which egg is boiled?

Appearances are sometimes deceptive.
This goes for radio stations as well as eggs.

MORAL—There are four 50,000 watt stations in New York, but only WOR delivers an impact of 135,000 watts.★

★ because of WOR's unique directive-array concentration of power which more than doubles its basic wattage.
1 out of every 140 people in the U.S. has **seen** the WLS **NATIONAL BARN DANCE**

**IN OTHER WORDS**

Since the WLS National Barn Dance moved into Chicago's Eighth Street Theater in March, 1932 (the Barn Dance itself is 16½ years old), 900,000 people have paid 75¢ each to see their favorites of the Old Hayloft in person.

Here, then, is another evidence of the good will Chicagoans and the people of Mid-West America have for WLS—a good will that extends also to the other programs on the station and the advertisers who sponsor them.

**900,000 IN ALL**

National Representatives: JOHN BLAIR & CO.

**THE PRAIRIE FARMER STATION**

Burridge D. Butler, President
Glenn Snyder, Manager

**870 Kilocycles - 50,000 Watts**

NBC BLUE AFFILIATE
AUDIENCE presence — the LARGEST in New England — that’s what The Yankee Network brings you, together with the acceptance that wins good will and good sales for your product.

Yuletide is high tide in retail sales — but New England is so prosperous, so populous, so responsive to sales appeals over its favorite, community Yankee Network stations, that ANY time and all the time business is excellent in each of the key buying centers.

In these areas, nineteen stations, the majority of which have been established for years, make your sales impacts intensive and comprehensive.

When you make promotion plans for 1941, assign the entire New England radio promotion job to The Yankee Network — the ONLY way to get COMPLETE coverage of one of America’s greatest markets.

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

Talent Superiority
—an Outstanding Characteristic of Standard Program Library Service

Standard radio talent is saleable talent. It is commercially attractive—selling in quality, so varied in its appeal, so brilliantly directed and produced that it commands unflagging listener interest; yet it is not so familiar to radio audiences as to have lost its freshness and originality. Above all, Standard Library material is outstandingly adaptable to the building of complete shows. The result, our subscribers tell us, is the ability to please prospective sponsors, and to insure renewals from present sponsors.

The same sound commercial sense has made Standard’s “SPOT-ADS” the talk of the broadcasting industry. Furnished as an extra merchandising dividend to Standard subscribers, these unique dramatized commercials are adding appreciably to their revenue. The four groups now available are: Series A for USED CAR DEALERS, Series B for CLOTHING STORES, Series C for FURNITURE STORES and Series D for JEWELRY STORES.


Are your Transcriptions up to Standard?

These NEW SUBSCRIBERS answer “YES”!

KYS—Merced, Cal. KMYC—Marysville, Cal.
KHS—Chico, Cal. WCLO—Janesville, Wis.

Now—275 Standard Stations!

Mutual Broadcasting System and the Southern Network
What WORL did for FRIDAY MAGAZINE it can do for any advertiser who wants to crack the "tough" Boston market.

EVIDENCE!
You don’t have to take anybody’s word for it. Send for details of 15 recent success stories which PROVE what WORL can do.

Economy, efficiency, quick action in SALES for amazingly modest cost — these are what you can get through WORL’S famous 920 Club.

Now Operating on 1000 Watts Power!

H. C. MORRIS & COMPANY, INC.
Advertising
GRAYBAR BLDG. 410 LEXINGTON AVE. NEW YORK
LEXINGTON 2-8650

Mr. George Lasker
Radio Station WORL
Boston, Mass.

Dear George:

I would like to amend the letter I recently wrote you concerning the results of the radio promotion in Boston for Friday Magazine. In my previous letter, I stated that there was a 100% increase as a result of this promotion. I erred. After a thorough check-up, we have discovered that circulation went up ten times, — newsstand sales jumping from 200 copies a week to over 2,000 in two weekends of broadcasting.

It certainly gives me great pleasure to state that a substantial amount of this increase can be directly traced to the announcements which we used on the WORL 920 Club.

With many thanks for your suggestions and cooperation, I am

Sincerely yours,

Sherman S. Lurie
Time Buyer

920 KILOCYCLES

“Nearly Everybody in Boston Listens to the 920 Club”
ONLY BASIC CBS OUTLET IN INDIANA and
The ONLY Indiana Station Offering ALL These Merchandising and Promotional Services

1. New year-round advertising schedule in Indianapolis Times, promoting programs and products.

2. Outstanding window displays in city's leading stores.

3. Taxicab rear tire cover posters promoting WFBM programs.

4. 4-page leaflets inside each cab, changed every 2 to 3 weeks, playing up national, local and network programs.

5. Special interior displays in department stores, merchandising products, stars and programs.

6. Close co-operation (trailers and other publicity) with Lyric Theatre, Indianapolis' leading stage and movie house.

Send for booklet giving complete details of WFBM coverage. It contains new and important information that you cannot afford to miss.

To Reach the HOOSIER Market — in Indianapolis USE WFBM

National Sales Representative
THE KATZ AGENCY, Inc.
The Most Distinct Advance Yet Made in Speech Equipment Design . . .

A NEW STAR IS BORN

Provides Better Appearance • Improves Efficiency • Lowers Maintenance Costs

Again Gates makes an important contribution to broadcasting . . . that will appeal to every station interested in new efficiency, modern design and low cost maintenance. The new Gates 30 Series Console has so many exclusive advantages that it far surpasses everything before it. To house this perfectly engineered equipment we have designed the finest cabinet obtainable—beautifully streamlined and impressively large. Here, indeed is an efficient and attractive console that will create a modern atmosphere in any studio. Nothing has been spared to make it radio's finest . . . yet, it is far from the costliest. Yes, this is news and you should know all the facts. Write, or mail the coupon below, for complete details in technical bulletin.

Here are the Exclusive Important Features

- COMPLETE KEY CONTROL (not the less costly push buttons)
- EXTREME LOW DISTORTION (All push-pull inverse feed back circuit)
- LINEAR STANDARD TRANSFORMERS USED THROUGHOUT
- 8 POSITION MIXING SYSTEM
- 5 PRE-AMPLIFIERS
- 2 STUDIO TALK-BACK FACILITIES
- 12 REMOTE POSITIONS
- ONE-PIECE CHASSIS CONSTRUCTION
- 50-IN. CABINET OF INLAID WALNUT, ENGRAVED NATURAL ALUMINUM PANEL

GATES AMERICAN CORPORATION
QUINCY, ILLINOIS

Please send me immediately a copy of your new Bulletin B-12, describing the exceptional features of the new Gates 30 Series Speech Input Console.

Individual

Company

Street

City
"Hush, Julia, those men aren't talking about us!"

"My goodness, Dobbin! Guess I have ears.
That man distinctly said... 'There's the team to pull our load!'"

"Don't get into a dither, dear! Didn't you hear the other fellow? 'Right you are,' he says... 'WJR and WGAR will haul our sales to new highs in the midwest--because they really cover the ground!'"

"It's just plain horse sense!" That's the way one frank-spoken adman put it as he named WJR Detroit and WGAR Cleveland for a healthy chunk of his radio spot campaign during the coming year.

Teamed up, these stations cover two of the nation's most prosperous market areas, where there's nearly three-quarter billion dollars spent annually for groceries, more than a hundred million for drugs... where there are more auto owners than in any single state... where farmers have a billion dollar yearly income, and workers earn the highest average wage in the nation.

Yes, it's just good old-fashioned horse sense to see that your schedules include WJR and WGAR, the Great Stations of the Great Lakes!

AND FOR REAL "SALES PULL" IN SOUTHERN CALIFORNIA

KMPC THE STATION OF THE STARS
Beverly Hills - Los Angeles
CBS ASSOCIATE STATION
Winning and Holding Good Will with Clients and Listeners Alike

WJR THE GOODWILL STATION
Detroit

WGAR THE FRIENDLY STATION
Cleveland

Basic Stations... Columbia Broadcasting System
Edward Petry & Co., Inc., Nat'l Representatives
Monopoly Blast Heard in Highest Circles

Torn With Dissension, FCC Orders Hearing Dec. 2 as Radical Ideas Get Congress, White House Attention

By SOL TAISHOFF

TORN with internal strife over repercussions to the report of its Network Monopoly Committee, which have been echoed at the White House and in Congress, the FCC Dec. 2 enters the final scheduled phase of this explosive issue when it hears oral arguments from 13 respondents, including the major networks.

It is openly hinted in Administration circles that the fate of the FCC, as presently constituted, as well as the future of network broadcasting, may be involved in these proceedings. More acrimony has been engendered in the industry over these latest developments, touched off by recent moves of individual FCC members, than by perhaps any other issue before that embattled agency in several years. Not all of it, however, has been publicly aired.

Justice Dept. Step?

Possible Department of Justice intervention in the network monopoly situation was rumored, but responsible officials called them "premature." A report was current that Assistant Attorney-General Thurman Arnold, in charge of the Anti-Trust Division, might attempt to invoke the Sherman anti-trust laws against the major networks, based on the FCC network monopolistic investigations.

It is known that the Department has had access to the entire hearing record and has studied the FCC Committee's report. However, this has been in connection with revival of the Department's litigation against ASCAP [see page 13], expected to take tangible form prior to the end of the year. The Department apparently has been most interested in allegations of suppression of competition in the transcription field and in purported monopoly of talent through the network artist bureaus.

Call for an FCC investigation by the Senate Interstate Commerce Committee was made in the Senate Nov. 29 by Senator Gurney (R.-S.D.). The former owner of WNAX, Yankton, said the proposed FCC rules would "strangle, if not impose a death sentence" upon established networks. The B. F. Committee's report, he added, was severely criticized and generally discredited "because of its inaccuracy and demonstrable bias." If the FCC adopts the proposed rules, he concluded, it surely "will have gone loco."

At a special meeting Nov. 28 the Committee, by a split vote, finally decided to proceed with oral arguments Dec. 2-3 as originally scheduled. The action followed a series of 3-1-1 deadlocks at meetings at which no words were minced. The deadlock was broken, it is understood, after Chairman Neely and Commissioner No. 1, who had frequently consented to have oral arguments on the basis of the Committee's report.

The remaining three members (Thompson, Walker and Payne) apparently had favored full FCC action on the Committee's far-reaching recommendations to regulate virtually every aspect of commercial network operations. At the Nov. 25 session, Payne cast his vote with the more conservative group.

In announcing procedure for the oral arguments, the FCC acted in a series of suggested special regulations [see text on this page] designed to cover chain broadcasting, and has studied the FCC's report, they were offered only to "facilitate the oral argument." The suggestions, proposing to invoke strong restrictions on network operations, including banning of exclusive affiliation arrangements and options.

Suggested Regulations for Chain Broadcasting . . .

IN ITS PUBLIC notice the FCC released a series of seven proposed special regulations, in alternate form, relating to chain broadcasting. It emphasized that these suggestions were merely to "facilitate oral argument" and have not received FCC approval. Moreover, it stated that the oral argument is to be no wider limited to the issues raised. Following is the text of the suggested regulations:

1B—No licensee of a standard broadcast station shall enter into any contractual arrangement, express or implied, with a network organization which provides for or has the effect of establishing an exclusive affiliation with the network organization.

OR

1B—No licensee of a standard broadcast station shall enter into any contractual arrangement, express or implied, with a network organization which provides for or has the effect of establishing an exclusive affiliation with the network organization; Provided, that such restriction shall not apply to licenses of stations located in or rendering primary service to cities receiving adequate primary service from five or more full-time stations.

2—No licensee of a standard broadcast station shall enter into any contractual arrangement, express or implied, with any network organization, the terms of which exceed in duration the effective period of the license granted by this Commission. For the purposes of this section, an arrangement shall be considered as extending in duration the effective period of the license; Provided, that this restriction shall not be construed as preventing a contract entered into a contract with a network organization a period longer than two years.

3—No licensee of a standard broadcast station shall enter into any contractual arrangement, express or implied, with any network organization, which gives the network organization any rights with respect to the renewal generally of such contractual arrangement not given to the licensee.

4—No licensee of a standard broadcast station shall enter into any contractual arrangement, express or implied, with any network organization which gives the network organization the right to enter into any similar arrangement with any other station, or any network organization, providing for or having the effect of diluting any right, privileges, or benefits granted to any licensee by this Commission.

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Six New Locals Approved by FCC, Creating Record

Worcester Gets San Diego CP After Four-Year Effort

Six more new local broadcasting stations were authorized by the FCC during the last fortnight, bringing to 72 the total number of licenses granted thus far this year. This is a record number of grants in any one year to be made by the FCC, or its predecessor Radio Commission.

The new locals will be located in San Diego, Colo.; Fort Lauderdale, Fla.; DeLand, Fla.; Kokomo, Ind.; Otumwa, Iowa; and Medford, Wis. Most were granted without hearing due to lack of opposition, but several were final decisions sustaining previously issued summarily granted findings in favor of applicants.

Worcester Wins At Last

The San Diego grant went to Worcester Broadcasting Corp., and authorized a new fulltime 250-watt station on 1430 kc., in line with the commission’s proposed findings of last Sept. 6, and culminates the efforts of Warren Worcester, 31-year-old engineer and grandson of one of the founders of the U. S. Steel Corp., to secure a station in that community.

Young Worcester is president and 4.5% stockholder of the company, and Worcester and Glenn M. Munklet, attorney, holding qualifying shares, and 4.5% of the stock yet to be issued. The commission granted a license 20 days in which to furnish “satisfactory proof of authority to own and operate a radio station.”

Wheeling Gets Local

The new Wheeling station authorized Nov. 26, will be licensed to Community Broadcasting Inc., and will operate with 100 watts on 1370 kc. President of the company is Joe L. Smith Jr., son of the Congressman from Virginia and operator of WJLS, Wheeling. W. Va., who holds 98% of the stock of the company, Nov. 27, the commission designated channel and granted authority of WJLS for a change from 2500 watts on 1210 kc. to 1,000 watts on 1370 kc.

The station in DeLand, Fla., also authorized Nov. 26, will be licensed to Tropical Broadcasting Co., 250 watts on 1310 kc. Officers and stockholders are: Carl E. Raymond, dean of the Law College, Stetson U., president; Dr. Frank Fairchild, Orange, Fla., chairman of the board; James C. Dundy, local clothing merchant, vice-president, 12 1/2%; W. H. Acree, local Ford dealer, president- elect, 12 1/2%; G. M. Peek, architect, 12 1/2%; Charles K. Trible, physician, 12 1/2%; E. K. Jones, contractor and builder, 12 1/2%; R. L. Leipombo, bank cashier, 12 1/2%; J. Phil Wake, local retailer, 12 1/2%.

Kokomo’s New Station

The Kokomo, Ind. grant, authorized Nov. 26, will be licensed to Kokomo Broadcasting Co., 250 watts on 1420 kc., and represented an FCC final order in line with the findings of last Sept. 12. Officers and stockholders are: Charles K. Boyajan, physician, 5.12%; president; Charles Boyajan, 3.8%; vice-president; Dr. Carl C. Stock, 12 1/2%; treasurer; E. W. Short, 500 watts on 1420 kc., who will manage the station, vice-president, 14.57%; A. David Potter, 250 watts on 1420 kc., who will manage the station, vice-president, 14.57%; A. David Potter.

W. R. McAndrew Is Named News Editor of ‘Broadcasting’, Soon to Go Weekly

As part of its staff expansion incident to inauguration of weekly publication in January, Broadcasting announces with pleasure the appointment of William R. McAndrew, NBC Washington news editor, as news editor at Broadcasting headquarters of the publication. Mr. McAndrew takes over his new duties Dec. 1. Broadcasting begins weekly publication Jan. 1, and will appear every Monday thereafter, terminating more than nine years as a semi-monthly ([Broadcasting, Oct. 15).

Simultaneously, announcement was made of the appointment of S. J. Paul, former Rochester and Washington newspaperman specializing in radio news work, as associate editor of Broadcasting. A graduate of American University, Washington, he has worked on Rochester and handled programs on WHEC. In 1933 he was on the staff of Rep. Duffy (D-NY) for the last three years has handled Washington news and news programs for a number of broadcast stations.

Mr. McAndrew takes over a newly created post necessitated by weekly publication. J. Frank Beatty, for the last six years managing editor headquartered in Washington, continues in that capacity.

A native Washingtonian, Mr. McAndrew is a graduate of Catholic University, where he majored in economics. He was editor of the school paper in his sophomore year and worked on Washington newspapers during his college career. Upon graduation in 1935 he joined the Washington staff of the United Press and was assigned to the Senate. Afterwards he transferred to the then newly created radio division of UP, filing the special radio wire out of Washington.

Mr. McAndrew joined NBC in 1936 as assistant news editor, and a year later became editor-in-chief. In that capacity during the last three years he was instrumental in organizing the news service and directed the work of such commentators as Earl Godwin and H. R. Baukhage on all legislative coverage. He also directed the news staff and commentators on news developments such as the beginning of the second World War and the first national political conventions of the 1936 inaugural and attended both political conventions in 1940.

In addition to his news work, Mr. McAndrew handled production many special-news programs from Washington. He was in charge of the continuity acceptance department and responsible for checking all script used on NBC’s two Washington stations—WRC and WMAL—as well as network programs originating in Washington. This fall he also was made head of the radio and publication departments of NBC. He was the first secretary of the Radio Correspondents’ Assn., organized two years ago, and is now vice-president of the group.

Assignments on 600 kc. Are Revamped; Power Boosts Granted Many Stations

REVAMPING of assignments on the 600 kc. regional frequency, including the construction of new stations and the power increases, fulltime 5,000 watts for WMT, Cedar Rapids, and WREC, Memphis, Tenn., authorized Nov. 26, were made.

At the same meeting WOC, Dubuque-owned station in Iowa, granted authority to increase its power from 1120 watts to 1150 kc., with 500 watts, after several years of pendency. The station, which has operated on the adjacent daytime, was given the improved facilities subject to certain engineering considerations involving protection for other stations on the frequency.

In authorizing revised assignments on 600 kc., the FCC granted special construction permits for the new stations and a program of modifications that includes: KROD, El Paso, Texas, a construction permit to shift from 1500 to 1600 kc. and increase power from 250 to 1,000 watts during the daytime and 500 watts during the nighttime.

Memphis Changes

WMT and WREC, which get Class III-A status on 600 kc., will change directional antennas to accommodate the 5000-watt output. WAIK, Winston-Salem, N. C., was granted a modification to shift from 1120 to 1150 kc. and increase hours from daytime to unlimited with 250 watts.

At its meeting Nov. 20 the FCC granted WJDM, St. Petersburg, Fla., authority to shift from 1370 to 1350 kc. and increase power from 250 watts during the daytime and to 1,000 watts, 600 watts night, or from local to regional status.

WDEL, Wilmington, WINS, Mil- waukee, and WJO, Kansas City, La., were granted horizontal increases in power, from 5000 watts to 5000 watts semi-low nighttime and daytime to unlimited. WPTO, Montgomery, was granted a power increase from 100 to 250 watts on 1210 kc. WAKR, Anderson, S. C., was granted a similar local power increase.

WOR, Boston, was granted a modification of license to increase its power from 5000 watts during the daytime only, to 920 kc.
Cuban Delay in Revising Assignments Threatens To Effectuate POSSIBILITY of postponement of the standard broadcast reallocation from March 29 was later in 1941, is foreseen in Washington radio circles. Unexpected delays, which have plagued the North American Broadcasting Agreement since its drafting three years ago, are causing little concern at the FCC, at the State Department and among officials.

Unless steps are taken forthwith through diplomatic channels to adjust conflicts in allocations proposed by Canada and Mexico, and unless Cuba expedites its proposed allocations, little hope is seen for the March 29 reallocation. If a postponement is necessary it can only be authorized by consent of all four principal signatories (Canada, Mexico, Cuba and the United States), but it would immediately endanger the whole reallocation structure. Should any of the nations renounce the Treaty, the entire reallocation plan would collapse.

Cuba's List Waiting
Aside from the delay in holding conferences with delegations representing Canada and Mexico on allocation conflicts, Cuba has not yet submitted its revised list covering its proposed allocations, in compliance with the engineering standards projected in the Treaty itself. It was learned that steps are being planned at once to invite delegations of Canadian and Mexican engineers to Washington for separate conferences. Originally, it had been planned to hold these conferences in latter October or early November. Thus far, so far as could be ascertained, the letters have not yet been dispatched.

Through FCC and State Department officials are not inclined to discard the current situation, they nevertheless do not believe it is extreme danger of missing the March 29 deadline. The treaty itself provides that it must become effective one year from the date of final ratification by the last of the four major signatories. Mexico, which ratifies March 29, 1940. The FCC promulgated the standard broadcast allocations for the United States on Sept. 10, to become effective March 29. As proposed, this allocation would affect 777 of the more than 900 stations operating on the air at present.

Whether the laggard in pursuing the continental reallocation reposes at the FCC, at the State Department, or with the other signatories, is open to question. Prior to the Sept. 10 promulgation of domestic allocations, it had become evident that certain members of the FCC were inclined to oppose the Treaty primarily because it retained a basic clear-channel structure. There is known opposition in the FCC to retention of clear channels, as reflected in the Network Monopoly Report of a Commission minority (Walker and Thompson), which, in substance, recommended a reclassification of clear channels.

The Border Stations
The proposed Canadian allocations already have been published [Broadcasting, Oct. 15] as have those of the United States. At the present time, conformity with the Treaty would be submitted within a fortnight.

Despite the lack of information on the proposed Mexican allocations, concern is being evinced in informed quarters. Apparently there is no clear-cut provision for elimination of the notorious border stations operated for the most part by renegade American broadcasters—coincident with the effective date of the Treaty. The exclusive channels assigned to Mexico, it is hinted, are earmarked for location in the interior of the country, as specified in the Treaty allocations, but apparently no iron-clad commitment made that they will be moved as of March 29. Perhaps the most important aspect of the agreement was the understanding that the high-powered Brinkley and Baker stations, plus a half-dozen others, would be deleted because of serious interference with operations in this country.

