would naturally be somewhat diffi-
cult to understand.

The recital of the last of these items suggests that the whole ap-

proach to the problem of competi-
tion is biased by the belief that networks and the end of the horn. It would scarcely be possible to work out a useful chafe in competition as affecting stations in their capacity as net-

work affiliates, particularly in the matter of distribution between local programs, national spot programs and national network, the destruc-

tion of present day networks would amount almost to the destruction of broadcasting as such.

Apropos proposed network licen-
sing, IRNA said that if there is any public interest in this kfd of business, that the Federal Government should have Federal licensing of the wire news services, newspaper feature syndicates and motion picture pro-
ducers and directors of the legiti-
mate theatre. Networks were de-
scribed as organizations for the production and distribution of pro-

grams.

IRNA opposed the motion of MBS that the Commission, during the pendency of the Committee re-
port, act upon the question of legal af-
tension of certain classes of net-

work affiliation contracts. It pointed out that when the motion proposed the amendment of any renewal or replacement of any network af-

filiation contracts be prevented. IRNA said that it would act upon the Mutual motion, that it was pointed out, and by now most of the con-

tracts, and then the commission, Nov. 1, 1941, have been made. By the time argument on the motion has been held, it is likely that all possible details will have been en-

Under the head General "Con-
siderations," IRNA recited a series of purported inconsistent conclu-
sions contained in the Committee report. These were enumerated as follows:

That network programs prevent the allowance of sufficient time for local advertising and that the networks should be required to extend the time for advertising in the network stations now having but one station. It is most in the public interest to prevent new network affiliation.

Affiliates should not be compelled to pay over to their independent affiliates a larger portion of the total advertising revenue to them and time and that affiliated stations are working on more than their propor-
tional share of the national advertising from commercial broadcasting.

Irna said: "That there are too many stations on the network (page 1331) and that there are too few stations on the network."

The importance of the net-

works may well be reduced by cutting down the minor. The establishment of clear-channel stations, all of which are affiliated stations, the board concluded, would make the establishment of additional stations on the frequencies at the expense of the marginal service and that net-

work service should be extended into remote and unprofitable areas where it is not now available.

This competition as such, the char-

acter of the stations and the char-

acters enjoyed by one competitor over another and related considerations are of the utmost importance in this ques-
tion with network affiliation and that the Department of Commerce stations of the licensing of new stations in a given area must be entirely ignored.

Wrong Approach

The IRNA brief concludes with the comment that:

These views of your Committee would naturally be somewhat diffi-
cult to understand.

The recital of the last of these items suggests that the whole ap-

proach to the problem of competi-
tion is biased by the belief that networks and the end of the horn. It would scarcely be possible to work out a useful chafe in competition as affecting stations in their capacity as net-

work affiliates, particularly in the matter of distribution between local programs, national spot programs and national network, the destruc-

tion of present day networks would amount almost to the destruction of broadcasting as such.

Apropos proposed network licen-
sing, IRNA said that if there is any public interest in this kfd of business, that the Federal Government should have Federal licensing of the wire news services, newspaper feature syndicates and motion picture pro-
ducers and directors of the legiti-

tions have excellent allocations. A 50 station system is associated with a network and two 5-kw stations having well protected frequencies are also affiliated with two other networks. The three networks are successful and well established. The affiliated stations are also successful. The fourth station in the city has a very unfavorable allocation and scarcely gets the ear of the public. This network into being and the fourth station becomes affiliated with it.

The network and the fourth station feel a competitive handicap. They comb the spectrum over and over in search of a frequency for which application may be made so as to give the station and the network enough of a kick to put spirit into the competitive effort. Finally a frequency is found. It is the only frequency on which any improvement can be predicted. The improvement is not great but it is something. Application is made to the Commission. The Commission is told of the effort to improve the position of the fourth station. The Commission expresses sympathy with the motive and approves the application. The station is granted the frequency. Although good news and prestige are enhanced, the station must still be listed as fourth from the end of a list of station licensees in the coverage. This is a handicap in the solicitation of business but the station gets along. Both the network and its network prosper.

The Final Blow!

There comes a day when two newcomers are possessed of the idea that they would like to establish stations in this city. There being no good frequencies available, the newcomers make application for restricted Class IV allocations.

The Commission now declares that it regards the tendency of these applications as sufficient proof of need for the additional stations. It rules that it cannot and will not give any consideration to the effect of the operation of the proposed new stations upon existing stations. It holds that if the applications are granted they will fit the technical pattern and if the applicants are legally and financially qualified to operate them.

Accordingly the two additional stations are established. Three favorably allocated stations continue to enjoy very large revenues based upon their established network positions and their excellent coverage of a wide market. They have never had any interest in the small local advertisers.

Two other stations compete with the fourth station. They solicit the local, regional and national accounts and increase their own stations. Their coverage is almost comparable as newcomers, they have lower rates.

Under such circumstances, assume that the two newcomers force the fourth station into an operating loss. The prestige of the new network spreads. Things go badly around.

The final irony would probably be the filing with Congress of a formal, official report of a Commission that the whole blame upon affiliates numbered one, two and three because of the character of their relationships with their networks. ICE HOCKEY broadcasts for the 1940-41 season are heralded by Edward Morris, vice-president of Fabel Brewing Co., Chicago, as he signs the contract for Fabel sponsorship of all the National League hockey games from Madison Square Garden on WHN, New York. Fabel will sponsor broadcasts of the Stanley Cup playoffs as well as the Rangers and Americans contests. Last year WHN carried the hockey description for Gillette Safety Razor Co. Seated (1 to r) at the signing are Mr. Morris and Dave Trotter, Mr. and Thomas account executive. Standing are (1 to r) Dave Trotter, of the Lord & Thomas advertising department, Chg. Syms, and Michael Electric, Chicago representative of WHN; Bert Lebar, Jr., WHN commercial manager, who handles play-by-play under name of Bert Lee.

MUTUAL BROADCASTING SYSTEM


THE ONLY major network to support basic conclusion of the FCC Network-Monopoly Committee report was MBS. It attacked NBC and CBS control of "the most desirable broadcasting time of some of the more important stations in the larger cities" and asked that the FCC promulgate regulations "affording an opportunity to all national network organizations to secure comparable outlets in these cities throughout the United States." A brief was drafted by Louis G. Calwell, former Radio Commission general counsel, associates in his law firm, and Frank D. Scott, WOR-MBS attorney.

At the outset, the detailed MBS brief attacked the dominant position of its competitive networks, alleging that under the present system, 300 commercial stations out of a total of 770 in the United States are "dominated by two huge business enterprises." It charged that the independence of all of these licensees has in all cases been seriously impaired, and in some cases effectively destroyed, by restrictive provisions in contracts between them and two network companies.

Program Control

Undue control over programs of affiliates, unreasonable restraint on competition, a tendency toward monopoly in the network field, and an arbitrary and inequitable division of the return between network and affiliate has resulted from this situation, MBS contended. Is it a basic issue of liberty of expression? MBS emphasized the principal features distinguishing its operation, as a cooperative venture, from those of CBS and NBC. It charged that the latter have succeeded in obtaining on an exclusive basis—virtually so—so many of the important markets that "control has been forestalled.

Attacking exclusive contracts, MBS said the effect is to prohibit the forming of new network or networks from transmitting programs to those stations "whether or not the networks seek to compete with the program of other networks." Exclusive contracts were labeled "a complete monopoly of the station facilities as an outlet for national network programs and an ironclad control over the use of the station for this purpose."

Because of the competitive factor, MBS said it has been compelled to execute exclusive contracts with certain outlets. From its formation in 1934 until early in 1940 none of its contracts, with one exception (Don Lee), contained a clause prohibiting the stations from taking programs from any other licensed network. It stated the project formation in 1939 of Transcontinental Broadcasting System, now defunct, forced the signing of exclusive contracts by MBS. The success of Transcontinental, the brief said, would eventually have left MBS with either no outlets or decidedly inferior outlets in essential markets.

"Thus, in spite of Mutual's basic views, if dismemberment was to be avoided, the only alternative was to execute exclusive and option-time contracts with its seven stockholders who were the principal censes of stations in certain of the later networks.

MBS said it still adheres to the view that there should be non-exclusive contracts, and "urges the restoration and preservation of open and free competition in network broadcasting as against a national monopoly of the field but two large network companies dominating the field." It said it was presented with the "petition for exclusivity" by CBS; and NBC do likewise, "or when the Commission determines to forbid this feature."

Whereas MBS does not own, lease or control any stations, its brief recited the CBS and NBC "gradiud infiltration" which secured control of 24 stations, of which 16 operated with a 50,000 watt station at the time the FCC investigation began in 1938.

Option-time contracts of NBC and CBS and network affiliation are described in the brief as constituting surrenders by stations of all, or large parts of, the desirable stations to the network, and making them available to other networks, if at all, "on substantially damaged terms, under a threat of cancellation on 28 days' notice."

After describing the nature of the conflicting contracts, MBS contended that the amount of time optioned by them is greatly in excess of necessary.

MBS said the FCC network, NBC used 68% of its option time on the Red Network and only 19% on the Blue. In 1937, CBS used about 38% of its option time of basic stations and 22% of non-basic stations. The MBS method of operation, it is argued, keeps the independence of its affiliates by leaving them free to accept or reject all offers for option time on them. Because NBC and CBS, since the hearing, have continued to require affiliates to accept such commitments, and because of the failure of the FCC to take any action, MBS "as a measure of self-preservation" has been compelled to enter into a few such contracts.

Length of Pacts

MBS also attacked the five-year tenure of NBC-CBS contracts which were said to apply in most instances, and pointed up the limitation of broadcast licenses by the FCC to one-year. MBS contracts are binding for one year only, it said.

Sharp criticism of NBC's operation of two networks was voiced. It was contended that the networks are not operated to compete except in a superficial way, and that while the Blue "is a first-class, first-rate, first-class loss" it is supported from the profits derived from the Red. The flat charge was that both is operated by NBC, in part "for the purposes of maintaining its dominant position in the market field and to suppress competition from other national networks."

"National's" operation of two networks is said to benefit one and competitors, but also to the stations affiliated with National. MBS contends that it is now defunct, forced the signing of exclusive contracts by MBS. The success of Transcontinental, the brief said, would eventually have left MBS with either no outlets or decidedly inferior outlets in essential markets.

"Thus, in spite of Mutual's basic views, if dismemberment was to be avoided, the only alternative was to execute exclusive and option-time contracts with its seven stockholders who were the principal censes of stations in certain of the later networks.

MBS said it still adheres to the view that there should be non-exclusive contracts, and "urges the restoration and preservation of open and free competition in network broadcasting as against a national monopoly of the field but two large network companies dominating the field." It said it was presented with the "petition for exclusivity" by CBS; and NBC do likewise, "or when the Commission determines to forbid this feature."

Whereas MBS does not own, lease or control any stations, its brief recited the CBS and NBC "gradiud infiltration" which secured control of 24 stations, of which 16 operated with a 50,000 watt station at the time the FCC investigation began in 1938.

Option-time contracts of NBC and CBS and network affiliation are described in the brief as constituting surrenders by stations of all, or large parts of, the desirable stations to the network, and making them available to other networks, if at all, "on substantially damaged terms, under a threat of cancellation on 28 days' notice."

After describing the nature of the conflicting contracts, MBS contended that the amount of time optioned by them is greatly in excess of necessary.

MBS said the FCC network, NBC used 68% of its option time on the Red Network and only 19% on the Blue. In 1937, CBS used about 38% of its option time of basic stations and 22% of non-basic stations. The MBS method of operation, it is argued, keeps the independence of its affiliates by leaving them free to accept or reject all offers for option time on them. Because NBC and CBS, since the hearing, have continued to require affiliates to accept such commitments, and because of the failure of the FCC to take any action, MBS "as a measure of self-preservation" has been compelled to enter into a few such contracts.

Length of Pacts

MBS also attacked the five-year tenure of NBC-CBS contracts which were said to apply in most instances, and pointed up the limitation of broadcast licenses by the FCC to one-year. MBS contracts are binding for one year only, it said.

Sharp criticism of NBC's operation of two networks was voiced. It was contended that the networks are not operated to compete except in a superficial way, and that while the Blue "is a first-class, first-rate, first-class loss" it is supported from the profits derived from the Red. The flat charge was that both is operated by NBC, in part "for the purposes of maintaining its dominant position in the market field and to suppress competition from other national networks."

"National's" operation of two networks is said to benefit one and competitors, but also to the stations affiliated with National. MBS contends that it is now defunct, forced the signing of exclusive contracts by MBS. The success of Transcontinental, the brief said, would eventually have left MBS with either no outlets or decidedly inferior outlets in essential markets.
In pointed language, the MBS brief held that the FCC has ample authority to "remedy the existing evils in chain broadcasting," It was contended that the network should proceed without complaint or challenge from anyone, "has exercised its powers in applying a restrictive interpretation of regulations having to do with frequency modulation broadcast stations, television stations, and international broadcast stations."

MBS asked that the Commission promulgate at once a ruling, preventing the competing networks from signing new exclusive affiliation contracts and prohibiting them from exercising the status quo until regulations are adopted. The evidence introduced shows that, while not sufficiently indicative of the illegality of certain provisions in the contract, they are sufficient to justify the Commission's forbidding time, and compelling the two networks from continuing to execute similar contracts and prohibiting the two networks from making additional long periods of time.

To eliminate the "evils" and to prevent the recurrence of such agreements, MBS briefly outlined in a general way the subjects to be covered in proposed new regulations, describing: the purpose of the MBS and NBC, and its review of the World's Series incident and the interpretation of the MBS accounting procedure.

**SAFRA Conferring On Agents Code**

**Agreement on Clauses Under Dispute Is Expected Soon**

CONFERENCES between officials of the American Federation of Radio Artists and a committee of the Artists Representative Assn., over the new AFRA license for talent agencies, are expected to result in a mutually agreeable conclusion expected within the next few days. Emily Hoyl, executive secretary of AFRA, told BROADCASTING Nov. 14.

Committees of the independent agents against certain provisions in the code, which AFRA negotiated with network officials, have resulted in changes in some of the regulatory provisions. Mrs. Holt stated, adding that no changes are to be made in the commission set up. Code goes into effect Nov. 15, but deadline for applications from agents, previously set for Nov. 5 and extended during negotiations, may be extended again.

Preliminary conversations regarding the proposed membership by announcers at WOR, Newark, from American Guild of Radio Artists, have been made. If their union, to AFRA have been held, but no definite action has been taken. A brief is being prepared to AFRA, which was formed more than three years ago before the organization of AFRA, APL, and General AGRAP unit at WABC, New York, was taken into AFRA earlier this fall. An announcement offering a new unit has been signed by AFRA and WNEW, New York, following expiration of their agreement.

New contract is substantially the same as the earlier agreement except that it calls for certain increases in pay for commercial work.

**NBC Education Staff Will Hold Conferences**

NBC has announced plans for a series of educational forum meetings in various sections of the country, during which the television program directors of its affiliated stations may meet with the network personnel and work out plans for public service programs.

The first meeting is scheduled Nov. 29 in New Orleans, the second in Chicago Dec. 2 prior to the opening of the fourth annual Broadcasters Conference, Dec. 4.

Other meetings will be in Hollywood, Portland, Ore., Boston and Atlanta, from Nov. 18 through Dec. 6. Dr. James Rowland Angell, educational counselor, Walter G. Preston Jr., director of the internal relations department, and charge of education, and Franklin Dunham, director of religious broadcasts, will attend all the meetings. John练习 from New York are Judith Waller, Margeth Cuthbert, Lewis Titterton and William R. Williams, NBC educational director on the West Coast.

**they are prevented from bettering their economic status for five or more years.**

"The evidence introduced at the hearing, and the testimony of the complainants show that dual network operation is responsible for several of the mutually exclusive practices engaged in by National.

The MBS method of compensating stations was described as much more favorable to the system employed by its competitors. The NBC and CBS procedures "permit the networks, in competition for time, to offer welfare for themselves while paying the stations a much smaller percentage of their time. The new contracts they receive under the Mutual provision paid all stations 51% of the network's income; CBS in 1938 paid only 25%." It was not available, but MBS deduced that the percentage of the gross billing for contract outlets retained by NBC "was not very greatly different from the percentage retained by CBS.

Monopoly Angle

In a detailed analysis of legislation and the law, MBS contended that the practices of CBS and NBC contravened the FCC's regulations and are "in violation of the Communications Act. It cited Congressional hearings and the FCC's own regulations to substantiate its contention that the 'preservation of competition and the elimination of monopolies in broadcasting are inextricably interwoven in and are a necessary part of the standard of public interest, convenience and necessity prescribed by Congress.'"

RCA was singed out by MBS for allegedly presenting the purported tendency toward monopoly. From its inception, and before commercial broadcasting was known, it stated, "RCA was charged with attempting to monopolize the radio industry," thereby referring to the 1932 consent decree involving RCA, MBS counsel said the facts are "so interwoven in the same way in which RCA has habitually employed the monopolistic device of exclusive arrangements in order to prevent competition."

MBS charged that the exclusive and option-time clauses in the network affiliation contracts with the Federal anti-trust laws and contravened the test of public interest, convenience and necessity. It hastened to explain, however, that in cities having four or more full-time stations with comparable facilities, there is, at present at least, "no real restraint on competition." In many small towns, broadcasting in such cities, it pleaded, no evil exists which would justify the Commission's forbidding either ownership with the exception that the networkization of the Federal anti-trust laws and the test of public interest, convenience and necessity in the Federal anti-trust laws and contravened the test of public interest, convenience and necessity.

Time Limitation

Beyond that, MBS said that even in the case of the less than full-time stations the option-time feature, but not the exclusive feature, may be permissible, provided the amount of time and the character of the time under option is properly limited. These limitations, it held, should be those "conceivable only with the ability of the affiliate to meet local or regional needs; not prevent reasonable competition by the competing national network, and not tie up a greater amount of time than that likely to be required.

In pointed language, the MBS brief held that the FCC has ample authority to "remedy the existing evils in chain broadcasting," It was contended that the network should proceed without complaint or challenge from anyone, "has exercised its powers in applying a restrictive interpretation of regulations having to do with frequency modulation broadcast stations, television stations, and international broadcast stations."

MBS asked that the Commission promulgate at once a ruling, preventing the competing networks from signing new exclusive affiliation contracts and prohibiting them from exercising the status quo until regulations are adopted. The evidence introduced shows that, while not sufficiently indicative of the illegality of certain provisions in the contract, they are sufficient to justify the Commission's forbidding time, and compelling the two networks from continuing to execute similar contracts and prohibiting the two networks from making additional long periods of time.

To eliminate the "evils" and to prevent the recurrence of such agreements, MBS briefly outlined in a general way the subjects to be covered in proposed new regulations, describing: the purpose of the MBS and NBC, and its review of the World's Series incident and the interpretation of the MBS accounting procedure.
The best yardstick for measuring our worth as radio station representatives is the steady progress in the national field of every radio station we represent.

The average increase during 1939 was 17% over 1938 in business contracted through our office. This year the gain will be even greater.
ALL'S

THE "SALT WATER WAY"
TO NEW YORK

Log
Nov. 8th Listening to WEAF's new signal

WEAF coming in all over
better than ever before.
The best reception in the area!

Manhattan
Bronx
Mt. Vernon
New Rochelle
Bronxville
Mamaroneck

Rye
Queens
Brooklyn
Staten Island
Northern Jersey
Greenwich
Tappan

100 mv
100 mv
100 mv
100 mv
100 mv
100 mv
100 mv
50-25 mv
25 mv
25 mv
25 mv
50 mv
CLEAR...

Most Favorable Listening Conditions Prevailing

That's what WEAF's barometer says of its new signal...

That's what listeners and advertisers are discovering now that WEAF's new transmitter is in operation...

LISTENING to WEAF has become a new experience...a new pleasure since November 8th. Throughout the vast area which is its province, millions of radio listeners began to hear WEAF 2½ to more than 10 times better than ever before. And they will continue to enjoy this added brilliance day and night, winter and summer, because WEAF's new transmitter, travelling its signal without obstruction across salt water, directs it with tremendous impact to the great concentrations of population in metropolitan New York, southern Connecticut and northern New Jersey.

Today WEAF's listeners enjoy the finest radio reception in the market for the finest radio programs in the market...and WEAF's advertisers are thus reaching them with greater force and in greater numbers.

We'd like to show you what WEAF now delivers in the way of coverage, what WEAF now offers advertisers at no extra cost. Our new booklet, "November 8th Was Moving Day for a Line," will soon be off the press. It tells the story in words and pictures and figures—the story of market dominance, of listener dominance, of increased broadcasting leadership in the world's richest market. We have reserved a copy for you. Just write to Station WEAF, New York.
Committee Heads Survive Election

No Important Changes Noted In Groups Handling Radio

LEADERSHIP of key Congressional subcommittees handling radio matters resulted from the Nov. 5 election. A survey of election results indicates that although there will be several changes in committee memberships due to resignation or defeat of present members, these changes apparently will not extend to top-ranking committeemen. At any rate, committee memberships will not actuially change until the 77th Congress convenes in January.

A least four vacancies will result in the Senate Interstate Commerce Committee, headed by Sen. Leverett (D-Mass.), Senator Neely (D-W. Va.), fifth ranking Democrat on the committee, was elected Governor of West Virginia; Sen. Donahue (D-O.) did not run for re-election; Sen. Minton (D-Ind.) was defeated in his race for re-election; Sen. Lundeem (D-Minn.) died recently in an airplane accident. Sen. Lundeem was classed with the Democrats in the committee membership, all four vacancies, including the majority ranks. Among members re-elected were Senators Truman (D-Mo.), Andrews (D-Ill.), and Church (R-Vt.) and Senate chairman.

Two minority seats were vacant at the election, one to be filled in November 15, 1940, a week after all absentee ballots are counted and the official decision given.

According to a Nov. 13 dispatch to Broadcasting from Seattle, Mayor Langlie was lending Sena- tor Dill by 2,121 votes and the race was to be decided by the counting of 25,000 absentee ballots. The count will not be completed until Nov. 16 at least. The special election department of KJR, Seattle, is making three pickups daily from Seattle's city hall to provide the Northwest's intensely interested audience a running story of the tabulations.

Advertising Cost For Tobacco 4.9%

FTC Analyzes Financial Data Of Six Large Companies

EXPENDITURES of $51,905,691 for advertising during 1939 by six of the largest tobacco companies in the United States, as reported to the Federal Trade Commission, show that the companies are big users of radio time. According to the BROADCASTING 1940 Yearbook, the "cigars, cigarettes & tobacco" sponsors during 1939 accounted for $11,668,000 in gross network time sales, plus an estimated $1,047,500 in station time, for a total of $12,715,500. The total value of products noted for companies in this category during 1939 by the Bureau of the Census. The advertising expenditure accounted for 4.96% of net sales in 1939, with the net sales figure including the cost of revenue stamps. Excluding the cost of revenue tax stamps, the advertising expenditure amounted to 9.85% of net sales, the FTC report indicates.

The seven baking corporations covered in the next report accounted for $8,301,526 in aggregate net sales for 1939, as against a total operating outgo of $190,388,874. Of the total expenses, advertising costs amounted to 3.03%.

GE Plans New Show

GENERAL ELECTRIC Co., Schenectady and New York, is planning an institutional network program to run this winter as a supplement to the Phil Spitalny Hour, broadcast coast to coast by NBC on Sunday nights on NBC-Red. Although it is understood several musical shows have been auditioned, Maxon Inc., the agency in charge, has not divulged any further details on format, network or time.
Modernized for FM

QUALITY at a new high!

PRICE at a new low!

Western Electric 23C
Speech Input Equipment

No need to wait longer for speech input equipment that's up to the quality standards of FM. Here it is! The Western Electric 23C offers uniform frequency response from 30 to 15,000 cycles—total gain of 96 db.

This new equipment is attractive in appearance...provides a complete audio system in one factory-wired and tested unit...is simplicity itself to install...operate...maintain.

With all the great improvements in quality, you will be pleasantly surprised at the new lower price.

IMMEDIATE DELIVERY

The 23C is ready for delivery today. Wire Gray-bar now for full details.
Agencies Advised To Accept AFRA Code in Chicago

Combined Committee Favors Commercial Provisions

ANNOUNCING THAT it is in full agreement with the recently signed code covering local commercial broadcasts in Chicago between November 10 and December 15, the Advertising Agency Section of the Combined Committee of Broadcasters & Advertising Agencies advised agencies to sign immediately and return notices sent out by the broadcasting companies, to signify their acceptance. The letter stressed that “the provisions of the code agree with the local commercial programs allowing stations to furnish the services of a staff announcer on local commercial programs without the payment of an additional fee for such services.” In no instance, according to the letter, is a staff announcer’s services to be performed by a company representative (but not as an actor or singer) on, and read commercial copy on, local programs without additional compensation up to the maximum limit of the agreements. The Combined Committee also asked that stations furnish the services of a staff announcer, where available, at regularly scheduled times on, and read commercial copy on, local programs without additional compensation up to the maximum limit of the agreements. The Combined Committee also asked that stations furnish the services of a staff announcer, where available, at regularly scheduled times on, and read commercial copy on, local programs without additional compensation up to the maximum limit of the agreements.

How It Works Out

That portion of the agreement, dealing with announcer’s fees follows:

Staff announcers receiving salary of $75 per week or more, and staff announcers whose salary is increased to $75 per week or more, may require, in lieu of lesser salary, an additional $5 per week or proportionate amount, in order to perform (but not as an actor or singer) on, and read commercial copy on, local programs without additional compensation up to the maximum limit of the agreements. The Combined Committee also asked that stations furnish the services of a staff announcer, where available, at regularly scheduled times on, and read commercial copy on, local programs without additional compensation up to the maximum limit of the agreements. The Combined Committee also asked that stations furnish the services of a staff announcer, where available, at regularly scheduled times on, and read commercial copy on, local programs without additional compensation up to the maximum limit of the agreements.

Announcing that the Chicago stations’ new studios and executive offices, occupying the entire second floor of the Carbide & Carbon Bldg., 230 N. Michigan Ave., were formally inaugurated. Another open house was to be held Nov. 15 to accommodate additional guests. In upper photo (1 to r) are Paul Rayner, representative; Herb Atlass, WJJD sales manager; Jack North, time buyer, Aubrey, Moore & Wallace. Lower photo shows Ralph L. Atlass, president of the two stations, in his new office.

MORE THAN 400 radio advertising folk attended the first WJJD Improvement Opener today when the Chicago stations’ new studios and executive offices, occupying the entire second floor of the Carbide & Carbon Bldg., 230 N. Michigan Ave., were formally inaugurated. Another open house was to be held Nov. 15 to accommodate additional guests. In upper photo (1 to r) are Paul Rayner, representative; Herb Atlass, WJJD sales manager; Jack North, time buyer, Aubrey, Moore & Wallace. Lower photo shows Ralph L. Atlass, president of the two stations, in his new office.

MAKING THE CLASSICS CLICK

‘Invitation to Learning’ Series on CBS Proves Listener Interest in Intellectual Topics

WHEN a weekly sustaining program frankly aimed at the more intellectual listener, which has read books, is expected to draw 20 letters daily at the start and at the end of 18 weeks can draw over 40 letters in one day, it looks as though a successful formula has been reached. That is the belief of the CBS Adult Education Board, which planned the educational series, Invitation to Learning, now on CBS radio Sundays at 10 p.m.—the largest network of all Columbia’s educational programs with the exception of the American School of the Air.

On May 26, 1940, under the guidance of Douglas Coulier, CBS assistant director of broadcasting, and Leon Levine, assistant CBS director of education, the series made its debut for an 18-week experimental period of ad lib discussion of history’s great books by three noted speakers. Among the participants were Hun tington Cairns, literary critic of the Baltimore Sun; Allen Tate, head of the writing division of the creative arts program at Princeton U., and Mark Van Doren, Pulitzer Prize poetry winner for 1933, all of whom were selected as the three “regulars” for the series as it started its new 26-week period on Oct. 7.

All Done Ad Lib

The three men gather each Sunday in CBS informal Studio 10, New York, without scripts “to acquaint listeners,” as Mr. Cairns says, “with some of the great literary classics, and to renew the interest of those already familiar with them.” They sit at a small table with one eight-ball microphone between them. For the first few weeks, the men had cards with their names on them hanging around their necks as in quiz programs. Now they know each other well, but are advised to mention each other’s names whenever possible as it makes for better ‘programming.’

In conjunction with the series, Mr. Van Doren has written a brief outline of each of the 26 books selected for discussion during the fall and winter months. In one week over 2,000 requests were received by CBS for this guide, which is available to listeners for ten cents. Publishers are distributing the booklets to bookstores, while CBS is giving out more than 25,000 placards listing the books and the program schedule to libraries, universities and other cultural centers. The new series is divided into ten sections covering books on politics, literature, philosophy, ethnography, fiction, drama, criticism, poetry and philosophy, religion, science and history. As Mr. Van Doren puts it in the preface to the Listeners Guide, the books selected are “books which the world has not been willing or able to let die . . . they are more alive than many contemporary books; they are true; and the fact of their survival through centuries is a guarantee of their form.”

Tough on Announcer

Most confused before the broadcasts was Mr. K. E. Meier, called upon to pronounce such words as Cicero’s “De Officiis,” Aeschylus, Machiavelli’s “The Prince,” often a blueprint for books which the world has long since forgotten. The books are now being read by Mussolini’s favorite work.

Mail has come in from all 48 states with about 20-40 per cent from women letter writers, claiming to classify into three groups: one including people who have read all the books the cribners, librarians, ministers, and are glad others are reading them; college graduates who have read the majority of the books, because of business, jobs, families, and a third group of the self-taught, who are doing the most reading and want guidance in their choice.

Keeping It Sustaining

It has been estimated that the half-hour period, if sold by all the 90 CBS stations now carrying it, would bring in a quarter million dollars for the 26-week period. How long the half-hour will be carried is another problem. At a good time (program currently follows the New York Philharmonic concerts), it costs CBS a half-hour at a good time (program currently follows the New York Philharmonic concerts, good time for the 26 weeks. Book publishers are naturally enthusiastic about the series, and CBS has added them to its list of 23 out of the 26 books, is distributing the Van Doren booklet to both the program and the public. New York, has arranged for display of the program’s posters in 500 bookstores. Leon Levine, who directs the program, reports that 150 public libraries in New York City have requested special booklets to display the books discussed, and according to Mr. Cairns, informal requests from the public library and Congress officials have reported an unusual demand for the classics since the “CBS Invitation to Learning” made its debut last May.

N.B.C. again this year will broadcast its annual American Women’s Assn. Award for Eminent Achievement, to be made Nov. 18 at 7:30 P.M. from the Mandarin Dinner of business and professional women’s clubs of New York. Among the guest speakers will be that of “Women’s Achievement—Part of the American Scene.” Miss Margaret Deuchler, student of RCA, and Edward Johnson, general manager of the Metropolitan Opera Company, will be joined by Miss Eleanor Steber, young American soprano, for his broadcast of the Metropolitan Auditions of the Air contest.
Radio Enlists for National Defense

THE RADIO INDUSTRY has answered the call to national defense with an "all out" acceleration of creative activities. In research, in operation, in production—from blueprint to wavelength—the watchword is Service for the Needs of Uncle Sam!