To Confer on Conflicts
It is presumed that at the forthcoming conference to iron out allocation conflicts with Mexico the matter of removal of the border stations will be the principal topic. The Treaty itself specifies the precise location of the classes 1-A and 1-B stations in the signatory countries and provides that they shall be used to serve the nationals of those countries. Thus, continued operation of the border stations in their present locations would constitute an infraction of the Treaty, it is observed here. Whether there is a loophole on the time of removal is questionable, though the understanding has been that once the Treaty becomes effective, the high-powered border stations would terminate operation. Otherwise, the carefully worked out allocation specified in the Treaty would prove useless.

SPONSOR'S approval of the weekly half-hour NBC Rudy Vallee Show brought grins to this quarter which recently met in Hollywood to discuss program ideas. They are (1 to r) James A. McFadden, newly-appointed vice-president in charge of radio, for McKee & Albright, agency servicing the account; Ed Gardner, agency account executive; Rudy Vallee, and Armand Deutsch, Hollywood manager of the agency.

Army Title
At REQUEST of Capt. Dorsey Owings, of the Army Information Service, Maj. John A. Hindman, general manager of KD9A, Pittsburgh, has released the title, This Man's Army, for other broadcasts in the Army's interests. The highly successful program idea goes back to 1937, when Maj. Holman started the weekly round table discussion by prominent Army officers, designed to stir up interest in Army recruiting, on WBZ-WBIA, Boston - Springfield. When he transferred to Pittsburgh last spring, Maj. Holman started a similar weekly program, explaining the advantages of Army life, on KD9A.

New Wine Series
ATLAS IMPORT & EXPORT CO., Philadelphia, (wine) has started a special holiday campaign for its line of Bon Ton and Fruit Bowl wines. A live spot announcement series is being used on eight stations in Pennsylvania, a total of 250 announcements to be heard during the campaign extending from Nov. 25 to Dec. 31. Stations are WIP WIPIL WGBI WBRE WAXY KQV WWSW and WJAS. An extensive campaign, using additional stations in Pennsylvania, will be started shortly after the first of the year. Agency is Philip Klein, Philadelphia.

BROADCASTING: Broadcast Advertising December 1, 1940 • Page 11
Quick Break Seen in ASCAP Monopoly

Capital Is Alive With Rumors Of Action

IF ASCAP MUSIC is on the air after current contracts expire Dec. 31, it probably will be as a result of a complete ASCAP capitulation, which will effectively break its monopony of Tin Pan Alley.

The answer, if one is found, will not come across the conference table between broadcasters and the ASCAP board, but as a result of legal intervention by the Department of Justice. Though Government officials are close-mouthed, it nevertheless is apparent that things are happening at the Department in connection with revival of its five-year-old anti-trust suit against ASCAP and its 130 key officials and publisher members. Recently, it is learned, ASCAP has switched its attorneys handling Washington contacts and there have been frequent conferences with Anti-Trust Division attorneys.

Action Imminent

Whether the answer will come through active revival of the litigation along criminal lines, or through some settlement, remains problematical. But if the activity apparent in Washington means anything, there will be action prior to the end of the year, along one line or the other.

Involvement of the major networks in the revived criminal litigation also is a possibility, if that course is pursued against ASCAP. The Department has had access to the network-monopoly files of the FCC, accumulated at its investigation, and evidently feels there is some substance to allegations relating to suppression of competition in the transcription field and in maintenance of artists’ bureaus by the networks. There has not appeared to be any disposition to institute separate anti-trust proceedings against the networks at this stage, in any event.

At the Department’s Anti-Trust Division it was stated Nov. 29 that reports of action against the networks were “premature”, it was indicated the Department probably would not be disposed to take any specific action, if at all, until the FCC has completed action on the network-monopoly investigation (see Page 9).

In its original suit against ASCAP, filed five years ago, the Department alleged that ASCAP was an illegal price-fixing monopoly in restraint of trade. Presumably, in an attempt to utilize this litigation, the Department will demand free and open competition in the music field, Unquestionably ASCAP’s next move would be headed by Milton Diamond of New York, who have covered this ground with Department officials.

Thurman Arnold, assistant attorney general in charge of the Anti-Trust Division, has been in this picture. His chief assistant in the ASCAP matter is Victor Waters.

FOUR GENERATIONS of Katzmans make up an unique musical family. Great-grandad Phillip (right), 79, who played with many of Europe’s masters, warms up a trumpet. Watching are his grandson Henry, 28, composer of the BMI hit “We Could Make Such Beautiful Music Together” and son Louis (holding baton), musical director of WINS, New York and research director of BMI; and the great-grandson Michael, 16 months. Henry plays piano in the WINS orchestra and composes popular musical numbers, using the pen name of Henry Manners.

For several months Mr. Waters has been analyzing data procured by questionnaire from stations, music publishers, and other persons publicly performing music, to ascertain in essence whether their businesses have sustained any restrainable or any combination of owners of copyrighted music.

A litigation now pending was instituted in the Federal District Court for the Southern District of New York. After preliminary arguments, however, Mr. Waters was revived pending a stipulation of the record. The case has been virtually dormant since, though the Department obtained a Grand Jury order several months ago requiring ASCAP to make available its files and records.

Meanwhile, Broadcast Music Inc., the industry’s answer to ASCAP’s demands for increased tribute to perform its music when the year ends, has accelerated its pace in persuading new exhibitors and others publicly performing music to join its organization.

Lyric Contest

LYRIC-WRITING contest, believed to be the first of its kind in radio, was held by WHK, Cleveland, in connection with the annual convention to the National Scholastic Press Assn. in Cleveland Nov. 28-30. High school newspaper editors from all parts of the country and 12 members of their association to participate in the contest. These assembled at WHK one hour in advance of a program by the WHK staff orchestra. A popular melody was played for them several times, and they were requested to write a new lyric for it. When time for the program arrived, the best lyric was chosen and sung by Lillian Sherman, WHK-WCLE vocalist. First prize was a $25 bill.

During the contest, Broadcast stations and networks have progressed with their plans to forsake ASCAP music when current contracts expire. The networks are using more and more non-ASCAP music in sustaining programs, while individual stations as of Dec. 1, in many instances, are banning ASCAP music on all programs, both commercial and sustaining, recorded and live. All this is in readiness for the anticipated transition to non-ASCAP operation effective Jan. 1.

ASCAP, meanwhile, continues its bold front. It insists that ASCAP music will be on the air, one way or the other, next year. It is evident that as a last-ditch proposition, it threatens to go to

of ASCAP, told the Radio Executives Club of New York Nov. 27 that reports radio is about to “deal ASCAP out of the picture” are irresponsible. He bitterly criticized the network for failing to acknowledge the license plan submitted by ASCAP last March.

Describing the plan as a formula which ASCAP is willing to modify and submit to the Department, Mr. Paine cited the license’s concessions to the small stations by reducing their percentage payments and to the affiliated group by granting them clearance at the source as proof that ASCAP is willing to give its customers what they want. "Maybe 7½% is too much to ask of the chains," he said, "although our calculations indicate that they can pay that amount.

They've told the press, the advertisers, the agencies and the band leaders that they can't, but they've never told us." Stating that under these conditions, "I don't know what the outcome will be or whether the chains will sign up or not," he said that ASCAP "feels it a duty to give everyone the chance to use its music on the same basis as everyone else," and that it's up to radio to accept or reject the formula or to offer to negotiate. "If radio elects not to take ASCAP music on a non-competitive basis, then our obligation is cancelled and we are free to accept the other offers we have had," he declared.

An Easy Way

In discussing the various proposed methods by which music might be sold to radio, Mr. Paine described the present blanket license plan, enabling the networks to use as much or as little ASCAP music as he chooses, as "a simple, easy, direct way of doing business," and after a pause, said, "is so difficult and complicated as to be impractical." The per program system is possible, he said, that radio can make it possible for radio to charge the advertiser who uses music and not the non-music user. (That the way it is to be, then, ASCAP doesn't need radio as its salesman but can do a better job by dealing direct with the advertiser.)

Whatever decision the broadcasters may make, ASCAP is not worried, Mr. Paine asserted, as long as it has the music of Cole Porter, Sigmund Romberg, Irving Berlin, the Wurlitzer Music Corp., Glenn Miller, Rachmaninoff, and the other music "the public wants." The best stars aren't worth much without good music, he added, and ASCAP has that material.

Progressing with its task of building up a radio-controlled supply of equally good material, BMI is pushing its negotiations with the BMI owners, including the American Society of Composers, Authors, and Publishers, one of the most important American music catalogs. Deal, which is expected to be settled
within the next few days, would take from ASCAP, with which the firm is now affiliated, and give to radio stations a new source of music. Under the ASCAP contract, any 20,000 songwriters will get a percentage of the public money spent on music, making a cross-section of the most popular music of the past quarter-century.

BMI has announced the completion of its first deal with a performing rights society, the Society of Authors, Composers & Editors of Recorded Music. BMI, organized for the Mexican society by Alfonso Espana Oto, gives to BMI on Jan. 1, 1941, the broadcasting rights to nearly 50,000 compositions, including 2,000 records. During the remainder of 1940, performance rights are guaranteed to BMI. The first agreement with BMI includes the works of more than 150 Mexican songwriters, both popular and serious. In cooperation with the music centers of the Pan-American Union, BMI is planning a series of programs of Mexican, Cuban and South American music to popularize this type of music in the United States.

SESAC Plan
Negotiations between the NAB and SESAC have resulted in a term agreement from SESAC that its license fees to broadcasters will not be raised for the next five years. In a letter to the NAB, SESAC guaranteed: that all stations whose licenses expire prior to Dec. 31, 1941, may renew them for an additional five-year period at rates not exceeding the current schedule; and that stations without SESAC licenses may obtain five-year licenses by Jan. 1, 1941, at rates not exceeding the current schedule.

Pointing out that SESAC has cooperated with radio during its ten years in business and that its license fees have remained practically stationary while its music has increased from eight catalogs in 1931 to 125 at present, giving it control over performance rights of nearly 55,000 compositions, the letter states that nearly 700 stations have long-term agreements with SESAC. NAB is writing all its members and urging them to take advantage of their SESAC music and suggesting that stations not now licensed by SESAC give serious consideration to acquiring such a license.

In observance of its tenth anniversary, SESAC has issued a music guide, containing a classified index of 204 types of popular songs included in its catalogs, listed by classifications of music, and also a list of members and organizations affiliated with SESAC. Copies of the guide were sent to stations with the NAB letter.

Thirteen stations have become BMI members within the past two weeks, raising the total to 428. New members are: WRDW, Augusta, Ga.; WJLA, Lawrence, Mass.; KFRG, Goshen, Ind.; KDIB, Topeka, Kans.; WQUI, Beaumont, Kust; KTOA, Salt Lake City; KTBS, Emporia; KSOS, Sioux Falls, S.D.; WLOG, Logan, W. Va.; KRLD, Dallas; WNKY, Troy; WPSN, Keene, N. H. (Continued on page 65)

Hummert Asks FCC Mediation
InASCAP-BMI Controversy

IN THE first formal peaceful offensive of the controversy between the two music publishing companies, Mr. E. Frank Hummert, vice-president of Blackett-Sample-Hummert, on Nov. 28 sent the FCC a letter suggesting that the Commission could mediate any such action as may be appropriate to mediate between the broadcasters and ASCAP to the end that they may continue, without interruption, to enjoy all of its own American music.

In tying his own situation, Mr. Hummert states: "The resultant situation affects me personally as a producer of long-established radio programs of relatively minor importance. That millions of the radio audience will be deprived of most of the best American music is of paramount public interest."

Mediation Efforts
Explaining the delay between Mr. Hummert's announcement of his intention to make this protest [Broadcasting, Nov. 15] and the sending of the protest, Henry K. O'Connor, counsel for Mr. Hummert, said that it was decided to attempt to bring about mediation directly before proceeding to the Commission. Mr. Hummert and Mr. Urion conferred with John G. Payne, ASCAP's general manager, and found him amenable to the mediation idea.

Then they called on Niles Trammell, NBC president; Edward Klauber, CBS executive vice-president, Arthur Kay, general manager for BMI, and, according to Mr. Urion, this group did not view with favor the suggestion that a mediator be authorized to settle the problem.

Can FCC Intervene?
Whether the FCC can intervene is questionable. It has no authority under the statute to mediate in matters of this kind. Should the Board of program engineers decide that a result of the ASCAP ban, it is presumed the FCC might raise some question about program service on renewals of station licenses. On the other hand, if broadcasters and ASCAP agree to mediation, some individual commissioner might voluntarily intercede. Such a development, however, is not deemed likely.

In his letter, Mr. Hummert said that since the new license agreements were tendered by ASCAP, no negotiations whatever had taken place between ASCAP and the network. He said that he had inquired whether ASCAP had a policy of ASCAP, the networks had not assented to it. Thus, he pointed out, after Dec. 31 the networks and the listeners will have broadcast music controlled by ASCAP.

Despite his disclaimer of impartiality, Mr. Hummert nevertheless attacked radio's position. "Motivated solely by personal pecunary considerations and without regard whatsoever to the interests of the radio public, the broadcasting chains, virtually controlling the major part of our radio facilities, have evidently determined that they will not deal with the organization that controls the bulk of American music," he wrote the FCC. He said it was inconceivable that the controlling broadcasting interests, presumed to operate in the public interest, should be precluded to deprive the American radio public of its accustomed music by a mere fight for dollars.

"In view of the great public interest which is involved, I respectfully suggest that the Commission undertake such action as may be appropriate to mediate between the broadcasters and ASCAP to the end that the nation's great radio audience may continue, without interruption, to enjoy all of its own American music."

Jergens Band Contract
Contains ASCAP Clause
ANDREW JERGENS CO., Cincinnati (Woodbury soap) is now sponsoring the weekly half hour NBC Woodbury Playhouse, on Jan. 1 will replace the dramatic show with a musical program of show music. Tony Martin's band has been signed. The same NBC Radio Pacific coast stations, Wednesdays, 8:45 p.m. (EST), with West Coast repeat, 8:45 a.m. (PST), will be used.

Although Hollywood executives of Lennen & Mitchell, agency servicing the accounts, would not be quoted, it is understood that for the first time in contractual history of radio, Martin has given a performer's cancellation clause, based on the current ASCAP controversy. It is reported that should there be lack of ASCAP music for the series, Martin might regard it as retaliating against the success of his deal. Mr. Jergens, the cancellation clause would permit him to withdraw. William N. Robson, Hollywood manager of the agency, is to produce the new series, Jim Ameche and Gale Page are now being featured in the Woodbury Woodbury Playhouse series, having succeeded Charles Boyer when he withdrew last season.

EXTERIOR of new 5 kw, plant of WISN, Milwaukee, as conceived by Mark Pfaller, architect. Four towers comprising a directional antenna system were put on the WISN station, the largest on the air. G. W. Grignon, manager of WISN, has announced that more than $100,000 will be invested in new equipment alone. Authorized Nov. 20 to increase from 250 watts night, 1,000 day to 5,000 day and night on a new frequency of 1120 kc in lieu of the present 1120 kc, the new plant will be ready next spring.

RIGHT OFF THE FARM
Murphy Products Originates
Series at a Home

MURPHY PRODUCTS CO., Burlington, Wis., (stock food concentrates), on Nov. 30 started a 13-week, half-hour test campaign Saturdays 1:30 p.m. on WDAY, Fargo; WHO, Des Moines; WLS, Chicago; KFAM, St. Cloud, Minn.; KROC, Rochester, Minn.; KYSM, Mankato, Minn.

Program originates in the home of Mr. and Mrs. T. C. Murphy near Sabin, Minn., and is called Home on the Farm. Every day happens in and around the Murphy home, church socials and shopping tours are discussed by the Morfus and their children. Direct wires are used by the network of stations releasing the program, with WDAY acting as key station. Critchfield & Co., Chicago, place the business.

Preparing BMI Hymnal
A BMI hymnal, containing 400 and 500 standard styles of all denominations, with a few patriotic hymns and Negro spirituals that are being prepared and will be ready for distribution about Dec. 20. Richard Maxwell, Reducer of Songs of Comfort and Cheer on CBS, has served as special consultant on the volume, collaborating with M. E. Tompkins, BMI general manager, and Dana Merriman of the BMI editorial staff.

BMI's Hollywood Office
With Harry Engel having taken over as West Coast manager of Broadcast Music Inc., the organization has moved its Hollywood offices to 1542 Vine Street, utilizing a suite of five rooms. A veteran of 20 years in the music business, he assumed his new duties in mid-November, and is being assisted by Richard Hannah, Eddie Janick, Hannah Green is office manager.

P. LORILLARD Co., New York, has announced that for the week of Dec. 8 Fishell's nightly sports shows on WNYC, New York, from behalf of Old Gold cigarettes, Lennen & Mitchell placed the account.

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Radio Celebrates Its 20th Anniversary

Notables Join in Washington Dinner

Radio received an impressive sendoff on its second 20 years at a 20th Birthday Party held Nov. 26 in Washington at the Willard Hotel, with more than 600 broadcasters, industry personalities, government officials and press persons participating in the festivities. The Washington celebration, designed as an official commemoration of radio's first 20 years, was highlighted the nationwide 20th birthday promotion sponsored Nov. 11-30 by the NAB. The party was sponsored by ABC, CBS, MBS, NAB, RMA, Electric Institute of Washington, and the six Washington stations—WWJ, WMAL, WOL, WJSV, WINX, WWDC.

Washington celebrities heard Neville Miller, NAB president, read letters from President Roosevelt and Wendell L. Wilkie, Republican presidential candidate in the recent campaign, both of whom paid hearty tribute to the broadcasting industry and underscored the importance of maintaining free radio. They also heard a special transatlantic pickup from London on which correspondents of all three national networks exchanged congratulations and wishes with Mr. Schechter, NBC director of news and special events. And they were entertained by BMI music, furnished by Mr. Schechter as representative of a famous concert artist, and Johnny Messner’s orchestra, along with well-known radio and dramatic artists.

Mr. Wilkie’s Letter

Offering his congratulations to the American broadcasting industry for “a splendid and outstanding performance,” Mr. Wilkie declared in a letter read by President Miller:

Those closely associated with radio in the broadcasting area of the country can take pride in this achievement, as well as in the fact that they have helped keep the American free expressions of all shades of thought. As one who has just come through a radio broadcast as a principal participant, I can bear testimony to the fairness and high sense of responsibility of those in control of our radio facilities. May it ever be so. A free radio, along with a free press, constitutes the cornerstone of a system of free men.

Praising the industry's development, President Roosevelt declared: “The growth of broadcasting as we know it in America has been one of the most outstanding achievements of the last 20 years. I reaffirm to you my belief that democracy will not tolerate any attempts at domination or control by the Government at the free and open avenues of public information.”

(For full text of President's letter.)

Special features of the Washington program included a special MBS broadcast performance, “Orchestra of the Air,” conducted by Theodore Granit, on which appeared a group of well-known radio performers discussing the past and coming 20 years of radio development. On the special transatlantic pickup, an unannounced program between BBC studios in London and the Washington Hotel ballroom, Mr. Schechter carried via a public address system a 15-minute conversation with Edward R. Murrow, CBS London correspondent, Fred Bates, of NBC, and John Steele, of MBS. The program of entertainment featured, in addition to Mr. Thomas and two orchestras, Jay C. Flippin, Howard & Shelton, Ramona, all well-known radio personalities, along with Bobby May, juggler, and The Pitchmen, musical novelty trio.

Prominent Guests

Prominent guests attending the 20th anniversary party in Washington included: Jesse Jones, Secretary of Commerce; Frank Mullen, NBC vice-president and general manager; Senator Sherman Minton; John Benson, AAAA president; Bishop James E. Freeman; Harold LaFont, NIB president; Rev. Samuel McCrea Cawert; Maj. Gen. J. O. Theobure, Chief, MBS, U. S. Army; Rabbi Edward Israel; Chairman James Lawrence Flye of the FCC; Commissioner Norman S. Case of the FCC; Walter Van Kirk, of the Federal Communications Commission; Thomas Burke, chief, Division of International Communications, State Department; Joseph James, president, White House News Photographers Assn.; Senator Elbert D. Thomas; Edward Kiner, CBS executive vice-president; Senator H. H. Schwartz; Senator C. Wayland Brooks; Paul B. West, president, Assn. of National Advertisers; Gen. George C. Marshall, Chief of Staff, U. S. Army; Theodore E. Welles, army vice-president; Breckenridge Long, Assistant Secretary of State; Rev. Maurice S. McSheehy, Commissioner Harry C. Mitchell, of the U. S. Civil Service Commission; Bond Geddes, RMA executive vice-president; Commissioner Paul A. Walker of the FCC; Commissioner George H. Payne, of the FCC; Ward Stringham, president, Electric Institute of Washington; Commissioner T. A. M. Craven, of the FCC; Albert L. Warner, chairman of the executive committee of the Radio Correspondents Assn.

Veterans Light Candles

During the program veterans of two decades and more in radio service lit the candles on a 3-foot birthday cake, paraded through the banquet hall. Noted among this group (shown in picture above) were Meade Brunet, RCA Washington official; Mr. Duncan, RCA, Philadelphia; S. D. Gregory, NBC manager of managed and programmed stations; A. L. Ashby, NBC vice-president and general counsel; Arthur B. Church, president of KMBC, Kansas City; M. Webster, FCC assistant chief engineer; Commissioners T. A. M. Craven, FCC; John W. Guider, Washington attorney; E. C. Page, Washington consultant engineer; A. B. Chamberlain, CBS chief engineer; Mrs. LeRoy Mark, member of WOJ, Washington; C. M. Jansky Jr., consultant engineer; Louis Windmuller, Washington representative of Fairchild Aviation Corp.; B. K. Cohen, CBS technical director; G. W. (Johnny) Johnson, radio director, Democratic National Committee; Mr. Cohan, of the Footlight Club, U. S. Coast & Geodetic Survey; Ralph Perry, WPRA, Mayaguez, Puerto Rico; Mr. Winter, of Riverside Press; and Chief Signal Officer, U. S. Army; George O. Sutton, Washington radio attorney and former engineer.

Code Is Laundered

Unable to attend the Washington function, the following telegram was sent to the NAB from Mrs. H. V. Milligan, president of the National Women’s Lighted Candles Society:

“On behalf of the National Council of Women of the United States, I want to congratulate the radio industry on this important occasion. Coincidently with its rise to one of our major industries has come an awareness on the part of women of the vast debt they owe radio. The higher level of our national culture is due largely to the contribution radio has made to the American people through its many educational broadcasts of every description. We want to do this occasion, too, to express our gratitude to the NAB for its adoption of the code which insures to all Americans the dissemination of the truth, without prejudice, and in a spirit of fair play. We believe that a free radio is the very essence of true democracy and pledge our continued support to the end that free radio shall continue in the United States.”

In connection with the birthday celebration, the radio committee of the American Civil Liberties Union forwarded a message of congratulation to NAB President Miller, coupled with an expression of agreement with the underlying principle of the NAB Code, particularly as it applies to the question of controversy and issues, and a reaffirmation of the Union’s opposition to Section 606 (e) of the Federal Communications Act. Speaking as the Washington representative of the Union’s radio committee, H. Thomas Austin, Washington attorney, declared: “We deem the existing statutory power of the President to take over the operation of all radio stations in time of national emergency or war as potentially dangerous—so dangerous, indeed, that we have advocated congressional action to deprive the President of this power. There seems to be no argument for such a blanket control of radio in time of emergency that would not apply to the press. The radio code apparently insures a degree of self-regulation sufficient to protect the public interest in the event of any such sweeping and drastic power by the Federal Government. In these circumstances we think that legislative action to limit the existing statutory grant of power is warranted.”

Over the country individual stations reported various 20th Birthday Programs. KTRB, Modesto, Cal., conducted a listener contest with prizes for the best letters reminiscent of the early days of radio. KFRO, Longview, Tex., cooperating with the local public schools, conducted an essay contest on “The American System of Radio,” offering students $21 in prizes. KSO-KRNT, Des Moines, observed the anniversary period by giving away a radio a day to listeners at whose homes the station's “Radio Gift Man” called. KVOO, Tulsa, Okla., carried a series of six special 20th anniversary programs surveying the progress of the industry and presenting leading Tulsa educators and radio personalities.

A partial list of those active in connection with the radio who attended the Radio Birthday Dinner is published on Page 64.
AFRA Finishing Draft Of Talent Agency Code

WITH an agreement between the American Federation of Radio Artists and the independent talent agents practically reached following lengthy negotiations, the final draft of the union's code for talent agencies is now being drawn up and will probably be agreed upon within the next few days, according to Emily Holt, executive secretary of AFRA.

Changes in the original document, which was negotiated with network officials covering their artists' future with AFRA and the networks renewed their agreements for wages and working conditions for talent employed on all network programs, are only in the regulatory and disciplinary sections of the code, Mrs. Holt stated, and do not affect the provisions on compensation.

The delay caused by these negotiations in handling the routine business of the agencies practically reached an end in a postponement of AFRA's negotiations with the transcribers and the relicensing of employment of actors, singers and announcers on transcribed programs, after which these negotiations will probably not be resumed until the first of the year.

NAB and IRNA Sessions Scheduled in New York

POSTPONEMENT of the meeting of the NAB board of directors, New York from Dec. 3-4 to Dec. 5-6 was announced Nov. 28 by NAB President Neville Miller. The sessions will be held in the Roosevelt Hotel. The NAB Legislative Committee will meet at the Ritz Tower Dec. 1.

Network negotiating committee of Independent Radio Network Affiliates will confer with NBC and CBS on wireline transmission of wire and radio news, according to Samuel R. Rosenbaum, IRNA chairman. The sessions are in line with wire and radio requirements in the summer under which committees representing the affiliates, NBC and CBS confer on matters relating to commercial and programming policies.

Monarch on Coast

REID, MURDOCH & Co., Los Angeles (Mutual связи) in a 13-week campaign which started Nov. 20 is using five-weekly participations in the Mid-Valley van home economics programs over KNX, Los Angeles. Fimm is also currently using five-weekly participations in Norma Young's Happy Homes on KJL. 85 time signal announcements a week on KFAC, and 42 each week on KXIE. Agency is W. B. Ross & Associates, Los Angeles.

Proprietary on 60

LYDIA E. PINKHAM MEDICINE Co., Lynn, Mass. (Petrolea) in a 13-week campaign which started Nov. 1, 1940 is continuing for Feb. 1 plans to gradually increase radio advertising for its vegetable compound by eliminating the smaller stations it is currently using and placing five-minute programs and one-minute transcribed programs over larger cities. Erwin, Wasey & Co., New York, handles the account.

PRESIDENT ROOSEVELT'S LETTER

Congratulating Radio on Its 20th Birthday

Following is President Roosevelt's letter of Nov. 25 to Neville Miller, NAB president, felicitating American radio on its twentieth birthday and read over the networks Nov. 26:

ON THE OCCASION of the twentieth birthday of broadcasting, I wish to extend to the American broadcasting industry, the government that has rendered excellent public service, and the American people, the congratulations and best wishes to the industry. The growth of broadcasting has been nothing short of spectacular. America has enjoyed many of the outstanding achievements of this generation. Since the days of 20 years ago when much of the medium was dominated by crystal sets and the reception of a distant signal was a mere novelty, the modern receiver has become a necessity in the American household.

With this fine record of technical achievement, the radio industry also has rendered excellent public service. It has brought information and entertainment of quality to millions of American homes which otherwise could not have enjoyed such benefits. In fact, it might be said that radio has erased the old boundaries of time and space and as millions of American families gather each day about their receivers, we become neighbors in a new and true sense.

Today the need is greater than ever that broadcasting should perform its function as a medium of public information. Factual and accurate news made available to all of our people is a basic essential of democracy. Radio has done its job well in this field. Elsewhere radio and the press are instruments of the state, used by dictators without regard for truth or justice. I reaffirm to you my belief that democracy will not tolerate any attempts at domination or control by government at the free and open avenues of public information. The best assurance that this will continue to be so is the proper discharge of the public responsibilities by those who operate these media.

The nations of this hemisphere are engaged in a cooperative undertaking to keep war and aggression from our shores. It is my hope that radio will increase and continue its efforts to create a broader understanding among the people of this hemisphere. The exchange of programs among the broadcasting stations of the Americas and the origination of special broadcasts from and to our neighbors serve to strengthen the common purpose which unites us at home.

Again, I felicitate the radio industry on its twentieth birthday. You have reached an amazing maturity for one so young. Your government has no wish to interfere or hinder the continued development of the American system of broadcasting. Radio was born and developed in the real American way and its future must continue on that basis.

NEHI Revising

NEHI Corp., Columbus, Ga., currently sponsoring Robert Ripley's Believe It or Not! program on CBS, is understood to be dropping the program probably Dec. 6 or 13, with plans to sponsor Tom Howard and Roy Shelton in the same company using the name "Cola.

RADIO'S PUBLIC SERVICE obligations are being met fully and fairly, according to a consensus of representatives of various public service groups, who spoke on a special American Forum of the Air broadcast Nov. 26 from an improvised studio adjoining the ballroom of the Willard Hotel, Washington, while the NAB Twentieth Birthday Party was in progress. Those attending the special program were, as indicative of freedom of speech on the radio, and the program was carried for a half-hour on that network. Lauding radio's efforts were (1 to r) Rabbi Edward Israel, president, Synagogue Council of America; FCC Chairman Fly; Edward J. Heffron, executive secretary, National Council of Catholic Men; Martin Codel, publisher, BROADCASTING; Neville Miller, NAB president; Theodore Goddard; President Harry S. Truman's representative; Senator Elbert D. Thomas, of Utah; Samuel M. Cavert, general secretary, Federal Council of Churches of Christ of America.

Report for Radio Is Begun by AP; Facsimile Tests

Sustaining, Commercial Pact Is Negotiated With MBS

ASSOCIATED PRESS will start its processed radio report Dec. 1, with its first assistant general manager, who stated that a force of experienced operators and broadcasters had been engaged to handle this new service.

In the next few weeks sample radio reports have been prepared daily from the general AP news reports, carefully prepared by AP executives, that a rapid service would be developed before transmission to stations was begun. Since AP first made its news available to radio on a basis comparable to that of the other news agencies, a report especially prepared for broadcasting has been requested by more subscribers than any other service available, and stations for its establishment have been under way for several months.

MBS to Sign

An agreement with MBS, making this news service available to all networks for both sustaining and commercial use, has already gone into effect, Mr. McCambridge said, before considerable testing has been started.

Under a verbal agreement reached with Fred Weber, general manager of Mutual, representing the line's newswire service, the exchange of news reports is available to AP, which also provides for a cash differential to be paid by the networks.

In addition to making its news available for use by broadcasters, AP is experimenting with radio as a means of transmitting AP news and pictures. While they are still in the laboratory stage with a lot of work still to be done, experiments have demonstrated the practicability of facsimile broadcasting particularly the use of frequency modulation, for news transmission, said Mr. McCambridge.

Facsimile Experiments

Copy has been transmitted by facsimile radio between New York and Chicago at the rate of 140 words a minute, he stated, more than twice the speed of present wire transmission of copy, which normally goes at about 60 words a minute. Maps, charts, cartoons and other two-dimensional illustrative material has also been transmitted with good results, he said, and experiments are being conducted with the transmission of photographs. The regular AP wire-photographs are expected to be used for radio transmission and reception without any major changes.

Commenting that the change from wires to radio will not come within the next year, he predicted it is not too far away. As an example plan, he declared, as all of AP's experiments have shown that facsimile copying could be done as in the usual telegraph and it is expected clearly in locations such as the AP Bldg. in New York's Rockefeller Center by the end of the year. Amplitude modulation is indispensable and impracticable.
Defense Planning Hits Broadcasting Industry Tightly

Communications Group Picked From Industry Executives

INDICATING the broadcasting industry is destined to play only a secondary role in the national defense planning work assigned it by Presidential directive, the Defense Communications Board Nov. 29 announced appointment of an Industry Advisory Committee of seven members—all representatives of communications companies.

The Committee—most important of the three advisory groups designated—will maintain direct liaison with the five-man DCB of high-ranking Government officials. The members selected are Walter Gifford, president of AT&T; Senator Behn, president of W. E. Beakes, president of Tropical Radio Telegraph; Joseph Pierc, president of RCA; Jack Kaufman, executive vice-president of Globe Wireless Inc. Subcommittees Named

Only Mr. Sarnoff, of the seven committee members, is identified with the broadcasting industry, by virtue of his chairmanship of NBC. The board announced that it had recognized the need for broadcasting representatives by appointing the only other a problem of domestic broadcasting or international broadcastin

NAB, NBC, National Television System Committee, Postal Telegraph, U. S. Independent Telephone Assn. and Western Union. It is doubted whether several of these organizations will name Committee members, because of their existing representation on the FCC.

The International Broadcasting Committee will have 11 members, of whom five will be Government officials. Mr. Melekin was named to this Committee for the Office of Government Reports.

Other representatives already named are Rear Admiral S. C. Hooper, Navy communications director; Joseph E. Foster, coordinator of commercial and cultural relations between the Armed Forces and the Press, and Gerald Gross, International Division chief of the FCC. Commercial companies invited to name representatives were CBS, NBC, ABC, National Broadcasting, Mutual, Westinghouse and World Wide Broadcasting Corp. When NAB President, N. H. Miller, called to the Board's attention the lack of NAB representation on this Committee, the Board authorized addition of that organization. The State Department has not yet named its representative.

In announcing the Committees, Chairman Fly explained that the list of representatives is by no means final and additional members could be appointed upon proper showing. The Defense Communications Board desired to have a minimum number of Committee members, he said, but each of them could invite as many advisors as it desired.

In letters of confirmation sent to the companies and organizations for their nomination of representatives on the 11 technical sub committees, the Board stated that each committee will elect its own chairman and secretary. The companies were asked to cooperate in securing the most effective membership, with representatives thoroughly familiar with the problems and subject matter to be studied.

Participating companies also were advised that the services of their representatives must be on a voluntary basis, as no appropriation is available for the compensation of members.

AGMA Asks Court to Revive Stay Order Restricting AFM

AMERICAN Guild of Musical Artists appeared Nov. 29 before the Appellate Division of the New York Supreme Court, with Justice Frances Martin presiding, to request relief that the order of Sept. 11, staying the striking of James C. Pettrillo, president of the American Federation of Musicians, from taking their case before a jury, be set aside.

Frederick E. Crane, former chief justice of the New York Supreme Court of Appeals, presented AGMA's claim at the hearing. It will be done Mr. Pettrillo or the AFM if the status quo is maintained, whereas if a stay is not granted AGMA, members will suffer great loss.

Individual Contracts

He raised the points previously presented by AGMA that its members—solists such as Spaulding and Heifetz—are independent agents whose services are contracted for at special fees and that they banded into AGMA to secure contractual protection. Musicians who are members of orchestras or bands work for salaries and need the group protection and collective bargaining offered by AFM, which would have no value for AGMA members, he argued.

Samuel Seabury, president of the Association of the Bar of New York City, represented Mr. Pettrillo, and answered that the AFM is not trying to enjoin anybody but merely meeting the conditions its membership was granted by its charter from AFL, which gives it jurisdiction over all instrumental musicians. Stating that the refusal of any AGMA mem

ber to refuse to work with non

members cannot be denied and that unless AGMA solists wish to perform with AFM members, there is no reason for their request for an injunction, he argued that waiting for a trial would mean only a further extension of its legal rights to protect itself against competition of AGMA in organizing musicians. He asked that the injunction be denied.

The court gave AGMA until Dec. 3 to file a supplementary brief and AFM until Dec. 15 to file an answer.

Came as Relief

AFM decision to withhold action until the decision of the Appellate Division came as a relief to programs, particularly with local television stations and networks and of advertising agencies placing such programs as contract to AFM. If the strike were to continue, he argued, the stipulation will increase the AFM's power in the industry, and its members will be granted a closer control over the conduct of their own affairs, and that the program will have no value for AFM members, he argued.

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FM Stations Request Speedup By the FCC as Licenses Lag

Commercial Operation After Jan. 1 Sought, With Right to File Performance Data Later

PERTURBED over the lag in licensing of FM stations, slated for full commercial status Jan. 1, a committee representing FM Broadcasters Inc. and two FCC representatives presented a proposal to the Commission which would make possible uninterupted service to FM listeners in those areas pending completion of new stations.

Preliminary Data

To speed up availability of service by FM stations, the committee recommended that applications be granted for smaller stations than those earmarked for specific areas, at the outset at least. Particularly applicable to larger areas, such a plan would make possible rapid installation of service which otherwise would require substantial time. The enlarged service later could be provided, it was pointed out, to comply with the FCC allocation plan of allotment of facilities to serve basic territory or natural spheres of economic influence.

By eliminating the necessity for supplying the extensive preliminary technical data at the time of considering new FM applications, the FCC was told it would take a long stride toward expediting the whole licensing process. The Commission, then, could proceed with consideration of financial, legal and other prerequisites. When the applicant met these tests, the permit could be made, conditional upon subsequent approval of the detailed engineering data. It was said this would tend to encourage FM applications from smaller, independent interests which hesitate to invest substantial sums for preparation of the engineering data until they are assured some assurance of favorable action.

Because of purported difficulties in obtaining suitable blocks of adequate fidelity without excessive cost, the Shepard group urged that steps be taken to make available shortwave channels to small FM transmitters to studios and for ultimate networking of FM. Specific permission was requested to use bands above 150 mc., now assigned to relays stations, for FM relays and intercity hookups, pending development of an allocation for this purpose.

Proof of Performance

With an engineering conference called for Dec. 9 on manufacture of FM transmitters and other technical equipment, the FM committee urged the Commission to defer the requirement that FM stations submit proof of audio performance during test period, and prior to the issuance of a regular license. In the interim such proof, it was argued, would result in delays in licensing. Since the FCC is allowing stations a year in which to submit the required test reports, showing FM station coverage, it was suggested the rules be modified to allow the same length of time on proof of audio performance.

Chairman Fly indicated the FCC would give consideration to all of the suggestions at early meetings, after the December conferences showed the opportunity to study the proposals and draft his final recommendations.

Town Hall’ FM Station

AMONG the local plans for its 50th Anniversary national campaign, Town Hall, New York City, has announced it will build and equip an FM station at its present building, 343 St., adding extensive additions and alterations to its auditorium and offices. Over a three year period, craftsmen formed on behalf of the Anniversay will work on the local expansion program as well as complete Town Hall the more than 3,000 discussion groups which have formed through expedient of the program. As a result, the station will make weekly broadcasts on NBC of America’s Town Meeting of the Air.

THREE FM STATIONS GET FCC APPROVAL

THREE additional commercial FM stations, bringing to 18 the total authorized since lifting of the experimental restriction, were given approval by the FCC during November.

Supplementing its grants to Travelers Broadcasting Service Corp. (Hartford, CONN.) [WCTO] and Electric Co., Scenenhetuya (WGY) on Nov. 20, the FCC at its meeting Nov. 10, granted an allotment of WCAU, Philadelphia, for an FM adjunct. On Oct. 31 the FCC granted permits to 15 additional FM stations, including approximately 50 applications now pending and steps are being taken for their expeditious consideration. The Hartford grant is for 45.3 mc., with a coverage of 6,100 square miles, embracing 1,118,900 population. The Scenenhetuya grant has not specify frequency but the area is 600 square miles, with the population 967,700. The Philadelphia grant is for 46.7 mc., 9,300 square miles and 3,846,651 population. It specifies hours of operation as six hours at night and six hours during the day, marking the first time such provisions have been included in an allotment.

‘Birth of Nation’ Suit

SUITE charging unfair competition was filed Nov. 19 in New York Suier on behalf of the Western Producing Corp., New York, charging that it owas the picture and title of the group. The group name of a program presented Sept. 2, 1940, on CBS as one of a series of planned broadcasts.

Maj. Armstrong Honored

Maj. EDWIN H. ARMSTRONG, inventor of FM, will receive the Holley Medal of the American Society of Mechanical Engineers for distinguished work in engineering, and in recognition of this award will be made Dec. 4 at the Society’s 61st annual meeting in New York.

RCA studio equipment, Scully turntables, and Presto power amplifiers are being used in Library of Congress radio studios nearing completion.

Latham to Survey Markets for FM

Will Conduct Network Study Before Joining Durstine

AT A MEETING Nov. 18, the executive committee of the FM Program Research Group, formed last August to explore the possibilities of forming an FM nationwide network [BROADCASTING, Sept. 1], unanimously approved the action for a study tour of commercial stations. Mr. Latham, recently resigned as radio director of Benton & Breden New York, to make a preliminary survey of markets, programs, sales and other pertinent problems relative to the further extension of the plan.

According to Herbert L. Petley, manager of WHN, New York, and secretary-treasurer of the FM group, it was decided that some time in the future this work to be done by Mr. Latham will be of value for further planning and development of FM simultaneous broadcasting, although the general plan of the organization is nebulous at the present.

Knows His Market

“Mr. Latham is devoting himself to his particular, the express request of the committee,” Mr. Petley continued, “and will work on the project of surveying markets for at least 60 stations on a temporary basis. He will complete his report prior to taking up his duties as executive vice-president of S. Durstine Inc., New York. Mr. Latham’s experience in radio was deemed highly important by the previous connections with Young & Rubicam, New York, American Orchestre & Cigar Co. and more recently with Benton & Bowles. His knowledge of market and conditions will make his survey report singularly important.”

Chairman of the executive committee of the group is John Shepard, general manager of the Western Network, and other members include Walter Damm, WTMI, Wilmingon, and Elzy Roberts, KKXO, St. Louis.

Mr. Latham, who will join the advertising agency of Roy S. Durstine, his successor, will be an executive of the company with no particular title, according to Mr. Durstine.

CHARLES GRIMM, onetime manager of the Chicago Cubs and last season baseball announcer, together with Union Pacific of Western Chicago, on Nov. 25 was released of his announcing contract for next season by R.B. Doane, president of the station, that he could return to the National League as a baseball team coach. A successor to Mr. Grimm will be announced in December.

CALL letters CBRA have been assigned to the repeater station at Beverlyh, B. C. [BROADCASTING, Nov. 11]. This number of stations is to be built by the Canadian Broadcasting Corp. to service towns in isolated regions of Canada and other areas.

Call letters that denote that it is tied to CBR, Vancouver.

BROADCASTING • Broadcast Advertising

December 1, 1940 Page 17
An FM Auto Listener Gets Around

New York Motor Tour Shows Remarkable Reception

By ALVIN VON AUW
Western Electric Co.

ONE DAY, a few weeks ago, a day when the outside of the car looked better than the inside, the writer signed on with an expedition to tour the Long Island and Westchester counties, with an ear to the quality of FM reception in that area. At the controls of the test car sat Charles Singer, superintend-ent of W2XOR's transmitters, while Rinehart Rast, recent U. of Connecticut graduate now a mem-ber of the engineering staff of FM station W2XOR, fiddled with the controls of an FM receiver (Gen-eral Electric), mounted on a wooden framework between the front and rear seats of the car. Along for the ride were Will Whitmore, adver-tising supervisor, Western Electric Co., and the writer.

A Dearth of Gadgets

The intricate array of gadgetry usually associated with field strength surveys was left strictly to home. This was to be a layman's listening test. The writer, for in-stance, though only vaguely aware of the meaning of a decibel, is, however, all too familiar with the phenomenon of static interference and has been conscious of a de-cided difference between the range and quality heard in the concert hall and that which issues from the "muddy midget" next to the easy chair at home.

During our test we kept the re-ceiver tuned for the most part to FM station W2XOR, inasmuch as that station is furnishing an un-derstood 1B2 frequency. Every day, the only FM station in the metropoli-tan area to do so. The W2XOR programs were picked up from the air by a resonant coil described as a "vertical dipole antenna" with a coaxial transmission line be-tween antenna and receiver*. This antenna was placed on the rear side of the car so that its lower section cleared the fender by about five inches.