For radio today has attained front-line rank in the national defense program. Its magic voice keeps our citizens informed, unites our nation as a vast community for free discussion. It links together the 21 republics of our hemisphere in bonds of friendship and mutual interest. It enables us to communicate around the world, to reach out to ships at sea, and to guide our aviators through fog and night.

Whole-hearted Response

As a leader in radio research, as the only company that makes and does everything in radio, the Radio Corporation of America is proud of its call to duty. It eagerly enlists its facilities and personnel in the service of the American people.

The emergency finds RCA fully prepared. Months ago the "must" orders went to every subsidiary of the company, with the result that at the present moment it is making daily contributions through its great laboratories, ceaselessly active in research—through its manufacturing company, in the production of radio apparatus—through communications, flashing message traffic around the earth—through radiomarine, in all-round communication service at sea—and through the National Broadcasting Company, in nationwide, world-wide broadcasting.

To fill the need for men with technical skill, RCA Institutes is training radio operators.

Accepting the Challenge

Using all the resources at its command, the Radio Corporation of America is meeting every demand for service—with expanded facilities, increased production, with smooth functioning speed.

In assuming its vital share in national defense, RCA realizes its opportunity to help preserve the unity and integrity of our national life. Each of its thousands of employees pledges his energies and enthusiasm to producing all needed equipment on schedule, to making America's radio communication system the most efficient on earth.

RADIO CORPORATION OF AMERICA
RADIO CITY • NEW YORK

RCA Manufacturing Co., Inc. Radiomarine Corporation of America
National Broadcasting Company R.C.A. Communications, Inc.

R.C.A. Laboratories RCA Institutes, Inc.
BIG DAY FOR WAVE
New Transmitter on Opening Day—

ELECTION DAY, Nov. 5, was a double-barreled event for WAVE, Louisville. In addition to its full schedule of election broadcasts, the station inaugurated operation with 5,000 watts power from its new transmitter three miles north of Jeffersonville Ind. The station, headed by George W. Norton, Jr., president, and Nathan Lord, general manager, had operated with before 1,000 watts on 940 kc.

WAVE has installed a new RCA 5-B transmitter and a second Blaw-Knox vertical radiator at the new location. The complete installation was accomplished in less than five months. Mr. Lord said the boost came opportunistically since national defense expenditures in the Louisville trading area authorized by the Federal Government aggregate $91,500,000, and assure Louisville of an annual payroll increase of $42,892,000.

FOUR N. Y. STATIONS SIGN ACA CONTRACT

LOCAL 16 of the broadcast depart- ment of American Communications Assn., CIO affiliate, recently signed one-year collective bargain agreements with four New York stations: WRN, WNEW and WDN. Among clauses included in all four contracts are: one-year salary, $4,500, with a five percent increase every nine months. ACA employs graduated wage scale starting at $45 with $2.50 per week increase at six-month intervals. WROM's chief executive, who is $75 per week, starts at $45 minimum with $2.50 per week increase every six months. ACA plans to open new negotiations with WROM for a contract covering announcers.

For technicians at WBNX it is $50 per week, while announcers have a salary scale starting at $45 with $2.50 per week increase at six-month intervals. WROM's chief executive, who is $75 per week, starts at $45 minimum with $2.50 per week increase every six months. ACA plans to open new negotiations with WROM for a contract covering announcers.

For technicians at WBNX it is $50 per week, while announcers have a salary scale starting at $45 with $2.50 per week increase at six-month intervals. WROM's chief executive, who is $75 per week, starts at $45 minimum with $2.50 per week increase every six months. ACA plans to open new negotiations with WROM for a contract covering announcers.

OLDEST network sustaining pro- gram, WAVE recently presented the POC for 250,000 listeners.

Payless Hill-Billy Shows Permitted Wage-Hour Exemption Holds If Benefiting Themselves

INDICATING that stations would not be required to pay hill-billy acts and other performers on sustaining programs, so long as their service is voluntary and they are performing for some benefit to themselves, officials of the Wage & Hour Division of the Department of Labor recently settled the principal remaining controversy over application of the Fair Labor Standards Act to broadcast opera- tors. Agreement on this point was reached at a meeting last week between Wage & Hour Division attor- neys and Joseph L. Miller, NAB labor relations director.

Although the Wage-Hour officials did not concede that all such performers were not employees of the stations, they indicated the Division, for the time being at least, would not prosecute any station for failure to pay them the minimum wage dictated by the Fair Labor Standards Act. They said that if it was decided later that these performers should be included under the Act, the industry would be given adequate notice and no prosecution would be brought.

According to the latest interpretation, supplementing earlier rulings regarding sustaining perform- ers (BROADCASTING, Oct. 1, 15, Nov. 1), performers need not be paid who: (1) Were not customarily paid for their services; (2) Whose performances were volunteered by performers who are not present for the benefit of the station; and (3) Whose performances were not specifically trained in radio or television. In another interpretation of a different wage-hour problem faced by broadcasters, classification of “student announcers,” was advanced by the NAB labor relations director. The Board, Mr. Miller indicated, would grant such a student a wage-hour exemption for ten weeks during which time he is being trained. Mr. Miller has not yet ruled on the matter and has not decided whether the station will or will not pay the student for his performances.

Another interpretation of a different wage-hour problem faced by broadcasters, classification of “student announcers,” was advanced by the NAB labor relations director. The Board, Mr. Miller indicated, would grant such a student a wage-hour exemption for ten weeks during which time he is being trained. Mr. Miller has not yet ruled on the matter and has not decided whether the station will or will not pay the student for his performances.

Even as a “fill-in announcer,” so long as he performs actual work for the station, he must be paid as an employee of the station, sub- ject to provisions of the Act, Mr. Miller indicated. In a case before him, Mr. Miller had cited this case as a par- ticular fitting the exemption granted to all employees of the station for experience on a newspaper, covered in a September interpretation.
KLZ's intensified and directed power is etching a new picture of radio efficiency and effectiveness throughout the Denver-Rocky Mountain region.

Inside KLZ's revised ½mv contour 93% of the population of eastern Colorado lives... and eastern Colorado is where the bulk of the state's population is concentrated, where the bulk of the state's business is transacted.

By no means, however, is KLZ's effective coverage hemmed in by this definitely established boundary. For KLZ's mail count brings regular response from points high up in the Rockies, from consistent listeners in southeastern Wyoming and western Nebraska.

KLZ offers a power that penetrates, a programming that pleases. Sponsors who are taking advantage of this combination are finding it a swift, sure means of gaining entrance to the homes of the Denver-Rocky Mountain area...the places where their selling must be done.
save $2
by subscribing NOW you get
BROADCASTING Weekly
(52 issues plus the Yearbook Number)
at the old $3 rate

..but we must have your subscription
or renewal subscription NOW.
After January 1, subscription rates
increase to $5 a year--$8 for two years.

BROADCASTING Weekly is your perfect Christmas gift to ALL your friends in Radio. They'll value it every week in the year. Rates as low as $1.50 for 52 issues, plus the 1941 YEARBOOK number (when you order 10 or more gift subscriptions). Use Christmas order card in this issue. We'll pay postage.
WALTER SICKLES, announcer of WWSW, Pittsburgh, is the 1940 winner of the Dr. F. Davis Memorial Announcer's Award, presented each year in an anniversary broadcast over KDKA by Mrs. Davis in memory of her husband. Mr. Davis was vice-president of Westinghouse in charge of radio operations and collaborated with Dr. F. Davis in the development of radio listening stations.

Mr. Sickles

Join NBC in Miss.

Join NBC in Miss. WGRM, Greenwood, Miss., and WSLI, Jackson, Miss., on Nov. 3 became affiliates of NBC's Blue Southern Group, available as a package at $80 per evening hour.

Food-Drug Law Changes For Canada Are Studied

CANADIAN food and drug advertisers are studying amendments to the Food & Drug Act, which go into effect Jan. 1, 1941. They deal mainly with advertising of vitamin content in foods and drugs. No changes in the Canadian Broadcasting Corp. regulations as to script for food and drug advertising are contemplated, but the regulations covering the new amendments.

Under the new amendments claims for vitamin content are allowed within strict limitations; testimonials regarding the action of vitamins may not be used; no assurances may be made regarding results obtained by vitamin medication.

Under present regulations food and drug copy must be submitted to the Department of National Pensions & National Health at Ottawa either direct or through the CBC, which has arranged for a referee board of three members of the department to handle complaints from advertisers after department officials have gone over the copy. It is not expected the new amendments will change this method of checking copy.

WWDC are the call letters of the new station in Washington, D.C., granted to the Capital Broadcasting Co., Oct. 20 (Broadcasting, Nov. 1).

WLAW Joins CBS

WLAW, Lawrence, Mass., was to join CBS Nov. 17 as a member of the Basic Supplementary Group and the network's 122d station. On the same day WLAW begins fulltime operations with its new power of 5,000 watts on 880 kc. Base network rate for an evening hour has been set at $100 for advertisers whose CBS hookup also include WEI, Boston, and at $140 for advertisers not also on WEI.

Join McClatchy Net

KYA, San Francisco, and KQW, San Jose, Nov. 15 will be available as optional outlets for advertisers using the California Radio System, according to Howard Lane, manager of the McClatchy-operated network. Addition of the two outlets brings the regional network's roster to 12.

Al Warner Given Award For Radio News Writing

NEW recognition of radio as a news medium was given this month when Sigma Delta Chi, professional journalistic fraternity, gave its first award for radio news writing to Albert Warner, CBS Washington correspondent. The award was one of five made by a committee of judges for general reporting, editorial writing, foreign correspondence, Washington correspondence and (added for the first time this year) radio news writing. It is to be presented Nov. 16 at the fraternity's annual convention in Des Moines.

Sigma Delta Chi has been formed to attract membership on college campuses with students who endeavors planning to make journalism their career and qualifying as newsmen by reason of their campus activities. Judges of the 1940 contest were Roy Roberts, managing editor, Kansas City Star; Paul Scott Moyer, editor-in-chief, Chicago Daily News; John W. Owens, editor-in-chief, Baltimore Sun; Arthur Krock, New York Times; Frederic William Wile, Washington Star.

Gets RCA Fellowship

Dr. Thomas P. Anderson, researcher in biology, surface chemistry and spectroscopy and instructor in physical chemistry at Wisconsin U., has been appointed by the RCA Fellowship Committee to receive the RCA Eletron Microscope Fellowship. Dr. Anderson will devote a year to research with the microscope at the RCA research laboratories in Camden.
—BUT DOES EVERYBODY HAVE TO LISTEN TO MA PERKINS?

Here is a find for any business sultan! MORE women...MORE sales...MO.
Sorry, Sultan...Today, they're all part of the largest woman audience ever assembled in this country...the women who listen by preference to NBC RED Network!

What man doesn’t love a female audience? But when that man is a Time-Buyer, it’s more than a matter of ego to him; it’s a matter of Repeat Business. And when that man is the Client, it’s the Life-Blood of his industry.

For women, as provable research shows, control 80 to 90 percent of all the purchases made in America...either untie the purse-strings themselves, or control the choice of the product. Under their madcap hats lies a brain so shrewd and practical it’s the calculating machine of the nation...as exact as any cash-register.

Tell your story to more women...and up, up go your sales...NBC RED gives you more women listeners than any other network...More women...more sales.

Just take a look at the figures. NBC RED has the first seven peak-popular daytime programs...the programs women all across the country listen to most. And women don’t forget the network that brings them such pleasing programs. They keep listening right on through the day...keep turning back to RED stations.

Yes, it’s a fact...for the recent “All County Census of Radio Listening Habits” reveals that during the day the RED Network is listened to most by 36.9% more families than any other network. What’s more, at night 41.7% more families “listen most” to the RED than to any other network.

So, it’s easy to see that anytime—morning, noon or night—is profitable time...on the RED! National Broadcasting Company. A Radio Corporation of America Service.

profits for the man who puts his radio dollars on NBC RED!
357-FOOT ANTENNA of WIND, Gary, Ind., was gone with the 65-mile-per-hour wind, the worst to hit the Midwest since 1898, on Nov. 11. Located five miles west of Gary, the antenna was one of three erected a number of years ago. The station was off the air for only 35 minutes, auxiliary equipment coming to the rescue.

Razed by Gales
ANTENNAS of at least three midwestern broadcast stations were toppled by the winter’s first storm which whipped through the middle west November 11, according to the reports of the FCC. The 733-foot tower of WJR, Detroit, was demolished, while WIND, Gary, Ind., and WKN, Kalamazoo, Mich., also reported damage to vertical radiators. After the WJR accident, WMBC, Detroit, for its local, carried the station’s CBS programs when two temporary telephone poles were erected, pending restoration of the steel structure. WIND and WKZO obtained FCC permission to operate temporarily with only one antenna of their respective directional arrays until repairs were completed.

ASCAP Depletions
KFI-KECA, Los Angeles, on Nov. 1 eliminated all ASCAP music from sustaining programs. Broadcast Music Inc., and public domain music are being used. A policy was instituted at this time, according to Harrison Holllway, general manager, to avoid last minute confusion should the breach between broadcasters and ASCAP be carried over past the first of next year, when current contracts with stations expire. KFI-KECA are the first West Coast stations to institute this policy in favor of BMI. A Dec. 1 deadline on elimination of ASCAP music from sustaining programs has been adopted by BMI membership generally.

WIP, Philadelphia, started Nov. 8 to restrict 50% the ASCAP music to be played on the station, the ruling affecting the playing of records and transcriptions in addition to the studio orchestra and dance remote programs. BMI and public domain music comprises the other 50%.

Cornell’s ‘Network’
AFFILIATING with Intercollegiate Broadcasting System, the Cornell U Radio Guild has started CRC, a miniature station serving campus dormitories and other buildings. The station, operating under sanction of Cornell’s board of trustees and the FCC, has purchased new equipment and installed studio and transmitter in the university. In addition to a regular four-hour daily program schedule, dance music is carried Saturday nights. Programs are sent over telephone lines to oscillator units in dormitories and fraternity rooms, with listeners paying a rental charge and installation fee for the oscillator. Programs are tuned on an ordinary radio. Students operate the station under a five-department setup.

Fire Destroys Station
FIRE completely destroyed the studios, transmitter, and all equipment of KAWM, Gallup, N. M., Oct. 27, and reconstruction of the station is from now on an application to transfer its ownership to A. W. Barnes, publisher of the Gallup Independent. The application is granted. Mr. Barnes contemplates rebuilding the entire plant, using Gates American equipment through a deal arranged according to Eugene Colley, commercial manager. A. W. Mills, local electrical contractor, is the present licensee.

Standard Station Gutted
THE BUREAU of Standards station at Beltsville, Md., WWV, was destroyed by fire Nov. 1, but will soon be replaced. The station was used to transmit standard frequencies by which radio stations could calibrate their own transmissions. It was automatic and unattended except for maintenance, and the equipment was eight years old.

BACK ON THE AIR only 12 hours after its 733-foot steel antenna tower had collapsed in a 78-mile gale Nov. 11, WJR, Detroit, was using this wooden pole setup, erected amid the smoldering ruins of the giant tower. Within an hour after the collapse at 4:45 p.m. WJR programs were back on the air on the WMBC transmitter, and by 5:30 the next morning WJR was ready to resume operations under its own power, using the temporary setup, rushed to completion in a biting gale with the aid of Detroit Edison Co. linenens. WJR also made temporary use of WXZ’s auxiliary transmitter while engineers were getting the bugs out of the emergency installation, but before the day was over the station was back on the air on almost full 50 kw. power and Engineer M. R. Mitchell was getting congratulatory telegram from all over the country. Although rebuilding of the antenna presents unusual problems, arising out of the steel situation because of defense construction, Manager Leo Fitzpatrick indicated that work could be completed within 60 days.

Third Dimension Effect on Films
RCA’s Fantasound Process Gives Realistic Result
NEW technique in reproducing sound-on-film named “Fantasound” was demonstrated Nov. 13 with the first panel of Walt Disney’s “Fantasia” at the Broadway Theatre. The system, developed by Yor in three years work by Disney and engineers of RCA Mfg. Co, projects a complete third-dimensional effect of sound and music throughout the specially-equipped theatre.

The realistic effect of sound actually moving with all action on the screen is achieved by the use of strategically located loudspeakers in the theatre and special sound ideal tracks. When, for example, a bee buzzes into the scene circle around the screen and off again, loudspeakers automatically cut off and on to follow its progress, giving the impression that the bee is traveling around the theatre.

Prior Tests
A part of the new system, described as “multiple channel recording”, was first used by RCA engineers in the production of the picture “One Hundred Men and A Girl”, in which Leopold Stokowski conducted the music as he does in Fantasound, with Fantasound tracks. It was decided to do a similar job in the pictorial interpretation of Dukas’ ‘Sorcerer’s Apprentice’, having the NBC Symphony directed by RCA handling the recording work. After production, the film proved to be simplified by Fantasound. It includes other musical compositions and makes it a full-length feature, incorporating the sound control trend ideal tracks.

More than 420,000 feet of film by the Philadelphia Orchestra was recorded, with 18,000 feet finally selected. RCA engineers simplified the system to the point where only four tracks were necessary, three for sound and one for control, which through the employment of different frequencies are combined into one. In Fantasound, they are separated by filters. RCA also constructed a special optical enlarging machine, which records the four sound and control tracks simultaneously on the same strip of film, and a special reproducer for use with the sound tracks.

“Fantasound” is not to be restricted to the Broadway Theatre in New York, RCA reports, as 12 reproduction machines have been constructed for the road performances of “Fantasia” in the nation’s 76 largest cities.

Purity Bakeries
PURITY BAKERIES Corp, Chicago, for Taystee Bread is testing a thrice-weekly quarter-hour radio spot that was given away free by a well-known comic strip “Mandrake the Magician” on three stations, KWK, St. Louis; WOR, Newark, N. J.; and WMBC, Detroit. If the test, which started Nov. 11, proves successful, more markets will be added later in the year. Arpan, the syndicate owner of the comic strip, has a Syndicate for the sale of the strip to Campbell-Ewald Co. of New York. The comic strip, now represented by Henry Souvane, New York program producer.
$249,187.00 worth of tobacco
Every day for 365 days!

WANTED... in "America's Money Belt"

To men who know tobacco best, it's a pipe that where there's smoke, there's sales.

Here in America's Money Belt, where each year folks spend more than ninety million dollars to turn tobacco into smoke, the air is fairly blue with this money-making haze.

We'll blow some your way with a few puffs from The Cowles Stations... four voices in the middlewest that cover America's Money Belt like a smoke screen from the rolling Mississippi to the rangy Black Hills.

This broad, fertile land is also a rich, ripe market for you who sell drugs, foods, beverages, cosmetics, soaps and dozens of other things. And, now, with business and agricultural conditions better than ever, Money Belt people will be buying more than ever.

Use The Cowles Stations, in America's Money Belt, where sales are smoking hot.

WHICH OF THESE DO YOU SELL?

Estimated Annual
Retail Tobacco Sales
in America's Money Belt

<table>
<thead>
<tr>
<th>Item</th>
<th>Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cigars</td>
<td>$13,738,148.93</td>
</tr>
<tr>
<td>Cigarettes</td>
<td>59,219,534.00</td>
</tr>
<tr>
<td>Chewing &amp; Snuff</td>
<td>5,324,353.37</td>
</tr>
<tr>
<td>Smoking Tob.</td>
<td>12,691,425.38</td>
</tr>
<tr>
<td>Total</td>
<td>$90,973,461.68</td>
</tr>
</tbody>
</table>

November 15, 1940 • Page 41
Radio Newsman Invited To Become Members of Correspondents’ Group

WITH 25 associate members already on its rolls, the Radio Correspondents Asso. as organized in Washington last July for the purpose of promoting interest of radio news reporters in the capital, has invited invitations to join the accredited radio newsman to become associate members.

Albert L. Warner, association president and Washington correspondents’ editor for CBS News, has extended the tour schedule within four weeks until the end of the month. Mr. Warner has been instrumental in bringing the station’s news service to all associate members.

Radio Station Akron, been invited to join the association. Members of the association include Paul White, Elmer Davis, George Fielding Elliot, Robert Troutman, and Herbert Bad, CBS; Lowell Thomas, A. A. Schermer, H. V. Kallenborn, John W. Vandercook, Milford Burgh and Don Goddard, NBC; Dave Driscoll and Raymond Grant Swing, MBS; Herbert Moore, Transradio Press; Peter Grant, WLW, Cincinnati; Rex Davis, WCKY, Cincinnati; Burt Blackwell, WAVF, Louisville; Junior T. Beller, WLS, Chicago; Leland L. Chesley, WJK, St. Louis; William Winter, WFHB, Charleston, W.V.; WDS, Kansas City; Brooks Wem, WMBD, Peoria; Charles G. Shank, WTV, San Antonio; Matthew Gordon, KOL, Portland, Ore.; R. MacFarlane, WFMF, Frederick, Md.

CBS Dance Remotes

CBS resumed its late evening programs of remote dance band pick-ups on Oct. 30, following signing of a contract with the Alaskan Indian Federation of Musicians. For the first 16 days CBS has used studio programs in the midnight hours, AFM President James C. Petullo having ordered bands to leave until the Scranton situation had been ironed out. WADC, CBS Akron, was usually involved in the AFM order but reached an agreement with its local within four days.

IN RESPONSE to appeals from CBS listeners in the Philadelphia-Syracuse market, the network has extended the tour schedule of the 24-hour series from Nov. 18 to take place in York, Pa., and the tour will close Dec. 5 in Springfield, Mass., making a total of 17 concerts in 16 cities.

Radio in the Alaskan Way

THINGS are different in Alaska, according to C. B. Arnold, manager of KINY, Juneau, who told the recent NIB convention that where he and 85% of the program is either phonograph records or transcriptions. None of the Alaskan stations has a facility with an American network, he said, and consequently when KINY broadcast its first Kraft Music Hall program last spring the event took on the proportions of a national holiday. Show was recorded the whole of its network broadcast and the transcription shipped to Alaska by air express for broadcasting nine days later. A similar arrangement has just been completed with Thomas J. Lipton who will bring the Hwy Hayes Hay series to the KINY audience. Both of these programs are handled by Young & Rubicam, New York.

Alaskans are largely dependent on their local stations, Mr. Arnold stated, explaining they have only one United States station only after dark—which means after 11 p.m. during the summer and April and meteorological conditions are absolutely correct which are not during most of the time, he added. About 90 American advertisers are now sponsoring programs or announcements on Alaskan stations, he said, and following the successful reception of the Bing Crosby series he expects that the Jack Benny, Kate Smith and other major network programs may soon be heard, via transcription, in Alaska.

Emergency Service

Because of the wildness of the country and the lack of point-to-point communications, the Alaskan broadcaster gets many calls for emergency service, Mr. Arnold said. He went on to the importance of having timely entertainment to ask trappers in a certain territory to go to a place station. Trapper will take a snowshoe in an ice trap and notify them that a rescue party will meet them at such a certain time and place and they will be eventually done, or to perform other special communications service. In the instance of one that had been told of the strandees by an airplane that had seen them as he flew across the land on his way to Juneau.

Broadcasts of trital songs and rituals in the Tlinget language have given KINY a large following among Alaskan Indians. Mr. Arnold said, explaining that they have taken to KINY as if they had taken to the radio as an instrument that spoke only the white man’s language but had become intense fans when they heard their own language coming from the speaker.

KINY is opening new studios in Juneau early in November, he stated, designed and built by Vine-Doug-Kraft, and equipped with the latest equipment brought in from various sources to meet special needs of the station. Studio is placed on the outskirts of the city, are located over a gold mine, Mr. Arnold explained, and discovery of a new vein may find the ground taken right out from under the station.

F. P. Douglas Is Named As KMOX News Chief

FRANCIS P. DOUGLAS, for the last 16 years city editor of the St. Louis Post-Dispatch, has been named director of the KMOX news department and the station’s chief news editor. According to the Post-Dispatch, Oct. 31 announcement by Merle S. Jones, general manager of KMOX, St. Louis. He replaces Harry W. Flannery, who recently flew to Berlin as a CBS correspondent there. In addition to directing the KMOX news bureau, Mr. Douglas handles a five-weekly news commentary on KMOX for Stephen Bros, Phila- delphia, and writes a column of cigarette producers for the St. Louis Post-Dispatch.

Introducing Mr. Douglas to KMOX listeners on a special program late in October, Mr. Jones announced that the station had subscribed to Associated Press news service, supplementing its regular United Press and Transradio Press sources. Mr. Douglas’ first public appearance was on a summer when he was invited to sub- mit for a trip to Europe where he was a former vacation. After their graduation from Harvard U in 1921, Douglas moved to New York, where he was a member of the Globe-Democrat. Three years later he was named city editor, a position he held until joining KMOX. He is 48, a native of St. Louis, is married and has two children.

United States Stations Offer Tribute to KINY

TWENTY broadcasting stations, scattered throughout the United States, participated in an unique salute to KINY, Juneau, Alaska, on Oct. 31 during dedication of new studios by the station. Edwin A. Kraft, owner of KINY, who went to Juneau from his home in Seat- tle for the ceremonies, reports the event the biggest ever broadcast in Alaska.

Transcribed salutes in the form of brief talks, musical programs, comedy dialogues and jamborees, presentations of the various stations were shipped to Juneau. Special congratulatory addresses by Ne- ville Miller, president of the NAB; Anthony H. Allen, manager of the President’s Committee, to Congress; William S. Hedges, vice-president of NBC, and others were broadcast by KINY. The mainland stations contributing to the broadcast ceremonies included KPI WRIA WFAA KMBB KCRC WCAE KSFO WCAO KFEL KHQ KOL KIRO WMIN KGER KSL WAAF WRJ WWL WSO.

KGBU Signed by MBS

As Outlet for Alaska LISTENERS in Alaska to KGBU, Ketchikan, can now hear network programs for the first time with the recent affiliation of that station with MBS. KGBU, owned by the Alaska Radio & Service Co. and operated on 900 kc, 1 kw, unlimited, has the same status as Mutual outlets in Hawaii, rebroadcasting the network’s programs on signals from KOL, Seattle, and KMO, Ta- coma, both MBS affiliates.

Also joining Mutual to bring its affiliates with KGBU to a total of 161 in WARM, Scranton, Pa., which operates on 1730 kc, 250 watts unlimited, and is owned by Scranton Broadcasters Inc.

GABRIEL HEAVER, news analyst of WOR, New York, is now broadcasting from fully-equipped miniature radio studios set up in both his New York apartment and his Long Island country home as a combination den, garage and broadcasting studio. According to his needs, Hea- ver can broadcast from either studio, a choice of which has increased his range, reading maps, microphones, remote-broadcast apparatus and direct lines to WOR.

RICHARD FIELD LEBUS Jr., formerly in radio on the West Coast who now manages and is part-owner of WFVA, Fredericksburg, Va., has ap- pointed Charles E. Halley, owner of the first broadcasting station on 1370 kc. In Winchester, Va.

NAMED to succeed Harry W. Flannery as news editor of KMOX, St. Louis, Francis P. Douglas (right), Oct. 31. Douglas succeeds Merle S. Jones (left) who was news chief for the Alaskan radio audience late in October by Merle S. Jones, KMOX general manager.

Page 42 • November 15, 1940  BROADCASTING • Broadcast Advertising
SPONSORS of WGY's musical clock periods conducted daily except Sunday by versatile Gene O'Haire, early-morning “air salesman,” pay for one personality and get two. In one of these periods, from 7:45-8 a.m., O'Haire and his voice double, “Syracuse,” take the air in behalf of Peter Paul confections, Mounds and Dreams.

That they sell is attested by this advertiser's agency, Platt Forbes Inc., which says, “WGY is boosting sales and doing a good job for Peter Paul.”

Producing results is all in a day's work at General Electric Station WGY. And doubly satisfying are the values enjoyed by advertisers using this 50,000-watt voice of the Great Northeast.
MEMPHIS
The Billion Dollar Market
OWNED AND OPERATED BY
THE COMMERCIAL APPEAL
5000 Watts Day ★ 1000 Watts Night
MEMBER OF SOUTH CENTRAL QUALITY NETWORK
NBC Red Network
WMC—MEMPHIS KWH—KTVB—Shreveport
KARK—Little Rock WSBM—New Orleans
WJDX—Jackson, Miss.
National Representative: THE BRANHAM CO.
** FM BROADCASTING STATIONS SERVING THE PUBLIC DAILY**

<table>
<thead>
<tr>
<th>Station</th>
<th>Location</th>
<th>Owned by</th>
<th>On the Air Continuously Since</th>
</tr>
</thead>
<tbody>
<tr>
<td>W2XMN</td>
<td>Alpine, N. J.</td>
<td>Maj. E. H. Armstrong</td>
<td>April 1938</td>
</tr>
<tr>
<td>W2XAG</td>
<td>Yankees, N. Y.</td>
<td>C. R. Runyon, Jr.</td>
<td>Nov. 1936</td>
</tr>
<tr>
<td>W1XQJ</td>
<td>Paxton, Mass.</td>
<td>Yankee Network</td>
<td>May 1939</td>
</tr>
<tr>
<td>WEOD</td>
<td>Boston, Mass.</td>
<td>Yankee Network</td>
<td>April 1939</td>
</tr>
<tr>
<td>W6XVB</td>
<td>Rochester, N. Y.</td>
<td>Stromberg-Carlson</td>
<td>Nov. 1939</td>
</tr>
<tr>
<td>W2XQR</td>
<td>Long Island City, N. Y.</td>
<td>J. V. C. Hogan</td>
<td>Oct. 1939</td>
</tr>
<tr>
<td>W9XAO</td>
<td>Milwaukee, Wis.</td>
<td>The Journal Co.</td>
<td>Jan. 1940</td>
</tr>
<tr>
<td>W8XAD</td>
<td>Rochester, N. Y.</td>
<td>WHGC, Inc.</td>
<td>Jan. 1940</td>
</tr>
</tbody>
</table>

* All using REL-Armstrong Phase Shift Method.

the reason is very simple...

REL is the only FM manufacturer using the ARMSTRONG PHASE SHIFT METHOD. This method of direct crystal control, without the necessity of counter-feed back, assures the broadcaster an FM transmitter that will not go off frequency.

So before you buy your FM transmitter protect your investment by investigating REL, the only manufacturer employing the ARMSTRONG SHIFT METHOD for broadcast transmitters.

Radio Engineering Labs., Inc.

Long Island City, N.Y.
DEPARTMENT store advertising via radio in the San Francisco bay area is widely sought, but seldom caught.

The few department stores using radio today in most cases confine their advertising to occasional spot announcement campaigns or on participating women's programs.

However, KROW, Oakland, Cal., recently sold a program idea to Sherman, Clay & Co., operating the music and radio department in the H. C. Capwell store, Oakland's largest department store and along with the sale succeeded in getting complete backing from the promotion and advertising department of the department store.

The program is titled "Question-Air," and originates from the music department on the fourth floor of the store on Fridays—3:30 to 4 p.m. (PST). According to KROW Manager Phil Lasky, this is the first large show of any nature to be tied in with a department store in the San Francisco-Oakland area. It is booked as a special 13-week Christmas promotion for the radio-music department.

Lots of Promotion
To illustrate the enthusiasm aroused by the station the following memorandum from the store's promotional department is quoted:

"Advertising—In all Sherman, Clay ads and in all H. C. Capwell's ads where possible, a notice will appear plugging the program.

"Radio—KROW will give spot announcements regarding the program. We will give announcements on our "Johnny Jump Up" program throughout the week as well.

"Stories—KROW has already sent publicity material to the Shopping News for use on their radio page. We will send news stories to the newspapers on the program, emphasizing the fact that the program originates in our store.