Our trip started from the WOR transmitter building at Carteret, N. J. The Mutual programs transmitted from W2XOR atop 444 Madison Ave. Manhattan poured from the FM transmitter and was loud and clear. No background noise, no fading was observed as we drove from Carteret to Manhattan via Route 25 through Red Bank, Elizabeth, Newark Airport and along the Pulaski Sky-way. As we left the Skyway and entered the heavily industrialized countryside, we passed through a broad expanse of country roads and cars for a possible fading of the received signal. The signal did not falter.

After crossing to Manhattan through the Lincoln Tunnel, we drove down the West Side High-way to Manhattan's toe, thence up through the concrete and steel can-yons of lower Broadway. We might just as well have been in the mid-dle of a cow pasture on a direct line-of-sight from the transmitter for all the difference it made in the consistently-steady FM reception.

Defies a Bridge

From Broadway we cut over to Fourth Ave., then to Madison, pass-ing the site of W2XOR's transmitter on our way to 58th St. where we headed east through heavy traf-fic to Queensborough Bridge over the East River. There the AM re-ceiver in the car was switched on and tuned to WOR for comparison of the signal with the FM signal from W2XOR. As we progressed through the latticed girder con-struction of the bridge, the AM signal from Carteret was drowned in the rising noise level, while the FM signal continued to ignore the fact that it was passing through an environment of maximum shielding, only to be picked up again beyond the bridge WOR's powerful 50 kw. signal returned to its nor-mal high level.

Positioned in an easterly direc-tion along Queens Boulevard, we arrived at our first Long Island list-ening point at the corner of 72d Ave. and Forest Hills, 71/2 miles from the transmitter. We parked the car between two groups of apartment buildings. However, no shadow effect, if any was present, could be detected in the FM reception.

Without Static

Our trek continued along Queens Boulevard for a mile or so, then crossed over to Grand Central Parkway. As we passed under the Parkway's numerous bridges, the FM signal was strong in contrast with conventional recep-tion. We parked the car under a large concrete bridge to observe this phenomenon and wondered why FM has been considered unsuitable for auto radios. The only interfer-ence with the FM signal we ob-served on our tour—and this was negligible in comparison to the static that AM auto-listeners ac-cept as a matter of course—occurred when we pulled up for red lights next to cars with unshielded ignitions.

Beside a Ridge

Turning right off Grand Central Parkway, we bounced along on rural routes, then cut across coun-try down a rutted farm road where we became aware of the lower half of our antenna. With two cows as interested witnesses, Singer dragged a supplementary wire from the back seat and installed it in little more than ten minutes. The FM signal continued to pour in throughout the operation.

The farm road dumped us down on the west shore of Hempstead Harbor, where the road is bounded on one side by water and on the other by a long ridge varying in height from 50 to 125 feet. In order to make some stationary tests, we drove into the large of the many sand and gravel pits in that area and parked the car close to the wall with the ridge squarely in the transmis-sion path. We may speculate what time did the response fade to a point beyond normal program en-joyment.

On Beacon Hill above Port Wash-ington, from a 17th floor window of the transmitter, you can see the towers of Manhattan on a clear day. In this line-of-sight position at the Continental, F.M. reception is feasible. The reliable signals of these stations do not reach our ears here due to an aural comparison of their respective powers was impossible.

Only a Few Dips

From Port Washington we drove to the Bronx Whitestone Bridge and thence to the Hutchinson River Parkway as far as the exit in Rye, N. Y., an airline distance of 22 miles from the transmitter. The signal came in solidly with no noise, but there were a few dips in reception which stayed with us consistently all the way back to New York, although we noticed a few narrow gaps in coverage. For a change, we arrived at the borders of Sleepy Hollow. Coming down the Henry Hudson Parkway, we passed through a mile or so of wire which projects from the road and drains off the car's static elec-tric charge.

Conference Is Summoned by the FCC To Discuss Proposed Ratings for FM

ACTING upon the request of sev-eral equipment manufacturers, the FCC Engineering Department has called an informal engineering con-ference for Dec. 9 to consider trans-mission and equipment ratings for FM with respect to power. Ratings of ferred as a basis for discussion range from 100,000 to 1,000,000.

To be presided over by Assistant Chief Engineer A. D. King, the conference will discuss (1) maxi-mum power rating and operating range of standard FM transmitters and (2) the performance characteristics of audio amplifying equipment when obtained separately and as a com-plete unit.

Maximum Ratings

The FCC's public notice, calling the conference for 10:30 a.m., at Room 4741, New Postoffice Bldg., Washington, states:

The Commission has been informed that it would facilitate the manufacture of standard high frequency (FM) broadcast transmitting equipment if maximum power ratings could be standardized. Also, the operating power range of the transmitters of different maximum power ratings should be standardized for the equipment made by different manufacturers.

As the Commission regulates only the external performance characteris-tics, it ordinarily would not be particu-larly concerned with power rating ex-cept insofar as it must be considered in obtaining the necessary perform-ance. It has been agreed, however, to discuss these problems with the several manufacturers so as to standardize the power ratings in order to expedite the manufacture of FM equipment.

The following power ratings are offered as a basis of discussion:

<table>
<thead>
<tr>
<th>Maximum Power</th>
<th>Operating Power Range</th>
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<tbody>
<tr>
<td>150 kw</td>
<td>50 - 100 kw</td>
</tr>
<tr>
<td>500 kw</td>
<td>125 - 250 kw</td>
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<tr>
<td>1,000 kw</td>
<td>500 - 1,000 kw</td>
</tr>
<tr>
<td>10,000 kw</td>
<td>5,000 - 10,000 kw</td>
</tr>
</tbody>
</table>

High-frequency broadcast stations are not rated on the basis of power output. They are rated on the basis of service and performance established from economic data and cer-tain characteristics of the equipment. Many stations serving the same city must have substantially the same service and as the antenna height and an-tenna gain vary in all cases, the operat-ing power will, in most cases, be odd values (such as 1100 watts, 10.2 kw, etc.) While stations are not to be considered in the same operating power rating, consideration should also be given to the determination of the operating power for each station.

Even though standard maximum ratings as given above are adopted, it will be the responsibility of the manufacturer to make the necessary engineering studies for immediate steps. As given above, the 100 kw transmitter of the station before a license will be issued by the Commission.
"TWENTY-THREE, SKIDOO!
FARMERS WON'T BUY
WIDGETS!"

Perhaps in all the vast ramification of American industry it may so happen that you are not among those who make or sell widgets—and you may therefore feel fairly impersonal about the illustration and headline above.

But whoah, stranger! Do you make cosmetics? canned lobster bisque? caffeine-less coffee? wafer-

thin wrist watches, or any "urban" products that "farm people don't use"? If so, kindly stand back while we double-shot the long-gun!

Look up your own sales records, and you'll find that per capita, Iowa people buy just as much luxury merchandise as the population of New York (N. Y.) or Chicago (Ill.). You'll find this fairly logical, too, because Iowa is more than 1/3 urban, and because the remaining 2/3 have entirely urban standards of living.

We dare you to call us on our statement that WHO can sell any product that will move readily, anywhere. And we bet you don't take dares!

WHO
for IOWA PLUS!

DES MOINES ... 50,000 WATTS

J. O. MALAND, MANAGER
FREE & PETERS, INC., National Representatives
AUGUST success weeks at Wilshire Oil Co., Los Angeles (gasoline), Car and Gas Economy Gasoline, was Shifted

Flip and Frequent Commercials on Coast Show

By John Guedel
Radio Director, Don B. Miner Co., Los Angeles

AUGUST weeks ago Wilshire Oil Co., Los Angeles (gasoline), went ahead on a transcontinental inexpensive radio program to fill a 15-week summer period. Executives of the firm had definite ideas in mind. They felt that the program would encourage motorists to visit California's points of interest on their vacation. The program also had to build goodwill and sell the sponsor's products. It had to be informal, entertaining, informative, and appeal to all ages, from children in the first grade to folks over 80.

And so, Pull Over, Neighbor, a weekly half-hour, audience-participation program, was born. With Art Baker as head man, the series started June 8, 1938, on KFI, Los Angeles, for a 15-week period. Rather than merely present information in dry form, the program emphasized the lighter side and featured current news, singing contests, impromptu acting and impersonations, memory and many other parlor games adapted to radio. It caught on sufficiently to warrant renewal for another 13 weeks. The sponsor, delighted with results, renewed for a third time and finally signed the contract through Feb. 28, 1939.

It Went Regional

When Wilshire expanded its market to cover the entire State of California, the weekly local program went regional on March 1, 1938. It became an ABC-California Red network show, with KPO, San Francisco, added to KFI. On July 6, 1939, the series was switched to three CBS California stations (KNX KSFO KARM), for a successful 13 weeks. Newcomers were added and dealers throughout California reported their business increases as result of the weekly show.

It was on Sept. 12, 1939, that the program was shifted to 15 California-Dan Lee stations, Mondays, 8:30-9:30 p.m. (PST), and the show that started a "summer filler" has been renewed 10 times. Soon it had more listeners in California than many transcontinental programs (in one of the TC quiz shows), according to a recent C. E. Hooper survey. That it sold gasoline successfully was evidenced by the fact that Wilshire Oil Co. sold more of its products in May than during any other month in the history of the firm.

Let's take the program to pieces and see why Pull Over, Neighbor, was a successful vehicle for its sponsor. First, the idea of the show fit the questions of Polly Gas and Economy Gasoline. The idea was simply a mythical "race" from one California city to another. Five contestants, chosen at random from the studio audience prior to the broadcast, were called "drivers." Each was represented by a car on a blackboard. The drivers moved toward the finish line along the mythical "route" according to their skill in answering questions shot at them by the "guide" of the Wilshire tour, Art Baker.

Ninety-five per cent of the questions were of general interest to anyone in the country. Five per cent were California questions. Of course it was naturally easy to plug gasoline during the course of a mythical motor race. For instance, if a driver answered a certain question he might be awarded a few gallons of Polly Gas "to make the hills ahead smooth out before him, so he can win the race".

Two regular commercials were usually tied-in with features of the trip, although listeners could never be sure just how and when the announcements would appear. They might be delivered in the "running gag" style, by the announcer posing as an Eskimo, a Hindu mystic, the deliverer of a "message from Garcia," or any other humorous manner. At least one commercial in each program was delivered by Art Baker himself.

Mentions Galore

A checkup on recent shows revealed that the products were mentioned on the average of 30 times during the half-hour period, yet the program didn't appear to be heavy with plugs. For example, one method of combining commercials with entertainment was a six-part question which was occasionally used. The contestant was given a quart can of Polly Penn Motor Oil for each part he answered correctly. For each part he missed, a quart can of the product was taken away from him. For some strange reason, the accompanying studio audience found this highly amusing.

To merchandise the show, Chambers of Commerce in various communities mentioned along the "route" were notified from time to time that their respective city would be mentioned on the program on a certain Monday night. Not only did the program receive considerable local exploitation, but the sponsor earned the goodwill of everyone in the town because of the publicity given. By plugging "message delivering additional goodwill was also earned.

Listeners were invited to obtain special blanks from any of the 5,000 independent dealers selling Polly Gas and Economy Gasoline, if they wished to attend the broadcast in person. As a result, an average of 1,100 "safe driving with additional goodwill" was also

Then too, there was the Wilshire Advance-News, a full-size promotion newspaper, which plugged the merits of the program, and was distributed frequently through dealers. To stimulate dealer enthusiasm, twice yearly they were invited to the program en masse, and some appeared as contestants. In addition, each dealer had an annual pass to the show.

Gas for Questions

Occasionally we asked the listening audience to submit questions. If used on the program, an order for five gallons of Polly Gas was sent to the contributor. From time to time, we conducted contests for the best list of three questions, the principal prize being a large console radio. During the last few months, Wilshire Oil Co. employed an origi- nal method in which the listening audience could participate in the program. During the course of the show, each contestant picked a number, any of 100. One of the contestants then picked a letter. The combination of numbers and letters formed a California auto license. The registered holder of the number was asked to answer a certain question by telegram before midnight. If he did, a Philco combination radio-phonograph was the reward.

The program took but a minute on the air, but it actually brought every member of the listening audience into the program and requiring any work on their part.

Pull Over, Neighbor consisted of not merely a series of questions. It was a balanced variety show. Besides questions and answers, contests were given, stunts and gags, in fact the very things folks do at wholesome parties in their homes. To our knowledge, this program was the first to intro- duce to radio the "Double or Nothing" game; the singing, extempo- raneous, and "show business" type of acting contests. "Win, Place or Show," "Singing Hecklers," and the "What's My Name?" type of game were among the number of silly laugh-provokers first introduced to radio via this regional program. The humor of Wilshire Radio is not the smart Broadway type, but a kind that all understood and enjoyed. The show's earthiness and home reality certainly makes it doubly responsible for much of its popularity and "pull."

Without Help

Largely responsible for conveying the proper spontaneous party feeling was Art Baker, who conducted the show about as if an orchestra or other talent. He succeeded in winning the confidence of listeners because of the sincere, friendly manner in which he put the contestants at ease. As a result, Baker's personal endorsement of the gasoline sold by his sponsor meant something to the listener. That's why Baker read most of the commercials. That the show enjoyed a high point of sponsor-identification was proved by the fact that the majority of letters received weekly were addressed not to Pull Over, Neighbor, but to the Polly Gas program. The mail pull also proved that the program's appeal was general. Contributing questions and suggestions came from both sexes. They ranged in age from 8 years to 80, and no one classification seemed to dominate.

All With Low Budget

Wilshire Oil Co. has not been a consistent radio advertiser. In fact, the concern hadn't used that medium for two years prior to the Pull Over, Neighbor, initial broadcast, and naturally this at first created some bit skeptical to results. Today executives call attention to the fact that its Polly Gas had been on the market only a few months when the program began. It wasn't well known to motorists. Within a year the product became solidly established with both local and regional motorists, which speaks for itself.

John C. Morse, executive on the Wilshire account, sums up the Pull Over, Neighbor success story with this statement: "Without doubt, Wilshire Oil Co. of Los Angeles has proven that a low budget regional show can compete favorably in both listener and advertising favor with the most costly transcontinental programs on the air."

SEVERAL THOUSAND full-size newspapers, mast-headed Wilshire Advance-News, which promoted the weekly half-hour program, Pull Over, Neighbor, and also plugged various petroleum products of the sponsor, were distributed monthly through independent Wilshire Oil Co. dealers in California. The promotion piece was edited by W. D. Smith, assistant secretary-treasurer in charge of advertising, who is reading an issue.
NIGHT POWER INCREASE IN OPERATION ABOUT DECEMBER 15TH

NO INCREASE IN RATES UNTIL FEBRUARY 1, 1941

WXYZ

KEY STATION—MICHIGAN RADIO NETWORK—Basic Detroit Outlet NBC Blue Network National Sales Representative—PAUL H. RAYMER CO.
Efforts of Nazis to Use Radio Shown in Dies White Paper

Denials of Charges Involving Transradio Press And WCBM, Baltimore, Quickly Forthcoming

ATTEMPTS by officials of a German government propaganda organization in the United States to "report" on American radio by means of unlicensed aural broadcasts, plus charges that Transradio Press is only a receiving agency for the German propaganda service "but also a transmitting agency," are contained in the now famous Dies Committee "White Paper," released Nov. 21.

White House intervention in the Dies Committee investigations came when it was indicated at the White House press conference Nov. 26 that President Roosevelt would meet with Rep. Dies and representatives of the State and Justice Department in connection with the "fifth column" situation.

Radio Allegations

The principal radio reference centered around the German-owned Transocean news service, which the Committee said is used to express German views and ideology in foreign countries. The Committee published four letters between Herbert Q. G. Quisenberry, president of Transocean, and the office of Manfred Zapp, head of Transocean in Canada. The letters all dealt with the quality of transmission of German news reports.

Dies Committee Report

After publishing the letters the Committee report added: "It appears reasonable to assume from the above four exhibits that the South American countries to which Transocean was directed from New York, by means of shortwave broadcasting, reported the success or failure of this transmission directly to Berlin. In the event that the South American reception was faulty, Berlin immediately advised Zapp in New York. Thereupon, Zapp took this matter up with Transradio Press Service, which appears to be not only the receiving agency for Transocean but also the transmitting agency. This fact is further substantiated from an examination of the Transocean Press Service financial records in which is disclosed that for the period from Jan. 1, 1939 to Aug., 1940, Transocean News Service paid Transradio Press Service the sum of $4,387.91. The certificate of incorporation of the Transocean Press Service Inc., filed in New York State, bears the signature of M. Quisenberry as a member of the board of directors of the said corporation. The list of employees of the Transocean News Service, as contained in the files of this organization, indicates that an employe, Arthur Quisenberry, was entered on the rolls as of April 12, 1939."

Herbert Moore Replies

Mr. Moore replied to the Dies report on behalf of Transradio. He said that the Dies Committee, in its zeal to combat subversive influences, has made public certain disclosures which have the unfor-"}

Dies Committee's Transradio Charges Are Scrutinized by Canadian Officials

CANADIAN radio officials are scrutinizing the controversial report of the U.S. House Committee Investigating UnAmerican Activities to determine if there is any basis for the Committee charge that Transradio Press has any illegal connections with German propaganda agencies.

In the White Paper, released by Committee Chairman Henry A. Bissell, it was charged that Transradio was "not only a receiving but transmitting agent" for the Transocean Press Service. The latter is an official German government agency.

Maj. Murray Comments

It was reported in Toronto that Maj. Gladstone Murray, general manager of Canadian Broadcasting Corp., had said that a ban against Transradio is being seriously considered at Ottawa. At the same time, R. P. Burke, parliamentary secretary and wartime censor, said that "a recommendation of that kind coming from Transradio must come within the power of the corporation. The same accusation (association with a German agency) against Transradio Press has been made before, [BROADCASTING, July 1] but we have never been able to put our finger on anything definite. This report may supply the link." Transradio, in a dispatch from Ottawa, quoted Canadian M. M. White, as saying in the Dominion House of Commons that censors have carefully watched the news service's broadcasts and found no traces of Nazi propaganda.

Transradio now serves 40 stations in Canada. However, it was reported from Toronto that action to exclude the American news service has been contemplated for some time. This is the result of the "muzzle" play of the CBS and the Dominion Department of Transport. When CBC commences sending out its own news service (to be purchased from Canadian Press and British United Press) at the beginning of 1941 [BROADCASTING, Oct. 15], it will be made available to all private stations, and the CBC has been hoping, according to this report, that these stations will take it in place of Transradio. However, the CBC news service will not be open to sponsorship, and private stations which have connections with Transradio have supplementary agreements with BUP to go into effect should Transradio be banned in Canada.

The Board of Governors of the Canadian Broadcasting Corporation adjourned Nov. 27 after a two-day session devoted to news service matters. Before adjourning, the Board appointed a committee to continue consideration of the news service problem with particular reference to Transradio's position which was set forth fully when Transradio's president, Herbert Moore, appeared before the Board.

Sought Commentator

Another letter published by the Committee shows the desperate efforts to which Zapp was urged to go in order to protect the United States a favorable picture of German activities. The letter was from Dr. K. O. Berlind, director of the America-Institute in Berlin to Zapp. It said in part, "I also want to mention to you the name of Hans V. Kaltenborn, whom you may reach by telephone. K. is a descendant of the war minister, van Kaltenborn-Stachau, and studied at Harvard University, where he was my predecessor as president of the Harvard German Society. He is on everybody's lips because he probably has the greatest influence as radio expert in European Germany. Unfortunately, now for several years he is not feeling very kindly toward Germany, and therefore I urge you to make your choice."

The Committee report adds this significant statement, "The record shows that Mr. Kaltenborn would have been a poor contact for Zapp in view of the fact that Nazi Germany is unable to reach him." Mr. Kaltenborn is referred to in the report as a member of the National Board for German Printing Engines and was under direction of the Ministry of Propaganda."

A letter dated Sept. 9, 1939—nine days after Germany invaded Belgium—contains the following:

AFTER 17 YEARS as a daylight station, KFBI, Wichita, about December, will increase its time operation with 1,000 watts night and 5,000 watts day, from this ultra-modern building. Managed by former KFBI foreman, K. W. Pyle, KFBI was moved last April from Abilene. About $15,000 has been spent for additional equipment, including the World's tallest RCA phasing equipment and Western Electric phase monitor. Engineering was under direction of Earl Culum, Dallas consulting engineer.
There's Only ONE Santa Claus

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

that's WGBI

Treat yourself to a lot of Christmas cheer with an advertising schedule over WGBI. Christmas cheer... because WGBI is the station in the nation's 17th market that can do a happy job for your product. You see, WGBI is the only regional or clear channel station serving the 652,000 persons in the Scranton-Wilkes-Barre Market. It's the only station heard throughout this market. A searching study by Daniel Starch and Staff revealed that 98% of the daytime listeners and 96% of the nighttime listeners in Scranton's home county stay tuned to WGBI.

A CBS Affiliate

WGBI SCRANTON, PA.

SCRANTON BROADCASTERS, Inc. Frank Neppagee, Pres.
1000 WATTS DAY • 500 WATTS NIGHT • 880 kc.
Represented by JOHN BLAIR & CO.
Plug for Radio

ONE MORE Government agency singing the praises of radio service is the Wage & Hour Division of the Department, Col. Philip B. Fleming, administrator of the Division, on Nov. 27 cited to Broaddus Radio in the late 1930s for "aid cooperation" secured from stations all over the country in publicizing the inception of the 40-hour week late in October. Some time between this required work from a 42 to a 40-hour maximum workweek basis, in compliance with the Fair Labor Standards Act. To reach field representatives arranged to carry field announcements calling attention of employers to the coming change.

PIGEON-BACK ride around the block was won by Al Yobe, Denver amusement park official, in an election bet with Howard Johnson (bottom), of KLZ engineering staff.

Fair and Complete Election Handling By Radio Draws Chairman Fly's Praise

TRIBUTE to the broadcasting industry for its impartial and comprehensive handling of the political campaigns, climax to its election day broadcasts, was paid Nov. 26 up FCC. He pointed out under

Industry Scrupulous

The right of people to have radio used for the communication of information and exchange of ideas, Chairman Fly contrasted the radio technique to that of newspapers. He alluded to the "acrid and bitter" side, "violated among newspaper commentators and editorial writers", while "the American networks and local stations generally preferred dispassionate, analytical discussions". Radio, he said, has gained ground on other media of information, which he said "hardly held their own.