"Window—Window No. 20 will go in for the first program and will remain in until the Dollar Day changes. Windows for following programs will be worked out.

"Department—The department will have a stage for the program.

SATIN SHIRTS with autographs of 70 KDYL entertainers and staff members decorate these two Salt Lake City girls as they are interviewed on the KROW program. The girls obtained the autographs last summer, then embroidered them.

located at the front of the piano department, near the sheet music section. There will be a permanent background erected back of the stage to feature the program and the Philco radios.

No Medium Overlooked
"Signs—Signs will be placed on the Fourth Floor, Accommodation Desk, Street floor, window and other suitable places as needed.

"Elevators—On Fridays, the operator in the Express Elevator will specifically mention: 'Express Elevator to Question-Air Radio Program, Fourth Floor' in her spiel to the customers.

"Pamphlets—Pamphlets will be given out in the radio department and at the Accommodation Desk which give information on radio. Information which will be the basis for some of the questions asked the contestants.

"Employees—A notice will go to employees, outlining the information given in this notice. A notice will also appear in the bulletin.

"Buyers' Meeting—At the buyers' meeting, announcement will be made of new programs."

Mr. Lasky stated that H. C. Capwell Co. has sponsored a children's program, "Johnny Jump Up," on KROW for four years, but this is their first participation in a direct merchandising program.

Bert Winn of KROW is handling the microphone on Question-Air, which is a general quiz type broadcast.

PHILCO Corp., Philadelphia, through James T. Buehler, president, announced now that all monthly Philco employees having more than one year's seniority who volunteer or are drafted for military service will be paid one month's salary following their induction into the service. Weekly salaried employees and hourly rated employees will receive four-weeks' pay. One-half this additional compensation will be given employees with the company less than a year. The company also has agreed to pay inducted employees' group life insurance premiums, to credit seniority through the period of service, and at conclusion of the one-year service period to re-employ these workers.

WENR-WMAQ Spot Gains
SPOT REVENUE for WENR and WMAQ, NBO's respective Blue and Red network, greatly exceeded any month's history during October, according to M. M. Boyd, local and national spot sales manager for the NBO Central Division. Station WENR showed a 122% increase over Oct. 1939, and WMAQ surpassed last year's October billing by 51%.

TEST IT IN ROCHESTER

NO. 1 TEST CITY
No. 1 of all cities,—100,000 to 500,000 population,—in New York State and all the Middle Atlantic States!

This is the consensus of opinion of 162 leading advertising agencies as determined by the latest Sales Management-Ross Federal Survey.

WHEC
NO. 1 FAVORITE WITH ROCHESTERIANS . . .

If you lived in Rochester there would be no doubt in your mind about the WHEC lead in listener popularity.

Rochester's leading stores and service organizations know it. That is why they buy more time on WHEC.

Agency time-buyers, nationwide, know it. That is why they buy more spot programs and more spot time on WHEC.
‘Danger’ Warning Discarded by FTC

**Action Halts Sponsors’ Plans To Limit Air Advertising**

DRUG product advertisers using radio will not be required to specify “dangerous ingredient” warnings in their commercials—a procedure thought likely under the Wheeler-Lea Act which became effective a year-and-a-half ago.

Regarded as a move that will keep several million dollars of drug advertising on the air, the Federal Trade Commission discloses this new policy is founded on the theory that labels for all drug products will carry “adequate warnings” in compliance with the Food, Drug & Cosmetic Act. It is concluded, therefore, that the consumer is protected if the advertisement states the product must be used as directed on the label.

Cancellations Avoided

It was learned reliably that many drug advertisers, particularly those manufacturing headline and other simple remedies, planned to cancel their radio advertising if the Commission had required the drastic “dangerous ingredient” stipulation in commercials. It was felt such a requirement would have destroyed the value of radio advertising, since such alarmist statements would drive consumers from use of the products. Evidently this condition had not been known in the broadcasting industry.

The new general policy of the Trade Commission, stated in a recent cease and desist order, is not expected to apply to products involved in Federal Court injunction cases, such as weight reducers and electrolytie devices for removing hair. This, it was stated, is on the theory that such products are dangerous for use in self-medication, no matter how labeled or advertised to the public.

ALTHOUGH RCA equipment has been ordered, the new WRJF, which the FCC has authorized the Miles City (Mont.) Star to construct, will probably not be on the air before March or April of 1941, according to W. F. Flinn, the newspaper’s general manager.

EVERY time there is a musical program at WREN, Lawrence, Kan., Manager Verl Bratton dons a WREN glove on one fist and an AFM glove on the other. Then he either knocks himself out or emerges as a double winner, for he is president of Local 512, American Federation of Musicians, as well as manager of WREN. Reading left to right in the photo are Verl Bratton, president of Local 512 and the local Petriello; a copy of a trade publication which he consults during his daily dilemmas, and Verl Bratton, manager of WREN. They were caught in an intimate pose by a conniving cameraman versed in tricks of the trade.

SEVERAL MBS sustaining evening programs which cannot be fitted into the evening schedule of WOR, the network’s New York outlet, are now heard by WOR daytime listeners via recordings. The Thursday night Mutual variety show In Chicago Night is recorded on WOR Fridays 10:30-11 a.m.; Lou Loyal, a Friday evening Mutual dramatic series, is presented on WOR, Tuesdays 8:15-9:15 p.m., and each episode of Ned Jordan, Secret Agent, Mutual dramatic series heard Tuesdays, will be recorded off the air and presented on WOR Saturdays 8:30-9 a.m., starting Nov. 16. Other evening shows on MBS also will be heard on WOR through this new policy to be announced later.

Canada Plans Repeaters To Serve Isolated Areas

A NUMBER of small broadcasting stations are being installed by Canadian Broadcasting Corp. in certain sections of British Columbia and Northern Ontario, where residents have poor reception because of natural barriers. The first such station is now in operation on 860 kc. as VE4HC, Revelstoke, B. C. It is a 20-watt set and in charge of the telegraph line repeater operator at Revelstoke who feeds all CBC network programs, sustaining and commercial, through the low-powered transmitter which is powerful enough to service the residents of this mountain area.

The commercial programs are carried as part of the service given by CBR, Vancouver. The station does not sign on or off as there is no microphone at this point. Its present experimental call letters are to be changed shortly and given a call similar to other CBC broadcast stations. Similar stations are to be built at various repeater points and small settlements throughout the Rocky Mountains along the two Canadian railway lines. Later it is planned to have these stations also in northern Ontario north of Lake Superior following the transcontinental railway lines.

**STAR Radio Programs, New York**, reports a 27% sales increase over 1939 for its 25 half-hour series of Christmas Tree programs. Stations recently signing for the show are CKMO-KDFL, KSD-WDDW-WGDJ-KGIR-WMBC-WPAX-WOPF-CKOC-CFNB-WATR-WSAZ-KFJN-WBGR-CCKC-KIEM-WNWO-DOC-KTBW-WJAV.

For more information about KSL, one of the sixteen CBS 50,000 watt stations, inquire of Edward Petry & Company.

KSL
SALT LAKE CITY
50,000 WATTS
CBS

**FIRST in popularity in the Intermountain Empire**

**VOICE OF THE INTER-MOUNTAIN EMPIRE**
1ST. IN PUB.

CBS PROGRAMS
MORE THAN 200,000 PEOPLE DAILY READ THE LATEST NEWS FROM WCKY'S TRAVEL NEWS-O-GRAPH OPERATING 16 HOURS EVERY DAY ON FOUNTAIN SQUARE CINCINNATI

L. B. Wilson

WCKY

FIFTY GRAND IN POWER
The Election and Radio

ASTUTE USE of radio probably accounted as much as any other tangible factor for the re-election of President Roosevelt. His status as the nation's No. 1 radio personality remains unchallenged after a campaign in which he relied upon the spoken rather than the printed word in conveying his story to the electorate.

Broadcasting, non-partisan as an industry, came through the campaign with flying colors. There were no tone-deaf discriminations by past campaigns charging undue favoritism, except for an unimportant blot from the communists. That is because radio handled the job admirably, from start to finish. Radio earned and deserves the plaudits and good will which already manifested by the parties for a job well done.

Both major party platforms, adopted at their conventions last summer, carried "free radio" planks. As a result, radio did not become a campaign issue, despite heraldings that the Republicans would tear into bungled radio regulation under the New Deal. It is just as well that the issue was never raised.

On its part, the broadcasting industry wholeheartedly joins in the manifestations of unity and patriotism that in these critical days must be part of American democracy. Radio seeks no favoritism from the Government; it simply asks that the regulatory authorities permit it to go its own proper way in continuing to render the public service that has endeared it to the nation. It wants no paternalism or benevolent condensation from those who, by grace of politically acquired commissions, wield such immense powers over its destinies.

With the election over, and the present order entrenched for another four years, it is not unlikely that certain FCC members now feel the lid is off. In FCC circles, this misgiving has advocated "reforms" in utter conflict with the repeated expressions of the Chief Executive that radio be kept "as free as the press". Even direct control of programs has been urged by at least three commissioners. And there are indications of a revival of the anti-newspaper-ownership sentiment.

The broadcasting industry welcomes Mr. Roosevelt back for a third term as their chief. The President has an immediate opportunity to display to the industry his oft-expressed faith in Broadcasting by the American Plan. He can appoint to the non-Democratic vacancy now existing on the FCC a qualified person of unimpeachable integrity—not just another politician. We pray that the era of giant-killing,heckling and pin-pricking is past.

We'll Get By . . .

RADIO QUESTION No. 1 these days runs something like this: "Will ASCAP and the broadcasters get together before Jan. 17?" We do not profess to know all of the answers, but if the broadcasters have any preconceived notions about a truce, they're certainly wasting lots of time, talent and money on BMI. What ASCAP has in mind is conjectural. One thing is sure, the broadcasting industry isn't interested in any variation of the pending percentage-wise proposition.

To us it seems that BMI already has accomplished what appeared to be an impossible job. Advertisers and agencies are cooperating all down the line, too. Bands are finding that it isn't impossible to arrange non-ASCAP programs. More and more BMI music, expertly arranged, is available, and catalogs being acquired almost weekly are providing the minimum volume of music considered essential for the switchover.

All signs indicate that the old order in Tin Pan Alley, completely dominated by ASCAP, is on its way out. To paraphrase an old popular tune (which may have been ASCAP) the radio theme song of the new order might well be "We'll Get By As Long As We Have BMI."

Serving the Flag

THE NATION'S broadcasters are devoting large blocks of time to the programs of various Government departments. They are serving their flag loyally, but under extreme difficulty, because the Washington time placements are hopelessly snarled in red tape and confusion.

In recent months, stations and networks have greatly increased their donation of facilities because of the defense program. They have given millions of dollars in time and talent on behalf of the conscription drive, skilled-labor roundups, alien registration and recruiting.

Out of Washington departments and out of their scattered local branches come all manner of requests for time and offers of scripts and transmissions. The situation has become so confused that even Mr. Fly of the FCC has given it official notice.

With Uncle Sam wanting station and network facilities, and with stations and networks eager to serve, all that is needed is some coordination. At present there is none worth mentioning, outside of the NAB's cooperation with the Civil Service Commission in a drive for skilled labor.

The coordinating job would be a difficult one. It would require tactful and efficient manipulation of conflicting and jealous elements inside the Government. It must be done, however, if the industry is to serve the flag as well as it desires.

But it must be kept in mind that a coordinator, not a mailed-fist dictator, is needed. The job is purely lieutenancy in nature. The minute it goes beyond that point, the industry will have to fight for its freedom. Already the military branch of the Government has plans for coordinated use of radio in case of war. What is needed now is coordinated use of radio in case of peace, and there still is some peace left in the world.

On Borrowed Time

THE CONFERENCE method of reconciling differences between broadcasters and their clients, via advertising agencies and station representatives, has been introduced. The NAB Code Compliance Code, desirous of appraising the workings of its self-regulation code as applied to commercial time limitations, held a roundtable in Chicago Nov. 7, and plans one in New York in January.

This is a healthy development. Broadcasters, as custodians of public service in their respective areas, know best through experience about maximum doses of commercials for their audiences. Advertisers, anxious to sell goods, and agencies, desirous of making the best possible showings for their clients, naturally think only in terms of maximum selling appeal.

Agencies want time outside the code limitations which became effective Oct. 1, to promote radio contests and for children's programs. The broadcasters naturally do not want to encourage the prize-award element, lest it become the rule. But across the conference table some compromise can be reached, acceptable to all.

Privately, agencies admit the time limitations on commercials already have proved effective. They provide a stop sign for the agency writer and gives him a ready answer for his client. Already it has resulted in more adroit production of commercials, easier to take, and unquestionably more effective.

Horse-and-Buggy

LONG AGO, we thought, radio and the press had buried the hatchet. The realization had dawned upon the press that radio had a place in the journalistic firmament, and that it was a medium destined to stay.

But we got quite a jolt the other day. Many newspapers, notably in the South, still indulge in the silly subfuge of listing news programs as "studio" and commercials as "music". Do newspapers serve their readers or themselves? Certainly a subscriber, who wants to know when to tune in a news broadcast or a Presidential speech or Jack Benny, isn't happy about such a meaningless listing. He probably tosses the paper aside in disgust and curses the publisher.

We believe in freedom of the press as devoutly as the press itself. But we believe those horse-and-buggy days are over. And the following silly fake-listing process would be kinder to their self respect if they thought this one out.
GUNNAR ODDE WIG

ENERGY and calm judgment, added to the characteristic sturdiness of his Norse ancestry, are the qualities that strike you most in Gunnar Odde Wig, general manager of WHEC, Rochester. There isn’t a job around the station, barring perhaps engineering, that he cannot take over and handle well in an emergency. There isn’t a problem that arises to find him shirking.

Gunnar Wig’s story is virtually the story of WHEC, for he began in radio at that station and rose to his present managerial post through the ranks.

Born in Norway Dec. 17, 1902, Gunnar Wig was brought to this country by his parents while a child. He went to public school in Jersey City and Rochester. In 1920 he was graduated from Mount Hermon Preparatory School, and in 1923 from Mechanics Institute in Rochester.

After engaging in YMCA work in Amsterdam, N.Y., as membership secretary and associate physical director, he went to the Madison, Wis., "City Boys' Athletic Association," during that period he found time for special studies at the U of Wisconsin. Then, for a while, he served as city boys' work secretary in Alton, Ill.

There were exactly five employees on the staff of WHEC when Gunnar Wig joined that station in 1927 as continuance baseball and sports writer. Within three months he became a regular announcer. Two years later he was program director.

In 1931 he was named general manager, to which post the duties of treasurer were added in 1936. His announcing forte was sports.

In 1929 he originated play-by-play descriptions by wire of Rochester and out-of-town basketball games. So popular were his baseball broadcasts that CBS in 1933 added him to its staff to handle the World Series. His still-familiar baseball phrase, “Here it comes!” produces a pleasant nostalgia in the hearts of sports fans throughout Western New York.

By 1936 other details of the station’s work were taking up so much of his time that he gave up sports work entirely to devote himself to the business end of radio. Today Gunnar Wig is mainly concerned with staff management, the editorial aspects of merchandising and promotion—but he still can clearly remember those early radio days when his work started with 7 a.m. morning announcements and ended almost any hour of the night.

One of Gunnar’s most important jobs is to maintain a close and friendly relationship between WHEC and its program-sponsors. His office door is always open to the members of what he chooses to call “WHEC’s Radio Family,” and his mind is open to any suggestion for cooperation with sponsors in the merchandising of their programs. Merchandising is a feature of radio upon which WHEC prides itself; he considers that the station’s job is only half-way done unless each new program is given a good build-up and given further promotion through every conceivable practical merchandising support. And Gunnar Wig is the deus ex machina behind the greater part of these promotions.

SERIES of songs written in 1932 by Raymond Gram Swing, MBS news analyst, were performed publicly for the first time Nov. 10 at a concert of the sheet music publishers & Conductors in New York, with Dr. Sigmund Spaeth, president of the association as commentator. First such performance of a musical work to be heard live at a Composer’s Forum Concert at the New York Public Library last April, this was a violin concert, later broadcast May 12 on MBS.

KNOX MANNING, Hollywood commentator, and Frank Reister, novelists, are collaborating in writing a new book, Radio Newsmaster.

BROADCASTING • Broadcast Advertising  November 15, 1940 • Page 51
Edward J. Calahan

EDWARD J. CALAHAN, 54, general manager of Westinghouse Artists Service Inc., Pittsburgh, died of a heart attack Oct. 30 after being in ill health for more than a year. A native of Tunkhannock, Pa., Mr. Calahan entered the brokerage and real estate business after graduating from high school, moving to New York. In 1929 he formed the firm of Calahan & Co., later E. J. Calahan Inc., which continued until 1930. After three years with a real estate management company, he joined NBC's real estate division and figured importantly in negotiations involving NBC's activities in the show-business scene. From 1935 to 1938 he was transferred to the NBC sales department at KDKA, Pittsburgh. On Jan. 1, 1940, he was placed in charge of the NBC Artists Service Bureau there, which was taken over July 1 by Westinghouse E. M. Co. He is survived by his wife and three children.

Robert W. Strauss, radio actor

ROBERT W. STRAUSS, radio actor who has appeared on Our Guy Sunday and other network programs, is credited with having found Nov. 11 in his automobile near Cold Spring, N. Y., a victim of carbon monoxide poisoning.

James F. Perkins, heard as the voice on WJBD, Detroit, died of heart trouble in mid-October.

Joseph Alexander, 32, staff announcer of WJBD, Chicago, on Nov. 7 took his own life. He was unmarried.

Alois Havilla, former NBC announcer and the last three years free lancing, has joined the announcing staff of WOR, New York.

Anthony Walberg has been added to the regular music staff of WLW, Cincinnati. In addition to appearances on WLW, Walberg also is heard as organ soloist on WLVQ, international carryover affiliate.

Pat Freeman, production manager of CFGC, Colby, and a ABC commentator on the Royal Tour last year, has been called to active service with the Canadian armed forces. His place is being taken by Bob Seago, formerly assistant manager of CFGC, Winnipeg.

Robert Fiske, former of KNX, Hollywood, has joined the KOIN, Portland, announcing staff. Bob Covan, after a trip to South America, has rejoined KOIN as an announcer.

Mill Cates, Jr., WIP, Philadelphia, has joined the announcing staff of WIP, Philadelphia, replacing Allen Port. Another announcer, resigning to enter business, at Hotel Philadelphia on Nov. 6, with 65 attending.

VERN K. THOMPSON, formerly an announcer of NBC Chicago, has joined the announcing staff of WXYZ, Detroit.

MARION COOPER, supervisor of the central stenographic service of NBC Chicago, has been named assistant director of the station.

LEONARD CARLTON, radio editor of the New York Post, has joined the announcing staff of WGY, Schenectady, N. Y.

ROBERT LEE, duty supervisor of the San Francisco office, has been named assistant manager of the station.

JACK TANSEY, former editor of the New York Times, has joined the announcing staff of KQV, Des Moines.

FRED TOLG, continuity director of NBC, has been named assistant director of the station.

TOM LEONARD CARLTON, radio editor of the New York Post, has joined the announcing staff of WGY, Schenectady, N. Y.

VICTORIA YEAGER, secretary to Roger W. Clipp, general manager of WFIL, Philadelphia, has joined the announcing staff of WCAU, Philadelphia.

PAUL AURANDT, formerly of KXOK, St. Louis, has joined the announcing staff of KGO, San Francisco.

VERL K. THOMPSON, formerly an announcer of NBC Chicago, has joined the announcing staff of WXYZ, Detroit.

MARION COOPER, supervisor of the central stenographic service of NBC Chicago, has been named assistant director of the station.

LEONARD CARLTON, radio editor of the New York Post, has joined the announcing staff of WGY, Schenectady, N. Y.

FRED TOLG, continuity director of NBC, has been named assistant director of the station.

TOM LEONARD CARLTON, radio editor of the New York Post, has joined the announcing staff of WGY, Schenectady, N. Y.

VICTORIA YEAGER, secretary to Roger W. Clipp, general manager of WFIL, Philadelphia, has joined the announcing staff of WCAU, Philadelphia.

PAUL AURANDT, formerly of KXOK, St. Louis, has joined the announcing staff of KGO, San Francisco.

Edward A. Richards and Edward B. Rubin have opened a public relations office at 70 E. Wacker Drive, Chicago, under the firm name of Richards & Rubin, to specialize in training programs and other editorial problems of business organizations. Dr. Richards formerly was on the editorial staff of Variety.

Bill Mitchell has been named assistant to the editorial director of the Industrial Training Institute, Chicago, with which he was also associated in research.

William H. Davis has been named director of the Industrial Training Institute, Chicago, with which he was also associated in research.

Edward A. Richards and Edward B. Rubin have opened a public relations office at 70 E. Wacker Drive, Chicago, under the firm name of Richards & Rubin, to specialize in training programs and other editorial problems of business organizations. Dr. Richards formerly was on the editorial staff of Variety.

Bill Mitchell has been named assistant to the editorial director of the Industrial Training Institute, Chicago, with which he was also associated in research.

Full Time 550 Kc

Exclusive St. Louis Outlet For NBC Red Network

The Powerful Sales Stimulant

St. Louis' listener preference network station on the listener preference network also has the full time Associated Press news service.

Since 1935 KSD has led all other St. Louis broadcasting stations in "Firsts" in 16 nation-wide Radio Star Popularity Polls, voting for listeners' preference.

Stations KSD - The St. Louis Post-Dispatch

Free & Peters, Inc., National Advertising Representatives

New York Chicago Detroit Atlanta San Francisco Los Angeles

Broadcasting • Broadcast Advertising November 15, 1940 • Page 53
WINX, in Washington, Completes Debut Plans

WINX, Washington, D. C., the national capital's fifth station, is now scheduled to go on the air shortly after Nov. 15, operating with 250 watts on 1310 kc, according to Lawrence J. Heller, attorney and owner, who has announced completion of the station's staff. RCA equipped throughout and with a 180-foot Blaw-Knox tower, the station is located in downtown Washington but uses a 50-watt synchronized booster located on the campus of American University, on the city's outskirts.

Reggie Martin, former manager of WJNO, West Palm Beach, Fla., heads the staff as general manager. The staff includes: Mrs. Helen K. Mobberley, formerly with WRC-WMAL, commercial manager; Francis Owen, from WIOD, Miami, and WJNO, acting program director; Robert Callahan, from WRC-WMAL; Ralph E. Cannon, former chief engineer of KEPA, Amarillo, chief engineer; Pete McEvoy, from the Chicago American, news editor; Jack B. Creamer, from WIOD, continuity and publicity; Anson S. Carpenter, production; Sam Lawder, Charles Murphy, Leonard Meekin, Major Robb and Milton Shoemaker, announcers; Ross Bever, Henry Meisinger, Blair Jones and William Brubaker, engineers; Ethel Davis, auditor; C. Merritt Trott, Frances McKeown, Douglas Hall and Paul Heller, salesmen.

INS news and Standard Radio transcription library will be used.

Perfectly at ease, perhaps, was John Merrifield, agricultural coordinator of WHAS, Louisville, as he broadcast at the Kentucky State Fair with an 11-foot python caressing him. The neck-piece was unexpectedly acquired when Merrifield stopped at a snake-charmer's booth and offered his mike to the Barker.

Hospitalized

FORT PEARSON, announcer of NBC, Chicago, is the father of a boy, Fort Jr., born Nov. 10 at McVey Hospital, Chicago. Mr. Pearson developed a cold while broadcasting the Minnesota game the preceding day and was a patient at the hospital at the time of his son's birth.

Yankee-Colonial Appointment

ROBERT S. Playfair, of New York, has been appointed director of station and sales promotion in the new Yankee and Colonial departmental arrangement coordinating all phases of publicity and promotion, it was announced Nov. 4 by Linus Travers, vice-president in charge of sales and promotion of Yankee and Colonial Networks. Mr. Playfair, formerly with Cori Byoir & Associates, and Audvision Inc., New York public relations and advertising firms, is a 1936 Harvard graduate. Other appointments in the department were: Carleton McVay, research; Al Stephenson, publicity; Fred McLaughlin, special events.

Bill King, tenor heard regularly with the Chapel Singers on WJOC, Savannah, Ga., is making a guest appearance Nov. 15 as vocalist at the Al Pearce & His Gang broadcast from Hollywood.

Forrest Barnes Elected Writers Guild President

FORREST BARNES, Hollywood writer, was elected national president of the Radio Writers Guild, and Paul Franklin, Western Regional vice-president, at a meeting in that city Nov. 7. New York and Chicago members were to vote on Barnes' candidacy Nov. 12, but the vote was marked formally as he was unopposed. Elected members of Western Regional Council for two-year terms were Hector Chehney, Sam Moore, Arch Oboler, Jerry Schwartz, and Everett Tomlinson. Council alternates elected for one year are Wolfe Kaufman, Leonard L. Levinson, Carleton E. Morse, Donald Quinn and Maurice Zimm. Members also adopted a resolution asking the national council of RWG to call for a vote on the proposal that no executive writer may be elected national president or regional vice-president. In addition they approved a regulation prohibiting radio writers from working for any transcription concern on the RWG unfair list.

Pearl's New Firm

WARREN H. PEARL, treasurer of General Amusement Corp., New York, has resigned to organize Musical Management Inc. in the RKO Bldg., New York. The company will engage in personnel management of radio stations and orchestras, two of which already signed are Bobby Byrne's Orchestra and Johnny Long and his band. Byrne was auditioned last week by BBDO, New York, for the Discoveries of 1941 program to be sponsored by Brown & Williamson Tobacco Co. for Raleigh cigarettes. Program features a "Name the Tune" contest with prizes of $250 plus 10% of royalties to the listener sending in the winning title to song played on the show. Associated with Mr. Pearl in the new company is A. Edward Moskowitz, New York attorney.

Slattery Leaves WCOP

RESIGNATION of Gerard H. Slattery as general manager of WCOP, Boston, because of ill health, was announced Nov. 12 by Harold A. LaFont, general manager of Bulova stations. Asher Marx, station auditor, has been named acting manager pending the appointment of Mr. Slattery's successor. Mr. Slattery, former agency executive, has been head of WCOP since its opening in 1936. He plans to leave on an extended cruise before returning to active work.

HEADS UP!

If you're interested in getting attention for your merchandise, here's a point to pack in your meerschaum! Nigh onto 95% of the 1,282,920 radio listeners in the Roanoke area are tuned to WDBJ most of the time! And they're the folks who shell out $14,896,000 a year for drug store items alone! If you want maximum radio attention in the Roanoke market, only WDBJ can get it in 100 miles! Would you like all the facts?

WDBJ

ROANOKE,
VIRGINIA

Owned and Operated by the TIMES-WORLD CORP.
CBS Affiliate • 5000 Watts Day • 1000 Watts Night • 930 Kc.

Page 54 • November 15, 1940

Who Buys New Shorts?

LISTENERS ARE LONG ON BUYING!

WBNS...Central Ohio's Only CBS Outlet

BROADCASTING • Broadcast Advertising
Contest for Radio Plays Is Announced by WATL

WATL, Atlanta, has announced an ambitious radio play-writing contest, open to senior students of local high schools, with a total of $1,000 in college scholarships as prizes. Tied in with school work, the WATL contest offers duplicate prizes for boys and girls entrants writing the best original half-hour radio plays, along with a $50 prize to the schools represented by the winning boys and girls writers. First prize for both boys and girls is $200; second, $100; third, $50; fourth, $25; fifth, $25; sixth, $25. The prize money is to be paid directly to colleges selected by the winning seniors during the 1941-42 school year.

Three judges from the faculties of Agnes Scott, Emory U and Oglethorpe U will select the 12 best plays, six written by girls and six by boys. Each school, using its own method, is to eliminate all except the six best plays written by its seniors, and one or all of the plays are to be broadcast on WATL, with a cast selected by the school. The WATL staff will judge the two most effective radio productions of student-written dramas, one by a girl and one by a boy, although emphasis will be on writing. Para Lee Ilvick, educational director of WATL, acts as liaison between the station and supervising teachers in each school during the contest.

WAOV in Operation

DELAYED in getting under way in August as originally scheduled, the new WAOV, Vincennes, Ind., is now in full operation with 100 watts on 1420 kc. The station is licensed to the same ownership as the Vincennes Sun-Commercial, whose publisher, Eugene C. Pulliam, owns is owner of WIRE, Indianapolis. Howard N. Greenlee, manager of the Sun-Commercial, has been named general manager of WAOV; Victor H. Lund, station manager; John Jeffry, commercial manager; Carl Erickson, program director; Claude Harris, chief engineer. Western Electric transmitter equipment and a 175-foot Lingo tower are used.

Allied Changes Name

ALLIED PHONOGRAPH & Record Mfg. Co., pioneer West Coast processing and pressing concern, with headquarters at 3041 N. Los Palmas Ave. Hollywood, has changed its name to Allied Sound Mfg. Co. There is no change in plant ownership or management, according to Louis I. Goldberg, president. The firm will continue to do processing and pressing for stations, studios and agencies nationally. Operation space has been increased and new processes as well as additional equipment installed.

Ferguson's Shift

R. L. FERGUSON, for 3½ years commercial manager of WLW, Cincinnati, and onetime manager of WINS, New York, and WCLO, Janesville, Wis., on Nov. 15 became manager of the radio department of the New York office of National Research Bureau Inc. At the same time the appointment of B. C. Dunham, formerly of the San Antonio office, to the radio directorship of the West Coast office with headquarters in Los Angeles, was announced.

Staff of New WFHR

GEORGE H. FRECHETTE has been named manager of the new WFHR, Wisconsin Rapids, Wis., which was inaugurated Nov. 10 with 100 watts night and 250 day on 1310 kc. With his appointment, William F. Huffman, publisher of the Wisconsin Rapids Tribune and owner of the station, announced completion of the staff as follows: Bruce G. Beichl, formerly with various Wisconsin stations; commercial manager; Ernie Smith, from WTAQ, Green Bay, program director; Garth N. Bowker, from WROK, Rockford, Ill., chief engineer; Bert Mulroy, from WEMP, Milwaukee, salesman-announcer; Virginia Lee, director of the women's hour; Victor Nickel, engineer; Kay Nordin, staff pianist; Mrs. Gertrude Kellogg, organist; Red Blanchard, talent bureau; Vern Jensen, secretary.

IN RECOGNITION of her contributions to the station through her writing and radio programs, Gov. Lloyd C. Stark, of Missouri, recently proclaimed Nov. 22 as Mary Margaret Methride Day throughout the State. Miss McBride, widely known for her music, lectures and books, as well as her Martha Deeke programs on KFV and MDS and her present CBS column "The Star," is believed to be the first woman in Missouri history to have a day set aside in her honor. The celebration will center in Missouri, Mo., where she is to arrive by plane Nov. 22 to broadcast her regular CBS network program from her old desk on the Mexico Evening Ledger, where she held her first newspaper job.

WNEW DELIVERS!

6 powerful reasons why:

1. TWICE THE AUDIENCE of any other New York independent station. (Hooper-Holmes and other impartial surveys.) 2. THE NATION'S BIGGEST MARKET. (The 50-mile metropolitan trading area.) 3. ONE-THIRD THE COST of any New York network station. 4. RADIO'S OUTSTANDING PROGRAMS. ("Make Believe Ballroom" with Martin Block, "Milkman's Matinee" with Stan Shaw. And many others.) 5. LOCAL ADVERTISERS know WNEW moves most goods—fastest. 6. MORE COMMERCIAL TIME is bought on WNEW than on any other station in New York.
GROWTH OF AIR NAVIGATION COMPLICATIONS

Problem of High Antennas, Vital to FM

EXPANSION of air navigation, together with national defense and aviation construction activities, have converged to make approval of antenna sites and heights more difficult to obtain and probably will have a bearing on FM antenna height approval by the Civil Aeronautics Administration.

While no rigid limit has been established on antenna heights, recent applicants for broadcast facilities have experienced increased difficulty in getting approval of heights over 400 feet. So far as known, no station actually has been denied antenna approval, but there have been delays, and changes in locations have been required.

The CAA recently amended its requirements for lighting of towers, to overcome objection of aviation to high antennas. Further amendments probably will be accepted to meet the situation. CAA promises cooperation and states that no arbitrary limits have been placed on antenna heights.

Radio's Place?

Structures of considerable height on heavily-traveled airway routes cannot be approved, it was pointed out, unless there are other justifying factors. The effort is to hold antennas down to 100 feet or lower, it was said.

In the broadcasting industry, the feeling recently has developed that CAA has stepped a ceiling of 400 feet on antennas and that air commerce should have the full right of way above that height. The industry view is that there should be a definite determination of radio's place in the air.

The situation is extremely important for FM, because high sites are necessary to overcome the shadow effect peculiar to high frequencies. FM stations should be located at the highest point in the area to be covered. Heights of a thousand feet or even more are essential in many areas.

OK in Cities

At CAA it was indicated that FM antennas can be located in congested areas atop store buildings. In such instances there should be little difficulty from the airways, because the building hazards to air travel already exist and because of the minimum altitude requirements of congested areas.

The CAA regulations, it was pointed out, permit use of a turn-style type of antenna with code bearings, using a 100-watt flash lights. It was emphasized that each individual antenna application is handled separately and that aeronautical interest in the particular area are checked. Moreover, there may be military plans for the location of antennas.

The CAA statement on which no publicity can be given, which might result in disapproval of the particular location with the station actually has been denied antenna approval. CAA does not rely entirely on the reaction of commercial aeronautical interest, but makes its own studies and offers sound technical reasons in opposing a particular site.

NBC Field Tests Show Results of FM Testing

FULL theoretical advantages of FM may be obtained in practice if the transmitting and receiving apparatus is properly designed, according to a paper on "NBC Frequency Modulation Field Test" published in the October RCA Review, quarterly journal issued by RCA Institute Press. The authors are Raymond F. Guy and Robert M. Morris, NBC engineers.

"For primary service," the summary of the paper states, "amplification in the ultra-high frequencies offers some advantages over standard broadcasting. FM offers ultra-high frequencies. The advantages to the listener of FM on the ultra-high frequencies consist of an improved ability to make changes in the beat-note and side-band interference which result from the frequency allocation of standard broadcasting, and also the reduction of locally generated noise, atmospheres and interference from distant stations operating on the same channel."

"Standard broadcasting has the advantage of providing clear-channel night-time service to vast areas which would not be served by FM on the ultra-high frequencies."

The article carries illustrations and graphs covering the field test findings.

Fair Visitors Approve Quality of FM Signal

ABOUT 92% of first-time FM listeners at the New York World's Fair were enthusiastic about "staticless radio" and would be inclined to purchase FM receivers, according to a recent report by General Electric Co. A 10-day poll taken among visitors to the GE exhibit at the Fair indicated that less than 10% did not think they would purchase an FM set if given the opportunity.

The FM demonstrations were started in the early stages of the Fair through cooperation with W2XOR, FM adjunct of WOR in New York. A combination AM-FM receiver was installed in a small auditorium of the GE Bldg., and twice each day a demonstration of the characteristics of the receiver was given.

The Fair was extended by special tests for the benefit of Fair listeners. Earlier this season GE engineers had demonstrated FM programs from W2XMN, pioneer transmitter of Maj. Edwin H. Armstrong, in Steinmetz Hall. Demonstrations showed clear FM reception even when the receiver antenna was near a continuous million-volt artificial lightning discharge, while the same program via AM was lost in a roar of electrical interference.

Television at the Fairs

TOTAL of 1,400,000 men, women and children saw television for the first time at the RCA exhibits at the New York World's Fair and the Golden Gate International Exposition during 1940, according to statistics compiled by RCA. An average of 50 telecasts a day was maintained throughout the season, covering interviews with celebrities or passerby and variety programs. In addition, several thousand visitors saw the first demonstrations of two-way amateur television communication between Manhattan skyscraper and the New York Fair's Communications Bldg., the equipment for which was designed by radio amateurs around RCA's iconoscope tube.
Mr. W. R. David  
Radio and Television Department  
General Electric Company  
Schenectady, N. Y.

Dear Mr. David:

The Head of the Lakes Broadcasting Company has had a 250-watt General Electric Frequency Modulated transmitter in operation for the past 5 months. Recent frequency, distortion and noise level measurements show that no change has taken place in those characteristics since the installation of the transmitter. The general performance of the transmitter has been excellent with no interruptions to the program due to equipment trouble.

Public acceptance of FM broadcasting in this locality has exceeded expectations. Listeners equipped with good FM receivers are very enthusiastic over the high fidelity performance of FM. It is our opinion that the listening public needs only a demonstration of FM to completely sell them on the noise free, high fidelity advantages of this new system.

The Head of the Lakes Broadcasting Company was one of the first organizations to put an FM transmitter on the air and at present operates the only FM station west of Chicago. It is our aim to continue to set the pace in FM broadcasting in this part of the Northwest.

Very truly yours,

W. O. Persons
General Manager
The Head of the Lakes Broadcasting Co.

Simplified FM circuit design was introduced by General Electric because of its many advantages and economies which no other system offers.

G.E. produces direct FM with only two tubes; G-E instant acting frequency control requires only four tubes (including crystal oscillator and the following tripler stage). There are no trick, hard-to-adjust circuits ... no complicated, multi-tube networks ... no moving parts.

G-E design is truly simplified. The resulting performance speaks for itself. Consult our local representative. Call or write him today. General Electric, Schenectady, N. Y.
The Northwest's Most Popular Radio Station

Located in the Twin Cities... St. Paul and Minneapolis, With Population of Nearly 800,000

Owned and Operated by the St. Paul Dispatch-Pioneer Press and Minneapolis Tribune and Times-Tribune

Free and Peters, Inc., National Representatives... New York... Chicago... Detroit... Los Angeles... San Francisco... Atlanta

NBC NETWORK STATION

Early in 1941
FULL TIME on
1060 Kilocycles and
50,000 watts

WBAL
means business
in Baltimore

The Georgia Defense Group Would Coordinate Work
A PROPOSAL by the Georgia Assn. of Broadcasters to coordinate the work of its new National Defense Committee with that of the Federal Government has been taken under advisement by the Defense Communications Board, headed by FCC Chairman, James Lawrence Fly.

J. W. Woodruff Jr., executive manager of WRBL, Columbus, president of the Georgia group, recently wrote President Roosevelt offering the services of the Georgia group "to cooperate closely with the activities of your National Defense Board and Defense Communications Board." Chairman Fly notified Mr. Woodruff Nov. 2 that his board "is very glad to have your offer of cooperation and shall surely avail itself of the opportunity for your services should such occasion arise."

Schechter's News Book
DEVELOPMENT of radio's technique of news coverage on a worldwide minute-to-minute basis is chronicled in a new volume, Go Ahead, Associated Press. Written by A. Schechter, NBC news and special events director (Dodd, Mead & Co., New York, $2). Largely a fictionalized biography of his own and his associates' experiences, Mr. Schechter's book amounts to a history of the rapidly-developing radio news profession and emphasizes the tenets of radio journalism. Unique among the current crop of professional tales, the novel superimposes fictional characters upon a background of factual circumstances and events, such as radio's coverage of the New England hurricane, the Squalus sub disaster, European crises and wars and sundry special event pickups in the ken of most radio men.

Kraft Format Changed
WITH return of Bing Crosby Nov. 14 to the NBC Kraft Music Hall, sponsored by Kraft Cheese Co., Chicago, the weekly 90-minute program has undergone several formula changes. There will be less chatter and more music in the future. Connie Boswell, vocalist, has joined the show and is being featured along with Crosby. A dramatic insert from current motion pictures also is used each week. Featured are well-known film talent. Bob Burns remains as m.c., with Ken Carpenter announcing. John Scott Trotter is musical director. Vocal harmony is supplied by the Music Maidas. Robert Brewer continues as J. Walter Thompson Co. Hollywood producer, with Ted Hediger representing NBC. Carroll Carroll and Ed Helwicke are writers.

Breaks the News
ALBERT J. BEVERIDGE Jr., of the WIRE, Indianapolis, news staff, was a candidate for State Senator in the recent elections and had the "pleasure" of making first public announcement of his defeat in that race while broadcasting unofficial tabulations of official returns during a pickup from the canvass board room at the courthouse.

Suzanne Javeau
GOLD BANGLES, cocker spaniels and early American magazines are the hobbies of Suzanne Javeau, but her work centers principally on her women's program on WWL, New Orleans. She started in radio seven years ago, doing straight dramatics on WMAQ, Chicago. When Clarke Salmon, her husband, moved South two years later to join the New Orleans Item, she became commentator for WSMB, New Orleans. After two more years she joined WWL, where she has had her own women's program for the last three years. New friends are surprised to learn she has a son in Tulane U. She plays golf and swims almost daily. Often during her programs she quotes her Great-Aunt Clothilde's ideas on household hints, and Aunt Clothilde now rivals Suzanne in fan mail volume.

'Divorce' Sponsors
THREE food sponsors have joined the group presenting the MBS program I Want A Divorce, sponsored cooperatively by the Food & Beverage Broadcasters Assn., through Brisacher, Davis & Staff, San Francisco. Added sponsors & stations carrying the half-hour weekly program are Golden Age Ginger Ale & Pepsi-Cola Co., on WDJ, Akron; Sears Roebuck Co. on WGH, Newport News, Va., and Acme Brewers on the three Utah stations, KLO, Ogden; KOVO, Provo, and KEUB, Price.

Distinquished South Americans
now in this country are the guest stars and musical talent on Fiesta Pan Americans, weekly half-hour program on NBC-Blue under the musical direction of Ferid Pucci.

Get on WJHP's new highway to Jacksonville's buyways!

Meet the Ladies

Distinguished South Americans now in this country are the guest stars and musical talent on Fiesta Pan Americans, weekly half-hour program on NBC-Blue under the musical direction of Ferid Pucci.

Distinguished South Americans now in this country are the guest stars and musical talent on Fiesta Pan Americans, weekly half-hour program on NBC-Blue under the musical direction of Ferid Pucci.
New Shortwave Station Tested by Westinghouse

WESTINGHOUSE, now conducting equipment and program tests, announced Nov. 12 that it has begun shakedown operations of its new 50,000-watt international shortwave station, WPIT, Boston, which it states is the first air-cooled shortwave set of that power in the United States. By Nov. 18, the station was to be operating in the European and Latin American service.

Engineers under Ralph N. Harmon, Westinghouse chief broadcasting engineer from Baltimore, are running round-the-clock tests daily on 11870 kc, except during the hours when WPIT, Pittsburgh, takes over that frequency for its regular transmissions to Latin America. WBOS is now operating under a WPIT construction permit, but will later use its own five frequencies. F. P. Nelson, director of shortwave activities for Westinghouse, will travel to Boston to supervise the formal opening.

Special New York Disc Of Information Please!

WHEN American Tobacco Co., New York, took over sponsorship of the NBC program Information Please on Nov. 15, it arranged with NBC Radio stockholders and program sponsors of the best possible form of information for the public on all subjects of interest. The program, which began as a New York call with the following Tuesday evening. The repeat of the Friday program was to be heard on WMCA, New York, at 6:30 p.m. on WMCA as a service to New Yorkers accustomed to that hour, starting Nov. 19.

A live version of the show will be Fridays, 8:30 to 9 p.m. on NBC Red, with the format essentially the same. Milton Cross continues as announcer, Clifton Fadiman as host and the board of directors still comprises John Kieran, Franklin P. Adams and Oscar Levant. First guest Nov. 15 is Fred Allen, comedian. The commercials for Lucky Strike cigarettes also remain familiar to those for Canada Dry Ginger Ale Co., former sponsor of the program. Lord & Thomas, New York, is agency.

William S. Paley, president of CBS, accompanied by Mrs. Paley and two CBS executives, Paul White, director of news programs, and Edmund Chester, new director of Latin-American relations, left New York Nov. 7 for a six-week aerial tour of South America. In announcing the survey trip, which is designed to collect data on South American radio conditions with the goal of increasing and improving radio cooperation between the Americas, Mr. Paley stated:

"I have long been convinced that there are many ways in which the ties uniting the American republics can be strengthened through the medium of broadcasting. Our peoples should know much more of each other's cultures. News and interpretations of programs both can be made more effective to this end. The peoples of North and South America should be made better acquainted with each other and radio intends to do its share."

To Visit Many Countries

The itinerary includes visits to Panama, Colombia, Ecuador, Peru, Chile, Argentina, Uruguay, Brazil and Venezuela. While a major aim will be to learn what the South Americans want to hear, and how and when they want to hear it, the CBS executives will also attempt to pick out phases of life and culture in the countries visited that would be most interesting and instructive to listeners in the United States.

The technological and distribution of receiving sets, conditions of reception and the like will also be collected by the party. CBS was recently granted construction permits for two new 50-kw. shortwave stations, WCBX and WCRR, which are expected to be ready for regular operation by next fall. Eight antennas, designed for broadcasting to Latin America exclusively, are already under construction near Brentwood, L. I., affording 15 different broadcasting combinations with either of the two stations. Both transmitters can be shifted from one frequency to another instantaneously, enabling CBS engineers to use the one best suited to the atmospheric conditions of the day and season to provide the best reception in South and Central America.

Another form of CBS cooperation with southern neighbors was the recent expansion of the American School of the Air, which programs are now available in Spanish and Portuguese recordings. Thus far 14 nations have announced their participation in the plan and their intention to use the programs in their schools this coming year.

Insurance Group Of Studies Policies

A survey of insurance problems of broadcast stations, to devise means of standardizing policies with minimum premiums, has been launched by the NAB Insurance Committee, headed by Roger W. Clipp, general manager of WPIL. As its first undertaking, the committee has sent member stations a questionnaire covering types of insurance carried. Subjects of issue are standardization of rates for various risks; more clearly defined risks as applicable to broadcasters; establishment of the status of broadcasters for purposes of compensation rates, and making available to broadcasters insurance coverage not specifically included in insurance policies now written.

Individual questionnaire replies will be confidential, Chairman Clipp stated. The committee was established by NAB President Neville Miller after it became evident that a need for standardization had developed. Other members are William J. Moore, WBXY, New York; Charles A. Wall, NBC; C. R. Dean, CBS, and J. R. Poppele, WOR-MBS.

Beulah Karney

Boosts Food Sales!

For some choice availabilities, open soon, call Free & Peters or wire KMBC collect.
COMMERCIAL MANAGER

A COMMERCIAL MANAGER who has played an important role in building a station that was described as "ONE OF THE TOUGHEST SALES IN THE COUNTRY" to its present place of prominence among leading U.S. stations in 4 years is looking for a new connection January 1st.

His efforts have tripled the business of a station that was a definite second in a highly competitive market and made that station the outstanding FIRST.

Young (32), aggressive, thorough, background of splendid experience in newspaper advertising and merchandising prior to radio. Has wide acquaintance and fine reputation among time buyers in national field. A real record for personal sales and the direction of salesmen's efforts in the local field. Character references that speak for themselves. Thoroughly familiar with management problems and coordination of all departments. Sensible ideas concerning salary where genuine opportunity for future exists. Address Box 42, BROADCASTING.

DOING a combination job of making academic subjects entertaining as well as instructive, a program titled Unlimited Horizons has been started on KGO, San Francisco. The series covers advancements in astronomy, physics, paleontology, geology and allied fields. They are being presented by NBC in cooperation with the U of California, Stanford U and California Institute of Technology. Celebrated savants participate, professional actors take part and orchestral music sets the scenes. The series rotates between the San Francisco and Hollywood studios.

Women in Sports

A SPORTS program devoted entirely to the exploits of women in athletic fields was started Nov. 9 on WPEN, Philadelphia. Dorothy Evans, captain of the U of Pennsylvania swimming team, handles the weekly feature, known as Women in Sports.

New in Books

USED to re-grade the Book of the Month Club service, St. Paul Book & Stationery Co. is sponsoring What's New on KSTP, St. Paul. The program points out new items in everything from books to women's clothing.

Right or Wrong

TWENTY out of the studio audience are picked just before the broadcast of The Fun Parade, half-hour Wednesday evening feature on KNX, Los Angeles, for Agnew's Buffalo Music Show. They are chosen as the audience member being given a set of money from which is taken an amount for each wrong answer and to which is added an amount for each correct answer.

Voice of the Majority

ASSOCIATED Students, U of California group, is presenting a series of programs on KNX, Berkeley, entitled The California Hour. The program presents music, drama and school life, and is designed to mirror the normal activities and ideals of university students. It is carried by the voice of the majority group to counteract the unfavorable publicity drawn to the university by an articulate minority.

WRNL

ALWAYS RINGS THE BELL

IN RICHMOND, VIRGINIA

NBC BLUE • 1000 WATTS

WARM BLANKETS for 20,000 poor persons of London who have been left homeless by air-raids is the aim of this Hollywood group from radio, advertising and motion pictures who, in early November under auspices of Bundles For Britain Inc. launched a 30-day appeal. They are (I to r) E. (Joe) McCord, production manager of Raymond R. Morgan Co., advertising agency; Fay Wray, radio and film actress; Homer O. Griffith, head of Homer Owen Griffith & Associates, station representatives.

For School Pupils

IN A DEAL worked out by Harry Maizlish, manager of KFWB, Hollywood, the Los Angeles Examiner has started sponsoring a five-weekly quarter-hour morning newscast directed to school children. Titled Examiner Schoolcast, the program is presented by Freeman Lusk, public relations executive of the Los Angeles Board of Education. Designed primarily for classroom use in schools, each program is devoted to five or six news items of headline importance, with historical and geographical background of each item also given during the broadcast.

Room for Spots

RALPH BORRELLI, Italian program director at WPEN, Philadelphia, has devised a means to incorporate 10 spot announcements during a 15-minute period without losing the entertainment quality of the program entirely. Since the many announcements on the daily 5:15-5:30 p.m. Italian period practically crowded out the studio orchestra's selection, the program has been fashioned as announcements in Rhythm*, interpolating commercials as the orchestra plays.

Cotton Pickers

SLANTED to the State's colored population, WYK, Oklahoma City, has started a new weekly all-Negro program, Cabin in the Cotton. No white person appears before the microphone during the 26-minute show, produced by Terry O'Sullivan. Music and atmosphere suggests a gathering of old-time cotton pickers after the day's work is done. Yarns are swapped and songs sung at the cabin of "Judge" Ray Evans, in real life the WYK porter.

Per Word Charges

FOR THE use of retail dealers, real estate agents and others wishing to run help-wanted or lost and found notices, WMCA, New York, has started a daily half-hour morning programs titled Reward for Listening, with time sold on a wordage basis through Classified Broadcasts Ads, New York. Featured also are contests averaging awards of $25 daily with news and notes on fashions and recorded music.
ELEVEN national and regional firms are currently sponsoring participation in the twice-weekly quarter-hour program, "What Shall I Have For Dinner?" on WMSN, Beverly Hills, Cal. Programs feature Robert Bailey and Emily Lawrence who offer menus and suggestions on dining and wining as well as recipes. Participating sponsors include Old Monk Olive Oil Co., Chicago (olive oil); Wilson Packing Co., Los Angeles (smoked hams); French Kitchen Foods Corp., Chatsworth, Cal. (French Kettle onion soup); Hecker Co. Inc., Los Angeles (wine vinegars); Lehigh Silliphant Co., Glendale, Cal. (canned pheasant); Beaulieu Vineyard Co., San Francisco (wines); Forest Packing Co., Kingston, N. Y. (smoked turkeys), and Nestle's Milk Products Co., San Francisco (Nescafe).

Time Specialists
MEMBERS of a local five-piece orchestra act as musical experts, answering musical queries and puzzles offered by listeners on the new "Play or Pay", sponsored by the local Holsum Bakery on WJNO, West Palm Beach, Fla. The Sunday evening half-hour oratorio from the Terrace Room of the George Washington Hotel before a large audience. A 10-inch birthday cake is offered listeners submitting usable musical questions.

Outside the 400
NOT VERY high-brow is the new weekday "Rowdy Revue" on WEEI, Boston, which allows Comedian Carl Moore to sing a bit and introduce "People You'd Hate to Know", folks chosen from among his many acquaintances during his night club and radio career. Augmented by a five-piece orchestra, the program also includes a song-guessing contest with theater tickets as prizes.

Science and Crime
CRIME THRILLERS of a scientific nature make for the "Science Crime Detectives" series inaugurated on WHAT, Philadelphia, started Nov. 5. Dr. W. Nisson Brenner, director of the Pennsylvania Institute of Criminology, and his assistant, Prof. Harry Myron, dispense with sound effects in chatting about the ways modern science has foiled and solved famous crimes.
WHK, Cleveland
G. T. Fulford Co., New York (Dr. (William's pills), 104 t thru Spot Broadcasting, N. Y.
American Greeting Publishers, Detroit (greeting cards), 4 wk weekly, thru Simmons &/interface, Detroit.
Pacquin Co., New York (hand cream), 24 t, thru Wm. Esty & Co., N. Y.
Commercial Credit Co., Baltimore, 65 t, thru O'Dea, Sheldon & Cannard, N. Y.
Dr. W. B. Caldwell Inc. Monticello, Ill. (secondary), 100 t, thru Sherman & Marquette, Chicago.
Vick Chemical Co., New York (proprietary), 91 t, thru Morse International, N. Y.
CJCA, Edmonton, Alta.
B.C. Fruit Board, Kelowna, B.C., 15 t thru Canadian Ad Agency, Montreal.
Canadian Camera Hamilton, 52 t thru Russell T. Kelley Ltd., Hamilton.
Mante Lamp Co. of America, Chicago, 2 t thru Presba, Fellers & Chicago.
Sporting Life, N. Y. thru Quayle, Dall, & Pottery, Chicago.
Household Magazine, Chicago, 8 thru Presba, Fellers & Chicago.
Farmers Teleprogramming & Radio Corp., Fort Wayne, 12 t, thru N. W. Ayer & Son, Chicago.
KXW, Philadelphia
Landwer Heating Corp., Philadelphia, (oil burners), 6 wk weekly, thru Oswald, Philadelphia.
Pisco Co., Warren, Pa., (cough syrup), 6 wk weekly, thru Lake-Siro-Shuman, Memphis.
Ludin's Inc., Reading, Pa. (cough drops), 3 wk weekly, thru J. M. Mathes, N. Y.
Packer's Los Angeles Bar Co., Detroit, 2 t daily, thru Young & Rubicam, N. Y.

"Look Boss ... I went for the big one an' got two extra!"

More for your money on the Z Net, Montana Broadcasters, Box 1956, Butte, Montana.

KJH, Las Angeles
U. S. Playing Card Co., Cincinnati, 6 t weekly, thru J. Walter Thompson Co., N. Y.
Potter Drug & Chemical Corp., Malden, Mass. (Cuticle soap), 12 wk weekly, thru Atheron & Currier, N. Y.
Randall Clifton, Chicago (auto club and insurance), 5 t weekly, thru Lockwood Shubert & Adv. Agency, N. Y.
Union Pacific Railroad, Omaha, 40 t, thru Copes Co. & Co.

KPO, San Francisco
Challenge Cream & Butter Assn., Los Angeles, weekly thru Brabacher, Davis & Staff, Los Angeles.
Standard Oil Co. of San Francisco, 21 t weekly thru McCann-Erickson, San Francisco.
Purex Corp., South Gate, Calif. (hand creams), thru Lord & Thomas, Los Angeles.

WHN, New York
Henry Heide, New York (candy cough drops), 12 wk thru Buchanan & Co., N. Y.
Potter Drug & Chemical Corp., Malden, Mass. (Cuticle soap), 4 weeks, thru Atheron & Currier, N. Y.
Glama-Pak Co., New York (facial treatment), 12 wk, thru Frank Litho, Los Angeles.

KSL, Salt Lake City
Railway Express Co., New York, 35 t thru Caps Co., N. Y.

KMPG, Beverly Hills, Cal.
Stein Bros., New York (clothing chain stores), 6 wk thru, thru Allied Agencies, Los Angeles.
Ace Discount Co., (wines) 5 wk thru, thru Makers Co., Los Angeles.
Helms Olympic Bakeries, Los Angeles (chain), 5 wk thru thru Martin Allen, Los Angeles.

KQW, San Jose, Cal.
Mission Packing Co., Los Angeles (glazed fruit), 7 t weekly thru Donahue Co., Los Angeles.
Princess Pat, Chicago (lipstick) 7 thru Frank Steel Associates, Chicago.
Caterpillar Tractor Co., San Leandro, Calif. thru Martin Allen, Los Angeles.

WIN, New York
United Shoe Exchange, New York, 3 wp, 13 weeks, direct.

Page 62 • November 15, 1940 • BROADCASTING • Broadcast Advertising
BARNEY’S CLOTHES, New York, on Nov. 6 started a thrice-weekly series of sport programs on WNEW, New York, devoted exclusively to the sports activities of all schools in the metropolitan area. Titled The High School Sports Roundup, the series includes predictions of future games, comments by team members on past games and interviews with outstanding players of all the major sports. Programs are heard Tuesdays, Thursdays and Saturdays, 8:15-8:30 p.m. Agency is Emil Mogul Co., New York.

A Just Reward
WHEN Leonard Nasman, now commercial manager of WFMJ, Youngstown, let an eager youngster carry his shoulder pads on to the gridiron where his high school team was playing back in 1926, he didn’t know his good deed would bring a just reward. The reward appeared a few days ago when Joseph Hannon, of Steel City Paint Co., signed a contract for WFMJ time. He was the lucky lad who had carried the shoulder pads, and he had never forgotten the time his gridiron hero took him through the gate.

TWO sponsors have joined the group already using the five times weekly news commentaries by Fulton Lewis Jr. on WIXS, making a total of ten participating sponsors. Additions are Gillette Safety Razor Co., Boston, on WJR, Akron, and J. R. Cooke Chevrolet Co., Lexington, on WLAP, that city.

INDIANA FUR Co., Indianapolis, is sponsoring a thrice-weekly quarter-hour program, Serenade in the Night, on WIRE, Indianapolis. Program features Virginia Byrd at the novachord with Robert Pace, vocalist. Account was placed direct.

CHILD’s Co., New York, for its restaurants in the metropolitan area, is sponsoring Phil Cook’s Morning Almanac program on WABO, New York. Mondays, Wednesdays and Fridays, 7:30-7:45 a.m. Agency is Geyer, Cornell & Newell, New York.

DREZMA, Inc., New York, on Nov. 12 started Neil Vinnick’s Lessons in Loveliness program for Drezma Beauty Aids on WABC, New York. The half-hour weekly program was heard last year on WOR, Newark. Lynn Baker Co., New York, is the newly-appointed agency.

CHICAGO, Milwaukee & St. Paul Railroad, on Nov. 10 started for 13 weeks, a weekly quarter-hour news period featuring Alan Scott, on WGN, Chicago. Program is heard Sundays, 6-6:30 p.m. Koch, Williams & Cunningham, Chicago, handles the account. Plough Inc., Memphis (Pezetro), on Nov. 7 started on WGN a thrice-weekly five-minute transcripted series, Tuesdays, Thursdays and Saturdays 7:20-7:25 a.m. Agency is Lake-Spirt-Shurman Inc., Memphis.

FRED FEAR Co., Brooklyn, which has announced its annual Easter campaign for Chick Chick and Presto Easter egg dyes of daily one-minute spot announcements on 19 stations for ten days prior to Easter Sunday, also plans to use the Uncle Fox program on WOR, Newark, during that period. Agency is Menken Adv. and New York.


THE SQUAD listens intently to the scout’s report. In crashing a line or a market, you get farther when you know just what you’re up against. We consider it our responsibility to present an accurate picture of the factors that can contribute to the successful use of spot radio advertising in the markets we represent.

JOHN BLAIR & COMPANY
National Representatives of Radio Stations

CHICAGO NEW YORK DETROIT ST. LOUIS LOS ANGELES SAN FRANCISCO
520 N. Michigan Ave. 341 Madison Avenue 455 Paul Brown Building 4154 Prospect 3554
SUPERIOR 8659 MURRAY HILL 5-0284 MADISON 7889
BULLOCKS Inc., Los Angeles department store, consistent user of Southern California radio, on Nov. 4 started a five-weekly quarter-hour comedy, directed to women, on RECA, that city. Series features Art Baker, and contract is for 12 weeks. Firm also sponsors the five-weekly half-hour children’s program, Whoa, Hill Club, on KFAC, that city. Agency is Dana Jones Co., Los Angeles.

WILLARDSON Co., Los Angeles (Norbest turkeys), new to radio, in a holiday season campaign which started Nov. 4 is sponsoring participation six times weekly in the combined Saturday Special & Starlight Protective League programs on KNX, Hollywood. Agency is McCann Co., Los Angeles.

PACIFIC SOAP Co., Los Angeles (Citrus soap), new to radio, in a 30-day test campaign ending Nov. 30, is using 10 transcribed announcements weekly on KOMO, Seattle. Robert Smith Adv. Agency, Los Angeles, has the account.

Cash Spurner

DOUG ARTHUR, who dialed listeners for cash awards on his “Say It” program on WIBG, Glenisde, Pa., tells of a phone number selection made the other day. He called the number to award $80 to the listener, and after explaining the reason for his call, was politely told: “I do not believe Madam would be at all interested.”

UNITON OIL Co., Los Angeles (radi- tor stop-freeze), in a four-day cam- paign early in November sponsored chain break announcements on 15 Pa- cific Coast stations, using seven on each. List included KYOS KIRO KKO KPO KVR KOH KLIL KORE KFIII KKM KXK KYW KOC. Agency is Lord & Thomas, Los Angeles.

LOS ALMITOS PACKING Co., Los Almitos, Cal. (Dr. Ross’ dog and cat food; Skippy dog and cat food; Silver Foam soap), placing direct, in a 17-week campaign started Nov. 6 is sponsoring the thrice-weekly quar- ter-hour children’s adventure program, “The Cockeyed Cucumber,” on KMPC, Beverly Hills, Cal. Firm, for its various products, also sponsors a weekly quarter- hour musical program, featuring Harold Agal, on KGGE, Long Beach, Cal.; participation six times a week. In addition, the firm has sponsored programs on KMJ, Pasco, Cal.; six spot announcements weekly on KROW, Oakland. In addition, the company uses six spot announcements weekly on XEJO.

LEHIN & FINK (Canada), Toronto, for Pelco toothpaste and powder, has started “Let’s Listen to Leader” a live quarter-show twice daily, five times a week on CFRB. Account was placed by McConnell Eastman Co., Toronto.

McLEAN’S Ltd., London, England (proprietary) on Nov. 4 started quarter-hour musical, transcriptions featuring Wishaart, Campbell three times weekly on 12 Canadian stations. Account was placed by Atherton & Carriers, Toronto.