Election Returns Cited

Perhaps the outstanding service which radio performed was "its complete and timely broadcast of election returns", Mr. Fly declared. Before some voting units in the western States had been closed "the radio had announced the partially complete election returns of some eastern stations", he observed. "Competent vote analysts kept the public informed on their views on trends, minute by minute, and before midnight in a few cases even after most polls closed—station after station carried the news of the election outcome."

In introducing Chairman Fly to the network audience, NAB President, "It was just 28 years ago, on the occasion of the Harding-Cox election, that returns were broadcast for the first time

In those two decades, he pointed out, radio had made steady improvement to offer a public service to the American people by bringing to the electorate the views of the chief candidates in their own words.

Chernoff Directs Kennedy Stations

Mr. Chernoff, originated as advertising manager of the WCHS, was transferred to the WCHS, WPR, Parkersburg; WBLK, Clarksburg, and WSAZ, Huntington.

Mr. Chernoff shortly after his appointment, Mr. Chernoff announced the sale of the station to Mr. John A. Kennedy, president and general manager, later. He became assistant general manager of the network, and was named to the managing directorship.
More Than $500,000,000 in War Orders Alone, Already Allocated to Michigan!

Faster, FASTER, FASTER ... turn the wheels of industry in Detroit! In addition to an already highly accelerated program of automobile production, building, tool making and general business activity in the Detroit area, MILLIONS of dollars in defense contracts and war orders are being poured into Michigan. And since Michigan industry so largely centers in Detroit, it is easy to understand what this means in jobs, payrolls, purchasing power, and in opportunity for advertisers in this vast market. Particularly, for advertisers who make Station WWJ the key station in their appeal to the buying power homes in this great industrial center. For all surveys show that WWJ leads all other local radio stations in listener interest in the important Detroit area.

Member NBC
Basic Red Network

America's Pioneer Broadcasting Station
Industry to Help Market Program

Cooperation of NAB Offered To Defense Organization

COOPERATION of the radio industry with the National Defense Advisory Commission in stimulating market news broadcasts has been pledged by President Milton H. Miller of the NAB. Mr. Miller recently assured industry cooperation "in the broadcasting of any constructive consumer information" in a letter to Miss Harriet Elliott, NDC member in charge of the Consumer Protection Division.

The NAB pledge of cooperation was announced by Miss Elliott Nov. 29. Along with a letter to a local newsmen, Local Market News Broadcasts for Consumers, which is being distributed to State and local defense councils and to civic and service organizations. Miss Elliott urged the use of market broadcasts as an aid in protecting living standards by helping guide consumer food purchasing, and as a measure of protection of nutritional levels of the country [Broadcasting, Nov. 15].

Radio Cooperation

"Radio stations can cooperate with local officials to promote and protect the consumer in the communities they serve," commented Commissioner Elliott. "Properly named, local market broadcasts concern foods which promote health, food preparation methods which increase the nutritive value, and information on the availability of essential foods. Such services are already in evidence in several cities by government agencies concerned with food products and their distribution."

In his letter to Miss Elliott Mr. Miller stated: "Please be assured of the desire of the NAB to cooperate with others in making it possible in the furtherance of your program to safeguard our American way of life in the face of constructive consumer information in directing attention to the ever-necessary efforts to eliminate malnutrition, and with the Advisory Commission's farseeing effort to strengthen our human defenses, as well as your own.

The Commission's bulletin recommends regular local broadcasts that will tell housewives which foods are plentiful and good buys. The information would not deal with specific products or stores, but with overall food supplies available. It also recommended that State and local defense councils and civic organizations enlist the cooperation of radio stations and arrange with municipal departments of markets, State departments, and regional offices of the Federal Agricultural Marketing Service, or other appropriate governmental agencies to provide the service.

In addition to suggesting procedures and criteria, the bulletin describes the content of such newcasts currently furnished by stations cooperating with public officials or civic leaders, including Boston, Springfield, Worcester, and Greenfield, Mass.; Lancaster, N. C.; Lewiston, Me.; Providence, R. I.; New York; Greenboro, N. C.; Cincinnati and Cleveland, O.; Kansas City; Minneapolis and St. Paul.

Scripps-Howard Radio Promotions

Mr. Howard Mr. Hanraham Mr. Watters Mr. Westergaard

PROMOTIONS offered by the board of directors of Scripps-Howard Radio Inc., and announced Nov. 25 by James C. Hanrahan, president, elevate James B. Hanrahan from vice-president to executive vice-president; Richard B. Westergaard, manager of WNOX, Knoxville, to vice-president; Mortimer C. Watters, WCPO, Cincinnati, manager to vice-president.

NOTHING BUT RADIO

Store Uses Entire Budget for Time on the Air

SOME WEEKS ago salesman S. Earl Wright, of KHSV, Chico, Calif., persuaded a large local grocery concern, Mulkey's Market, to place its entire advertising allocation in KHSV programs and spot announcements. After a month Mulkey's authorized the station to state that "a 32% increase in general business has taken place, a breakdown showing that "the greatest percentage increase has taken place in departments realizing highest percentage profits to the business."

Lloyd Mulkey, manager of the concern, declared: "You'll never again have to sell me on the value of radio advertising. I will never undertake any selling campaign without allocating the largest part of the available money for broadcasting." The present Mulkey's account on KHSV includes two quarter-hours daily, six days a week, and five announcements a day seven days a week. The contract is for 52 weeks.

LLOYD C. THOMAS, former general manager of WORC, Rockford, Ill., and one time NBC executive, on Nov. 26 was authorized by the board, 51% of the stock of KGW, Kearney, Neb., for $6,500. He already owns 49% and is now managing the station. He purchased the stock interests of Kenneth Dryden, Edith McKean and Dora Brown. The same day the Commission authorized Walter Ashe, owner of a St. Louis radio supply house, to acquire WCLS, Joliet, Ill., from Robert W. Thomas, administrator of the estate of the late L. W. Wood.

Peace Buys Into WMRC

A DEAL whereby Roger C. Peace, operator of WFBC, Greenville, S. C., will purchase 49% Interest in WMRC, has been made by Mr. Peace, who is also publisher of the Greenville News and Evening. WMRC was purchased for cash and equipment for construction last July, and recently went on the air. It operates with 250 watts on 1580 kc. It is managed by Wayne M. Nelson, formerly chief owner of WMFR, High Point, N. C., who recently sold out his interest in that station.

Texaco Met Plans

TEXACO has announced plans to sponsor the Saturday afternoon opera broadcasts by the Metropolitan Opera Co., starting Dec. 7, by the use of $250,000. As in the past the operas will be broadcast to Latin America, this year to be sponsored by Texas Co. at the regular commercial rate set by NBC's International Division. They will be shortwaved on NBC's shortwave stations WRCA and WNB1, with Lips de Olivarres, NBC Spanish announcer, reading the commercials. Announcer for the programs in the United States will be Milton Cross. Agency is Buchanan & Co., New York.

CALL letters assigned by the FCC to recent new stations are: WTPF, Baltimore; KEYS, Corpus Christi, Tex.; WBDC, Escanaba, Mich.; WLAG, LaGrange, Ga.; KWL1, Albany, O.; WBTA, Bethavia, N. Y.; WISH, Indianapolis; WAYN, Holyoke, Mass.

Animated Doodle

AN ANIMATED advertisement for Hill's Malnutrition and, its value to infant life during the first 12 months. The series of public service announcements was produced by the Advertising Department of KFW, a United States broadcasting station in Alexandria, Va. The spot was placed on the air at the request of the Nutritional Council of the American Medical Association.

ADVERTISING STUDY IS BEGUN BY RMA

WITH appointment of a special committee on advertising, headed by John S. Gareau, advertising and sales promotion manager of Farmway Television & Radio Corp., Fort Wayne, the Radio Manufacturers Assn. is undertaking a very comprehensive review of radio advertising. The nine-man committee, composed of leading advertising and sales promotion managers, will survey industry advertising and establish desirable, technically correct advertising standards and practices, according to a Nov. 20 RMA news service. The first meeting of the committee is to be held early in December, with other meetings scheduled for the next six weeks.

The work of the RMA committee on advertising will be entirely on a voluntary and cooperative basis, it was pointed out, and will not conflict with any other agency or action of any individual company. Its function is predicated on the broad objective of having the industry itself develop proper advertising practices to meet the needs of the public, Better Business Bureaus and Government agencies. The committee's efforts and assistance of the RMA engineering department in developing technical standards and development and recommendation of RMA advertising standards, simulating national issues, is given to the "RMA establishing and maintaining engineering standards and practices through the RMA engineering department."

Members of the committee on advertising, appointed by Chairman Earl C. Dole, president of the RMA NAB, include:


Candido Drive

STANDARD VITAMIN CORP., New York (Candido) started its annual winter campaign in November for its line of vitamin chocolates. Participations on women's programs in the Midwest and in Pennsylvania and New York is being used for 13 weeks, with 25 live announcements a week, a total of 399. The campaign may be renewed 18 weeks on WCAU and at least one station on the West Coast.

Coming in the current campaign include KDKA, WHEC, WSBF, WBBR, WJNE, WCAE, WMCA, WBBF, WIP, WMCA, Al Paul Leton Co., Philadelphia.

Honor to Magazine

FIRST woman to receive the Award of Merit for excellence in broadcasting given by the National Association of Broadcasters is Mrs. Margaret McBride, CBB "Columnist of the Air," who conducts a daily program on the network under sponsorship of Florida Citrus Commission, Lakeeland, Fla.
Your New England radio schedule is subject to a major omission if your plans call for a hole instead of Central New England. Only one station will fill in this hole — WTAG, Worcester. The listening habits of its million people, well and amply tested, prove that Central New England keeps tuned to WTAG. Details of the Central New England market are yours for the asking.
NBC to Start Regular Pickups By Stations in Latin America

Shortwave Programs to Be Available for Local Sponsorship; Royal to Direct New Service

ARRANGEMENTS for NBC's shortwave broadcasts in Spanish and Portuguese to be picked up and rebroadcast by local stations in Central and South America have been announced by Niles Trammell, NBC president. The new set-up will be directed by John F. Royal, vice-president in charge of international relations.

Under the plan, which becomes effective immediately, programs will be made available for local sponsorship, Mr. Royal stated, providing the Latin American broadcasters with an opportunity to increase their revenue as well as with a sustaining program service.

Also contemplated are straight commercial programs, broadcast on shortwave under the sponsorship of United States advertisers doing business in Latin America and rebroadcast by local stations with cut-in commercials for the individual dealers and agents of the sponsoring companies in various cities which the programs are rebroadcast.

Another angle of the plan involves the distribution of transmissions to the Latin American stations as a supplementary service to the direct pickups.

Unity of America

"Our chief purpose in this extension of our service to Latin American peoples," Mr. Royal said in explaining the announcement, "is to strengthen the self-same Pan-American solidarity. Unity of the Americas in this hour of crisis must depend very largely on the initiative taken by the United States. The desire for unity must not be a matter of the moment, but should be planned for a long time."

"Radio has been incomparably effective in promoting a sensitive and cordial feeling among our own countries and now, more than ever, both English- and Spanish-speaking nations can use radio and can also mutually appreciate the goodwill of the peoples in the 20 other American republics toward the United States. Our难受 plan will be to foster understanding of American aims and policies and our way of life and it will not be used to plant seeds of distrust toward any other nation."

While NBC's present shortwave program, which will undergo a major revision to adapt itself to the schedules of the Latin American stations cooperating in the plan, will be the backbone of the service, Mr. Royal stated. Compiled from the reports of the American news services, these broadcasts will be a strictly objective manner and are broadcast regularly on the hour in 15-minute periods. Other programs will be selected especially for the Latin American audience, with only a few of NBC's domestic network programs put on the shortwave schedule. Included will be the programs of the NBC Symphony Orchestra under the direction of Toscanini and other noted conductors and the Metropolitan Opera broadcasts, which the Texas Co. sponsors both in the United States and by shortwave. The rebroadcast plan is not the result of any sudden decision. Mr. Royal stated, but has evolved gradually from numerous conversations with Latin American broadcasters over a period of years. He has visited South America twice this year and five times within the last three years. He made a number of extended visits to Mexico and Central America. On Nov. 27 he flew to Mexico City where he was a guest of the government at the inauguration of Gen. Manuel Avilla Camacho as President of Mexico. Before returning to New York he expects to travel as far as Guatemala, conferring with both broadcasters and government officials.

Plans New Trip

Mr. Royal is also tentatively planning another shortwave trip to be made early next year, probably in February. This visit would give him a first-hand view of the working and the thinking behind the rebroadcast service for them.

Asked how many Latin American stations were expected to pick up NBC's programs for rebroadcast, he said the number would vary from program to program, just as the number of NBC affiliates carrying network sustaining programs varies.

"We are feeling our way on the commercial angle," Mr. Royal explained, "and we don't know just how far we can go with it, but it seems logical that we can get a great deal more cooperation from the Latin American broadcasters if we make it possible for them to make a little money. Furthermore, for the international advertiser the ideal set-up is shortwave plus local rebroadcast."

"First of all, the local rebroadcasts will greatly increase the size of the audience, doubling or redoubling the number of Latin American listeners. We know from down South in the States that times more Americans listen to foreign programs when they are rebroadcast on our networks. That holds true, of course, with Latin Americans, too. They rely chiefly on their local stations whose programs are printed in the newspapers. So, the fact that we are making our international programs available for rebroadcast is not the least important part of the new arrangement."

Local Situation

"The rebroadcast plan also enables the advertiser to strengthen his influence in Latin America by allowing him to place some local advertising to maintain control of the program material at home. When they can buy rebroadcast time on the stations in their own territory, they have a different viewpoint."

"This is not entirely a new idea," Mr. Royal continued. "Our broadcast of the Louis-Godoy fight last February was picked up by 155 Latin American stations, who rebroadcast the sideshow descriptions given in Portuguese and Spanish by NBC announcers. The shortwave broadcast was bought here by Standard Oil and in South America the different divisions and subsidiaries of Standard Oil bought the rebroadcasts for their respective countries for distribution, with cut-in commercials.

New Stations Near Completion

"Then the last Louis-Godoy fight was broadcast to the technical industry in South America, which has a far greater number of radio heads than there, who took it and rebroadcast it after receiving it by shortwave by telephone. The New York Network just ordered new transmitters in operation all of our shortwave service for Latin America and can reach any easy reach of every broadcaster from Havana to Buenos Aires."

Construction on the new transmitters of WBNN and WBCA, NBC's two shortwave stations at Bridge Brook, N. J., which have been granted power increases to 50,000 watts, is nearing completion, Mr. Royal stated. Both units are expected to begin operation about Dec. 15 and the other will in the following month.

Treet Adds Spots

AMOUR & Co., Chicago, (Treet), on whose call orders one of the most week-long announcements for 12 weeks on 900 broadcasting stations, and Chicago WGN, is ready to announce its new 7728. Its 33rd season will feature the 1941-42 Hearst weekly transcribed musical program Your Tour. Lord & Thomas, Chicago, handles this account.
After December first, Don Lee will be “at home” in one of the finest studios ever built for radio. This expansion is necessitated because of the heaviest commercial schedule in thirteen years of Don Lee Network operation. More than twenty-four hours of Pacific Coast commercial programming will originate in these studios each week, in addition to a generous schedule of local commercials for KHJ release, as well as sustaining features embracing all forms of entertainment and cultural broadcasting for the network.

This new $500,000 structure will include three auditoriums for audience shows, special newsrooms for newscasting with A.P. and INS service, two small studios for Don Lee’s famous one-man shows, make-up and dressing rooms, and one of the finest music libraries in existence—25,000 specially arranged tunes, many written for the Don Lee organization by the world’s outstanding musicians. Executive offices will occupy the main structure. A separate building of 28 offices will house the production and engineering staffs.

You are cordially invited to make our headquarters your headquarters when in Hollywood.

5515 MELROSE AVE., HOLLYWOOD, CALIF.

THOMAS S. LEE, Pres.
LEWIS ALLEN WEISS, Vice-Pres. and Gen. Mgr.
JOHN BLAIR & CO., NATIONAL REPRESENTATIVES
BROADCASTING SYSTEM
Mme. Yolanda Mero-Iron Re-elected as Head of Women's Radio Comm.

WORK of the National Television Systems Committee is progressing satisfactorily toward its goal of establishing an agreed set of standards, according to Dr. W. R. G. Baker, manager of the General Electric radio and television department and general chairman of the NTSC, which was organized last summer under the auspices of the Radio Manufacturers Assn., with the approval of the FCC.

The panel comprising the NTSC are expected to make their reports at the next general meeting of the committee tentatively scheduled for Dec. 12, Dr. Baker said. The remaining five panels will submit their reports at a subsequent meeting between Dec. 20 and the first of the year.

Tests in the Field

Describing the committee, with its 168 individuals from 41 separate companies, as a splendid example of industry cooperation among the various companies and with a Federal Agency, Dr. Baker predicted the result will be a fine working arrangement permitting television to progress in a unified and orderly manner. The NTSC will appear before the FCC Jan. 27 to present the product of its art as indicated by the results of its experiments in the various components of television transmission of sight and sound.

Declining to discuss the work of individual panels at this stage, Dr. Baker explained that in some instanced work has been delayed by the large number of field tests, some of which are still in progress. The facilities of Du Mont, Hazeltine, Philco, RCA and GE have all been utilized in these tests, he stated. Very elaborate tests have been made in the use of FM broadcasting in both synchronization and sound sections of channels and there have also been extensive tests on the various systems of synchronization, he said.

Color television, a mechanical color-disc method similar to that recently developed by CBS, was demonstrated in Schenectady Nov. 20 to visiting NTSC members and Commissioner George H. Payne, of the FCC. The demonstration, arranged by Dr. E. F. W. Alexander, GE scientist, was held in his home where he had installed a standard receiver equipped with a two-color 24-inch revolving disc system in the microwave ray tube. Dr. Alexander explained that synchronized color pictures can be transmitted from the television studio and the receiver resulted in "realistic colors in the broadcast image" through the wheel, with a transparent field of orange-red and greenish-blue segments, revolves at a speed of 1,800 rpm.

In our early experiments we tried both two and three-color discs," Dr. Alexander commented. "With two colors and a disc speed of 1,800 rpm, the same color succeeded itself 30 times per second. With three colors, they succeed each other 20 times per second and the result is equally good. But the two-disc system is more practical with standard FM television.

Dr. Alexander emphasized the Nov. 20 demonstration was of an experimental nature and that GE has no plans for introducing color to its television programs for the present. During their Schenectady visit the NTSC members also visited GE's new Helderberg Mountain FM station, which started regular program service that day.

Mme. Yolanda Mero-Iron

Video Committee Busy in Experiments; GE Demonstrates Colored Television

One Year of Television Reviewed in NBC Book

NBC Retaining Methods for Guidance of Committee

Engineering tests in television transmission on various types of synchronizations and by both amplitude and frequency modulation are being conducted in cooperation with the National Television Standards Committee, which will make its first report on progress and recommendations in television transmission techniques to the FCC late in January.

Dr. H. E. Egbert, in which competing companies are subordinating individual interest for the betterment of the industry's advancement, the current experiments at NBC on synchronization include transmission by the regular NTSC system and by new type based on RMA methods and by the Du Mont system, which is quite different.

Systems Rotated

Test patterns are broadcast by each system in rotation, with five different flame types, followed by rotation in 30-second intervals so that the effect of any possible misalignment, such as phase shifting or similar interference might be noted on all three types of synchronization. At receiving points of 10 to 88 miles from the transmitter three receivers, each designed for the best possible reception of each type of synchronization, enable observers to check comparative results.

In the Long Island the two transmission systems are alternated at both long and short intervals, with both picture and sound by both methods. R. M. Morris, NBC development engineer in charge of the experiments, said they did not see the results to date, stating that NBC was conducting them at the request of the NTSC and that any results would have to come from the committee.

Canad a D ry Spots

Canada Dry Spots

One Year of Television Reviewed in NBC Book

Reviewing television's first year of regular, scheduled program service, NBC Stereo's 16-page illustrated book which effectively traces NBC's progress in establishing visual broadcast service. The book, Television's First Year, covers everything from a chronological review of the development of visual broadcasting to lists of the various types of programs transmitted on WJZ, NBC's main station serving the New York area.

Illustrations include a series of dramatic drawings by Albert Robida, well-known caricaturist of that period, projecting impressions of what television might be like. Contrasted against these impressions are photographs of actual subject equipment, programs and personalities of television in 1940. The program reviews cover a multitude of subjects, from sports broadcasts to the adventures of New York's educational and dramatic features. Also included are lists of artists appearing on NBC television programs, and programs and network advertisers who have presented television programs.

START of her second 52 weeks of broadcasting the thirteenth-quarter-hour Hedda Hopper's Hollywood of CBS stations under continued sponsorship of California Fruit Growers Exchange (oranges and lemons), was celebrated by a luncheon in her honor. Toasting Miss Hopper (center) with orange juice are (left) Mrs. Marion Lister, president of Lord & Thomas, agency servicing the account; Donald W. Thornburgh, CBS Pacific Coast vice-president; Paul S. Armstrong, general manager of California Fruit Growers Exchange; William Fedinnick, Jr., New York representative of Canadian Pacific; and Dr. R. W. G. Baker, chairman of the National Television Standards Committee, and Thomas McaVitty, new-elected vice-president and radio director of Lord & Thomas.

Polish Audience Hears Repeats of Lever Show

Following an unusually large volume of complimentary letters from Polish readers and Polish-speaking American listeners to the "We Americans" episode in the Big Top series on CBS, Lever Bros., Cambridge, Mass., sponsor of the program for radio and television, has announced that the program's place in foreign-language radio stations in areas with large Polish populations.

The program, which dramatized the patriotic history of the Pulaski Family in the United States, was reintroduced by radio broadcast the first time in nine stations on different days between Nov. 16 and Dec. 1. Stations include: WJZ, New York; WEAF, New York; WJZ, Detroit; WPEN, Philadelphia; WCOP, Boston; WHLD, Niagara Falls. Agency is Ruthsuff & Ryan, New York.