CARSON, PIRIE, SCOTT & Co., Chicago (department store), on Nov. 3 started a varied spot announcement campaign on WBBM, WGN, WIND and WAAF. Agency is McJunkin Adv. Co., Chicago.

BROADCASTING • Broadcast Advertising
Advertisers in Canada Arrange Annual Awards For Outstanding Merit

OUTSTANDING contributions in the field of advertising will be recognized by the annual presentation of a gold and three silver medals, to be awarded by the Assn. of Canadian Advertisers, it was announced at the annual meeting of the ACA at Toronto Oct. 31-Nov. 1. The awards will start next year.

At closed meetings developments in radio advertising regulations were discussed, including what action the ACA might take in connection with changes in regulations permitting sponsored newscasts, which go into effect Jan. 1. The ACA heard a paper on radio by G. A. Phare of R. C. Smith & Son, Toronto agency, pointing out the problems of the agencies. The paper was presented in the name of the Canadian Assn. of Advertising Agencies.

Charles R. Vint, president of Colmanna's 11th Year

CAMPANA SALES Co., Batavia, Ill., on Nov. 26 starts the 11th year of broadcasting of its First Nighter program, currently on 53 CBS stations, Tuesdays, 8:30-8:55 p.m. Agency is Aubrey, Moore & Wallace, Chicago.

WPNF, Raleigh, on or about Jan. 1, will begin operation with 50,000 watts on the 680 kc. channel. In the Oct. 15 issue of BROADCASTING, page 77, the frequency erroneously was given as 630 kc. We regret the typographical error.

on or about January 1, 1941

50,000 watts

offering greatest single station coverage of North Carolina

WPTF
Raleigh, N. C.

FREE & PETERS, Inc., EXCLUSIVE NATIONAL REPRESENTATIVES

November 15, 1940 • Page 65
PUZZLED about radio coverage of the Detroit area? Don’t be.
You can wrap up this big market with just one important package—
CKLW. It’ll be the thriftiest buy on your entire schedule, too—because
CKLW’s vast able-to-buy audience “says it with purchase” that keep
your sales-cost down to rock-bottom!

They Have Our Number
In all this territory, twirling to
W AIR’s spot on the dial is as
much a habit as buying the
products of W AIR advertisers.
Proof? Try—

W AIR
Winston-Salem, North Carolina
National Representative
International Radio Sales

OBSERVING the entry into radio of The Hecht Co., Washington department
store, NBC late in October was host at a breakfast for Hecht
executives, merchandising managers and department heads, with Baukhage,
NBC’s Washington news commentator, as honor guest. The Hecht
Co. is sponsoring Baukhage on WRC each week-day evening, 6:30-6:40
p.m., in the company’s first major radio effort. The firm, whose 5 mil-
lion lines per year make it, in its class, the second largest user of news-
paper advertising in the country, plunged the start of the Baukhage
series with full-page ads and regularly incorporates reference to its
programs in its advertising. Gathered during NBC’s breakfast are (left to right)
John H. Dodge, WRC-WMAL sales manager; William C. Doux, WEAP-WIZ
sales promotion manager; Bert Sarazan, publicity director of The
Hecht Co.; David B. Stein, radio director of Kal Advertising Inc., handling
the account; Charles B. Duane Sr., Hecht vice-president and general
manager; Kenneth H. Berkeley, WRC-WMAL general manager; Baukhage;
John M. Dinwiddie, WRC-WMAL promotion manager.

Biow’s Ingenuity
BAD flying weather grounded
Milton Biow, president of Biow Co., New York, at Chi-
cago Airport on his way to offer a presentation to the
American Trucking Assn. convention Nov. 11 in Los
Angeles. Taking a train from Chicago to Kansas City,
he found all flights still grounded. To the rescue came
CBS and International News Photo Service. CBS supplied
a two-way direct hookup from WBBM to KNX, Los
Angeles, with wire to the Biltmore Hotel ballroom.
INPS printed slides from original art and type at its New
York office, and prints were transmitted to Los Angeles.
Returning to Chicago, Mr. Biow spoke from WBBM to
the convention, while a pro-
jection machine at the Bilt-
more flashed slides on the
screen and the presentation
went on without a hitch.

DOUGLAS M. SMITH, formerly
manager of Edward D. Seldwick Co.,
Chicago, has been appointed art di-
rector of Lane, Benson, McClure
Agency, Chicago. Theodore Fischer,
formerly account executive with sev-
eral leading agencies, has been ap-
pointed merchandising director.

Page 66 • November 15, 1940
Digest of Replies to FCC Network-Monopoly Report

(See also pages 26-A-D)

NATIONAL BROADCASTING CO.


IN A SLASHING all-front attack on the B.C. Network-Monopoly Committee report, NBC asked flatly that all of the Committee's proposals be rejected. The brief of Philip J. Hen-

The full significance of the Committee's recommendations, the FCC said, is as follows: (1) the Commission rejected the proposal that the B.C. Network-Monopoly Committee hearings be conducted by the Commission itself; (2) the Commission ruled that the B.C. Network-Monopoly Committee report be rejected; and (3) the Commission ruled that the B.C. Network-Monopoly Committee report be rejected.

Both of these committees were the result of a previous report covering social and economic data prepared by the Engineer-

ing Department of the FCC, and the technical study ever made by the Federal radio agency.

In comparing the work of these two committees, NBC said, it is possible to trace the process whereby the Committee on Monopoly power was established to prevent electrical interference between stations, when, if the Committee recommendations in Docket 5607 (Network Monop-

oly) could be adopted, use its licensing power to control network programs, transcriptions, talent, rates, compen-

sation of affiliates, profits and every other important feature of network broadcasting.

Two Points of View

In comparing the recommendations of the committee handling the new rules for broadcasting and that which undertook the Monopoly investigation, NBC brought out that the former committee in effect gave network broadcasting its blessing. It failed to recognize potentialities of other channels, which the Monopoly Committee appeared to oppose.

The recommendations of the rules committee were approved by the FCC by unanimous vote on June 23, 1938, about two months after public hearings on the carriage of NBC's Monopoly contracts were held.
regulation be adopted prohibiting stations from entering into any contract, renewal or extension with any national network during the pendency of the investigation, NBC argued that it believed the PCC did not have authority to promulgate such a regulation, but that even if it had jurisdiction, "there are compelling reasons why the Commission should not adopt such a rule."

**Defense of Contract**

Detailed justification of NBC's form of contract was made by the network. It was held that longer term contracts, optional time provisions and other network affiliate requirement things are essential to the successful and orderly conduct of broadcasting on a national basis. It also challenged certain of the interpretations of contract clauses as made by the Committee.

Answering the Committee's implied recommendation that all network- outlet contracts be non-exclusive, NBC pointed out that the MBS policy at the time of hearing was to contract with stations upon a nonexclusive basis, but that this policy "has been reversed in favor of exclusive arrangements during the past July. It is not difficult to understand Mutual's distaste for existing conditions in which National and many of the Network's affiliations—co-venturers in the business of network broadcasting for many years—have made it clear that these stations are not available as Mutual outlets. But Mutual says it could not bear with the situation during the life of existing contracts. Its complaint is that whenever one of these contracts expires National and its affiliate almost invariably renew upon a basis of exclusivity."

On this account NBC showed that over a period of about two years, half the stations on NBC's networks will have the opportunity of contracting with MBS if they see fit to do so. "If non-exclusivity is as alluring as it has been pictured by Mutual and the exclusive provisions of National's contracts are so onerous that these contracts must be imposed upon stations, why have any of them renewed with National? Why should Mutual be compelled to seek a Commission regulation which will prevent more of them doing so?"

One of the answers, NBC said, is that broadcasters working under the American system require more than a mere casual relationship between a group of stations and a time-selling agency. It embraces many other services from the network, including good sustaining programs, and it implies the loyal support of each affiliate. Network and station were described as "partners in the enterprise where real competition exists—competition with other networks and radio stations, competition with other station and network operation media". Successful network operation, it contended, cannot be predicated upon a lift and lean system of contracts where neither the network nor the affiliate has any particular responsibility to the other.

**Station Ownership**

Exclusivity is exclusivity, whichever way it cuts, NBC said in referring to the 1999 World Series incident wherein MBS secured the rights to broadcast the series on an "exclusive" basis. "The Committee finds that as a result of the exclusive network-outlet contracts which National and Columbia had with their affiliates, thousands of potential listeners failed to hear the Mutual network. Mutual's ordinaries and no licence to disapprove of the practice whereby Mutual having secured the exclusive right to the series released its programs exclusively over the outlet in each community and refused to permit other outlets in that community to do so."

Justifying its ownership of stations, NBC said that the network now operates a total of 10 stations. Declaring it had never sought to conceal its true relationship to stations, NBC asserted that its reasons for acquiring these stations were well known. Each instance, it said, it thought it was exercising good business judgment that NEC's has been confirmed. In each instance its acquisition of a station was intended to benefit its network operations as a whole and that result has always followed."

As a matter of cold economics, network broadcasting exists in this country because the networks, including MBS, either themselves own or are owned by important stations in New York, Chicago and other leading markets. NBC pointed out, adding that stations which are the bone and sinew of local family are the stations which NBC itself owns and operates.

Striking at the Committee's attack upon its dual network operation, NBC charged that it abandoned in mid-air its premise that profitable network operation was evidence of domination of the industry. The Committee, it was pointed out, national, NBC's less profitable Blue network is likewise evidence of an intention to monopolize.

Answering the Committee's criticism that NBC, under its contracts, may change stations from the Red network to the Blue network at will, leaving the station without complaint, NBC said it "has never changed a station from its Red to its Blue network under such circumstances." When NBC was formed in 1926 as the first network, the brief recited, it quickly became apparent that a single network service was not enough to satisfy the demands of the consuming public.

Station owners, particularly in cities where their competitors had made program arrangements with the Red network, pressed for network affiliation. Therefore, in less than two months after the first NBC network service began, there was created the Blue network. It was argued that the dual operation has resulted in an increase in the amount of service rendered to local communities and independent stations, and to the economy of the Red network. The stations themselves, and to American business through the availability of local markets for national advertising and selling.

NBC was furnishing dual network service to stations in 1927 before the passage of the Radio Act and before the entry of any other network into the field," it was stated. Its purpose was not to restrain competition. There was no competition. Its purpose was to furnish twice as much service as could be furnished over a single network stations. That is still its purpose."

**Artist Management**

Denial of charges of monopoly in artist management and transcription was made by NBC. A prolix statement, NBC said that in 1937 its artist management bureau, out of a total business of more than $60,000,000, realized a profit of about $287,000,000. In the last two years agreements have been in effect between NBC and American Federation of Radio Artists governing terms and conditions of employment in key cities, it is stated.

All of these agreements were reached as a result of collective bargaining and are concrete evidence that the wage agreement and artist employment problems about which the Committee concerned itself were solved to the satisfaction of the employees of the various bargaining units involved in full keeping with the laws relating to collective bargaining and the principle of collective bargaining."

Apropos transcriptions, NBC said that there is no evidence satisfactory for programming where time is not an important element in the respect of composition and under some circumstances it "may even be superfluous." Answering the Committee's motion to the effect that a redefinition of licensing policy of the Commission should be considered in the light of NBC's participations in the transcription field, NBC said that the remedy proposed is remarkable not only for its disregard of established legal concepts but for the variety of benefits which the Committee expects of it.

**American Institution**

NBC added that the Committee completely disregards, without discussion, NBC's unanswerable contention that it is under no obligation, either legally or morally, to make its facilities available to its competitors to enable them to profit from NBC's audiences and to make NBC's facilities available to its competitors to enable them to produce and diffuse more and cheaper and of better quality than they would be able to produce them without the use of NBC's facilities. It added that the Committee disregarded the fact that the total NBC business in si-

The NBC brief concluded: "One clause in the Communications Act is of such significance that one clause makes specific reference to it. It is found in Section 303 (g) of the Act and reads as follows:"

"Generally to encourage the development of a new multi-channel sound broadcasting system under the American system is no longer a scientific phenomenon, an advertising medium or a source of entertainment. It has become greater than the sum
Both are entitled to more intelligent treatment than has been accorded them in this Committee report.

Reformation of network-outlet contracts, revaluation of policies with respect to clear channels and many other changes can and will result as broadcasting continues its development. But such changes should not be undertaken until they will encourage the larger and more effective use of radio in the public interest. Measured by this standard, all of the Committee's proposals should be rejected.

It also asked that the MBS motion for the promulgation of temporary regulations prohibiting stations from entering into, renewing or extending existing network contracts be denied, particularly since MBS itself has "abandoned" its previous policy and is now "adopting the very policy of long-term contracts which it has criticized."

Key Stations Needed

Pointing out that the Committee was directed to investigate and ascertained among other things whether there was a monopoly in broadcasting and a concentration of control of stations, CBS said the Committee found neither monopoly nor concentration of control but charged the networks with "unhealthy predominance of the industry." This characterization was labeled "false and unjustified" and based upon the "erroneous conclusion that the network organizations receive an undue share of the financial benefits of the industry." CBS concluded the record shows that the share which stations receive is no more than commensurate with their development of the industry and the public service they render.

The network organization of key stations was declared essential and indispensable for efficient and high quality network operations. The Committee's claim that the networks should be criticized for failure to give the country adequate service was refuted by the record. It was pointed out that CBS coverage alone has been extended to a point where it now covers over 90% of the 28,000,000 homes that have radio receiving sets. Further extension of network service to the existing station structure must depend upon economic support for it, CBS said.

Network affiliation contracts were declared to be essential to the maintenance and development of the American system of broadcasting. "Far from being inequitable, these contracts are essential to the preservation of the assets of the stations, and enhance their ability to render a public service," CBS maintained.

Free Use of Talent

Moreover, it was held that under these contracts the networks actually derive a lower net revenue from each advertising dollar than the affiliated stations.

Networks do not control the supply of talent, but on the contrary comparatively few of the artists performing in radio are either exclusively employed exclusively by any network, CBS contended. "There has been no restraint, no monopoly, upon the free utilization of radio talent."

CBS argued that the Commission is with the general purpose of the proposed regulations, holding that its authority is limited to such actions as to prevent inter-station interference and so to secure most advantageous use of the radio spectrum. The avowed purpose of the proposed regulations, it held, is to strengthen the bargaining power of the affiliates in negotiating contracts of affiliation and to effect a redistribution of the revenues from network broadcasting in the interests of the affiliates as against the networks.

The effect of such regulations would vary widely from their objectives, it was contended. "Their effect would be to further strengthen temporarily the few stations which are already powerful and to further weaken the many which such regulation would be designed to serve.

The temporary regulation proposed by MBS, pending determination of the question of adoption of regulations proposed, CBS held, "is unnecessary and without the jurisdiction of the Commission to adopt." To adopt such a rule, Judge Burns argued, would in fact "divert and dislocate the utilization it is designed to preserve."

Not 'Inherently Sinful'

In analyzing net time sales as against broadcasting investment and patronage, CBS re-asserted to show that many of the Committee deductions were erroneous. "The Committee seems to be proceeding on the theory that there is something sinful in running a profitable business," it stated.

CBS rejected the notion of the conflict between the findings of the FCC Committee designated to study standard broadcast rules and the Monopoly Committee's findings on the matter of dispensability of network service.

"Throughout the report there are indications that the drafters look upon bigness in the industry as an inherent evil," Judge Burns stated at another juncture. "We submit
that size may be intelligently studied only in relation to
function." Networks have provided the structural means of enabling in-
dependently owned stations to bring to the public the world's finest
program, the quality and variety of which enabled the public
afford to provide their listeners, the FCC was told.
Moreover, it held network affiliation has been of greatest financial
advantage to such stations, being almost the determining factor in
their financial strength. The advertiser and the listening public
have expressed a decided preference for network broadcasting.
Answering the exclusivity at-
tack, CBS said the statement of the Committee should really read
that exclusivity deprives "some sta-
tions, which are already the most
profitable, of profitable business
that might be obtained from com-
peting networks if the station were
free to accept it." If there is any
objection, CBS argued, it must come from MBS,
"which, it is interesting to observe, has thus far been
the only example of the predilection for non-affiliated stations
which desire to become affiliated."

Division of Revenues

Regarding division of revenues
between network and outlets, CBS
did not payment to its affiliates
rose from one-sixth of the gross
in 1931 to 42% in 1937. The aver-
age station share of the gross time
sale revenues, which had been
2½ times greater than 35 hours of
network time are sold over the sta-
tions than were paid to them in 1937.
Of the advertiser's dollar, only 11% is
profit to CBS, whereas the 25% paid to the station is largely
net profit to the station.
CBS contended that the Commit-
teer report is defective in "failing to make any analysis of the
unorthodox organization of the present Mutual Broadcasting Sys-
tem." It further noted that there is no at-
tempt to evaluate in terms of ben-
efit or detriment to the public, the
relatively impermanent arrangements
with the Mutual's arrangements with sta-
tions.
"Some objective comment would be very helpful to the Commission in
determining whether the public interest is served by an arrange-
ment which permits a group to call itself a network for its own con-
venience without having that sus-
tained and permanent status which
the older networks have developed.
"The Committee apparently failed to note the extent to which and the
performance of Mutual to the
point of realizing that it assumed little of the function and the
long-term building job which have
characterized the older networks.
"CBS is afraid to bring the fact to
the field after National was well estab-
lished. It has never asked that National's work be undone to its
benefit. Com-
ment has been leveled at the term
'is strikingly less severe' upon Mutual."

Freedom of Talent

CBS contend that there is no control of the talent in the
interest in broadcasting and the em-
ployments and management of talent
that has been restricted or free employment. The contract for ex-
clusive management of an artist does not preclude the service of the artist in any sense,
doing not prevent him from seeking employment for services anywhere
he chooses, nor prevent any sta-
tion or network from freely utilizing
his services.
The contract, it was added, simply
provides for the engagement of
CBS as the exclusive manager for the artist for a compensation based
on a percentage of his earnings,
not to offer the artist's services to
prospective users at the same time.
It was held that there is not the slightest evidence that any artist
has been prevented from working for
any other station or network at
any time because he was employed by CBS. Indeed, the evidence is quite
the contrary, CBS claimed.
CBS concluded by stating
the contention that the Commission has no jurisdiction over the busi-
ness arrangements and hence the
consensus. It reviewed the law and
cited ample legal evidence to es-
tablish its argument on that point of
the debate also was drawn into its
argument. Then, it was held that
the proposed regulations "would
be to regulate the business of com-
commercial broadcasting stations."

The brief concluded:
"The Commission should reject
the report and the recommendations of the Committee in their entirety,
and deny the application of MFS
for the promulgation of temporary
regulations with respect to network
contracts."

Bathasweet on WABC

BATHASWEET Corp., New York,
on Nov. 19 will sponsor Ted Steele
and his Novachord on a series of
Tuesday evening quarter-hour pro-
grams on WABC, New York, on
behalf of its soap. Agency in charge
is H. M. Kiesewetter Adv. Agency.

ASSOCIATION of Technical Em-
ployees, NBC, independent union, is
holding its annual convention at the
Abbey Hotel, New York, Sessions
began November 11 and are expected
to continue through Nov. 20, Union
has presented a set of demands to NBC,
but negotiations have just begun.

WHEN KYA, San Francisco, signed one of its largest regional accounts
of the late fall, these principals participated in the signatory cere-
monies. The contract is with the Rosefield Packing Co., Alameda, Cal.
(Kippy Peanut Butter). The firm is sponsoring the transcribed dramatic
serial "Spenser Three" times weekly on KYA. Left to right are Harold
H. Meyer, general manager of KYA; M. J. Rosefield, plant manager,
Rosefield Packing Co.; Hugh MacKenzie, account executive, Botaford,
Constantine & Gardner advertising agency (in rear center); J. L. Rose-
field (seated) president of the packing firm; J. M. Rosefield, sales man-
ger and Carl Nielsen, account executive, KYA.

Technical Radio Experts Start Research Activity For National Defense

LEADING figures in technical ra-
dio and communications have ac-
cepted appointments with the Na-
tional Defense Research Committee,
headed by Dr. Vannevar Bush, to
encourage scientific developments in the defense program. Dr. Frank
H. Jewett, chairman of the board of
Bell Laboratories, is a member of the
committee and chairman of its division dealing with communica-
tions and transportation.

Among those serving on the divi-
sion are Dr. C. R. Jolle, former
FCC chief engineer and chief fre-
quency engineer of RCA, vice pres-
ident and chief engineer of RCA
Corporation; Dr. F. E. Jones, RCA;
Bra-
den Pratt, chief engineer of Mac-
key; Dr. J. H. Ellinger, chief
Division, Bureau of Standards,
and Dr. A. F. Murray, con-
sulting television engineer.
In the division dealing with
detection, controls and instruments
are R. R. Bean, RCA director of re-
search; Harold H. Beverage, vice-
president and chief engineer of
RCA Communications; E. W. Eng-
strom, RCA technical television
division; W. C. Evans, general man-
ger of broadcasting of Westing-
house, and Dr. George Metcalf of
GE, among others.
All of these officials and engi-
neers have volunteered their serv-
ces on a part time basis without
compensation. The Defense Re-
search Committee has completed or
has under negotiation approxi-
ately 50 contracts with industrial lab-
oratories and universities for re-
search on specific problems.

Conimes Succeeds Klein

James G. COMINOS, formerly as-
sistant to Henry Klein, BBDO radio
director in Chicago recently trans-
ferred to the agency's New York office,
has been named radio director to suc-
cess Mr. Klein.

BANGBOARD BATTLES

Midwest Huskers Provide Good
Program Material

MIDWEST stations have de-
veloped one of the most uncom-
paratively exciting events—corn picking contests
—in an autumn feature of intense interest in the advertising and
broadcasting fields. The bangboard battles have been going on for some time, but in re-
cent years they have established themselves as a major event of the corn harvest programs. It is
not unusual to see corn pickers pulling out corn in corn in corn picking events to see corn pullers of any sporting event. Re-
ognition of the contests' propensi-
sities is natural, but the response of stations in the corn belt in send-
ing special events crews hundreds of miles to cover events throughout the state and county to national championship
matches.

According to estimates of Charles Worcester, farm service
director of WNAX, Yankton, S. D.,
about 10,000 of the 15 to 15 million
farmers in the nation competed in some 1,000 husking contests this fall. Between 3 and 4
hundred farmers were present in each of these events, it is estimated. Local and regional elimination contests cul-
minate in the National Cornhusking Championships, held on the
Harry Keppe farm, near Wayne, Neb., that record shows was
at a national contest was $146,000
in Indiana several years ago, ac-
cording to Mr. Worcester. At the
most this year, with 11 states rep-
presented, Irvin Bauman, of Illinois,
set a new world record by husking
46.01 bushels of corn in 90 minutes.
This fall WNAX covered seven of the more important meets, in-
cluding the regional, involving
pulling about $3,000 miles of travel.
Because of time-lag between the start of the contests and the deter-
mination of the winner, including cal-
culations and weighing of picked corn, the station used transcrip-
tions extensively. Picking out the high spots—descrip-
tions of the crowd, weather and
events, the start of the race, the
final minute or two of action, an-
nouncement of the winner and an
interview of the winner. The program
was molded into a quarter-hour cross-section. The recorded descrip-
tion was sent to the studio. The recorded descrip-
tion was sent to the studio.

WFMJ Touch

LEN NASMAN, sales man-
ger of WFMJ, Youngstown, O., who has shown large-
numbers of visitors through the
new $275,000 WFMJ Broadcast Center extension, is a new
novel sensation. When blind
kiddies visited the station, under the auspices of the local
society for the blind, they were urged by Mr. Nasman to feel everything as a de-
scription was given of the studio, in order that their sense of touch and hearing
would help them to complete a pic-
ture as possible.

TO CELEBRATE National Dough-
nut Week, Cielan, Card, of WCOC,
Minneapolis, filled his station with
equipment on his morning program for Northrop, Kinz & Co., seed and
doughnuts ranging from cup-shaped ones (sip according to dolls). Each April 1 Card stages a real dunking
day. His daily dunking gag is mythi-
cal.
SAM TAUBMAN, former radio director of Sidney H. Walter Adv. Agency, Philadelphia, has bought the agency, to be known as Sam Taubman Adv. Agency. Business will continue at the present offices in the Croser Bldg.


ED CURTIN of the publicity department of BBDO, New York, and formerly of the publicity department of the New York World's Fair, on Nov. 10 left for Port Benning, Ga., to take a year's training as a reserve officer in the U. S. Infantry. Porter Bibb, BBDO publicity director, takes over his duties.

JOHN COLE, formerly of Gardiner Adv. Agency, St. Louis, has joined Compton Adv., New York, as a radio copywriter.

CURT PETERSON, radio director of Marshak & Pratt, New York, is not expected back at his desk for another month following a back injury, from which he is now convalescing.

LEIGH CROSBY has joined Leon Livingston Adv. Agency, San Francisco, as radio director.


S. E. ROBERTS, Philadelphia agency, has moved to new quarters on 13th floor of the Lincoln-Liberty Bldg.

MacDONALD-POTTER, Chicago, recently moved to larger quarters in the Corliss & Carbon Bldg., 230 N. Michigan Ave., Chicago, telephone is Randolp 6969.

UNITED ADV. AGENCY recently was formed in San Francisco, with offices at 155 Sansome St. C. Rothblum is radio director. The agency was formerly known as the S. L. Kay Agency. Mr. Kay has sold his interest in the business.

YOUNG & RUBICAM, New York, has closed its San Francisco branch office.


WALTER CRAIG, radio director of Street & Finney, New York, has resigned.

DAVE McCOSKER, for five years in charge of radio program sales of KFWB, Hollywood, has been appointed West Coast manager of H. W. Kastor & Sons Adv. Co., and will establish offices in that city.

AAAA—Radio Meeting

THE ANNUAL one-day Eastern Seaboard Conference of the AAAA, with the radio group scheduled to meet under the direction of C. E. (Red) Midgley, radio time buyer of BBDO, has been scheduled for Dec. 3 at the Waldorf-Astoria, New York. A session for agency heads and management officers only will be held in the morning. A luncheon at noon will be addressed by Arthur W. Rebler, AAA board chairman, who will discuss current projects and activities of the association. Following the luncheon, there will be eight group meetings running concurrently, one of which will be devoted to radio.

AAAA Chicago Meeting

ARTHUR E. TATHAM, vice-president and manager of the Chicago office of Young & Rubicam, has been appointed general chairman of the annual condensed convention of the American Assn. of Advertising Agencies to be held Dec. 5 at the Lake Shore Club, Chicago. Chairman of the various committees are: R. J. Scott, of Schwimmer & Scott, radio; Otto R. Stadelman, of Needham, Louis & Brooby, media; E. Thomas McCrean, of J. Walter Thompson Co., mechanical production; S. A. Wells, McCann-Erickson, art and copy, assisted by De Witt O'Kieffe, of Leo Burnett Co., and J. B. Breuning, of Lord & Thomas. The morning sessions will be for the executives of members of the AAAA. The afternoon sessions will be open to agency staffs.

Owen B. Winters

OWEN B. WINTERS, 48, executive vice-president of Erwin, Wasey & Co., New York agency, died Nov. 12 at his winter home in Cat Cay in the Bahamas of a coronary thrombosis. The body was sent immediately to Miami and flown to New York for funeral services Nov. 14. He had gone to Cat Cay last September to recuperate from an operation. He is survived by a widow and two daughters.

TRUMAN R. (Red) KING, 43, a senior executive of the Toronto office of Cockfield Brown & Co., Toronto, died Nov. 1, after an operation. Mr. King had wide experience in all departments of the advertising business. He was born in Bruce County, Ont., was educated at St. Andrew's College, Toronto, where he was also a teacher and coach to rugby teams. He started in the advertising field with Baker Adv. Agency at Toronto.

---

Directional over New York
Now! 5000 Watts Day and Night

WBNX
Your Best National Spot Buy

A New Approach to the New York Market

The Popular Station Salt Lake City

National Representative: JOHN BLAIR & CO.

November 15, 1940 • Page 67
1941

BOOK

YEAR

1941

DIRECTORY

of the United States

NATIONAL AND REGIONAL RADIO ADVERTISING AGENCIES

BROADCASTING STATIONS IN CANADA

LOADCASTING STATIONS

AND INTERPRETATION

NAB Code of Self-Regulation

Major Networks' Gross Billings by Agencies: 1940

Major Networks' Gross Billings by Agencie.
LAST word in art is the "portrait of the best sounding board in radio" sent to the trade by WEA, New York, to promote its moving day. The Nov. 8 transfer for the New York key of NBC-Red was marked by a special program in which the new and old signals were compared. The portrait offers a view of Long Island Sound (the sounding board), with a sailboat scudding over the waves and the New York skyline faintly silhouetted against a cloudy sky. A large picture, it was carefully shiped and is suitable for framing. The "sound" route to Manhattan, NBC claims, carries a greatly strengthened signal into an enlarged area.

Food and Drug Facts
DESIGNED to improve distribution and sale of food and drug products and to obtain distribution and quick acceptance of new products, the 11-station North Central Broadcasting System conducts the Housewives' Bureau of Information. Each new product to be advertised on the quarter-hour program, which features Miss Avenel Barnes, is first distributed to members selected at random for a test and report previous to starting the sales campaign. Merchants cooperating with the program get free advertising, free mention of each store on local station, along with identification streamers and store displays.

Bottlers' Salute
HAILING the convention of the American Bottlers of Carbonated Beverages, which in mid-November brought 6,000 visitors to the city, WCKY, Cincinnati, from Nov. 11 to 15 carried a daily quarter-hour, Salute to the Bottlers. Rex Davis, WCKY chief announcer, interviewed representatives of leading bottling companies to develop what the bottling industry means to America. Interviewed were representatives of Coca Cola, Pepsi-Cola, Royal Crown Cola, Queen City Bottling Co. and Wagner Bottling Co.

WQXR Campaign
FOR THE first time in its history, WQXR, New York, is running an advertising campaign in New York newspapers to promote its increase in power to 5,000 watts and to build a larger audience of listeners by calling attention to its featured programs. Three daily insertions, two in run-of-paper and one in radio page space, are appearing from Nov. 10 on for several weeks, featuring Symphonic Hall, nightly concert of recorded classics, Quincy Howe, WQXR news commentator, and the station's monthly printed program booklet. Copies of the WQXR advertisements have been printed in brochure form, with a sales letter signed by Hugh K. Beir, vice-president in charge of sales, for distribution to sponsors, agencies, and radio editors. Agency in charge of the campaign is Schwab & Beatty, New York.

Lone Star Drugs
COOPERATING with the Texas Pharmaceutical Assn., Texas State Network has started a new weekly series, Texas Pharmacy Hour. Designed to acquaint listeners with their neighborhood druggists, the program features messages from drug executives, news about the profession and incidents in the history and development of pharmacy.

Spot Control
VITAL part of the "spot control" system of Ferry-Hanly Co., Kansas City, is a follow-up card with a light touch, sent to stations handling spot announcements for accounts on the Ferry-Hanly list. The illustrated card each month reminds stations to furnish the agency lists of its presently used spots and other available spot times.

Twin City Quickies
TO GIVE advertisers and radio editors a picture of the value of WCCO, Minneapolis, as an advertising medium, the station is mailing during the next few weeks a series of eight "quick facts," one at a time, according to an announcement by E. H. Gammons, WCCO general manager.

Pepsoment Cameras
PEPSOMENT Co., Chicago, is using its NBC program starring Bob Hope in addition to other media to promote an offer through Dec. 10 of a candid camera, valued at $1, available to listeners in return for 15c and a carton from any Pepso- ment product. Agency is Lord & Thomas, Chicago.

WGBF and WEBO, Evansville, Ind., on Nov. 1 distributed to listeners the first of a monthly publication, The Calendar, in the interest of better coordination and cooperation between radio stations, classical music groups, and other cultural societies. In addition, The Calendar carried a complete monthly calendar of all local activities plus a full radio bulletin.

THE CALL LETTERS THAT HAVE THE CALL IN RICHMOND

WQXR Campaign
FOR THE first time in its history, WQXR, New York, is running an advertising campaign in New York newspapers to promote its increase in power to 5,000 watts and to build a larger audience of listeners by calling attention to its featured programs. Three daily insertions, two in run-of-paper and one in radio page space, are appearing from Nov. 10 on for several weeks, featuring Symphonic Hall, nightly concert of recorded classics, Quincy Howe, WQXR news commentator, and the station's monthly printed program booklet. Copies of the WQXR advertisements have been printed in brochure form, with a sales letter signed by Hugh K. Beir, vice-president in charge of sales, for distribution to sponsors, agencies, and radio editors. Agency in charge of the campaign is Schwab & Beatty, New York.

Lone Star Drugs
COOPERATING with the Texas Pharmaceutical Assn., Texas State Network has started a new weekly series, Texas Pharmacy Hour. Designed to acquaint listeners with their neighborhood druggists, the program features messages from drug executives, news about the profession and incidents in the history and development of pharmacy.

Spot Control
VITAL part of the "spot control" system of Ferry-Hanly Co., Kansas City, is a follow-up card with a light touch, sent to stations handling spot announcements for accounts on the Ferry-Hanly list. The illustrated card each month reminds stations to furnish the agency lists of its presently used spots and other available spot times.

Twin City Quickies
TO GIVE advertisers and radio editors a picture of the value of WCCO, Minneapolis, as an advertising medium, the station is mailing during the next few weeks a series of eight "quick facts," one at a time, according to an announcement by E. H. Gammons, WCCO general manager.

Pepsoment Cameras
PEPSOMENT Co., Chicago, is using its NBC program starring Bob Hope in addition to other media to promote an offer through Dec. 10 of a candid camera, valued at $1, available to listeners in return for 15c and a carton from any Pepso- ment product. Agency is Lord & Thomas, Chicago.

WGBF and WEBO, Evansville, Ind., on Nov. 1 distributed to listeners the first of a monthly publication, The Calendar, in the interest of better coordination and cooperation between radio stations, classical music groups, and other cultural societies. In addition, The Calendar carried a complete monthly calendar of all local activities plus a full radio bulletin.

THE CALL LETTERS THAT HAVE THE CALL IN RICHMOND

WQXR Campaign
FOR THE first time in its history, WQXR, New York, is running an advertising campaign in New York newspapers to promote its increase in power to 5,000 watts and to build a larger audience of listeners by calling attention to its featured programs. Three daily insertions, two in run-of-paper and one in radio page space, are appearing from Nov. 10 on for several weeks, featuring Symphonic Hall, nightly concert of recorded classics, Quincy Howe, WQXR news commentator, and the station's monthly printed program booklet. Copies of the WQXR advertisements have been printed in brochure form, with a sales letter signed by Hugh K. Beir, vice-president in charge of sales, for distribution to sponsors, agencies, and radio editors. Agency in charge of the campaign is Schwab & Beatty, New York.

Lone Star Drugs
COOPERATING with the Texas Pharmaceutical Assn., Texas State Network has started a new weekly series, Texas Pharmacy Hour. Designed to acquaint listeners with their neighborhood druggists, the program features messages from drug executives, news about the profession and incidents in the history and development of pharmacy.

Spot Control
VITAL part of the "spot control" system of Ferry-Hanly Co., Kansas City, is a follow-up card with a light touch, sent to stations handling spot announcements for accounts on the Ferry-Hanly list. The illustrated card each month reminds stations to furnish the agency lists of its presently used spots and other available spot times.

Twin City Quickies
TO GIVE advertisers and radio editors a picture of the value of WCCO, Minneapolis, as an advertising medium, the station is mailing during the next few weeks a series of eight "quick facts," one at a time, according to an announcement by E. H. Gammons, WCCO general manager.

Pepsoment Cameras
PEPSOMENT Co., Chicago, is using its NBC program starring Bob Hope in addition to other media to promote an offer through Dec. 10 of a candid camera, valued at $1, available to listeners in return for 15c and a carton from any Pepso- ment product. Agency is Lord & Thomas, Chicago.

WGBF and WEBO, Evansville, Ind., on Nov. 1 distributed to listeners the first of a monthly publication, The Calendar, in the interest of better coordination and cooperation between radio stations, classical music groups, and other cultural societies. In addition, The Calendar carried a complete monthly calendar of all local activities plus a full radio bulletin.
A YEAR FOR CAPSULES
Many Records Are Planted for Future Opening

The Year now ending appears to have been a record period for the planting of “time capsules” for future generations to measure the civilization of the present. Down in Griffin, Ga., the other day a concrete vault was sunk at the base of the Confederate Monument, to be opened in 2040. Included with the city’s financial statement, city guide, listing of qualified voters, telephone directory and current magazines, the city fathers buried a transcription of a radio program broadcast during the city’s centennial—the voice of Dozier Wynne, chairman of the centennial radio program and author of the popular local serial, The Old Captain & His Treasure Chest.

The recording was done on WBS vinylite material, which, it was deemed, could probably stand the 100-year wait. Commented M. A. Hollinshead, an executive of World Broadcasting System:

“1940 is the prize year for the planting of time capsules. Whether this fact has an ominous note in view of the confabulations around the world, may be matter of opinion—but the capsules are being planted nevertheless. The Westinghouse people, of course, coined the expression ‘time capsule’ in naming the elaborate cigar-shaped cell planted deep in the soil of the World’s Fair, now being razed.

“Tis capsule, filled with the records of our day including transcripts and sound pictures, is being withdrawn from the sight of man for 5,000 years. As the grand buildings of the Fair are leveled, changing the Flushing meadows into a City Park, a monument will be erected to guide the citizens of 5,000 years hence to the spot where the capsule offers its treasures of history. So thorough has been the planning and each vision of the ineffable changes applied by 5,000 years, that a key to the understanding of the English language is included.”

* * *

Poll and Quiz

A WEEKLY public opinion poll has been started on CFRB, Toronto, for O’Keefe’s Beverages Ltd., Toronto (soft drinks). Drivers for O’Keefe’s leave public opinion questionnaires at all retail outlets, allowing anyone to enter the contest by sending in “yes” or “no” answers to the questions. A studio audience at CFRB is asked the same questions, each member of the audience being asked two questions with reasons. Those agreeing with the public opinion poll are awarded cash prizes. Program was placed by A. McKim Ltd., Toronto.

* * *

Giant Letters

ON NOV. 8, the day on which the regular Friday afternoon concerts by the Philadelphia Orchestra started on MBS, the network sent out via messengers to radio editors in New York a 22 1/2 x 52-inch announcement on heavy white stock. The sheet also announced the scheduled broadcasts on Mutual by the Chicago Opera Company and the concerts by the Chicago Symphony conducted by Dr. Frederick Stock.

TRAVERSING DISPLAYS which tie in with the weekly NBC Good News program, are being routed by General Foods Corp. to different super-markets in the Los Angeles area each week. This 14-case Maxwell House Coffee display, with blow-up photo of program cast, is credited with increasing sales 100% during the week it was shown at Ralph’s Super Market, 3633 Crenshaw Blvd., according to Leon Rowland, manager (center). Regular sales are 172 pounds per week, he tells Noel Corbett, NBC Hollywood press representative (left), and John Sarconi, in charge of city super markets for General Foods (right). The figure doubled during the week this display was on exhibit.

BROCHURES

WAAP, Chicago—A four-page monthly black and white file-size radio news letter, “WAAP Speaking.”

WCAU, Philadelphia—Lithographed 12-page booklet, The People’s Choice, presenting a listeners survey.

NBO—Two-color folder giving market data on NBO’s Pacific Coast Blue.

WTAM, Cleveland—Personalized six-page folder analyzing mail response for Women’s Club of the Air.

KFJM, San Bernardino, Cal.—40-page presentation of station staff, market, program features published to celebrate completion of new transmitter.

WJPR, Greenville, Miss.—“The Industries of Greenville, Miss.” a 24-page booklet of WJPR market facts, including map of station’s area to 5 millivolt contour.

WIBW, Topeka, Kan.—“Bonus Coverage” brochure, incorporating coverage maps and market data around a die-cut design.

WBBM, Chicago—Four-page windowed folder on The Sunshine Hour.
From FCC to Army

JAMES D. CUNNINGHAM, FCC principal attorney and a captain in the Reserve Corps, on Nov. 19 entered active Army service in the Judge Advocate General's Office. Capt. Cunningham, the first FCC official to enter military service, transferred his activities on 48-hour notice. He has been granted a year's leave by the FCC.

WMBC Seeks 50 Kw.

WMBC, Detroit, ownership of which was acquired early this year by John Lord Booth, son of the late Ralph H. Booth, president of the Booth Newspapers of Michigan, has applied to the FCC for authority to shift to 1220 kc. with 50,000 watts. It proposes to change its transmitter location from Detroit to a point near Plymouth, Mich. The station now operates with 250 watts on 1420 kc.

N. RAY KELLY, NBC manager of the development and maintenance division of the sound effects department, New York, has been placed in charge of the entire department following a merger of the development and maintenance and the operating group. Zale Dillon, who was supervisor of the latter division, is on a leave of absence until Dec. 1.

GARDENING is the hobby of E. L. Gove, technical supervisor of WHK-WCLE, Cleveland, and here is his proud creation, a double-barreled carrot topped with turnip, celery and potato to simulate a horticultural miracle. Beaded hat was provided by Mary Franzen, secretary to Manager H. K. Carpenter, with shoes and facial artistry by Betty Rohan, WHK receptionist.

PROCTOR A. SUGG and Frank L. Fullaway, engineers of KGO-KPO, San Francisco, both in the U. S. Naval Reserve, recently volunteered for active service. They have been assigned to duty out of San Francisco and San Diego, respectively. Three other reserve officers on the engineering staff include Chief Engineer Curtis Peck, Edward C. Callahan and James W. Summers.

BRUCE L. MILLER, formerly of KPMO, Bakerfield, Calif., and KFVD, Los Angeles has joined the engineering staff of KJAR, Phoenix.

E. L. RAEKE, KOA, Denver, transmitter caretaker, is recovering from a major operation.

DANIEL BARLOW, engineer of WIP, Philadelphia, operating the transmitter at Bel-Mar, N. J., late in October elapsed to N. C., with Winfield Groux, WIP receptionist, it has just been revealed.

CARL HALL, control engineer of KANS, Wichita, Kan., is the father of a girl born in mid-October.

LEONARD WHITEHOUSE, engineer of WRVA, Richmond, is the father of a boy born Nov. 1.

GORDON F. BISHOP, formerly of WFPM, local police transmitter, has joined the engineering staff of WSBN, Birmingham.

George H. Seward

GEORGE H. SEWARD, 67, founder and president of the Hollywood Television Society and the Television Engineers Institute of America Inc., died at General Hospital, Los Angeles, Oct. 15, 1940. Born in New Haven, he was a graduate of the engineering department of Yale. He had lived in Hollywood for 29 years and at the time of his death operated a radio and appliance business as well as in promoting television. His wife survives.
Radio Employees in Signal Corps

COMMUNICATIONS employees, including amateur radio operators, who are drafted under the selective service procedure, will be assigned to duty with the Army signal corps, under War Department orders announced Nov. 5. Instructions for such assignments covering "occupational specialists" were transmitted to all corps area commanders by Maj. Gen. E. S. Adams, Adjutant General of the Army.

The instructions specify that all selective service men inducted into the service whose civilian occupation has been in the engineering or plant departments of the AT&T, associated Bell companies, independent telephone companies, Western Union, or Postal Telegraph, and all members of the Army amateur radio system be assigned to "Signal Corps organizations." In the event the total number of trainees falling within these occupations received in any one corps area is in excess of the needs of the Signal Corps units in that area, it was explained, the War Department will direct the transfer of the excess to signal corps units of other corps areas.

Because many broadcast station engineers and operators are amateurs, the ruling will apply to them under certain circumstances, it was pointed out. Moreover, by virtue of the specialization of broadcast technicians, it is thought that the Signal Corps will be on the alert for such trainees for specialized work.

Meanwhile, the FCC is conducting a survey of amateur radio to procure information to meet any amateur problem which may arise in connection with neutrality, national defense and other emergencies. As against only some 2,000 amateurs at the outbreak of the first World War in 1914, there are now upwards of 33,000 licensed amateurs in this country.

Lynn B. Henson

LYNN B. HENSON, 50, pioneer radio technician and former mechanical supervisor of WFAA, Dallas, died suddenly late in October during a business trip to Phoenix, Ariz. After serving in the U. S. Army Signal Corps during the World War, he became interested in radio work and helped install Dallas' early municipal station, WRR. In 1922, when the Dallas Morning News established WFAA, Mr. Henson assisted in construction of the station and became mechanical supervisor, remaining with the station until 1934, when he retired to enter business for himself as an electrical engineer. He was a member of the Scottish Rite and is survived by his wife.

Dr. John R. Carson

DR. JOHN R. CARSON, 54, research mathematician and electrical engineer of Bell Telephone Laboratories, New York, died Oct. 31 at his home in New York. As an engineer for AT&T, Dr. Carson installed the first carrier current system between Pittsburgh and Baltimore in 1917, and developed the mathematical background for the use of metal pipes to direct radio waves. In 1924 he received the Liebmann memorial prize from the IRE. Surviving are his wife, a son and a brother.
“What's ‘galena,’ Dad?”

Lots of fathers will remember the oatmeal-carton and cat-whisker days of radio, when “galena” was so important in “crystal” sets.

But radio has come so far—and so fast!—that today's youngsters never heard of galena. Instead, they talk about push-button tuning and remote control.

An important factor in the growth of radio has been the telephone network. Bell Telephone engineers have co-operated from the very beginning — routing and rerouting programs ... providing better and better facilities. And the work goes on continuously in Bell Telephone Laboratories to develop new and more efficient methods and equipment for the networks of the future.

Uncle Sam in Radio

(Continued from page 19)  

Maritime Commission

Produced a series of network shows and transcriptions when Robert Horton was publicity director. Horton now is with National Defense Advisory Commission. Also cooperates in special events, such as launching of S.S. America.

War Department


Main Army radio activity has been concentrated on the recruiting campaign, conducted through the Adjutant General's Office. In the past the recruiting branch of the Army used radio intermittently, but since July 12 an intensive broadcast drive has been conducted. "Wonderfully successful!" is the way Army officials describe radio's part and Maj. Gen. E. S. Adams, adjutant general, has officially lauded broadcasters for their assistance [Broadcasting, Sept. 1].

The recruiting campaign consists of quarter-hour dramatic and historical discs along with 10 transcribed announcements, shipped each Friday to 700 stations. Local corps areas use live announcements and programs adapted to their special needs. Recently released was a disc series explaining the courses open to those who have registered under the Selective Service Act. A one-time network program was broadcast Oct. 19 on NBC-Blue based on the successful recruiting film "Service With the Colors," with Edward G. Robinson and Humphrey Bogart participating. More such programs are planned. Network and station commentators have cooperated in the recruiting drive.

Civil Service Commission

This new entrant into the broadcast scene is making effective use of the medium to obtain skilled workers for defense industries. Cooperation in the job-selling campaign was pledged by 645 stations, with most others also participating.

Every Saturday a list of jobs open is sent to stations in appropriate areas. Since July 12, 100,000 skilled workers have been obtained through the radio drive, and plans are ready to go after another 100,000. Thus one of the hardest bottlenecks in the defense program is being solved. Cooperating in the drive is the NAB, with Art Stringer aiding the Commission's staff. Carson C. Hathaway is information director of the Commission.

Department of Agriculture

This pioneer Federal user of radio has utilized the medium for many years. It looks to broadcast...
Federal Housing Administration

An astute user of radio time, with most activity based on sponsor cooperation in drive to promote home-building and bettering the country, is the Federal Housing Administration cooperating with Libbey-Owens-Ford Glass Co. in Sunday series, "Dawn for the Domicile," handled by radio stations. This series is designed to promote interest in the small-home field and to aid the FHA in its work through Harold Merillat, president of U. S. Adv. Corp., Toledo.

In nearly all States, FHA cooperates in special series by building industry groups, with special emphasis on modernization of homes. Manager G. R. Davis is responsible for the promotion of commercial announcements for use by local industry groups, which have been prepared by FHA and other commercial managers of all stations.

Disc Series

An NBC transcription containing three five-minute dramas on one side and one ten-minute announcement on the other is being used by about 200 stations, in most instances under local sponsorship. It promotes modernization. A similar series is also being used by the Department of Agriculture.

The NBC series is issued some months ago to about 400 stations.

FHA script material includes 12 announcements a week and a set of 15 five-minute talks, sent to 550 stations. Early in 1940 the NAB cooperated in preparing a series to meet the sales manual describing radio sales potentials in the building field.

A network series called "The Mortgage Builder" had a run of four years.

Radio director of FHA is George T. Van Der Hoff, who has had station and executive radio experience. His present pro-
tive is using radio time to promote the housing industries. FHA has supplied continuous programs and information for those desiring to utilize the material.

ALL’S WELLS at KTSF, especially when H. G. and Orson are corralled in a studio with a microphone handy. This bit of fancy programming created KFCS listeners when H. G. and Orson appeared at the Brewers’ Assn. convention at San Antonio. Orson Welles changed his itinerary on a trip to the Coast so he could meet the distinguished British actor. In a two-hour, with Charles C. Shaw (center), KTSF news editor, as moderator.

Office of Government Reports

This branch of the Executive Office of the President among other duties is charged with compilation and distribution of information for use of Federal offices. For over a year it distributed to its State branches a transcription service based on agencies of the Department of Justice, and other Federal agencies. These discs were fed by the State branches to the Distributors to be distributed a disc series based on the defense program, covering such agencies as the Army, Navy, Coast Guard, Civil Aeronautics Authority, FCC and Department of Justice (alien registration). Robert I. Boutwell, the assistant director, acts as a radio liaison and consultant for certain Federal agencies in their use of the medium.

Federal Home Loan Bank Board

Recently completed a questionnaire survey of advertising by members of Federal Home Loan Banks. It was requesting radio stations to set aside air time on week days and Sundays, to one hour and 15 minutes of radio advertising, the Board suggested principles to be followed in use of Federal offices. [Broadcasting, Nov. 1.]

Federal Works Agency

Public Works Administration, now winding up its activities, used in some instances radio talks by WPA workers. WPA Works Progress Administration has distributed weekly quarter-hour "Time Goes By" series for several years to some 300 stations. Programs consist of orchestral and choral music performed by WPA musicians directed by noted conductors. Dipped in are 2½-minute talks covering such subjects as art, music, national defense and similar topics. Recording facilities of NBC in Boston, New York, Los Angeles and San Francisco are used.

Smithsonian Institution

Provides research, checking and scripts for "The World Is Yours," five-year-old program heard on NBC-Red, Sundays, 4:30-5 p.m.

Treasury

Internal Revenue Bureau has distributed special scripts about income tax returns and has utilized radio in promoting sale of Baby Bonds.

Post Office Department

With approach of the Christmas season, the Department for years has urged local postmasters to place "mail early" announcements on stations in their area.

ARCH OBOLOWetv Hollywood writer of the weekly NBC Everyman’s The-

BROADCASTING • Broadcast Advertising

November 15, 1940 • Page 75
Fast Finish Brings Radio Time
In Campaign Over 2 Millions

Political Billings During Mid-Evening Hours Offset
By Credits to Regular Network Sponsors

MOUNTING to proportions far in excess of preliminary estimates, even those made late in October, the final wave of broadcast political advertising made broadcast a $2,000,000 mark. Statistics for the major networks, who at the end of October had released the political total at about $1,350,000 [BROADCASTING, Nov., 1], now state that preliminary estimates of the final total will exceed $1,750,000. Addition of local and regional broadcasters is expected to push the industry total accordingly—possibly to about $2,250,000.

Magnitude of the last-minute rush for air time, in vivid contrast to the early weeks of the campaign, is illustrated by the breakdown supplied by MBS, only network to have completed its tabulation. Of the total polynomial, $922,000, received by Mutual during the campaign, approximately $80,000, or more than 80%, was spent during the last 12, or final, six days of the campaign, with the last two days, or final period, comprising 62% of the total.

Sponsor Credits

Despite this final spurt that raised 1940's political radio expenditures far above those of 1936, few network executives regretted the campaign ads. Aside from the broadcast field, the campaign exchanges occurred in the mid-evening hours, time also preferred by radio's regular sponsors, so in many instances the political billings were offset by credits to advertisers whose programs were canceled to oblige one party or the other. Such cancellations, and those of familiar sustaining shows as well, not only resulted in no profits, but also in broadcasting the ads of the re-educating their minds to other regular listening habits, almost completely disrupted during the final weeks of the campaign.

NBC's preliminary breakdown of political billings is as follows: Republicans, $482,000; Democrats, $431,000; John L. Lewis speech (paid for by the National Committee of Democrats for Willis), $11,000; Socialists, $5,000 to $6,000; Social Labor, $4,000; Communists, $7,000.

No breakdown of time was given and none can be estimated from the figures, as the size of the networks differ, and some broadcasts went on during the daytime, when rates are less than in the evening. The figures also include rebates made to advertisers for talent expenditures, which continued even when the programs were not broadcast. Preliminary figures on Mutual and NBC, Democrats, $319,500, broken down into time charges of $260,000, talent rebates of $46,000, and wire charges of $190,000. Mutual alone spent $274,000, divided into $229,700 for time, $34,000 for talent, and $5,000 for wire charges. Mutual also reports that the Roosevelt Sunday broadcast is 24 hours of CBS network time, including six hours and 15 minutes of cancelled commercials, and the Willkie supporters took 13 hours and 45 minutes, of which five hours and 45 minutes were cancelled commercials. Mutual did not release figures covering expenditures of minor parties as broadcasting went to press.

In 1936 NBC's political billings totaled $565,000, CBS, $570,343, and MBS, $165,042.

Individual Stations

Doubtless well above the average, but nevertheless illustrating that independent stations also got their share of campaign broadcasts, NBC reported that a total of $22,522 was spent by the political parties for time on the station. A recapitulation shows $12,780 spent for program announcements; 17 Republic groups, 15 hours 17 minutes and 17 spot announcements; non-partisan, 15 minutes.

The total revenue came to individual stations through sponsorship of broadcasts of election returns, WHOM, Jersey City, sold its returns to four different sponsors. In Philadelphia WFIL and WIP also carried sponsored broadcasts, although WCAU at the 11th hour canceled scheduled commercial sponsorship of its returns in favor of carrying them as a public service.

Video Panels to Report

Their Progress Jan. 27

AT A public conference scheduled for Jan. 27, 1941, the FCC will receive a progress report on the television study now being conducted by the National Television System Committee. The site was set Nov. 15 at a special FCC meeting, when it was indicated also that FCC members probably would make another "television tour" to New York about Jan. 24.

The FCC explained that the January meeting will not be a hearing, and that Dr. W. R. G. Baker, General Electric vice-presi- dent and FCC chairman, and the various panel heads of the committee would report progress at a separate conference. At this FCC meeting, it will not call for recommendations as to whether visual broadcasting standards should be fixed at this time.

Dr. Baker has advised panel chairmen that their reports will be status and progress reviews, and outline of desirable methods. Color television and FM were listed as important features. Since organization of NTSC July 31, Chief Engineer E. K. Jett, of the FCC, has kept in constant touch with station activities, but the January conference will yield the first comprehensive report on progress.

Board Appointed

For Radio Award

Networks and Various Types
Of Stations to Be Honored

PROMPT advertising and radio personalities are included on the 12-man George Foster Peabody Radio Award Board as announced Nov. 15 by Harmon W. Caldwell, U of Georgia president, and Dean John E. Drewry, of the Franklin School of Journalism.

The advisory board will have the primary function of determining the Peabody Awards, to be given each year in recognition of outstanding public service by radio stations and networks.

Advisory Board

Members of the advisory board include Dr. S. V. Sanford, U of Georgia chancellor; Bruce Barton, AAAA president; Virginis Dabney, editor, Richmond (Va.) Times Dispatch; Norman H. Davis, American Red Cross chairman; Jonathan Daniels, editor, Raleigh (N. C.) News & Observer; Mark F. Ethridge, General Electric manager, WHAS and the Louisville Courier-Journal and Times; Walter E. Foster, radio vice president, Georgia College; Alida Waite, daughter of George Foster Peabody and president of "Yaddo", Saratoga Springs, N. Y.; Edward Weeks, Atlantic Monthly editor.

Honor the late Foster George Peabody for distinguished benefaction to public life through the University of Georgia, the Peabody Awards were established last May by the board of regents of the University, with the approval and cooperation of the NAB. The awards parallel the Pulitzer Awards.

For stations on public service in their individual fields, are to be made for small, medium and large networks.

The first awards will be made in 1941, probably at the annual Georgia Peabody Contest at the World Wide Broadcasting Corporation meeting in November, with the Pulitzer Award administration by Columbia U's School of Journalism. The prizes will be presented at the annual meeting of the National Association of Broadcasters, the public service division of the Peabody Awards was Lambdin Kay, of WSB, Atlanta, who several years ago was appointed to head committee for the NAB to investigate possibilities of providing national recognition for public service in radio.

WBBW Power Boost

The FCC on Nov. 15 granted an application of World Wide Broadcasting Corp., Scituate, Mass., to increase the power of its station WBBW, 930 kHz, short-wave outlet, WBBU, to the 50 kW. minimum required under the new FCC international rules.

Pilot Radio Contest

PILOT Radio Network, New York, which sponsors Dorothy Thompson's cooperatively sponsored talks on WOR, Newark, & WOR, Trenton, Dec. 4, to find a name for the new model Pilot radio ad, one which retails for $9.15. Prize offered for the best name submitted is $600, with additional prizes available through Pilot dealers.
Southwest Votes Copyright Office
Support Is Offered to BMI As 70 Attend Conference
ENTHUSIASTICALLY supporting Broadcast Music, Inc., as opposed to ASCAP, were more than 70 broadcasters met Nov. 12 under NAB auspices in Fort Worth and approved the establishment of a copyright clearance point in that city. They concluded that ASCAP licenses, as proposed, will not be “available” as of next Jan. 1.

The meeting, arranged by Harold Oldhaus, general manager of WPAP-KGKO and an NAB director, included broadcasters from Districts 12 (Kansas-Oklahoma) and 13 (Texas), as well as guest participants from Tennessee, Missouri, Louisiana and Arkansas. The agreement to establish the copyright clearance point contemplates the available libraries of WPAA-WBAP, Dallas-Forth Worth.

Stuart Sprague, New York copyright attorney, and counsel for BMI, addressed the sessions. O. L. Taylor, District 13 director, and Herb Hollister, District 12 director, were co-chairmen along with Mr. Hough.

Maurice Coleman Takes Over WAGA Sales Helm
MAURICE C. COLEMAN, for the last four years manager of WATL, Atlanta, and a veteran of 11 years in radio in that city, will join WAGA, Atlanta, as commercial manager in the near future.

Arrangements to take over the commercial helm of the NBC-Blue outlet were consummated by Mr. Coleman with George B. Storer, president of Fort Industry Co., owner of the station and of stations in Ohio and West Virginia. Don Ioset is station manager, having been transferred from management of WLOK, Lima, several months ago, and will take over his new duties as soon as arrangements are completed with WATL, headed by James W. Woodruff.

J. M. Comer Jr., chief engineer of WATL, is expected to become acting manager. Mr. Comer has been associated with the station for several years.

New FM Call Letters Proposed
(Continued from page 17)

Discussing FM Nov. 12, Mr. Fly said he looked sympathetically upon new groups and new blood in the medium, rather than a preponderance of existing AM station licensees. With more “independents” in the field, he said, competition will be healthier.

The first 15 applicants to be awarded FM grants, showing location, frequency, coverage in square miles and population, were as follows:

1. Detroit, Evening News Assn. (WWJ), 44.5 mc.; 6,930 sq. mi.; 2,000,000 population.
2. Los Angeles, Don Lee, 44.5 mc.; 6,894 sq. mi.; 2,600,000 population.
3. Capital Broadcasting Co. Inc., 44.7 mc.; 6,944 sq. mi.; 1,076,000 population.
4. New York, Marcus Loew Booking Agency (WBN); 46.3 mc.; 8,500 sq. mi.; 1,000,000 population.
5. New York, NBC; 45.1 mc.; 8,500 sq. mi.; 1,200,000 population.
6. New York, W. O. H. Finch; 45.5 mc.; 8,500 sq. mi.; 1,200,000 population.
7. Brooklyn, N. Y., Frequency Broadcasting Corp.; 45.9, 5,800 mc.; 4,000,000 population.
8. Evansville, Ind., Evansville Am. Air Co. (WEOA-248); 44.5 mc.; 8,507 sq. mi.; 460,000 population.
9. Multnomah Co., Oregon (WBNB); 43.9 mc.; 31,000 sq. mi.; 2,000,000 population.
10. Jeffersonville, Ind., W. Howell Wood Radio Co. (WNBF); 44.9 mc.; 6,500 sq. mi.; 250,000 population.
11. Birmingham, Ala., Baton Rouge Broadcasting Co. (WJH); 44.5 mc.; 8,000 sq. mi.; 300,000 population.
12. Opelousas, La., WBN Inc.; 44.5 mc.; 12,400 sq. mi.; 1,100,000 population.
13. Salt Lake City, Radio Service Corp. of Utah (KSL); 44.7 mc.; 623 sq. mi.; 191,000 population.
14. Chicago, Zenith Radio Corp.; 45.1 mc.; 10,760 sq. mi.; 4,500,000 population.
15. Milwaukee Journal Co. (WITM) 45.5 mc.; 5,840 sq. mi.; 1,522,000 population.

40 More Pend Action
The FCC explained some 40 additional applications are awaiting early action, the result of its ruling in the case of a New York station challenging the way for FM commercialization.

It pointed out that under these regulations FM stations are available to every community. Because they are not subject to the same interference as standard stations, FM outlets can operate on the same channel with less separation, but no alternation will be made to adjacent channels in the same area. As many as a dozen or more FM stations using alternate channels may operate in a large metropolitan area, it was pointed out.

Explaning the allocation to Salt Lake City, the FCC said the service area is limited to considerably less than the basic trade area of the city. The topography of the area surrounding Salt Lake City, it explains, makes it technically impractical to serve a larger area which would include anything like all of the basic trade area. All other service areas in the allocations were made to conform "substantially with the basic trade area of the city in which the station is located." In the case of Los Angeles, there are certain technical limitations due to the topography and selection of the trade area which have been taken into consideration, it was explained.

New Foolproof Method
To Check Source Music
Is Developed by BMI
A HITHERTO unknown original arrangement of the popular tune "I Left Behind Me" has been found in the Library of Congress by BMI's copyright department in clearing the number for a new arrangement, according to Arthur Gutman, director of arranging for BMI. New version differed material from those usually heard, says, probably because of variations made in time by singers who learned the number by ear from older generations.