Television Types Subject to Tests

 Broadcasting • Broadcast Advertising

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THE LATEST IN ENGINEERING
Ohio State U Conference, Fourth of Its Kind, To Cover Progress During Past Year

By LYNNE C. SMEBY
NAB Director of Engineering

THE TECHNICAL outlook for FM broadcasting and television will highlight the fourth annual Ohio State Broadcast Engineering Conference, to be held Feb. 10-21 at Ohio State U, Columbus. Tentative plans for the agenda were announced Nov. 19 by Dr. W. E. Everett, director of the OSU conference.

Dr. Everett

The Third Conference, held in February this year, was attended by 246 engineers from 35 states. Each conference period is two hours long, of which 1 1/4 hours is devoted to a formal lecture on the subject, and 30 minutes to informal discussion. Although the lectures are conducted under conditions similar to college classroom work, the subject matter bridges the gap between purely academic presentation and practical application. NAB was happy to participate in the Third Conference and is officially cooperating in the coming Fourth Conference.

List of Instructors

Each conference has grown in attendance and the February meeting should be no exception. Among the outstanding men assembled as instructors or speakers for the Fourth Conference are: W. B. Post, chairman of NAB; chief engineer; A. D. Ring, FCC assistant chief engineer in charge of broadcasting; Harvey Fletcher, Bell Telephone Laboratories; Edwin H. Armstrong, inventor of the Armstrong wide-band FM system; W. R. G. Baker, director of engineering for the Radio Manufacturers Assn.; Peter G. Goldmark, CBS chief television engineer.

Mr. Jett will address the conference on "Communications in National Defense". Although Mr. Jett is bound to secrecy on many phases of his subject, his topic promises to be of extreme interest.

One of the outstanding sessions of the conference has been the "General Discussion and Question Box" conducted by Mr. Ring, covering engineering regulation problems. A year has brought many new regulatory problems, such as the North American Regional Broadcast Agreement shifts.

In connection with claims made for FM, the talk by Mr. Fletcher on "Hearing Determines the Fundamental Requirements of High-Fidelity" should be of interest. Mr. Fletcher has conducted many research projects at Bell Laboratories on the characteristics of the human ear and is well qualified to handle this subject. Seven sessions on FM have been scheduled. These will be conducted by Major Armstrong.

Work of the National Television Standards Committee will be covered by Chairman Baker. Since the work is to be completed by conference time, Mr. Baker may discuss the formulated standards.

Color television has recently come into prominence and Dr. Goldmark will discuss the color system he has developed for CBS.

Diversified Topics

An interesting addition to the conference will be laboratory personnel of the Council on Standards. The council will have an opportunity to make various measurements involved in properly maintaining a broadcast station. These periods will be conducted by manufacturers, who will supply the test equipment and instructors. General Radio Co. and RCA Mfg. Co., among others, have promised to cooperate.

The balance of the program covers topics of timely interest and capable men have been secured to cover them. The complete program will be announced late in December.

With the rapid development of the broadcasting art, engineers have found it difficult to keep up with the swift pace. Dr. Everett recognized four years ago the need of periodic classroom work to help engineers keep up with technical advancement and started Broadcast Engineering Conference. The conferences are conducted by all engineers who have attended.

Dr. Everett received his E.E. degree from Evangelical Lutheran College in 1929. Since 1929 he has been professor of electrical engineering in charge of instruction in communication at Ohio State. He has published a book on "Broadcast Engineering", known to communication engineers and used as a text in about 60 schools. Dr. Everett has published a number of papers on communication and is a Fellow of the Institute of Radio Engineers and the American Institute of Electrical Engineers.

COMMERCIAL BASIS PLANNED BY KFU

AUTHORIZED to operate on 830 kc. with 5,000 watts until Denver local sunset under the recent FCC action, local station KFU, Cresco, Iowa, is contemplating commercial operation in the near future, according to the Rev. H. Hohenstein, station director.

The Rev. Hohenstein advised Broadcasting that, while no staff changes have been made in the station, it is likely that KFU will start selling time when the new transmitter is in operation. The station, KFUJ, is Heretofore KFUO has operated as a non-commercial outlet, devoting all of its time to religious, educational and entertaining church activities. The final decision on commercialization will be made at a meeting of the church's board of directors.

American Export Starts

Latin Aviation Series

American Export Lines, New York, on Nov. 24 started 52-week sponsorship of a quarter-hour program titled "American Aviation", which is shortwave thrice weekly to Central and South America on NBC's shortwave stations WRCA and WNB.

The program, devoted chiefly to telling the story of aviation in Latin America, also covers the progress made in that field by Latin American countries. It is presented Sundays in Spanish at 8:30 p.m. and in Portuguese at 7:45 p.m. with Fernando De Sa, and Thursdays at 6:30 p.m. with Frank Nesbitt, aviation editor of NBC. Agency handling the account is N. W. Ayer & Son, New York.

RUDY VALLEE, star of the weekly NBC Rudy Vallee Show, sponsored by National Biscuit Co., has completed a 14-week radio tour of the Far East (recursive test), has started a lecture course on "The American Way of "showmanship" at the U of California at Los Angeles.

BROADCASTING • Broadcast Advertising

December 1, 1940 • Page 31
June Is Favored
For Conventions
NAB 11th District Approves
NAB-BMI Music Policy

A PLEA to the NAB Board of Di-
rectors that the annual convention be held in early June that
than during the late summer or fall, was made by broadcasters in
Minnesota and North and South Da-
kota in their district meeting Nov. 15 in Minneapolis.

Adopting a resolution instruct-
ing the 11th District, members, with 40 sta-
tion representatives present, voted
their unanimous support of BMI and
acceptance of ASCAP contracts. When the meeting opened, 1-1
was the decision to remain with BMI. At the con-
clusion, eight had announced their decision to leave and it is
believed the other three will follow giving
the district a practically 100% membership.

Progress of NAB

A nominating committee headed by Reg C. Boler, ROC-
chester, Minn., was named to nomi-
nate a district director, to succeed
R. H. Haverlin, general manager of
WCCO, Minneapolis, who has served
for two terms. The meeting was
addressed by the following:
Mr. Arney reported on national activi-
ties of the NAB and stressed the unit plan for reporting time sales.
Mr. Haverlin charted the develop-
ment of BMI and predicted it would be
required by the industries
requirements by the Jan. 1 deadline.

Members of the nominating com-
municated with to Chairman
Gentling, include E. E. KATE, Albert Lea, Minn.; A. A. FAY, KAB, Aberdeen, S. D.; P. J. MEYER, KP, Bismarck, N. D.;
E. C. REINEKE, WDAY, Fargo, N.
D.; and Robert R. Tischer, WNAK,
Yankton, S. D.

John J. Gillin Jr., general man-
ger of WOW, Omaha, and direc-
tor of Broadcasting, was named
carman manager of WCCO, Minne-
sota, Missouri and Nebraska, at-
tended the sessions. A meeting of
the NAB directors was held.
Membership in the NAB, which includes
Messrs. Gillin and Gammons, was
also held. Attending the District 11
meeting were:
Mr. Hayek; Joseph and Morton
Henkin, KSOO and KELO, Sioux Fold, S. D.; Eben and Maney
Masters, KADIO, Dyersville, Iowa;
Mr. Moorehead, Minn.; Mr. Tinker;
G. E. Brunette, KOBH, Rapid City,
S. D.; Mr. Faby; Mr. Mahy, KFYR,
Billings, Mont.; Mr. Arney Jr.,
KROC, Rochester, Minn.; M. H.
White, KWNO, Winona, Minn.; Mr.
Reineke, WDAY, Allentown, Pa.;
Wick, KDLR, Devils Lake, N. D.;
Dalton LeMasurier, KDL, Du-
men, Ont.; Mr. Annis, WDAY,
Guthrie, Minn.; Mr. Arney Jr.,
D.; Mr. George Young and Wallace
Stone, WDGY, Minneapolis; E. P.
Shurick, WLOL, Minneapolis; Mr.
Gammons and Carl Burkland,

WHEN NBC broke ground Nov. 14 for its million-dollar home in San
Francisco, some 75 spades were wielded by staff members and others.
Among those were girls from the Children's Room, headed by
Manager George Mardikian as president of the San Francisco
chapter of Sidewalk Superintendents' Club. A 75-minute program marked
the groundbreaking, with prominent officials joining Al Nelson, KPK-
KGO general manager, in the elaborate construction ceremonies.

TELEVISION CHARTS-
HIGH VIEWING-
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Francisco, some 75 spades were wielded by staff members and others.
Among those were girls from the Children's Room, headed by
Manager George Mardikian as president of the San Francisco
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NEWEST IN THE ASCAP AXIS?

TO THE BROADCASTING fraternity at large, and particularly to the operators of the 252 stations owned in whole or part by newspaper interests, not to forget the thousands of stations who are not heard from the newspaper ranks, we commend a reading of the following editorial:

Approximately one-third of the nation’s radio stations are either owned by newspapers or have a close working agreement with newspapers. The interests of the press and radio are today inseparable, regardless of past differences and the stresses of competition. The primary elements of successful radio operation now are news and music, and under both headings radio has yet to prove its worth to the nation.

Those major interests in broadcasting are now resisting the efforts of the American Society of Composers and Publishers to obtain for the creators of music a larger share of the broadcasters’ revenues. The radio people claim, with some justice, that music is too diverse, that musicians are attempting a hold-up, a drive to collect for their compositions several hundred percent more than is required under existing copyright law. This is probably true, but it is also true that in the early days of radio, composers received nothing, or next to nothing, for the reproduction of their work. That was not equitable, but it would not have been corrected unless ASCAP had been militant in its members’ interests.

The Society represents the best in American music. The works of its members cannot be replaced by the catalogs of foreign music which the broadcasters are said to be preparing to furnish to their audiences if an agreement is not reached with ASCAP. At a time when the United States stands almost alone as the bulwark of Democratic thought, it is our idea that the musical administrators of this country will not make a quick compromise on the monetary difficulties, make an agreement that will last, and spare our people from a deluge of foreign propaganda, none of which is highly esteemed by Fuehrer Hitler and Duce Mussolini [sic!].

The source? The Nov. 25 issue of Editor & Publisher, our esteemed contemporary and trade journal of the newspaper industry. Need we comment more than to ask: Is this 1940 or the horse-and-buggy era?

More ‘Hellzapoppin’

IN THE INTERESTS of the musical comedy “New Hellzapoppin,” now entering its third year on Broadway, Select Theatres Corp., New York, is sponsoring Musical Comedy Favorites, threeweekly early morning program on WABC, New York. The show has used radio as a major part of its advertising schedule since its opening in September 1938.

ROYX THEATRE, New York, during the week of Nov. 22 placed a series of early AM announcements on WAPA, New York, to note the new 20th Century Fox Film Playbill, “Hellzapoppin,” playing at the theatre. Agency is Ray-Rison-Clinton, New York.

Network Interest

In Mexico Noted

Akerberg, Foley and Royal Visit South of the Border

CURRENT visits to Mexico of H. V. Akerberg, CBS vice-president in charge of station relations, and John F. Royal, NBC vice-president in charge of station relations, have given rise to conjecture that the field of network rivalry may soon be expanded to include Mexico as well as the United States.

While neither network will admit to definite plans for expansion into Mexican stations to their lists of affiliates, the improved conditions resulting from the Mexican government’s recent action which clears up the disturbing border station situation, plus the general program of closer cooperation between Mexico and the United States under the hemisphere solidarity plan, may make such expansion more possible than at any previous time in radio history.

Purely Fact-Finding

Mr. Akerberg left New York Nov. 21 for a two-week loop around Mexico, which is believed by CBS officials as “purely exploratory” and an extension of the fact-finding expedition to South America headed by William S. Paley, CBS President [BROADCASTING, Nov. 15].

He will confer with Emilio Azerbaeg, president of Radio Mexico City, and also head of the Mexican Assn. of Broadcasters, a close personal friend of Akerberg who visits other Mexican cities, possibly getting to Honduras and Central America before returning to New York.

Reports that CBS is planning to purchase an interest in one or more Mexican stations, presumably as “keys” for a Mexican network, were emphatically denied. It was admitted, however, that Mr. Akerberg may investigate the practicability of network affiliation with Mexican stations. Such a move, it was said, is a possibility, but there is no interest in the Mexican market at this time.

Purpose of Mr. Royal’s Mexican visit was to attend the inauguration of that country’s new President, Benito M. Infamacho, on official invitation. Mr. Royal left New York Nov. 27 and following the inauguration will visit Guatemala before his return.

More for Plough

PLOUGH Inc., Memphis, is sponsoring 12 quarter-hour United Press newscasts weekly on WHN, New York; Penetro Inhaler, Penetro Nose Drops and St. Joseph Aspirin, News for Penetro Inhaler Radio from Monday through Saturday, 2:15-2:30 a.m.; Penetro Nose Drops, Monday, Wednesday and Friday, 5:45-6 p.m.; St. Joseph Aspirin, Sunday, 7:30 a.m.; Tuesday and Thursday, 5:45-6 p.m. Complete merchandising follow-up service is worked out with the New York City retailers of all three products.

The company also is sponsoring “After the Show,” a radio show of Whiff and Biff—heard Tuesday, Thursday and Saturday, 7:20-7:25 a.m., on WAV, Chicago, for Penetro Inhaler; Agency is Lake-Siprono-Shumran, Memphis.

AVOCADO SPOTS

CALAVO GROWERS of California, Los Angeles (avocados), in early December starts on a short scattered schedule, thrice weekly participation in home economic programs on stations in 14 markets. Following a lay-off during the holiday season, the schedule will be resumed with additional stations added. Stations to be used in December are WLS, WJR, KMOX, WJOY, KDKA, KQV, KSL, KLZ, KOMO, KSTP, KMBC, WKRC, KIN. Agency is Lord & Thomas, Los Angeles.

Arrow in Canada

CLUETT PEABODY & Co., of Canada Ltd., Toronto (Arrow shirts and ties), started on Nov. 15 four weekly transcribed spot announcements on 12 Ontario stations. Account was placed by Cockfield Brown & Co., Ltd., Toronto.

ON THE BARRELHEAD for 52 weeks, six days per week, was this contract signed by Welfare Finance Corp., with WSAI, Cincinnati. The paid-in-advance schedule covers the daily 15-minute Sports Review with Bruce the Mike. At the signing were (seatd 1 to r) James D. House, vice-president of Crosley Corp. in charge of broadcasting; June R. Lear, president, Welfare Finance; J. J. Gearing, Walter Haehnl Adv. Agency, and Robert Davis, general supervisor, Welfare Finance. Standing: August Lear, WFAI, Finance; Sportscaster Dray; D. H. Long, WSAI manager, and Harold F. Walker, WSAI salesman who made deal.

ALL NIGHT AT WMCA

Poetry, Guests, Tips on Jobs, Are Among Features

WMCA, New York, on Dec. 1 went on a 24-hour daily broadcasting schedule with the inauguration of the WMCA All Night Club program, presented seven days a week from 1-7 a.m. Unlike other allnight broadcast programs, the new program includes not only musical recordings but also poetry readings, impromptu guest appearances of local personalities, and offers advice, services, and an employment period for the jobless.

PENETRO service, first of its kind in radio, is presented at 5 a.m. by guest ministers of New York churches. The invasion was auspicated by the National Conference of Christians and Jews. The “helpwanted” features from 6-7 a.m. is designed to reach unemployed starting out in search of work. Information of jobs available is furnished with the cooperation of the New York State Employment Bureau.

Also included is a song-writers hour during which personalities create songs on the air, and news bulletins are broadcast at intervals to develop a closer association of interest among listeners. For the program, special membership cards will be issued on request. These cards will be numbered and drawings will be held on the program to “contest” members as guests. Alan Courtnay is m.c.
WKY has more listeners in Oklahoma City morning, afternoon and night than all three other stations combined!

-- ROSS FEDERAL SURVEY
Based on 9,460 telephone calls during week of October 7-13, 1940.
45 Bolts from the Blue... each one a boon to listeners, a bonus to advertisers

Regardless of the excellence of its programs, no network is stronger than its stations, no station stronger than the "signal" it delivers.

The Blue Network of NBC doesn't forget its responsibility to listeners to deliver its whole varied list of programs with the highest possible technical excellence. That is why you constantly receive reports on new stations, new equipment, increases in power on the Blue. Typical of this continual progress are the 45 improvements listed below.

Each one means a definite and concrete addition to the audiences of Blue Network programs, an important bonus to Blue advertisers.

45 Blue Improvements since June 1st

New Blue Florida Group Added
WHJP Jacksonville WKAT Miami Beach
WMPJ Daytona Beach WMTC Ocala
WLOF Orlando WSUN Tampa St. Petersburg

New Blue Southeastern Group
WGAC Augusta, Ga. WMFR High Point, N. C.
WCBT Roanoke WGNR Gastonia, N. C.
RAPIDS, N. C. WHKY Hickory, N. C.
WEED Rocky WCOS Columbus, S. C.
Mount, N. C. WHHL Johnson City,
WMFD Wilming-
ton, N. C. WHIS Bluefield, W. Va.

Other Stations Added or Scheduled for Immediate Addition
KOME Tulsa KXOK St. Louis
WCBS Springfield, Ill. KFRI Columbia, Mo.
WAKR Akron WKIP Poughkeepsie
KOI Reno, Nev. WGRM Greenwood, Miss.
KPBC Cheyenne WSLI Jackson, Miss.
WEMP Milwaukee, Wis.

Completed Transmitter Improvements
KERI, Bakersfield, California. Increased power from 100 watts to 1000 watts. New transmitter.
WRNL, Richmond (1000 watts 880 kc.) was substituted for the previous outlet, which operated at lower power on a less favorable frequency.
WSGN, Birmingham. Increased its power to 250 watts.
WBZ, Boston, began operation with new antenna and new transmitter on new site at Hull, Massachusetts, giving direct salt water coverage to the Boston market.

The Blue Network of NBC
Sales thru the air with the greatest of ease
Dries 'White Paper'
(Continued from page 22)

Poland—Zapp reveals that Station WCBM in Baltimore had agreed to use Transocean.

The letters, as made public by the Committee, follow:

Herr Karl F. Klien,
859 No. Howard St., Baltimore.

Dear Herr Klien: As I have heard from Herr. Von Stempel (then Counsellor of the German Embassy in Washington), the financing of a German news hour will be taken care of. I, therefore, send you from today on the Transocean News at the price of ten dollars per week. I would ask you to give me the station and time of transmission. Also, I would be grateful if you would let me know if our Transocean news reaches you in time, so that we can arrange our transmission in accordance therewith.

With best greetings.

Manfred Zapp.

Another letter from Zapp to Strempel, at the German embassy, gave the schedule of Transocean news on WCBM. The programs, according to the letter, were to be heard Tuesday, Wednesday, Friday and Saturday at 9 a.m. and Thursday evening at 7:15 p.m. The letter ended with "warmest greetings, Heil Hitler.

Listener Protest

On Oct. 17, 1939, about a month after the preceding letters, Zapp complained in a letter to Guenther Altenburg, Foreign Office, Berlin, that "I tried to sell Transocean to the radio. But I had hardly gotten a broadcast before the protests from Jewish listeners demanding its suppression began to develop. And the Transocean program had to go off the air. But that will not deter me from making further efforts in this field."

It is assumed that Zapp referred to the WCBM broadcast.

WCBM Issues Reply

A blanket denial of inferences that WCBM was in any manner used for Nazi propaganda was issued by George H. Roeder, general manager of the station, shortly after release of the Dies White Paper. The statement, published in the Baltimore Sun, was as follows:

"Klein was the last of three announcers on the German program which was broadcast from the station for several years. The program was announced both in German and English. It never was used to send out a news item or for German propaganda. The program consisted of commercial announcements and music, which was recordings.

"These programs, like all others, were submitted to the station authorities in advance and checked twice. We still have copies of all that went on these programs. They were given to the Polish, Italian and other commercial programs broadcast. This went on for several years, but when developments in Europe became acute, advertisers withdrew from the German language program and we insisted the programs be put in English. The withdrawal of advertisers caused a discontinuance of the program."

Another prominent radio program also figured in the Committee's disclosures. In a voluntary statement by Dr. Federic F. E. Auhagen, who is described as the "guiding light of the American Fellowship Forum," it is revealed that the organization had its inception after Auhagen appeared on America's Town Meeting of the Air, heard over the NBC-Blue. The Committee report states that the Forum interchanged its mailing list with the German Railroads Information office. Auhagen told Committee investigators that on the strength of the public response to his Town Hall Broadcast he decided to found an organization which would exclusively devote itself to prevent international affairs from the particular angle which he had always tried to maintain in his various lectures. This angle is described as an attempt to avoid "all sentiment, propaganda and bias from entering into the discussion of international affairs."

Gen. J. C. Harbord, chairman of the board of RCA who was the subject of correspondence between Zapp and German diplomatic officials. One letter to Fritz Kellermeier, commercial attaché of the German embassy stationed in New York, transmitted a speech by Gen. Harbord. The photostatic copy reads: "Enclosed is a speech by the chairman of the board of directors of the RCA who has made utterances of a particularly hateful nature against Germany. I trust that this lecture will interest you. Heil Hitler."

Gen. Harbord's view about Hitler did not seem to affect RCA business. For in the photostatic copies reproduced in the White Paper it is revealed that German officials frequently used RCA to transmit messages.
Overtime Clause
In Law Clarified
Extra Payment Is Required
Despite Labor Contracts

EXISTENCE of a union contract calling for a workweek of more
than 40 hours without payment of overtime does not void the obli-
gation to pay time-and-a-half after
40 hours, under the Fair Labor
Standards Act, according to a Nov.
18 announcement by Col. Philip B.
Fleming, administrator of the
Wage & Hour Division of the La-
bors Department. This interpreta-
tion applies generally, with only
few exceptions in certain instances,
Mr. explained.