In making these new arrangements of old favorites and familiar melodies, BMI has developed a "foolproof" method of establishing complete authenticity of the original source material, Mr. Gutman said. First, the public domain selections most frequently used by broadcasters are listed and analyzed. Next, BMI's copyright department, aided by Stuart Sprague, of Crawford & Sprague, copyright attorneys, establishes the selections as authentic public domain material from the Bureau of Copyrights in Washington.

The original manuscript, first edition or oldest available copy in the Library of Congress or the New York Public Library is then photostated and the photostatic copy rechecked by BMI's copyright department.

After this double check, the number goes to the arranging department where it is given a double checking, made with its use on the air as the first consideration. Finally, the rearranged number is put through the production line of copyists, autographers and proof-readers, after which it is printed and distributed. As many as the arrangements of public domain music are 10, 20 and even 50 years old, the BMI arrangement service, especially for broadcasting, are a boon to broadcasters and listeners.

WHEELING, W. VA.
5,000 WATTS
WWW
C. B. S.
Blair Represents Us

True to Form

At times ours is the habit of speaking up if we feel that a definitely specified campaign won't deliver according to our experience. We recently dared and succeeded in changing an agency executive's original WWVA plan from announcements to programs at double the cost. True to form, we hit the nail on the head and here's the proof:

"When you suggested that this account use programs, I must confess that I was a bit skeptical, but your returns were far beyond my expectations and I certainly appreciate your cooperation."

Check WWVA tested service to the listeners of the thriving steel and coal belt of the nation — that's Eastern Ohio, Western Pennsylvania and Northern West Virginia.

Blair Represents Us

November 15, 1940 • Page 77
Hoag Appointed by Free
To Los Angeles Office
JAMES L. FREE, president of Free & Peters, Chicago, has announced the appointment of Hal W. Hoag as manager of the Los Angeles office effective Dec. 1, replacing Horace B. Tyler, resigned. For nearly 2½ years Mr. Hoag has been associated with the Chicago office of the company. A graduate of Wisconsin U, he joined the advertising department of the Chicago Tribune, remaining for five years. He then became associated with Marshall Field & Co. in a merchandising capacity, later becoming an assistant buyer. He joined Free & Peters in the summer of 1938.

Radford Succeeds Stovin
JACK RADFORD, manager of CBC and Ontario regional representative for the Canadian Broadcasting Corp., has been named supervisor of station relations, succeeding Horace N. Stovin, who has gone into the radio representation business [BROADCASTING, Oct. 15]. Radford’s appointment is effective Nov. 15, and he will have his offices at the CBC Toronto headquarters. Before coming to Toronto he was CBC regional representative for British Columbia and manager of CBB in Vancouver, and prior to that managed the former CBC station at Windsor, Ont. From Winnipeg D. Clarence Radford is going to Toronto to replace Radford, having held a similar position as regional CBC representative for the three prairie provinces. Jack Kaneswin, Winnipeg, superintendent of western programs, becomes the new CBC prairie regional representative.

Furgason Quits Walker
GENE FURGASON, since November, 1939 a partner of Furgason & Walker Co., the broadcasting agency with Walker Inc., station representative firm, has resigned. Wythe Walker has taken over all stock and becomes sole owner of the firm, which continues under the same name. Mr. Walker has announced the opening of three new offices: Kansas City, 1012 Baltimore, J. F. Farrell, manager, telephone Grand 8010; San Francisco, 611 Market St., Gordon Heath, manager, telephone Douglas 4475; Seattle, White-Henry-Stuart Bldg., Hal Pearce, manager, telephone Elliot 6602. Byron Smith is manager of the New York office, the post formerly held by Furgason.

Furgason & Walker Co.

gene furgason, manager

5000 WATTS

KWBH

50,000 WATTS

A Shreveport Times Station

SALES HO! Yes, sales are riding the high tide of prosperity here in the land of Ark-La-Tex. For instance, station KWMB had its best year in 1939 and up to date the sales record for the first nine months of this year assures that 1940 will be the greatest year in history. And it should be, for the great Shreveport Market, containing over 3,000,000 people, is growing by leaps and bounds, through its trade, its manufacturing, and its wealth in natural resources which makes this area a fertile field for many products. KWMB is the dominating medium in this trade territory. Let KWMB add a chapter to your own success story.

5000 WATTS

in

BOSTON

WMEX

70 Brookline Ave., Boston, Mass.

JACK SLATTERY, station representative at Toronto, on Nov. 1 opened a branch office at Montreal in the Dominion Square Bldg., with W. Dipple of the Toronto office in charge. Before joining the Slattery organization Dipple had been in radio advertising in Vancouver and had travelled throughout western Canada for Warner Bros. and Famous Players Corp. Slattery will represent exclusively in Montreal, CFCF, Saskatoon, Sask.; CCR, Fort William, Ont.; CFRN, Edmonton, Alta.; CJX, Yorkton, Sask.; CFCH, Calgary, Alta.; CKTR, St. Catherine’s, Ont.; CKGM, Kitchener, Ont.

Paul Bax, for the last five years manager of the Chicago office of The Katz Agency, has joined the Chicago office of John Blair & Co., station representatives, as account executive. Mr. Bax formerly was associated with the Kansas City Star and Associated Farm Papers, and had represented The Katz Agency in Detroit.

HAL WINTER, formerly advertising salesman of Radio Daily, on Nov. 1, is to join The Katz Agency, station representative firm, as a member of the New York radio sales staff.

WLAW, Lawrence, Mass., has named The Katz Agency its exclusive national representative effecting Nov. 15. The station is owned and operated by the publishers of The Lawrence Eagle and Tribune.

WAQV, Vincennes, Ind., has appointed George F. Hollingbery Co. as national representatives.

CPAR, Flin Flon, Man., has appointed H. N. Stovin as exclusive representative in Eastern Canada.

Heads C.P.P. Public Relations
HARRY KELLER, former newspaper and publicity agent for the William Morris Agency and the Shat- tuck-Ettinger Agency, Hollywood, has been appointed to the newly created position of director of public relations for the Mid-Pacific-Heine-Pep Co., Jersey City. Mr. Keller will work with Hugh McKay, CPP director of advertising, in coordinating the company’s radio, general, trade and institutional public relations program. The company’s nine network programs currently on the air are: Ask-H-Duz-Art, Construction News of WOR, Radio City Carols on WOR, and Men and Music, Strange As It Seems, Hilltop House, Myrt & Marge, Woman of Courage and Struggle, and all on CBS; Sportstree and The Air on NBC-Blue, and Helen Randolph on NBC-Red.

KYW, Philadelphia, on Dec. 18 will discontinue all ARCP music on its programs, according to a Nov. 14 order issued by James P. Begley, KYW program manager.

Representatives

By The
Brookh L Co.

A Shreveport Times Station

50,000 WATTS

in

BOSTON

WMEX

70 Brookline Ave., Boston, Mass.

BEAUMONT'S

NBC BLUE

Full Time - 560 Kc.
1000 WATTS

Centered In The Very Heart Of
Texas Booming Gulf Coast Industrial Area

Howard N. Wilson Co.

Page 78 • November 15, 1940

BROADCASTING • Broadcast Advertising
Defense Groups Named as Board Studies Program  
(Continued from page 15)  
vide for continuing studies and for contact with other Government agencies and with the civil communication industry." Other committees may be named from time to time, it is provided, and changes or additions in existing committees or in the definitions of their respective functions may be authorized. In addition to their other functions, all of the committees named "should examine and consider existing and proposed precautions against interruptions of communication facilities within their purview, and should recommend any changes which might be considered necessary from the standpoint of national defense," the order states.

In defining the functions of the Coordinating Committee, the board said it will maintain liaison with the three major committees for advice and consultation "and will supervise the work of the other committees, which will report directly to it." In addition to Chairman Hyuyskon, the committee will comprise Francis C. deWolf, assistant chief of international communications of the State Department; Maj. W. Guest, Army Signal Corps; Comdr. Earl E. Stone, Naval Communications and Comdr. J. F. Farley, chief of Coast Guard communications.

Other Functions

Members of the Law Committee, which will report directly to the board and maintain liaison with the Coordinating Committee only, are Chairman Taylor; Capt. J. W. Huyskon, Advocate General's Office, Army; Steven Spingarn, Treasury; Lieut. Comdr. Franz O. Willenbacher, Navy, and Raymund T. Yingling, State Department.

Functions of the Industry Advisory Committee will include submission of expert advice to the board on all problems of general concern to the communications companies incident to proper carrying out of the board's national defense mission. With national defense as the primary consideration, this committee will submit recommendations to the board on problems referred to it and will report directly to the board but will have liaison with the Coordinating Committee and the Labor Advisory Committee.

The labor unit functions were defined as identical with those of the Industry Advisory Committee, except that the matters referred to deal with "all labor problems incidental to the proper carrying out of its (DCB) national defense mission."

In defining the functions of the Domestic Broadcasting Committee, the board was careful to limit the scope of its work to the study of "physical aspects", picking up the language used by the President in his Executive Order, lest there be injected censorship or program control elements. The text of this paragraph follows:

Study of Broadcasting

"The duties of this committee include the study of the physical aspects of domestic standard broadcasting and the formulation of recommendations of such precautions, supplementary facilities and reallocations as it shall deem desirable under forseeable military conditions. It shall also consider other domestic broadcasting systems including ultra-high frequency, high-frequency (FM) broadcasting, television, facsimile broadcasting and experimental broadcasting. The Committee's work in all of these fields will include recommendations for the speedy and efficacious use in time of military emergency of all necessary domestic broadcasting facilities and communications services associated therewith, with the requirements of the national defense as a primary consideration."

Invasion Measures

Literally, board members interpreted this provision as meaning that in event of actual invasion, various broadcast operations might be interrupted to prevent use of signals as "homing" beams. And if such an eventuality as military occupation of any area were necessary, then presumably the plans will encompass taking over all communications in that area. Every eventually, it was explained, must be anticipated and the proposed Executive Orders will take all communications into account.

Nevertheless, it is emphasized over and over that nothing is in prospect to disturb the private commercial operation of broadcasting. There will be coordinated plans whereby wireless will be made available for special regional, sectional or national networks, but the plans do not contemplate commandeering of any broadcast operations, unless under actual state of seige.

Functions of the International Broadcasting Committee deal with three of those from the domestic unit. The order specifies that duties of this committee will include study of all phases of international broadcasting and formulation of recommendations concerning precautions, supplementary facilities and reallocations as it shall deem desirable under forseeable military conditions. "With the requirements of national defense as the primary consideration," states the order, "it shall also recommend plans for the speedy and efficacious use of all necessary international broadcasting facilities in time of military emergency, giving due consideration to the needs of other Governmental agencies, of industry, and of other civilian activities."

Functions of the other committees, in a general way, are defined in similar language.

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

"I heard about the new Dodge on Major Bowes' program over WMBD! . . . went to see it yesterday!"

In Peoria with its population of over 60,000, there is a MULTITUDE of professional men who respond to WMBD advertisers!

Dentists. doctors. druggists. lawyers. ministers. teachers . . . ALL listen to WMBD, the ONLY radio station in Peoria that completely blankers and serves its concentrated population of over 60,000 potential buyers. With an annual income of over 80 million dollars, Peoria has an average of $41.91 per capita to spend every year . . . representing a $104,000,000 potential between industry and agriculturists. What better spot could you ask for to test any radio sales campaign effectively?

FREE & PETERS, INC.

1522 1/2 N. Main Street
Peoria, Illinois

TEST SPOT OF THE MIDDLEWEST

WMBD
Member CBS Network
1000 Watts—Basic C.B.C. Outlet
Peoria, Illinois

BROADCASTING • Broadcast Advertising  
November 15, 1940 • Page 79
Gearing for ASCAP-less Music

(Continued from page 12)

him to meet the network's non-
ASCAP requirements, has assigned
the performing rights of music pub-
lished by his company, New Era
Music Corp., to BMI. Contract also
makes available 24 Lunceford
recordings of this music and provides
for 10 additional records to be
made by him for BMI, beginning
immediately.

In announcing the contract,
Lunceford explained his position
in the music controversy as follows:
"This contract ought to show
what I think about BMI. The BMI
way of dealing with writers is the
best thing that has ever happened
to American music. Some newspa-
papers tried to make out that I
was rooting for ASCAP. This is
just not so. There is no publish-
ing house in the country, except my
own, which gives me one tune in
a thousand that suits my style of
playing. That is why I have my
own house. My own music is going
to BMI because BMI gives the fair-
est deal that I can get. No matter
whether my band plays before a
microphone for the next few months
or not, my music will still be on
the air through the records that I
have made and the news that I'm
going to make for BMI."

Other recent acquisitions by BMI
give broadcasters the right to use
the music of Alpha catalog, and
Atlantic Music Corp., the Alpha
catalog, made up of Latin-
American music, makes more than
100 additional phonograph records
available for broadcasting, includ-
ing tangos and rhumbas as well as
numerous waltzes. It is learned that
negotiations are progressing satis-
factorily for BMI's acquisition of
another major catalog, although
BMI executives refuse to discuss
the matter until the deal is def-
initely set.

Going to Broadway for Broad-
way hit times, BMI has secured the
publishing and radio rights to the
Leonard Stillman production, "All
in the Family," scheduled to open
in New York during Christmas week,
with Phil Baker and Bill Robinson as
stars. BMI is also publishing the
music of the Princetown Triangle
Club show, "Many a Slip," which
gets its premiere Nov. 15.

Support from without the indus-
try has come to BMI from the

for a political program, but the
studio audience is reported to have
received the program enthusiasm-
tially.

The program's sponsor, Ameri-
can Tobacco Co., has recently
adopted a BMI theme song for both
the Kay Kyser and Hit Parade
programs [Broadcasting, Nov. 1],
apparently contradicting reports
that the latter would go off the air
as soon as ASCAP music is no
longer available. The Hit Parade
formula of the ten most popular
tunes of the week continues, but for
several weeks the opening an-
nouncement has described the pro-
gram's contents as the "ten top
tunes available for radio."

Orchestras as well as sponsors
are preparing for the Dec. 31 dead-
line, building repertoires of non-
ASCAP music so they will be able
to give affirmative answers to spon-
sors when they ask, "If I keep you
on the air, have you anything to
play?" Glenn Miller, leader of one
of the most popular swing bands,
currently sponsored three times
weekly on CBS by Liggett & Myers
Tobacco Co., has organized his own
music publishing company, Mutual
Music Society, as one means of in-
suring a usable supply of music.

Lunceford Signs

Jimmie Lunceford, who recently
dropped his NBC Blue network
broadcasts on CBS with the explana-
tion that he could not get enough
numbers suited to his musical style to enable

Ears of Mice

ENGINEERS at the WBGM,
Chicago, transmitter, located
at Glenview, Ill., take the
word of Joe Novy, assistant
to Frank Faltner, chief en-
geineer, literally. Recently
when they complained that
mice were making merry in
and about some boxes of new
equipment, Novy reminded
them the hunting season was
up. A few days later Novy
received a small box. In it
were six pairs of the rodent's
ears. Also a request for the
bounty.
matter to a board of arbitration or to a mediator acceptable to those concerned.

As a part of the educational campaign for hotelmen, BMI sponsored an exhibit at the National Hotel Exposition held at Grand Central Palace, New York, Nov. 11-15. Literature describing BMI was distributed and recordings of BMI music played for interested visitors. BMI has also sent to radio editors through the mails eight-page circle, which should have flooded with ASCAP propaganda, a Factum Background of the Radio Music Contravention which is, in a single page of type, an explanation of ASCAP's refusal to sell its music to radio on a "per program" basis. It is now termed a "boycott" of its music. If the public is deprived of any music, the statement concludes, "it will not be the fault of the broadcasters but the fault of a monopolistic combination which grew so powerful that it did not know when and where to stop."

Membership Rises

Boosting the membership roll to 414, the following stations have signed with BMI in the past two weeks: KFRA, Columbus, Mo.; WSAI, Cincinnati; WHKY, Hickory, N. C.; WBLI, Dalton, Ga.; KYOB, Merced, Cal.; WHSL, Chico, Cal.; KMYC, Marysville, Cal.; WEV, St. Louis; WBBX, Miss.; KFDY, Brookings, S. D.; KROD, El Paso; WMNR, Marion, Ind.; KHOW, Omaha; and WHS, Kansas City. As of a single page on a sheet, which has been announced by BMI as accepting its new contracts, this makes BMI's total roll at this time exactly 404, although BMI explains that a great many stations are signed with it but "through fear of industry reprisals" have not allowed the facts to be announced.

Five more bonus transcriptions were sent to BMI members Nov. 7, giving them 42 additional recorded titles. Eight of the ten sides were recorded by World Broadcasting System, consisting of 32 classical and folk numbers. All were played by Victor Arden and Orchestra. The other record, from Standard Program Library, includes five songs on one side and five BMI tunes on the other, played by Alvin Korn, His Singing Guitar and Orchestra.

Another set of recordings, said to comprise one of the largest continuous recording jobs ever made on the West Coast, is a series of 24 16-inch transcriptions covering the afternoon and evening concerts staged by ASCAP at San Francisco's World's Fair last August.
In Cicogoland
300,000 Lithuanians Party and Respond to THE LITHUANIAN HOUR
Over 5,000 Watt WHIP
10:00 to 11:00 A.M. daily

A few facts:
1. Rated No. 1 program by 87% of people canvassed in survey of 25,000 Lithuanian homes.
2. Drew 53,221 letters in December, 1939.
3. Five current participants have been represented a total of 19 years.

for participation details, write
SALTIMIERAS
RADIO ADVERTISERS
6912 S. Western Avenue
Telephone: Prospect 4050
CHICAGO, ILL.

AS FOURTH in a series of reports on educational radio methods, the Federal Radio Education Committee has issued a booklet titled Local Cooperative Broadcasting, written by Leonard P. Doerfler. The report covers material gathered from some 500 stations as well as interviews with over 100 station managers. A foreword is provided by John W. Studebaker, U. S. Commissioner of Secondary Education and chairman of the committee. Other reports in the program are on Station Policies and College Radio Workshops.

TO INFORM the U. S. Antarctic Expedition of Little America and other foreign listeners of election results, the Elector's cooperative shortwave stations operated during 4 a.m., Nov. 6, WGOE, Schenectady, was beamed on Europe, Asia, and the Orient. Station WGOE, Schenectady, beamed on South America and the Antarctic, with bulletin service.

The U. S. Antarctic Expedition, sponsored by the City of Chicago, California, broadcast first to Latin America and later to the Orient.

SALES CONTEST with an open account as the prize, conducted during October by WCAE, Pittsburgh, brought in 25 contracts in 21 days for the station, including 19 new accounts and four renewals. The free-con- cont was won by Tom Torn, who landed seven new contracts and a renewal. The contest will continue.

WNEW, New York, for the fourth consecutive year will broadcast exclu- sive election coverage, with full-time subject. The program, which may exceed one hour, will be broadcast from 6:15 to 7:15 a.m., when a new round of results will be announced. The program will be heard throughout the country. CBS will give the broadcast with special bulletins.

EDWARD PETRY
National Director
U.S. Antarctic Expedition

WBRB, Atlanta, has named 13 additional singers and musicians, in- cluding former network artists, to its staff. Glenn Hughes, former star of NBC's Plantation Party, has been named pro- duction head of the show. The group is composed of other performers, including: Edward Petry, program director; Fred Dodge, assistant to general manager; Mrs. James Allan, wife of the program director; right side, reading from lower corners.

Charles E. Clipp, and Roger W. Cliff, gen- eral manager; Mrs. Caskey, and William F. Caskey, promotion director (partly concealed). Beyond camera range were Mrs. Rosenbaum, Mr. Allan and Mrs. Dodge.

WBIS, Indianapolis, through Manage- er C. A. McLaughlin, reports that work has already begun on its new 1,000 watt plant, which is authorized to go to full time subject to conferences pending with the broadcasting com- mission which may require higher day- time power. The installation is ex- pected to be completed within 60 days and the inaugural is tentatively set for Jan. 1, 1942.

ALWAYS active in the civic affairs of the community, the management of WMIB, Peoria, permitted Charles C. Brown, city manager, to assume the leadership in two local projects. As chairman of the commercial division of the 1940 Community Chest Drive, Mr. Caley's unit was one of two that exceeded their quotas. As gen- eral chairman of the local YMCA drive, his group accounted for signing up 753 new members against a goal of 600.

DESIGNED for use by teachers and teachers' committees, Evaluation of School Broadcasts, Ohio State U., has published a new manual, How to Judge a School Broadcast, containing suggestions for appraising radio pro- grams and school broadcasting in general. Produced through cooperation with the Federal Radio Education Commit- tee and the U. S. Office of Education, the manual was written by Sterling Reid and Ned B. Yarborough.

SO THAT Cuban children may listen to the daily CBS School of the Air program, league of Cuban stations, Dr. Juan J. Remos, minister of education of Cuba, plans to install radio in every public and high school in the country. CBS also reports that a station in Montevideo, Uruguay, plans to go on the air under terms of a program patterned after CBS People's Platform as an educational service.

WITH the community, the management of the station, has already exceeded its membership drive and increased to 754 new members in the first nine months of the year. The station has a total of 1,600 members.

ANCIENT member of the League of Nations, Uruguay, the site of a permanent commission to the League, was chosen as the capital of the country. The station has a total of 1,600 members.

JUDICIAL Committee of the London YMCA, the management of the station, has already exceeded its membership drive and increased to 754 new members in the first nine months of the year. The station has a total of 1,600 members.

WENY, New York, for the fourth consecutive year will broadcast exclu- sive election coverage, with full-time subject. The program, which may exceed one hour, will be broadcast from 6:15 to 7:15 a.m., when a new round of results will be announced. The program will be heard throughout the country. CBS will give the broadcast with special bulletins.

EDWARD PETRY
National Director
U.S. Antarctic Expedition

WBRB, Atlanta, has named 13 additional singers and musicians, in- cluding former network artists, to its staff. Glenn Hughes, former star of NBC's Plantation Party, has been named pro- duction head of the show. The group is composed of other performers, including: Edward Petry, program director; Fred Dodge, assistant to general manager; Mrs. James Allan, wife of the program director; right side, reading from lower corners.

Charles E. Clipp, and Roger W. Cliff, gen- eral manager; Mrs. Caskey, and William F. Caskey, promotion director (partly concealed). Beyond camera range were Mrs. Rosenbaum, Mr. Allan and Mrs. Dodge.

WBIS, Indianapolis, through Manage- er C. A. McLaughlin, reports that work has already begun on its new 1,000 watt plant, which is authorized to go to full time subject to conferences pending with the broadcasting com- mission which may require higher day- time power. The installation is ex- pected to be completed within 60 days and the inaugural is tentatively set for Jan. 1, 1942.

ALWAYS active in the civic affairs of the community, the management of WMIB, Peoria, permitted Charles C. Brown, city manager, to assume the leadership in two local projects. As chairman of the commercial division of the 1940 Community Chest Drive, Mr. Caley's unit was one of two that exceeded their quotas. As gen- eral chairman of the local YMCA drive, his group accounted for signing up 753 new members against a goal of 600.

DESIGNED for use by teachers and teachers' committees, Evaluation of School Broadcasts, Ohio State U., has published a new manual, How to Judge a School Broadcast, containing suggestions for appraising radio pro- grams and school broadcasting in general. Produced through cooperation with the Federal Radio Education Commit- tee and the U. S. Office of Education, the manual was written by Sterling Reid and Ned B. Yarborough.

SO THAT Cuban children may listen to the daily CBS School of the Air program, league of Cuban stations, Dr. Juan J. Remos, minister of education of Cuba, plans to install radio in every public and high school in the country. CBS also reports that a station in Montevideo, Uruguay, plans to go on the air under terms of a program patterned after CBS People's Platform as an educational service.

WITH the community, the management of the station, has already exceeded its membership drive and increased to 754 new members in the first nine months of the year. The station has a total of 1,600 members.

ANCIENT member of the League of Nations, Uruguay, the site of a permanent commission to the League, was chosen as the capital of the country. The station has a total of 1,600 members.

JUDICIAL Committee of the London YMCA, the management of the station, has already exceeded its membership drive and increased to 754 new members in the first nine months of the year. The station has a total of 1,600 members.

WENY, New York, for the fourth consecutive year will broadcast exclu- sive election coverage, with full-time subject. The program, which may exceed one hour, will be broadcast from 6:15 to 7:15 a.m., when a new round of results will be announced. The program will be heard throughout the country. CBS will give the broadcast with special bulletins.
CBS Seeking KQV

(Continued from page 11)

would become effective upon the expiration of the KQV contract Jan. 1, 1942, unless an understanding is reached before that time, anticipating FCC approval. Because NBC owns and operates KPO, 50,- 000-watt red outlet, and manages KGO, General Electric-owned, 7,500-watt outlet, CBS has been anxious to procure a high-powered station in the San Francisco area. KGO also is slated for 50,000-watt operation.

The present CBS studios in the Palace Hotel will be used by KQV under the existing affiliation arrangement. Because ownership is vested in CBS, however, the new KQV deal contemplates use of these studios for the projected operation. KQV now operates on 1010 kc., which, under the Havana Treaty, becomes an exclusive Canadian channel. The KQW-CBS application was filed with the FCC by Elmer Pratt, attorney, for the Brunton stations. Former Commissioner E. O. Sykes represents KSFQ in its application for the 740 kc. assignment, proposing that KQW take over the present KSFQ regional facility on 560 kc. These applications are slated for hearing prior to the March 29 reallocation.

First Viewings

FIRST glimpses of television were had by 1,400,000 people at the RCA exhibit at the New York World's Fair, and the Golden Gate International Exposition during the 1940 sessions, according to statistics announced by RCA. In addition, thousands of others witnessed the first demonstrations of two-way amateur television communications between the Communications Bldg. at the New York World's Fair and a Manhattan skyscraper. Both outdoor and indoor pickups were demonstrated at each fair, with an average of 50 shows daily throughout the season.

Only 33 More Shopping Days to Xmas!

Call your Katz representative today to tap the sales of the growing Cincinnati market.

Buy WKRC, the natural station for national spot sales.

Commencing this Fall, WLAW, Lawrence, Mass., will offer 5000 watts and full time, operating on 680 kilocycles. WLAW will serve a listening audience of more than 3,000,000 people within its 0.5 m.v. contour—a gain of 2,250,000 over WLAW's former 1000 watts—part time.

Affiliate of Columbia Broadcasting System—excellent merchandising and sales promotion department—WLAW and Lawrence Eagle-Tribune are under joint ownership.

Akron's only NBC Outlet

WAKR

AKRON OHIO

1000 WATTS DAY & NIGHT

WXRY

LATENIGHT

1000 WATTS 7 DAYS A WEEK

KPO, Timmins, Ont., recently was the CBC outlet in spring with the CBC network.

Among those present were the CBC network.

Lass had the winner, Irving Berman, on the air Oct. 30. Everett Mitchell, NBC announcer, interviewed the winner as he stepped from the judges’ tent. A pack transceiver and the NC Mobile Unit were used in addition to the National Farm & Home Hour for the 12 consecutive year, carried an ear-by-ear description of the contest itself.

THIS QUARTET of farm-minded gents gathered around microphones of WSB, Atlanta, when the station recently aired a half-hour pickup on the National Farm & Home Hour from the Southeastern World's Fair in Atlanta. They are (to r) Bill France, WSB farm director; Bill Drips, NBC farm director; Mike Benton, president of the Southeastern Fair; Roy McMillan, WSB program director, who announced the show.

NEW REGULATIONS for the conduct of contests over Canadian Broadcasting Corp. stations, networks and subsidiary hookups, have been announced by the CBC station relations departments to all Canadian station managers and advertising agencies. The new regulations are changes in procedure for permission for such contests in accordance with policy laid down by the CBC board of governors.

LESS THAN three minutes after the judges at the National Corn Husking contest near Davenport, Iowa, have reached a decision, NBC Blue network had the winner. Irving Berman, on the air Oct. 30. Everett Mitchell, NBC announcer, interviewed the winner as he stepped from the judges’ tent. A pack transceiver and the NC Mobile Unit were used in addition to the National Farm & Home Hour for the 12 consecutive year, carried an ear-by-ear description of the contest itself.

In the fall of 1940 broadcast from 1774 kcs, Thousands of listeners tuned in to the broadcasts over WLAW's 1,400,000 watt outlet.

WFMB, the network station operated by the Kansas City Chamber of Commerce, is scheduled to broadcast the 25th anniversary of the Chamber of Commerce from Radio City tomorrow night.

New circulation policies announced by the Chicago Daily News Observer and the Associated Press.

BROADCASTING • Broadcast Advertising

November 15, 1940 • Page 83
Radio Editors Organize National Award Group

RADIO EDITORS of America, an association representing many radio editors, has been formed at 500 Madison Ave., New York, as a result of the meeting last Aug. 25 of eight radio editors to discuss plans for annual radio awards [BROADCASTING, Oct. 1]. Initiated by Philco Distributors, New York, the idea of "Philco Radio Awards" met with such favorable response from the editors contacted that the group is now organized to carry out its purposes originally listed as follows: To administer the awards; to get more news items on editors; to help facilitate radio editor-industry relations. Corresponding secretary of the association's New York headquarters is Dinty Doyle, former radio editor of the New York Journal American. Telephone is Plaza 8-2278.

WCCO Engineers Snowbound

A NEARBY resident came to the rescue of two WCCO engineers snowbound in mid-November during a severe storm. The engineers were George Jacobson and Allen Lenox. Announcement on the air that they were cold and hungry brought a supply of coffee, food and clothing.

Allen Kander & Company, Inc.

Negotiators for the purchase and sale of broadcasting stations

New York, 150 Broadway Cortlandt 7-2816
Washington, National Press Bldg. National 8796

PHILCO / R.C.A. / BROADCASTING

Radio Engineers Organize National Award Group

RADIO EDITORS of America, an association representing many radio editors, has been formed at 500 Madison Ave., New York, as a result of the meeting last Aug. 25 of eight radio editors to discuss plans for annual radio awards [BROADCASTING, Oct. 1]. Initiated by Philco Distributors, New York, the idea of "Philco Radio Awards" met with such favorable response from the editors contacted that the group is now organized to carry out its purposes originally listed as follows: To administer the awards; to get more news items on editors; to help facilitate radio editor-industry relations. Corresponding secretary of the association's New York headquarters is Dinty Doyle, former radio editor of the New York Journal American. Telephone is Plaza 8-2278.
Lyric Contest

ASSOCIATED Recorded Program Service, New York, has announced a contest for employees of stations subscribing to its transcription library. The winner will receive $100 cash. Contestants must write original lyrics to two melodies by Leo Ascher, European composer now in America. Publication of winning lyrics is guaranteed to the winner or two winners to receive $100 royalty on each copy of sheet music sold and 25% of net income from the sales of commercial phonograph records.

Judges for the contest, which closes Dec. 7, are P.A. Tigner, European composer - arranger, Buddy Clark, radio singing star, andSid Weiss, New York columnist.

$293 REWARD TO ANY TELEGRAM USER!

You're rewarded with big cash savings on telegrams when Postal Telegraph surveys your telegraph costs! This free file-analysis saved $293 last year for one firm (name on request). It uncovers huge wastes and provides easy-to-follow plan to stop them!

For information about free telegraph-file analysis - wire collect: A. A. Kramer, Postal Telegraph, 253 Broadway, N. Y. C. No obligation.