"Since the requirement that time-
and-a-half be paid after 40 hours
became effective on Oct. 24, we
have received many inquiries from
union members, business agents,
and employers about the status of
union contracts calling for a longer
workweek without payment of over-
time," Col. Fleming commented.

No Legal Effect

"A clause providing for a work-
week of more than 40 hours with-
out the payment of overtime does
not relieve the employer of the ne-
cessity of paying time-and-a-half
in accordance with the provisions
of the Act. Such a clause will have
no legal effect, although the rest of
the contract may stand. The Wage
& Hour Division will not give
weight to such a clause in making
an inspection to determine whether
the law is being complied with by
an employer. The standards fixed
in the Act may not be lowered by
any kind of agreement."

The exceptions, Col. Fleming in-
dicated, occur under Section 7(b)
This section provides that employes
working under agreements provid-
ing for an absolute maximum of
1,000 hours work in any 26-week
period, or 2,000 hours work in 52
weeks, may be worked up to 12
hours a day and 56 hours a week
without payment of overtime if:
(1) The agreement was made as
the result of collective bargaining
by representatives of employes
certified as bona fide by the Na-
tional Labor Relations Board; (2) there
is in the agreement limiting the
hours of work to 2,000 in 52 weeks
a provision for a fixed annual wage
or continuous employment for
either 52 weeks or 2,000 hours. Col.
Fleming declared that overtime is
due employes for all hours in ex-
cess of 40 in any given workweek
if the 1,000 or 2,000-hour maxi-
ma are exceeded.

Engineers Buy KORN
CONTROLLING interest in KORN,
Fremont, Neb., local outlet on 1370
kc. which first went on the air in
December, 1939, will be acquired by
two radio engineers for $13,900, if
the FCC authorizes a transfer ap-
plication filed Nov. 22. The pur-
chasers are John P. Palmquist,
formerly with WCCO, Minneapolis,
and WJTV, Washington, and Paul
Boyer, engineer-announcer former-
ly with WTKC, Visalia, Calif., and
KWYO, Sheridan, Wyo. The stock-
holders proposing to sell are C. J.
Malmsten, E. S. Sidner, A. C. Sid-
ner, H. A. Gunderson and E. J. Lee.
U. S. Shows Rank First
Canada Survey Reveals

U. S. NETWORK shows aired in Canada rank first in popularity with Canadian listeners, according to a preliminary report, representing a measurement of network programs on the air in Canada, conducted during the last week in Octo-
ber and just released by Canadian Facts, Toronto research organization.

Based on measurements made in Halifax, Montreal (English homes), Toronto, Winnipeg and Vancouver, it shows Jack Benny in first place with a rating of 45.1; Charlie Mc-
Carthy, second, 41.1; Luz Theatre, third, 35.9; One Man's Family, fourth, 29.1; Big Town, fifth, 27.5.

The first Canadian program was Wrigley's Treasure Trail, a special network measured in Toronto and Montreal only. It placed eighth out of 38 programs covered, with a rating of 23.7. The first Canadian country-wide network show was Lifebuoy's Family Man, in eleventh place with 20.6. Rinso's Big Sister led the daytime program with 17.8.

The study was based on more than 75,000 completed interviews in the cities covered. The coinci-
dential method was employed.

ON HIS FIRST TRIP west of the Mississippi, Lou Avery, of the Free & Perfect New York office, received an enthusiastic reception from KMBC when he visited Kansas City in mid-November. As Lou stepped from the train, he was greeted with an affectionate embrace by Benny Linn, KMBC songstress—witness cupid's-bowed jowl. ushered into the Union Station lobby, he and several hundred others were serenaded by KMBC musicians, introduced as Kansas City's Phil-
harmonic. Publicity was given a hard time with a "hoss-
pistol" to fend off Indians. Lou next was elevated to a soap box to tell the crowd he was in Kansas City to attend the opening of KMBC's weekly stage show, Brush Creek Follies. Tom Bennett, KMBC director of sales, who arranged the reception, is left of Brooklyn Cowboy Avery.

AND THEY 'SELL EVERYTHING'
Commercial Success of 'WLS National Barn Dance'
Includes Food, Fences, Clothing and Medicine

By DONALD E. FINLAYSON
WLS, Chicago

THOUSANDS of words have been written about the popularity and production angles of the world's oldest continuous commercial radio program, the WLS National Barn Dance on WLS, Chicago. But almost nothing has appeared in public prints about the commercial success of this show.

On the air for more than 16 years, broadcast five hours every Saturday night—with one hour of it fed to an NBC network—WLS National Barn Dance on Oct. 28 honored the 900,000th paid vis-
itor to the program since it moved into the Eighth Theatre eight years ago. There have been visitors from all over the world—from Canada, England and Germany to Java—but most of them are hard-working, good-buying Mid-
westerners.

They take the word of WLS for the things they should buy—and that is why the WLS National Barn Dance can and has sold every-
thing and anything, from kerosene lamps to tractors, including food and clothing, insurance and edu-
cation. And this selling has been so successful that advertisers re-
new year after year—with Mantle Lamp Co. having used the WLS National Barn Dance every year since 1929, for 14 consecutive years.

The WLS National Barn Dance is as old as the station itself. On April 19, 1924, only a week after the WLS opening, the first Barn Dance was broadcast, first from the studios in the Hotel Sherman, then in 1928 from the Praetor Farmer studies when that oldest farm paper (100 years) bought WLS. Crowds jammed the 200-seat auditi-

ory every Saturday night. In March, 1932, officials found all res-
ervations gone through October, the first time the Eighth St. Theatre, where the show still originates.

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BROADCASTING

Broadcast Advertising
BOLTS FROM THE BLUE
TOP PERSONALITIES participating in the Nov. 16 world premiere in Tulsa of “Take Me Back to Oklahoma,” Monogram movie starring Tex Ritter and Bob Wills, leader of the Texas Playboys, long heard on KVOO, Tulsa, are included in this group. The premiere of the picture, which aroused intense interest among fans of Bob Wills & His Texas Playboys, featured a huge parade through downtown Tulsa, during which KVOO announcer J. R. Lake interviewed participating celebrities. Station officials were hosts at a luncheon following the parade. Gathered for the luncheon at the Tulsa Club are (1 to r) Gus Brандbørg, KVOO sales representative; O. W. Mayo, manager of Bob Wills & His Texas Playboys; Bob Wills; Willard D. Egolf, commercial manager of KVOO; James E. Berry, Lieutenant Governor of Oklahoma; Ed Finney, producer of Monogram Pictures; Bobby Clack, famous 14-year-old rodeo performer and movie star; Tex Ritter, popular Western star.

Si-Noze on 23

Si-Noze Co., Chicago (cold remedy), late in October and early in November started a varying schedule of announcements and programs on 23 midwestern stations. Schedule runs through March. Stations are: KMA WMNN WWVA WIBW WKO WHIZ WSDP KFBI WHBL WL3 WWL KWTO WDZ WTMY KIPE WHKC WDGY KMMJ XERA WINN WPIC WIBC WCFL. Neal Adv. Agency, Chicago, handles the account.

The most powerful voice in the country’s wealthiest per capita market

TAYLOR AND WYSE WOULD BUY KWBG

PROPOSING to sell his station to devote most of his time to a transcribed radio network project, W. B. Greenwald, who founded and has operated KWBG, Hutchinson, Kan., since 1929, has applied to the FCC for authority to transfer the license of that station to O. L. (Ted) Taylor, manager of KGNC, Amarillo, and William Wyse, commercial manager of KFYO, Lubbock, Tex.

The purchase price would be $40,000 for the 250-watt full-time station on 1420 kc. The venture is a purely personal one on the part of Mr. Taylor and Mr. Wyse, each of whom would own 50%. Mr. Taylor, besides managing and being part owner of KGNC, also supervises the operation of the other stations of the Gene Howe-O. L. Taylor-T. E. Snowden group of Texas stations—KFWJ, Lubbock; KGRV, Wesiaco; KTSA, San Antonio.

Mr. Greenwald in 1938 organized Airways Broadcasting Co. in New York, but dropped this transcribed network venture when he could not devote as much time from his station duties. Early this year he was engaged by the newly-formed Keystone Broadcasting System, Los Angeles, a similar project, as station relations manager.

THE BOOK “Best Broadcasts of 1938-39,” compiled by Max Wyse, CBS director of the script division, is now used as a textbook by 450 colleges. His new Best Broadcasts of 1940 will be published Dec. 2.
D-99419 (100 to 500 watt) Shunt type Antenna Coupling Unit. (With cover removed.)

D-97008 (100 watt to 1 KW Series Type) Antenna Coupling Unit.

D-99418 (8 KW Shunt Type) Antenna Coupling Unit. (With cover removed.)

33A Antenna Control Unit, (Includes: 1 Variable Branching Circuit; 1 Variable Phase Shifter; 1 Fixed Phase Shifter.) For powers up to and including 10 KW.

34B (50 KW) Antenna Phase Control Unit.

35A Antenna Power Control Unit—Fixed line branching network. For powers up to and including 10 KW.

33B (50 KW) Antenna Control Unit (1 Line Branching Network, 1 Phase Shifting Network.)

D-107058 Coaxial Line. (For Phase Monitor Sampling Lines.) Available from stock in single lengths up to 1000 feet—up to 3000 feet on special order.

D-151067 (50-100 KW) 2½" Coaxial Transmission Line.

BE UP TO EF

...with West' Antenna

Whatever your coupling or control assures you of up—not all—is shown. 50 KW—Grayba you need—for E We.

Ask your
DATE
ECONOMICAL!

In Electric's complete line of
Coupling and Control Equipment

its power—no matter what your antenna
problem—Western Electric's complete line
of date, efficient, economical equipment. Some
here. Units for all powers from 100 watts to
give you immediate delivery on everything
for Broadcasting.

Distributors:
In U.S.A.: Graybar Electric Co., New York,
N.Y. In Canada and Newfoundland:
Northern Electric Co., Ltd. In other coun-
tries: International Standard Electric Corp.

ES-675768 RF Isolation Coil for by-
passing phase monitor sampling lines
around tower insulator.
Radio's Birthday

AS RADIO broadcasting rounds out its first 20 years of existence, it is justly proud of a job well done. Though it began as a fad, regarded by some as a passing fancy, and though it has set a dazzy, almost reckless pace as it grew, today it has its own tradition. Today it has poise and stature and enjoys not only self-respect but respect on all hands.

Celebrating its birthday during the last fortnight, the radio industry fittingly climaxed the occasion with a gala dinner in Washington under NAB auspices. The affair, attended by notables from all walks of life, was a glowing tribute to radio's coming of age. From President Roosevelt came more than mere felicitations. "Your Government," he wrote, "has no wish to interfere or hinder the continued development of the American system of broadcasting. Radio was born and developed in the real American way and its future must continue on that basis."

Radio could ask no higher assurance. Yet from Wendell Willkie, from FCC Chairman Fly and from other distinguished personages came similar expressions of good will. All of this lends not to a feeling of smugness but to a sense of confidence that radio can and will add to its accomplishments during the years to come to retain the high place in popular and official esteem it now enjoys.

The Dies Lesson

FOREWARNED at the time hostilities erupted in Europe, broadcasters in this country have exercised vigilance against foreign propaganda. But until the latest White Paper of the Dies Committee revealed the ends to which Nazi agents have gone to sway American public opinion, they did not realize how close to home this under-cover campaign has struck.

The startling Dies Report discloses that efforts were made to control or enlist the services of news commentators on the networks, that manipulations were resorted to in getting Nazi spokesmen on radio forums, and that steps were taken to color and control radio news. Nazi dollars were spent lavishly in this reprehensible Fifth Column activity.

No station owner, we firmly believe, would accept a single Nazi dollar for time over his facilities. But, as revealed by the Dies report, the approach has been subtle and the propaganda ingeniously veiled.

These latest developments bring home the scrupulous care that must be exercised by networks and stations alike in scheduling speeches or forums involving international affairs. High-sounding names are used by these outfits. They appear to have money and connections in responsible places. But usually they are mere letter head organizations. It behooves every broadcaster to double-check their offerings, whether commercial or sustaining. Ignorance is a feeble and dangerous defense.

Wire-Trapped

THINGS are astir again at the FCC. Once more displaying a growing interest in licensing, an FCC faction (no longer a minority) has kicked over the traces on the network-monopoly situation. If it were not so serious, it could be classified as just another blunder. Mark Ethridge, former NAB president, terms it "intimidation" and "tyranny". It is another example of the futility of expecting judicial regulation from men who are essentially anti-radio.

Merely because they did not like the tenor of briefs filed by CBS and IRNA, and possibly NBC, the former members of the Network-Monopoly Committee took things into their own hands. It began with the sending of a telegram to 227 network affiliates asking the signatures of the FCC secretary, but without FCC approval. It was this telegram that was branded by Mr. Ethridge as sheer intimidation. With a vacancy on the FCC, it has become a house divided once again, with three commissioners evidently condoning this amazing action and the other three (Fly, Craven, Case) opposing it.

Of the Network-Monopoly Committee report much has been said, including some pretty harsh words by members of the Senate Interstate Commerce Committee. And more will be heard! The veracity of the committee's findings has been challenged. Certainly, it is the duty of the FCC as a body to reexamine the testimony and arrive at its own decision. And certainly it is not the function of individual members of the FCC to take umbrage when respondents file briefs critical of that report, however outspoken, particularly when their very existence is at stake. The committee finished its work last June, when the report, after a confinement of two years, was brought out, timed politically for those ill-starred hearings before the Senate Interstate Commerce Committee.

Briefs are self-serving legal documents. NBC, CBS and IRNA held that the FCC was without the power to regulate management of stations or networks. MBS, alone, took an opposite position. Thus, there is division within the industry itself.

To us it seems that immediate self-interest must be forgotten. The question boils down to whether the broadcasting industry shall continue as a private business, or whether the Government shall step in. Stripped of non-essentials, the Network-Monopoly Committee report proposes just that.

IRNA, which has thrilled with the networks over dollars, and will continue to do so, says it would rather take its chances with businessmen than with bureaucrats. If there is a monopoly or a duopoly, or if there is unfair competition, what's the matter with the Department of Justice or the Federal Trade Commission? Congress very wisely restricted the FCC to the licensing function. The FCC argued this itself in the Sanders Case before the Supreme Court, and won on the free competition theory.

The whole issue now is likely to wind up in Congress. Proponents of an investigation of the FCC, and of new radio legislation certainly have plenty of new ammunition. The President, who hasn't been any too happy about regulation in the past, is acquainted with the present plight of that agency.

And the men who earn their livelihood from the broadcasting business, who will forget immediate gain and look at the broader picture, will cast their lot with Congress. A re-definition of the law, which would make possible re-molding of the FCC, perhaps around its present clear-thinking and far-sighted nucleus, seems the answer.

Havana Manana

SOME MONTHS AGO we expressed concern over the fate of the standard broadcast reallocation provided under the Havana Treaty. Unconsciously, we were told in official quarters that the ways of diplomacy are devious, and that the reallocation would be along in plenty of time. Thereafter, March 29, 1941, was designated the date for the "moving day" when almost all stations in the United States, Canada, Mexico and Cuba are slated to shift to new assignments, as provided under the treaty engineering standards.

Now we are bothered again. Conferences were to be held with delegations from Canada and Mexico to iron out allocation conflicts. Cuba evidently has been derelict and hasn't even submitted its revised list. While officials are reluctant to comment, they admit that time's a-wasting, and there is danger of a postponement of moving day unless the whole process is stepped up.

Here's the rub. Under the treaty, March 29 is the critical date. The treaty specifies that it must become effective within one year from the date of final ratification by the last of the four signatories. The reallocation can be extended only by consent of all four signatories. If one nation should fail to consent, the treaty would be renounced, and a decade of work in attempting to provide a scientific continental allocation would be lost.

It isn't necessary to take this risk. If our FCC and our State Department will step on the gas, it can be accomplished with time to spare—but not much. We will probably be admonished again to keep our shirt on. But it's later than you think!
FRANK BRAUCHER, recently re-elected president of the Society of American Advertisers, has been elected full-time president of the Publishing Advertisers Assn., as a result of an announcement made by Earle H. McHugh, chairman of the board. The announcement was made by representatives of the leading magazines of the world, and it was announced that Mr. Brauchers, who was managing editor of the New York Times in 1937, served as an executive officer of the PAA and was previously associated with the Crowell group of magazines.

HOLLAND EVERETT ENGLE reversed the usual procedure. After a decade of running the radio gamut, from announcing and acting to producing and managing, he switched to the advertising agency field of broadcasting. Vice versa more often is the case. Emi-

HOLLAND, ENGLE, formerly with representatives in New York, South-
west Network in Texas and J. Walter Thompson Co. in Chicago, has joined the insurance department of KVA, San Francisco.

VICTOR SICPROM, president of Texas-Canada Communications, Win-
pine, operating CJCB, Winnipeg; and CJRM and ORCK, Regina, Sask.
has been appointed executive vice-

HOLLY, Marks Milwy, Way Winners, Koolox, Grand Stand Thrills. One of the most successful free lancees of the city, at one time he sold dozen

HOLLY, GRAHAM PEACOCK and W. H. RUSSELL, for the last 11 years of the NBC Central Division, has been transferred to the division's most sales department in Chicago

H. HOPKINS, for many years account executive with KSAN, San Francisco, has resigned.

Robert Lowery, has joined the sales staff of WGN, Brooklyn.

T. C. MacGreer Co., Hollywood transcrip-
tion concern, has been elected vice-

Howard Scott, formerly with WIFE, has been transferred to the NBC-Blue network sales staff

in the father of a boy born recently.

ROBERT LOWERY, has joined the sales staff of WGN, Brooklyn.

H. L. BARKER, KPG-KGO, San Francisco, has been transferred to the Hollywood office.

DR. LEON EVY, president of the American Radio City, has been transferred to the New York office.

WILLIAM W. GARDNER, who has succeeded Mr. Douglas as permanent general manager to succeed T. H. Kilgore, who resigned Nov. 1.

EDWARD F. BOACHE, radio direc-
tor of the WIC B, has joined the sales staff of the WBBM, Chicago.

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KMBC Names Brown
EDWIN BROWN, formerly of WREX, Lawrence, Kan., has been named director of education of KMBC, Kansas City, according to an announcement by Karl Koerpner, KMBC managing director. Brown assumes the post left by Kenneth L. Graham, who resigned after three years to become assistant manager of the Herald Publishing Co., Independence, Mo. He is a 1938 graduate of Kansas U. receiving an A.B. degree, and has continued his school work since then.

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Stork Over Tulsa

SUNDAY appears to be Stork Day to announcers of KTUL, Tulsa, Okla. In a period of five Sundays, dating from mid-October to late November, three KTUL announcers became fathers of boys. First was Carlyle Stevens, KTUL production manager. Two Sundays later Don O'Brien, sportscaster, became the father of a boy. And two Sundays after that Jack McElroy, KTUL special events man, was presented with another boy.

LEE MELCEN, formerly with stations in Texas, Louisiana and Nebraska, has joined the production staff of KROW, Oakland, Cal. He replaces John Moore, resigned.

BILLY JONES, 55, who with the late Ernie Hare was a member of the pioneer radio team, the "Happiness Boys", on Nov. 23 died of a heart attack on Broadway in New York. Jones and Hara sang together from 1920, when they made records for the Brunswick studios, until 1939 when Hare died of pneumonia. The team first broadcast in 1921 on WIZ, New York, and later on WEAF, New York, under various sponsors. Recently Jones, accompanied by Jim Brenman, had been presenting the Billy Jones Reviews, half-hour Sunday program on WMCA, New York, under sponsorship of Sacks Furniture Store, New York. The radio script for the Nov. 24 program was found in Mr. Jones’ pocket upon his death and was rewritten and broadcast that day in the form of a memorial program.

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CARLOADS OF SOAP EACH WASHDAY!

That's as close as we can come to translating into every-day terms the staggering amount of soap used by OUR FAMILY.

MORE IMPORTANT to you than just soap is the huge, ready-to-buy market that OUR FAMILY represents ... a market that embraces Kansas and all adjoining states ... 2,380 marketing communities ... 1,238,890 radio homes whose spendable income is now at new peaks.

MOST IMPORTANT to you is the fact that the friendly voice and neighborly personalities of WIBW dominate this market ... translating the listener loyalty of OUR FAMILY into sales for you.
BEVERIDGE ELECTED
Leads State Senate Race by
a Plurality of 67

ALBERT J. BEVERIDGE, special events announcer of WDAF, Kansas City, and son of the late Senator, finally was elected to the Indiana State Senate in a virtual photo-finish that involved his announcing his seeming defeat on the air. Unofficial returns, broadcast by Beveridge over WDAF, direct from election counting headquarters, indicated his defeat. But the official tally showed him a winner by 67 votes.

Now there has been a demand for a recount in the race and the question of who is won up is the order of the day.

Newspaperman, magazine editor, and interested in political affairs, Beveridge has been with the manropolis station nearly four years, handling special events pickups, occasionally making a statement or two on the air. Announcing his own defeat on the air, he then had the radio station for which he works carry the news of his election and later the account of a recount demand.

DARLENE COLVIN, formerly of Hollywood, Calif., has been announced as the new program director of the station by Manager Harold H. Meyer. Colvin has been a named program director of the station and has been a name in radio.

MARY MAISON, home economic director of WICL, Milwaukee, Wis., will be honored Dec. 7 at a fifth birthday party given by WICL. A special 50-minute morning broadcast, originating in the Park Theatre, will feature Allen Parks, Lynn Allison, Gene Aiken and Duane Ray. The program by the station and among variety acts. NBC will also participate at the Dec. 4 luncheon in honor of Miss Mason. The station is offering listeners $50 in prizes for the first letters and numbers why the Home Forum is preferred listening.

DON NAYLOR, production manager of WSGT, Atlanta, Ga., is the father of the late Mason in November.

JACK WORMSER, NBC Hollywood sound effects man for the Fibber McGee & Molly show, which has been moved to Hollywood, Calif., has returned to his network duties after a major operation.

JOHN RONALD, formerly known as announcer for Drake U radio programs, has been named host of the KSFJ and NBC Home Forum program.