NETS AND WRITERS STUDY CONTRACTS

NEGOTIATIONS to set up a standard contract for radio writers have been opened between the Radio Writers Guild in New York and representatives from NBC, CBS and WOR, Newark. Several preliminary negotiations have been held and others are scheduled for later this month, during which it is expected an amicable settlement can be reached. Broadcasters and writers are pleased with the terms of contract.

Representatives for the broadcasters are Mark Woods, NBC vice-president; Julius F. Seebach, WOR vice-president and program director; from CBS, Douglas Coulter, assistant director of broadcasts, Max Wyle, director of the script division, and Howard L. Housman, of the legal department.

Members of the eastern division of WOR met Nov. 12 at Midtown Hotel, New York, for their annual election of officers. Forrest Barnes was named president and Katharine Seymour vice-president of the eastern region. Five new Eastern council members and alternates were elected.

DILL DEFEATED

WITH only preponderantly Se-attle Republican absentee re- marks, Judge J. L. Andrew, Los Angeles, California, andDill Langley of Seattle took a lead of 4,593 votes over former U. S. Senator Dill in the close race for the governorship of the State of Washington. On Nov. 15, the tabulating board was in doubt as to whether Dill had been defeated. See earlier story on page 30.

CREDI Graduates, As A Group Are The HIGHEST PAID in the Industry!

CREDI Advanced Practical Engineering Training Qualifies Professional Radiomen for the Better Jobs in Every Branch of the Industry.

We are not interested in bringing "beginners" into the industry but we ARE interested in helping professional radio men to advance into better paid positions. One month, 0,000 students and graduates prove we are doing it - surveys show that CREDI men as a group, are the HIGHEST PAID! New opportunities for trained men are being created constantly. Now is the time for you to advance your professional education.

CREDI الأخضر!

CAPITOL RADIO ENGINEERING INSTITUTE (D.O. 4-479)
KFBB
Great Falls
For in Bigger Montana Business 5,000 Watts

A C.B.S. Affiliate

Recently a well known National Advertiser* ran an offer on 31 stations west of the Mississippi. In cost per inquiry KFBB ranked 8th, costing less than three 50,000 watters; two 10,000 watters and eight 5,000 watters.

KFBB's cost was .36 as compared to .82, the average of the 31 stations, and .69, the average of the other 6 Montana stations.

KFBB offers exclusive daytime coverage in 30% of State's radio homes at 19% of State's radio cost.

* Name on request.

Represented by WEED & CO. and on West Coast by WALTER BIDDICK

CAROLINA BROADCASTING SYSTEM
Affiliated with Mutual Broadcasting System

NORTH CAROLINA'S BUSINESS IS GOOD!

Franchise, income, sales and beverage tax collections in North Carolina in July and August, 1949, were 6.1% greater (at same rates) than in July and August, 1939.

That means that Tar Heels are doing more business, making more money, spending more and living better.

GET YOUR SHARE OF THIS INCREASED BUSINESS THROUGH WRLA—WGM—WTC—THE HEART OF EASTERN CAROLINA!

Contact GILL MURRAY, Gen. Mgr. WRLA, Raleigh, N. C., or Sear & Ayer, NEW YORK, CHICAGO.

Would Separate Nets and Discs (Continued from page 16)

tion in the transcription field; by frowning on advertisers using the transcription services of independent companies, "forcing artists to record only for network operated transcription firms," penalizing stations using an independent company's product; refusing permission to independent companies to record off network lines, furnishing free or at low cost for broadcasting purposes phonograph records ordinarily sold for home use; refusing to use transcriptions on network programs; or exercising options on station time to take transcribed programs off the air at desired hours.

"Until there is effective competition between the networks and independent transcription companies, NBC and CBS will continue to have dominant power over radio in the United States because of the great importance of their good-will to advertisers, artists and local radio stations," the AMP brief declared. To insure "effective competition," the brief urged, definite prohibitions should be set up against stations giving networks blanket options on time, obtaining transcriptions from companies controlled by the networks, entering into contracts permitting the networks to drop a station from the network without cause, and receiving a sustaining program from the network in payment for station time, while networks would be prohibited from engaging directly or indirectly in the business of acting as a talent agent.

Disc Network

WBS in its brief declared that organization of its transcription network was an effective cause of two direct benefits to advertisers and the public: The networks liberalized their practice of requiring advertisers to select stations in groups, and began to reduce advertisers some of the discounts they had been receiving for large scale purchases of station time. However, "under current conditions and practices" the creation of such a transcription network is impossible, WBS commented.

Going briefly into the ASCAP-BMI situation, the WBS brief declared the company is not concerned with the merits of any such compacts. It is concerned, however, with any situation which may lead to an extension of the networks' monopoly over radio broadcasting," the brief continued. "The networks hold a practical monopoly over talent. The networks are so powerfully situated with respect to transcriptions as to be able to freeze all independent companies out of the field. If it should eventuate that practical domination and control over popular music copyrights will reside in the networks, they will have completed their predominance and control over all broadcasting, whether it be through live broadcasts, transcriptions or records."

"The removal of the networks from the transcription business would afford a measure of relief, but would not be entirely sufficient," the WBS brief concluded. "The difficulty stems in large part from the networks' virtual monopoly of control over station time. If the networks ceased to engage in the transcription business, but continued to control station time, the conditions would still exist whereby the use of transcriptions could be restrained. This is so because the transcription companies would be unable to assure advertisers of the availability of time, whereas the networks would operate under no such handicap."

"The solution of the problem then must lie, in part at least, along the path of regulating network contracts over station time. That can be accomplished by freeing the stations from the time preemption feature of their contracts with the networks, so that if a transcription broadcast were arranged with a station, it could not be shifted to the mere whim of the controlling network."

HERMAN MAXWELL, salesman of WBS, recently received a birthday program from the station in appreciation of his work during the recent political campaign, during which he was placed $50,000 worth of talks and received not a single complaint.

CELEBRATING the 15th anniversary of the Western Forum, Pioneer General Electric program on WGY, Schenectady, radio bigwigs and some 7,000 other persons on Nov. 1 paid their way to the birthday program by bringing about five tons of food, mostly potatoes and apples, to be donated to State charities. Among prominent personalities participating in the special program were Edward A. O'Neal, president of the American Farm Bureau Federation; Charles E. Wilson, GE president; Willard McMillen, editor of Farm Journal and Farmer's Wife; Niles Trammell, NBC president; Frank E. Mullen, NBC vice-president; Dr. Hugh T. Baker, president of Massachusetts State College; Jared Van Wagener Jr., Jerseyville, N. Y.; and Ed W. Mitchell, WGY. The program for visitors included demonstrations of the latest in FM and the newest farm electrical equipment. Chatting earnestly during the proceedings were (1 to r) William E. Drip, NBC director of agriculture; Emerson Markham, in charge of GE agricultural broadcasting; Mervin Williams, of the GE agricultural staff.

NAB Gets Information On Long-time Recording For Shortwave Stations SPURRED by operators' demands for the equipment, growing out of the FCC's new Rule 4(f) requiring reference recording of all international shortwave broadcasts [BROADCASTING, Nov. 1], the NAB's collective data on "long-time record purpose" recorders under direction of Lynne C. Driehus, NAB director of engineering. Although this equipment is of immediate interest primarily to international broadcasters, the NAB announces the information is available to regular broadcast operators as well.

The NAB list includes four manufacturers of long-term recording devices, including both disc and film—Miles Reproducer Co., Long-Term Inc., and Recordograph Corp., all of New York, and Memox Inc., Los Angeles. According to specifications furnished the NAB by these manufacturers, hourly recording cost ranges from 12.2 cents to 47.7 cents, with cost of equipment ranging from a few hundred dollars to $10,000 per unit.

Mr. Smeby, Arney Jr., assistant to NAB President Miller, outlined data on the equipment late in October at a meeting in New York with representatives of international shortwave operators, during which long-term recording was demonstrated. It was agreed at the meeting it would be desirable for broadcasters to use standardized equipment from the FCC viewpoint, as the FCC would need only a single reproducing unit.

Page 86 • November 15, 1940 • BROADCASTING • Broadcast Advertising
Finn Demonstration

EMPLOYING frequency modulation in airplane-ground transmission, Finch Telecommunications Inc., Pastime, N. J., early in November presented a facsimile demonstration to students and faculty members of the University of Pennsylvania, Philadelphia, claimed as the first Finch facsimile demonstration in Pennsylvania. Equipment used in the demonstration was the newly developed Finch "Duplex" facsimile unit. One of the instruments was installed in the Finch plane, from which the message was transmitted to another identical instrument set up in the Finch mobile laboratory, parked on the university campus.

Goldmark Claims Pickups in Color

New Video Process Explained
At Meetings of Engineers

DIRECT pickup in color television has been achieved experimentally in the CBS laboratories by Dr. Goldmark, CBS chief television engineer, told the joint fall meeting of the Institute of Radio Engineers and Radio Manufacturers Association, Rochester, N. Y., Nov. 12. His staff is already constructing equipment with which laboratory demonstrations can be given for the FCC, the National Television Systems Committee and the press, he stated.

Dr. Goldmark further emphasized this development Nov. 13 in Washington when he told a meeting of the local IRE chapter that direct pickup of live performers for full-color transmission was now an established fact.

Ordinary Lighting

When the CBS color television was first shown to the press last September, with colored moving pictures as the subject matter transmitted [Broadcasting, Sept. 15], Dr. Goldmark stated that the television experiments were then in the fourth year of five stages, with direct pickups of actual people and objects in color the final and only stage yet to be achieved. The stages were outlined as: Application of optical and electrical formulae to the practical problem of creating a picture in full color; addition of motion to color; adapting a standard receiver to receive color, and actually testing the system on the air.

In announcing that his theories of direct color had been verified, Dr. Goldmark said that with the equipment used in his experiments the color pickups had required no more intense lighting than for ordinary black-and-white television. He added that while with the same kind of equipment, color pickups may call for more light than black-and-white, the increase will not be great enough to present any problem.

Stating that direct pickup of full color television has "definitely graduated from the drawing board and formula stage and appears to require only straightforward engineering effort," Dr. Goldmark added that while his laboratory results "are most encouraging," he wants it fully understood that "we are still in the laboratory."

Newspaperman Made Partner
HORACE HALL, business manager of the Dothan (Ala.) Eagle, becomes one of the four co-equal partners in the ownership of WAGF, Dothan, by virtue of an FOC decision Nov. 14 authorizing the three present partners to bring him into the company for a consideration of $12,500. The other partners, each of whom held one-third of the stock, are John T. Hubbard, chief engineer; Julian C. Smith, manager; and Fred C. Moseley, commercial manager.

SCOTT & BOWNE, Toronto, for Scott's Emulsion, has started a transcribed program twice-weekly on Canadian stations, Atherton & Currier Inc., Toronto, placed the account.
**Decisions**

**OCTOBER 31**

NEW, Batavia Bost Corp., Batavia, Ill.—Granted CP 1500 kw 250 sq. miles.

NEW, Capitol Bost Corp., Indianapolis—Granted CP 1250 kw 1.5 ml sq. miles.

NEW, W. Capitol Bost Corp., Indianapolis—Granted CP 1250 kw 1.5 ml sq. miles.

NEW, Don Lee Bost. System, Los Angeles—Granted CP 44.5 0.8,800 sq. miles.

NEW, Marcus Low Booking Agency—Granted CP 44.5 8,000 sq. miles.

NEW, New York—Granted CP 46.5 8,000 sq. miles.

NEW, WPBN, Bangor, Me.—Granted CP 44.5 8,000 sq. miles.

NEW, WBNB Inc., Columbus—Granted CP 44.5 8,000 sq. miles.

NEW, New Radio Service Corp. of Utah, Salt Lake City—Granted CP 44.5 625 sq. miles.

NEW, WFBY, Buffalo—Granted CP 44.5 10,760 sq. miles.

NEW, Journal Co., Milwaukee—Granted CP 46.5 8,800 sq. miles.

NEW, WJAY, S. Anthony, Fla.—Granted license new station 1210 kw 250 sq. miles.

NEW, WOY, Dalton, Ga.—Granted CP new station 60 kw.

**NOVEMBER 1**

WMCA, New York—Granted reinstatement CP new trans., change antenna, increased 1,000 kw.

WBLJ, Dalton, Ga.—Granted mod. CP new station 60 kw.

WNV, WOB, New York—Granted CP mod.

KFH, Wichita—Granted CP increase power & change trans.

WAGT, Morgantown, W. Va.—Granted CP new station re antenna.

WOCB, Hyannis, Mass.—Granted license new station 1210 kw 250 sq. miles.

WZQY, New Bedford, N. Y.—Granted CP 44.5 12.8 to 12-6 for programs in public interest.

**WFLA**—Tampa—Granted license increase power.

WMBG, Richmond, Va.—Granted license increase power.

**NEW,** LaGrange Bost. Co., LaGrange, Ga.—Granted CP 1510 kw 250 sq. miles.

**NEW, W. Central Bost., Columbus, Ohio—Granted CP 1215 kw 260 sq. miles.**

**NEW, Grac-Inc., Lenexa, Kansas, Mo.—Granted CP 1250 kw 250 sq. miles.**

**NEW, Metropolitan Television Inc., New York—CP 1500 kw 250 sq. miles.**

**WWMV, Detroit—CP increase to 50 kw etc., amended to change name to John L. Booth Bost. Inc.**

**WBBN, Youngstown—CP directional N, increase to 1 kw, amended to new trans., change directional antenna, 5 kw direct. N, asks WBCU facilities.**

**NEW, Richard Field Lewis Jr., Winchester, Va.—CP 1370 kw 250 sq. miles IV (1400 under trans.)**

**KWCA, Kansas City—CP change to 1210 kw 50 w, new trans.**

**WGN, Chicago—CP 32 kw 15,822 sq. miles, amended to 46.1 12,886 sq. miles.**

**NEW, Brockedon News Co., Joplin, Mo.—CP 4.1 6,000 sq. miles.**

**NEW, MOC, Cheek—CP 4.1 18,542 sq. miles, amended to 45.8 6,852 sq. miles.**

**KISO, Seattle—Mod. CP increase power etc., further asking 85 kw new trans., change antenna.**

**NOVEMBER 7**

**NEW, Mohawk Radio Inc., Schenectady—CP change to 2 holders.**

**NEW, Metropolitan Television Inc., New York—CP 46.5 3,940 sq. miles.**

**NEW, Richard Field Lewis Jr., Winchester, Va.—CP 1370 kw 250 sq. miles IV (1400 under trans.)**

**WMC, Memphis—Voluntary assignment license from Memphis Commercial Appeal Co. to WMC.**

**WMOU, Brunswick, Ga.—Mod. license to 25 w.**

**NEW, Texas Star Bost. Co., Houston—CP 1150 kw 250 sq. miles.**

**NEW, Wayne M. Nelson, Concord, N. C.—CP grant.**

**NEW, Parkersburg Sentinel Co., Parkersburg, W. Va.—CP 1310 kw 250 sq. miles IV.**

**KDHJ, Dubuque, la.—CP as mod. for approval trans site, directional N.**

**NEW, Kansas City—CP change to 5 N & D, change directional antenna N.**

**NEW, Granite District Radio Bst. Co., Terre Haute, Ind.—CP 520 kw 250 sq. miles IV (960 uncommon changed to 1499 under trans.), contingent on KUTA being 570 kw 750 sq. miles.**

**KXM, San Bernardino, Ca.—CP change 1150 kw to 1300 1 kw new trans., new antenna.**

**NOVEMBER 12**

**WATR, Waterbury, Conn.—CP increase to 1 kw, new trans., change directional antenna.**

**WTAG, Worcester, Mass.—CP increase to 5 N & D, change directional antenna.**

**WSBS, New York—CP 44.9 14,910 sq. miles.**

**NEW, Grand Rapid, Mich.—Mod. CP new directional N & D.**

**WOML, Owensboro, Ky.—Authority transferred license back to original location.**

**WCFX, Washington, D. C.—CP Grant.**

**NEW, George M. Foux, San Antonio, Texas—CP new trans., directional change to 1250 kw.**

**WIBC, Indianapolis—CP new trans., directional N, change to 1250 kw.**

**WUNJ, Mobile, Ala.—CP new trans., directional change to 1250 kw, directional N, increased to 6 kw.**

**WIBD, Mobile, Ala.—CP new trans., directional change to 1250 kw.**

**NEW, KCMB, Kansas City—CP change to 690 kw 60 new trans. etc., amended to change studio to Kansas City.**

**KVOA, Tucson, Ariz.—CP change to 500 directional III-B, amended re antenna.**

**NOVEMBER 13**

**NEW, Parkersburg Sentinel Co., Parkersburg, W. Va.—CP 1310 kw 250 sq. miles IV.**

**NEW, W. Inter-Square, Pa.—Mod. license to 9650 and 11580 kw, Sh-WBCU.**

**NEW, General Inc., Greenwood, S. C.—CP 1425 kw 250 sq. miles IV.**

**NEW, KTRH, Houston—CP new trans., directional increase to 5 kw, change to 740 kw, amended re trans. site.**

**NEW, WAOB, Chicago—CP change to 8 kw N & D, directional N.**

**NEW, WJZ, Ca.—CP new trans., directional change to 1250 kw.**

**NEW, KWHB, Corpus Christi, Texas—CP new trans., directional change to 1250 kw.**

**WIBC, Indianapolis—CP new trans., directional change to 1250 kw.**

**NEW, WSMZ, Mobile, Ala.—CP new trans., directional change to 1250 kw.**

**NEW, WBCJ, Rochester, Minn.—CP new trans., directional change to 1250 kw.**

**NEW, KBKB, Kansas City—CP change to 690 kw 60 new trans., etc., amended to change studio to Kansas City.**

**KVOA, Tucson, Ariz.—CP change to 500 directional III-B, amended re antenna.**

**NEW, CBS, New York—CP 44.9 14,160 sq. miles.**

**NEW, Wilkes-Barre—CP increase to 50 kw, change trans.**

**WSTA, Stoneville, O.—License new trans.**

**NEW, James F. Hopkins Inc., Detroit—CP new trans., directional increase to 5 kw, change to 450 kw.**

**NEW, WINS, New York—CP change to 1250 kw 5 kw (asks KTRB facilities if KTRB goes to 1250 kw).**

**WFOR, Hattiesburg, Miss.—CP increased to 350 kw.**

**NEW, Piedmont Pub Co., Winston- Salem, N. C.—License new trans.**

**KGO, Los Angeles, Cal.—Mod. CP increase power etc., new trans. and antenna.**

**WNN, Chronicle, Salt Lake City—CP change to 1250 kw.**

**NEW, Lafayette Bst. Co., Bensenville, III.—CP 47.1 4,800 sq. miles.**

**NEW, KQGB, Oklahoma City—CP 47.1 6,000 sq. miles.**

**KRCB, Clayton, N. Mex.—CP 47.1 6,000 sq. miles.**

**KBCB, Cheyenne, Wyo.—Mod. CP new station re trans.**
New Business
WILLIAMSON CANDY Co., Chicago (Oh Henry candy), on Nov. 11, started broadcasting on NBC-Blue stations, Mon. 6-6:30 p.m. (CST).
Agency: Aubrey, Moore & Walker.

CHAMBERLIN SALES Corp., Des Moines (hands lotion), on Nov. 10, started broadcasting on 10 NBC-Red stations, Sun. 10-11:30 p.m. (EDST), with first transmission repeated on NBC-Blue stations, Sun. 9-10:30 a.m. (EDST), and second repeated on NBC-Red stations, 9-10:30 p.m. (EST). Agency: L. W. Ramsey Co., Davenport, Ia.

LEVER BROS. Co., Cambridge, Mass. (Riso), on Nov. 12 started Grand Central Station on 45 NBC-Blue stations, Tues. 9-9:30 p.m. Agency: Rothbart & Ryan, N.Y.


BOND STORES Inc., San Francisco (clothes), on Nov. 16 starts NBC-Paciic Blue stations, Sat. & Sun. 7-8:30 a.m. (PST).

IMPERIAL TOBACCO Co., Montreal, on Nov. 15 starts Quebec Senior Hockey League games on CBF, Montreal; CHCH, Quebec Sun. 3-4:30 p.m. (EDST). Agency: Whitelaw Broadcasting Ltd., Montreal.

Renewal Accounts
CALIFORNIA FRUIT GROWERS EXCHANGE, Los Angeles (Sunland fruits), on Nov. 4, renewed for 52 weeks Hedda Hopper's Hollywood and added 10 CBS stations making a total of 40 CBS stations, Mon., Wed., Fri. 6-6:30 p.m. Agency: Lord & Thomas, Los Angeles.

W. WRIGHTLY JR. Co., Chicago (Doublemint gum), on Nov. 10 renewed for four weeks Melody Ranch on 68 CBS stations, Sun. 6:30-7 p.m. Agency: J. Walter Thompson Co., Chicago.

W. WRIGHTLY JR. Co., Chicago (Spearmint gum), on Nov. 11 renewed Saturday Night Bains on 77 CBS stations, Mon. 5-5:30 p.m. Agency: Neisser-Meyerhoff, Chicago.

Crystal Specialists Since 1915
ATTENTION
BROADCASTERS SUBJECT TO FREQUENCY REALLOCATION
We are at your service to-
1. REREIGN your present crystal to higher new frequency .... $17.50
2. NEW CRYSTAL (less than $50 holder) .... $22.50
3. NEW CRYSTAL fully mounted ... $30.00
LOW DRIFT - APPROVED BY FCC

HANDI-MIKES
Universal's new handi-mikes for small transmitters, equipment, etc. Clear, crisp voice reproduction, plus对付, new chroma plate, snap on, off, plug in and out, without tools. Complete sharpest, most tunable, adjustable, battery saving, plug in transmitters. At your dealer or jobber.

QUARTZ CRYSTALS
FOR GENERAL COMMUNICATION FREQUENCIES

BROADCASTING • Broadcast Advertising
November 15, 1940 • Page 89

Operators of Surveys Explain Their Methods
JUST as the Audit Bureau of Circulations gives space-buyers a basis of comparison of all publications by measuring the thing they all have in common—average net paid circulation—so the coincidental survey technique can give time-buyers a similar measurement of the average audience of any program, with which they can compare programs as dissimilar as Little Orphan Annie and the Metropolitan Opera broadcasts, C. E. Hooper, head of the research organization of that name, told the Radio Executives Club of New York Nov. 13 at its weekly meeting.

While stating there are many methods of radio research, each with certain advantages so that the choice of method depends on the job to be done, W. J. Shiner, director of research, Ross-Federal Research Corp. said 86% of the radio clients of his company choose the coincidental method as the best for their purposes. L. J. Hubbard of Crossley Inc., also participated in the research round-table discussion, in which R. M. Beville Jr., research manager of NBC, acted as m.c.

Radio's Golden Gloves
FOURTH annual WHO Golden Gloves amateur boxing tournament, only such event sponsored by a radio station, has been scheduled for Jan. 24 and 31, Feb. 7 and 14 at Des Moines Shrine Auditorium, according to Bill Brown, WHO sports editor and director of the tournament. In previous years preliminary bouts were held on three consecutive nights, with finals the following week, but this year to accommodate spectators tournament bouts have been spaced a week apart. The WHO tournament, officially sanctioned by the Chicago Tribune, sponsor of the annual Tournament of Champions, will select an eight-man boxing team.
Sabotage Charge In Shutdown of WOV Is Probed

FCC and Local Police Study Acts of ACA Strikers

BOTH the FCC and the police of Kearny, N. J., location of the transmitter of WOV, New York, are investigating charges of sabotage made by Miss Hyla Kiczales, manager of WOV, against members of American Communications Assn., CIO union striking against the station.

When the WOV engineers left their posts to go on strike Nov. 3, it is charged, they left the transmitter equipment in such bad shape that it took the substitute crew more than 24 hours to get the station back on the air. M. W. Bannister, FCC inspector, in New York, said he had visited the transmitter the following day and had submitted a full report to the Commission, but he refused to discuss his findings.

It was stated at the FCC that the Bannister report has been referred to an outside agency. If sabotage charges against engineers are substantiated, their licenses can be suspended up to two years.

Emphatically denying the charges, ACA officials pointed out that engineers are less likely to engage in sabotage than any other type of worker, because of their FCC licenses. They described the sabotage charge as designed to discredit the strikers and to break the strike, and said ACA has filed its own charges of "refusal to bargain" against WOV in a complaint to the National Labor Relations Board.

Mrs. Edna Kerr, examiner of the NLRB office in New York, in charge of the case, explained that the matter was "under examination." Explaining that it is an NLRB policy never to discuss the progress of any investigation until it has reached a settlement, she said she had held meetings with both sides and that progress had been made.

In addition to deliberate acts of sabotage against WOV's physical property, Miss Kiczales said, the union "has attempted to scare away our sponsors. Not only has the ACA written to all of our advertisers, urging them to cut their use of WOV to advertise their products, but local grocers have been intimidated into calling certain manufacturers and notifying them that the stores would not continue to carry their merchandise unless they withdrew their advertising from WOV. I am proud to report that we have not lost a single account as a result of these boycott tactics, but so much pressure has been brought upon one advertiser that he has asked us to continue his program without any commercials for the time being."

She has filed charges about negotiation procedure. Miss Kiczales said the union had called the strike after uncompromised negotiations had been set for resumption Nov. 5.

The station has maintained its regular operating schedule since the first shutdown. AFM and Italian Actors Union are performing as usual, but APRA, having agreed with WOV, asked its members not to replace announcers on strike. Some of whom were APRA as well as ACA members.

Meanwhile, picketers carrying placards lettered "Arde Bulova refused to bargain with his playes", plodded back and forth in front of the WOV studios.

Washington Dinner Is Planned by NAB To Observe 20th Birthday of Industry

HIGHLIGHTING the industry-wide celebration of Radio's Birthday, being observed Nov. 11-30, a huge birthday dinner has been scheduled in Washington Nov. 28. The event, sponsored by the NAB, RMA, Electric Institute of Washington, the national associations concerned with Washington stations, is expected to draw about 1,000 celebrities, including high government officials, industry leaders and radio stars.

Open to all broadcasters, invitations are being sent to President Roosevelt and members of his cabinet, members of Congress, officials of the FCC, the Army and Navy leading figures in the Washington press and motion picture corps. Tying in with similar birthday broadcasts, members traveling throughout the nation, the Washington dinner will feature entertainment. Meanwhile, visiting radio celebrities, many of them old-timers who grew up with the industry. Another feature of the Washington celebration will be a Sweepstakes party at the Willard Hotel, will be a special 3:30-10 p.m. broadcast on a coast-to-coast WBS book, "The American Foreword of the Air," conducted by Theodore Granik, during which nationally-known figures will discuss the past and future 20 years of radio.

Other Promotion

Although details were still being worked out as BROADCASTING went to press, it was indicated the Washington dinner was scheduled as the most ambitious individual effort in the Radio Birthday promotion, since it will carry the official keynotes of the nation's capital. Arrangements for the celebration were being handled largely by Edward Myrick, NAB director of public relations, and Arthur Stringer, of the NAB headquarters staff.

NAB 20th Anniversary is drawing widespread attention from stations, advertisers and local industries. Apart from special programs by promoting stations, NAB emphasis lies in intensive merchandising campsions employing window displays, newspaper advertisements, posters and bonfire birthday parties.

In Kansas City, under auspices of the Kansas City Electric Assn., a city-wide celebration was set in connection with a extraordinary event in which radio salesmen, dealers, distributors and broadcasters were gathered. In addition, the celebration features an advertising campaign highlighted by "Theft Week", in which cash prizes of $25, $15 and $10 are offered.

A unusual twist, between Yankee Network and Boston's Oxford Press, provides a joint celebration of radio's 20th birthday and the 50th anniversary of printing, to be observed Nov. 27-30. WHO, Des Moines, on Nov. 7 called upon listeners to send in their experiences with radio in its early days, with plans to build anniversary program around the volunteered reminiscences or ideas.

The networks also have provided special anniversary attractions. NBC is scheduling a special broadcast of Norman Corwin's verse-drama, "Seema Radio Is Here to Stay," while ABC has scheduled an appearance on its "Behind the Mike by Neal Blake, Hartford" show on the $100 NAB essay contest, writing on "The American System of Broadcasting—Why It Is Best for Americans." The Radio Birthday day transcription, paying tribute to radio for its work in recruiting "national defense, also has been made available to stations.

Advertisements are Cited in Complaints by FTC

COMPLAINTS have been announced by the Federal Trade Commission, Nov. 15, against Chocolate Products Co., Chicago, charging misrepresentation in the sale of, "Boston's Finest Chocolates;" Crowell-Collier Publishing Co. and P. F. Collier & Son Corp., New York, charging misleading representations for books and encyclopedias; Burry Biscuit Co. Elgin, Ill., charging misrepresentation for baked goods; Basic Foods Inc. has ordered to cease representations for Dr. Springer's Antediluvian Tea and Dr. Springer's Re- 

The FTC also has announced receipt of an answer to a complaint recently issued against Health aids Inc., Jersey City, The Journal of Living Publishing Corp., and Victor H. Lindlahr, publisher, both of New York, charging that an advertisement received from Fischer Baking Co., Newark, for Fischer's Buttercup Bread; George's Radio Co., Washington, for retail sale of radios; Crescent Macaroni & Cracker Co., Davenport, Iowa, for Crescent Macaroni & Cracker Co., Davenport, Iowa, for Crescent Macaroni & Cracker Co., Davenport, Iowa, for Crescent Macaroni & Cracker Co., Davenport, Iowa; Long Island City, N. Y., for Tangee Theatre Lipstick; House of Linen, Los Angeles, for perfumes.

WAGA, Atlanta, is transmitting the entire NAB members' "Special meeting of the Air so that inmates of Federal Penitentiary I" of Atlanta can hear it during their weekly forum, according to Doos Iosef, general manager.

FREE POSTAGE.

BROADCASTING • Broadmcasting Advertising

Page 90 • November 15, 1946
“We feel that WLW is a very important factor in building consumer-demand in the territory we serve. Our stock of merchandise is carefully checked, and a sufficient supply is placed on hand to take care of an expected increase in sales—whenever we receive notice that a product will be advertised over WLW.”

R. M. FISHER, Vice-Pres. and Gen. Manager
THE CREASEY CO., Wholesale Grocers,
Columbus, Ohio

(Covering 25 Counties)
THREE thousand miles West of the mainland, in the middle of the Pacific Ocean, broadcasters have the same problems of pleasing advertisers and audiences that you have... and solve them in the same way you can solve them! 5,000-watt KGMB, serving the Territory of Hawaii, selected the RCA 5-DX De Luxe Transmitter—for highest fidelity and efficiency.

Program facilities—The finest! They're RCA too—RCA All the Way... from the microphone right on through! For West or East, that's the easiest way, as well as the best way, to please audiences and advertisers alike!

KGMB Selects RCA 5-DX Transmitter—Here's Why!
* Unified Front Panel—formerly available only on custom-built and 50,000 watt transmitters. * Functional styling for easiest accessibility—easiest installation—easiest operation. * Airstream-cooled tubes — no water, water pumps or water problems. * Cooler, quieter, higher efficiency... higher fidelity! * Write for the 5-DX booklet that tells the whole story.

Use RCA Radio Tubes in your station for finer performance.

RCA Broadcast Equipment
RCA Manufacturing Company, Inc., Camden, N. J. • A Service of the Radio Corporation of America