Other announcements of interest:

- To New York, ELMER HANSON, one of the Radio Corporation of America's top executives, has joined the NBC Time program, which he will carry on the air.
- To New York, BERNARR MACFADDEN, publisher of Scientific American, has been named as the new executive editor of the magazine.
- To New York, ALBERT J. BEVERIDGE, former governor of Kansas, has been named as the new chief executive of the National Broadcasting Company.
- To New York, MARCEL VERNON, former announcer for CBS, has been named as the new executive producer of the network's Radio News program.
- To New York, JAY ROSE, former announcer for NBC, has been named as the new executive producer of the network's Radio News program.
Just after the knot was tied Clete Robert, special events announcer of KIDO, Boise, Ida., and his bride, the former Lois D. Ritter, heard at the Redwood Room of Sun Valley Lodge, where they were married at midnight in November.

Wayne Ind., has director of KFYO, Lubbock, El Dorado, Ark. He has returned to WYNN WILLIAMS, the director of WPGM, Cleveland, is making an air tour of South America, visiting Mexico City, Lima and Santiago. From each of the cities visited she is air-mailing a transcript of her air column to subsequent broadcast on WYNN.

Wayne Mack, chief announcer of WYNN, Cleveland, is the father of a baby girl recently.

Fred Temple, announcer of WPTF, Philadelphia, has resigned because of ill health.

Wally Sheldon has returned to the announcing staff at WCAU, Philadelphia, after a season at WSAN, Al.

Jacques Deshalettes, producer in charge of commercial programs for the Montreal studios of the Canadian Broadcasting Corp., has been appointed to the CBC Overseas Unit in Great Britain.

George Adams, formerly of KRMN, Shreveport, and WSGN, Birmingham, has joined the announcing staff of WCKT, Mobile, Ala.

Boye Kenten, free-lance announcer at WRC and WPTF, is the father of a girl born in February.

James Monroe, announcer of KMO, Kansas City, has been named head of the station's news department. James Cos, KCMO program director, announced recently that he married Betty Ann Painter, free-lance radio actress.

NBC Washington Promotions

Recent promotions in the NBC Washington studios include: Appointment of E. William Young, formerly of the New York office, as manager of the Radio-Recording Division; Ross Filion, to production supervisor; Thomas E. Knodle to newsroom chief, succeeding William R. McAndrew, appointed News Editor of Broadcasting; Bryon Bash, to acting night supervisor during the absence of Charles G. Harby, two months leave to promote Mille of Dimes campaign in connection with the President's Birthday Ball. Louis J. Wight, former Washington newspaperman, joins the newsroom.

Robert Henderson, of NBC news and special events, New York, is the first NBC announcer called for active duty, thus receiving NBC's first "service severance" check. A senior grade lieutenant in the Naval Reserve, Mr. Henderson reported Dec. 9 at the Naval Air Station, Pensacola, Fla.

Air Power

Joe Dillon, who announced the recorded Night Club of the Air program on WPTN, Philadelphia, was pulling the listeners' legs when he told about a proposed football game between WPTN announcers and the ushers at Franklin Field, U. of Pennsylvania stadium. He said admission to the game would be 50 cents or a pair of old socks. He little reckoned that any listener would take him seriously, but his mail to date has brought 200-500 cent pieces and three pairs of old socks.

WEW Expands Staff

Several staff additions to WEW, N. B. C., are announced by Miss Pagliara, station manager, as part of the St. Louis station's commercial program. Mr. Pagliara, who recently took over the helm, is coming from WCHS, Charleston, Mo., reports the addition of Ted White, recently with WL, St. Louis, to the sales department; Frank Mahon, sportscaster; Ernest Harsey, staff musician. Father W. A. Burk, S. J., faculty director, also announces three students engaged as part-time announcers.

Oscar C. Hirschy, operator of KFVS, Cape Girardeau, Mo., has applied to the FCC for a new 250-watt station on 1300 kc. in Cairo, Ill.
E
ey week 15,000 folders are placed in Indianapolis taxicabs by WFBB. First page covers football news, with a little ad for Wonder bread. An inside spread carries a schedule of broadcasts. The last page offers a personality sketch of a WPFM announcer. Distribution of the taxi folders was started in October.

Football Frolic BILLBOARDS, jointly used by a KROW sponsor and a hotel from which the program originates, are used to promote the Friday Football Frolic over the Oakland station. Sponsored by McCauley’s men’s wear shop catering to collegiate trade, the program is announced by Phil Ray, who for this purpose calls himself “The Friday Night Quarterback.” The program is an informal variety show of interviews with coaches, players, sports columnists, and a football quiz with college students. Originating at the Claremont Hotel in Berkeley, home of the U of California, the program is centered at the Friday dancings of college students on the eve of the football games.

Kansas Tabs PRESENTING findings of Prof. H. B. Summers survey of the Kansas radio audience for 1940, WIBW, Topeka, has published a plastic-bound 50-page book on the fourth annual study of Kansas listeners [BROADCASTING, Sept. 1]. The book, using color page decorations, has an ingenious system of index tabs and includes a WIBW promotion message.

Merchandising & Promotion

News in Cabs—Old-Timer—Ladies First—Power Jump—Street Singers—Santa’s Pattern

Northwest Drive MERChANDISING men and executives of North Central Broadcasting System met recently in Minneapolis for conferences with chiefs of Warren’s Inc. and Gerald S. Beekin Agency to lay plans for a NBCS merchandising drive for the Christmas season. The promotion is carried on in conjunction with 1 Want a Divorce on NBCS and the local participating show, Husbands’ Bureau of Information. Under the plan, claimed as an innovation in radio, five field men for the regional network, which covers Minnesota and North and South Dakota, will contact retail outlets throughout the Northwest, establishing dealers and taking orders for the product.

Portrait of a Plug AS A NOVEL piece of direct-mail advertising for Vick Chemical Co., WQXR, New York, is mailing subscribers to its monthly program booklet a facsimile sheet of the copy for a Vicks spot announcement on the station, reproduced exactly as it would be used on the air, on the stationery of Morse International, New York, the Vick agency. The copy is matched with the announcer’s accent and pauses to give the subscribers a “behind the scenes” glimpse of radio.

Richfield Anniversary RICHFIELD OIL Co., Los Angeles, sponsoring the six-weekly quarter-hour “Meet the Reporter” on NBC-Pacific Red Network stations, Sunday through Friday, 10-10:15 p.m. (PST), on Nov. 26 observed its best Christmas. Event was saluted by NBC with a special half-hour program titled Nine Million Xmas, which followed the Richfield Reporter, and related the story of newscasting and also included reprints of highlights from broadcasts of the past nine years. Don E. Gilman, NBC western division vice-president and executive of Richfield Oil Co. also participated which was preceded by a banquet. Richfield has sponsored the program since April 20, 1931. John Wald and Don Forbes are currently the co-commentators. Wayne Miller of Hixson-O’Dell Adv., Los Angeles agency, is editor and writer of the broadcast.

Latin Service PRINTED in red, white and blue, NBC has published a 16-page presentation promoting its commercial broadcast service to Latin America, directed by Lumsford P. Yandell. The presentation, prefaced with a commentator letter from Secretary of State Hull, is filled with pictures and text a survey of the Latin American market available to U. S. advertisers. Hailing NBC’s international broadcast service as “the new sales ambassador to Latin America” and emphasizing the thesis that “No one has a greater stake in Latin America than goodwill,” the brochure presents testimonials from present commercial sponsors, including Standard Oil Co. of New Jersey and Hotel Astor, along with population and market figures for all the Latin American countries. An appealing feature of the publication is a heavy plastic map-overlay tracing beams of NBC transmissions.

Nashville Book REPELETE with lists of contest winners, advertising participants, products and merchandising projects, WSM, Nashville, has compiled a plastic-bound promotion but allowing up the recent “As Advertised on WSM Week”. Copies of the brochure were sent to all concerns participating in the special promotion.

for CENTRAL ILLINOIS

Good things come in pairs. (1) One of America’s three richest agricultural markets, the Heart of America, is served by 16 sectional radio stations. Try WJBD 1200 Kilowatts — 250 W.

For New Product MAMA MIA OIL Co., New York (edible oils), has set up a subsidiary company in taking over the sponsorship of Nathen Fleischer, Jewish news commentator heard nightly on WDAS, Philadelphia. Going after the Jewish markets for the first time, the Sunshine Edible Oil Co. was formed to market a new product, Sunshine Peanut Oil. The WDAS sales department not only sold the account direct but arranged distributors. The same time creating a carton design. Through Perloff Bros., distributors for Mama Mia vegetable oil products in Philadelphia, WDAS arranged for the distribution of the new Sunshine Peanut Oil at more than 100 Jewish grocers in the territory. In addition, arrangements are being made to have the new product distributed at independent Jewish grocery stores. The news period is sponsored nightly at 8 p.m. for 15 minutes. For his Sunday period, Fleischer has been sponsored by the Penn-Maid Dairy Products, Philadelphia sour cream company.

Meeting Two Ladies TO GIVE local advertisers and prospective sponsors introduc- tion to two women program conductors, WOR, Newark and WGN, Chicago, have arranged an exchange of programs whereby Princess Beatty, who conducts the program on WOR, traveled to Chicago to broadcast there locally on WGN, and Miss Bea Bussard, who does the program on WGN, traveled locally on WOR. The WOR promotion department had planned to mail various Chicago advertising executive alarm clocks set to ring at the time of the Martha W. program on WGN. A bright WOR employe, however, called attention to the fact that the loud belling might cause a bomb scare if sent from New York, so the clocks had to be bought in Chicago and delivered by telegraph messengers.

Ralph Beatty AS ONE feature in publicizing its increase in power to 50 kw., WPPT, Raleigh, N. C., is using 21 outdoor billboards at a month. Done in tri-color red, the displays are placed along strategic highways of the State. The designs for the billboards, which center about the increased wattage, are to be used as a design base for WPPT’s Christmas campaign.

1000 watts on 600 k.c. means COVERAGE in Canada’s rich Pacific Coast area. That’s the story of

CIOR Vancouver, B. C.

National Representative Joseph Hershey McGillivra

Page 50 • December 1, 1940
WCKY's Carolers

CARVED in 16th Century costumes, the Christmas Carolers of WCKY, Cincinnati, are making regular appearances all over the city in street corner kiosks. The singers, using the public address system of the WCKY Studio Plane, are sent out by WCKY as a good will service in cooperation with local business men's groups. The city council granted blanket permission to use downtown and suburban street corners for the concerts. The "Talking Santa Claus" of the station's Christmas program, based on the luncheon clubs, hospitals, orphanages, and various meetings. Helen Rees, WCKY's program director, is planning her own Christmas party, to be held Christmas morning in the Hotel Gibson roof garden, at which toys supplied by listeners will be distributed to several thousand underprivileged children.

MACQUARIE NETWORK, Sydney, has issued a large sized wall outline map of Australia which shows the various units of that network. A limited number have been sent to the United States for agency distribution through the network's representative, Dr. Ralph L. Power, Los Angeles.

WFIL Tieups
WFIL, Philadelphia, has added the "Evening Bulletin" and the Daily News to its time-for-space arrangements with local newspapers. Swap deals were made earlier with the Evening Ledger and the Philadelphia Record, and the station now uses all but one of the local newspapers, the Inquirer.

A ONE-MAN SHOW
Parts of All Sorts Token by
WSPD Santa Claus

BEGINNING the day after Thanksgiving, Lew Williams annually becomes Santa Claus for 11 days on WSPD, Toledo. For 13 years his one-man program has been sponsored on the station by LaSalle & Koch Co., local department store, which this year is devoting a complete store window to the Santa Claus buildup, supported by radio announcements and newspaper advertising. Story and sequence are worked out in advance by Mr. Williams. Following substantially the same simple pattern since the beginning, the first broadcast is from the North Pole, with Santa packing his sleigh, including a miniature transmitter. During the succeeding 10 days Williams takes the part of all sorts of characters, from the Queen of the Dolls to the Captain of the Tin Soldiers and the woody dog, in a series of adventures culminating with the finish of the trip from the North Pole to LaSalle & Koch's Toy Town.

Ladies Days
FOLLOWING UP its morning wire feature, In the Woman's World, United Press has announced the first of a series of brochures to be made available to stations for contact correspondence purposes. Other brochures are to be published weekly until every feature of UP service has been presented. Back of each folder provides space for station imprint.

CANCELLATION
The Time Traveler, which has been a regular feature of the Women's Bureau of Radio Advertising, has been canceled due to the departure of the program's sponsor, the Charles H. Williams Co., Cincinnati.

NAB Bureau of Radio Advertising—No. 9 in its series of "Results from Radio" studies, covering radio's use by Omar Milling Co., Omaha; Owl Drug Stores, Musc'sle, Ind.; Broadway Department Store, Los Angeles; H. Leh & Co., Allentown, Pa., department store. CBS—Folder promoting American School of the Air programs to Central and South America; folder "The tenth year..." presenting facts on the Church of the Air, starting its tenth year. NBC—NBC-Red advertising reprint, featuring red cellophane overlay to carry out theme, "Look at Your Listening Audience Through Red-Colored Glasses." NBC-Blue—Folder "Around the World With the Travelling Cook," promoting Richard Kent's programs of foreign recipes.

The TOWN HALL, Inc., New York
Eight-page illustrated program schedule for 1940-41 Town Hall meetings.

ARE YOU HOPING FOR ORDINARY(KY.) PROFITS?

Ordinary, Ky., is not a great sales center. Ordinary (and hundreds of other Kentucky hamlets) is just too small to present a profitable market for most manufacturers. On the other hand, Louisville is a MILLION-BUYER market—makes more purchases than any other market in the State! To this buying audience WAVE presents the pick of N. B. C. programs, plus the best local entertainment available. Let us tell you more.

WOODS WAVE INCORPORATED
5000 WATTS...540 K.C., N.B.C.
FREE & PETERS, INC., National Representatives

"The Old Hired Hand" Received
4264
ORDERS FOR SONG BOOKS AS A RESULT OF AN OFFER MADE OVER WIS OCTOBER 20, 1940, AT 25c PER BOOK, LISTENERS SENT IN $1066.00 IN TWO WEEKS.

WEI TO THE LARGEST MAIL PULLER ON WIS, WITH A RECORD OF 11,421 PIECES OF MAIL ON ONE QUARTER HOUR, WE TAKE PLEASURE IN COMPLEMENTING THE OLD HIRED HAND ON HIS FOURTH CONSECUTIVE FIFTY-TWO WEEK RENEWAL BY HIS SPONSORS, THE CHATTANOOGA MEDICINE COMPANY.

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December 1, 1940 • Page 51
Drop ASCAP Case
MOTION to dismiss the complaint brought against ASCAP in March, 1940, by six members of Staatlich Genehmigte Gesellschaft der Autoren, Komponisten und Musikverleger (AKM) has been filed in New York Supreme Court for hearing Dec. 17, according to Herman Finkestein of Schwartz & Frolich, ASCAP counsel. Plaintiffs claim in their suit that they have received no payment from AKM since the German annull in 1938, when AKM was taken over by STAGMA, German organization similar to ASCAP, and are seeking a judgment for $58,000 representing the money owed to AKM by ASCAP, which licenses AKM music in this country [Broadcasting, April 1].

More Ears Per Dollar
Only ears count in radio. The owners of the thousands of WAIR ears gladly "shell out" for products advertised on—
WAIR
Winston-Salem, North Carolina
National Representative
International Radio Sales

More Ears Per Dollar
Only ears count in radio. The owners of the thousands of WAIR ears gladly "shell out" for products advertised on—
WAIR
Winston-Salem, North Carolina
National Representative
International Radio Sales

TRANSCRIPTIONS

COMpletely restored for clarity and effectiveness of design and content is the October, 1940 edition of Columbia Records Corp.'s catalog of Masterworks and Popular Records. The catalog includes an effective system of cross reference and special sizes of the type to distinguish titles of selections, composers, performers and names of composers in reverse sides of records. Prepared by Ernest Werncr, of CRC's sales promotion department, the edition has three cover designs by Alex Steinweiss of CRC.

CONSTANCE HOPE Associates, New York, has been appointed to handle all publicity activities of Columbia Recording Corp., New York and Bridgeport, following the resignation of Hal Davis, former publicity agent for CRC. Constance Hope and Alan Keyes will handle the account, including the CRC Reviewer's Service, Popular, Masterworks, and Okeh records, reporting directly to Patrick Bolan, CRC director of sales promotion in Bridgeport.

EDWARD SLOMAN PRODUCTIONS, Hollywood, which entered the transcription producing field with Adventures of Panchito, has taken over sales distribution of that series from Radio Attractions. Mr. Slooman is setting up a distributing operation to market the serial, as well as two new transcription shows, In His Steps and This Thing Called Love. Sam Martin Kerney has been named sales manager, with Joe Cooey, east-care manager, in charge of the operation. Arrangements are pending for other territories to be announced.

NBC Radio - Recording Division is preparing a series of 158 recorded programs featuring Stella Unger, "Your Hollywood Newsreel," for three-weekly presentation on a 52-weekly basis. Titled Hollywood Headliners, the series includes a special record of opening and closing announcements with an advance record of five-minute sales presentation by Miss Unger. Subscribers to NBC Transcriptions are receiving a "bonus" of eight programs in the series for broadcast on a sustaining or sponsored basis.

HARRIS Radio Productions, new Hollywood production unit has been established at 820 St. Sunset Bldg., with Leon Harris as general manager, and Wallace Brower in charge of contacts. Specializing in live and transcription shows to order, the firm also has established a dramatic and vocal coaching department, under direction of Mrs. Harris.

CHARLES MICHELSON, New York transcription firm, has installed its Porta-Playback transcription machines as part of the equipment used by the sales staffs of WLIT, New York; WMCA, New York; WSJS, Winston-Salem, N. C.; WSTV, Steubenville, O.; KCNO, Kansas City; KFRO, Longview, Tex.; KGK, Amarillo, Tex.; KRK, Berkeley, Cal. The following recording agencies also have purchased the portable transcription units for use in their radio departments: WNEW, New York; WOR, New York; WJAC, Johnstown, Pa.; WTVK, Rome, N. Y.; WOR, Newark, N. J.; WJZ, Philadelphia; WFCO, Fort Collins, Colo.; WGN, Chicago; WJAB, Jacksonville; WJZ, Baltimore; and WHJ, Providence.

To PROMOTE a special series of articles on England by Ralph Ingersoll, editor of PM, New York daily newspaper, the publication used a total of 270 spot announcements for the four-week period from Nov. 17-20 on New York stations WMCA, WNEW, WOR, WABC, WHT, WAAT, WOR, and WOR, reaching an estimated 550,000 listeners.

DAVIS, SCHWEGLER LEAVE DISC FIRM
WITH Kenneth C. Davis and Paul Schwegler having withdrawn from active participation in Davis & Schwegler, a major music transcription production service, Herbert H. Aronson, formerly vice-president, has been elected president and general manager. Although Davis & Schwegler will continue to do business with the firm, they will have no participation in its policies. Davis is resuming his law practice in Seattle, while Schwegler will devote his time to other interests. Aronson announced that it is his intention to improve the Davis & Schwegler transcription library service. He is now actively engaged in reorganizing the company.

Although no announcement was made, it is reliably reported in Hollywood that Davis has disposed of his interest in the proposed Keystone Broadcasting System. The latter organization, it was said, is being reorganized with ample financial backing by a group of well-known financiers who propose to place the transcription network in operation shortly after the first of next year. Spokesman informed Broadcasting unofficially that 103 stations were ready to join the proposed transcription network, having signed contracts to that effect.

Ruling of Highest Court in Record Case Awaited
THE U. S. Supreme Court is expected to announce in mid-December its decision on whether it will review the case of RCA Mfg. Co. against Paul Whiteman, WBO Broadcasting Co. (operator of WNEW, New York) and Elin Inc. Petitions of RCA and Whiteman for a writ of certiorari were filed Nov. 13 [Broadcasting, Nov. 15] and served Nov. 18, with WNEW expected to file an opposing brief before the 20-day answering period has expired.

The Whiteman petition was prepared by Maurice J. Speiser, general counsel for the National Assn. of Performing Artists, which has handled the case in the case from its inception. WNEW's brief will be prepared by Stuart Sprague of Everhart & Sprague and Col. J. M. Hartfield of White & Co., who were retained by NAB to handle the station's appeal in the U. S. Circuit Court of Appeals.

On Nov. 25 the U. S. Supreme Court refused to allow NAPA and the American Federation of Musicians to file briefs in the case as amici curiae. Motions filed by these organizations were approved by Whiteman but not by RCA, and the court does not generally accept such motions unless they are agreed to by both parties, it was stated.

Spanish Translation Service FOR RADIO advertisers interested in developing markets in Latin-American countries, a Spanish translation service has been organized by the Hispanic Center, at 292 Madison Ave., New York. Evantio Correa and Hernando Silva, co-directors of the Center, will direct a staff of translators in assisting ad-

KWW RED Network Station in PHILADELPHIA goes 50,000 WAITS
Serving 10,000,000 listeners in the Nation's third market

WESTINGHOUSE RADIO STATIONS Represented Nationally by NBC Spot Sales Offices

Page 52 • December 1, 1940 • BROADCASTING • Broadcast Advertising
SAVE $2!  
SAVE $2!  
SUBSCRIBE BEFORE JAN. ONE!

GOOD NEWS for BROADCASTING readers! Yes, it's the very best news when you can get more than twice as many issues of your favorite trade publication at the same old price.

That's your reward for promptness... if you subscribe, or renew, your current subscription before January 1.

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including YEARBOOK Number

Did you know that for $1.50 you can send a Christmas gift worth $5.00 to each of your friends in Radio? Here's how it's done. Enter 10 or more Christmas gift subscriptions at the special rate of $1.50 per subscription (including 52 issues and YEARBOOK Number). We'll acknowledge your gift to each recipient with an attractive Christmas card. Send your list in today.
REX COLE and the distributors and dealers of General Electric Co.'s refrigerator and appliance branch throughout the country, on Nov. 20 took over sponsorship of All-Whirlpool Are You Kitten?, weekly half-hour program on WOR, Newark, formerly sponsored by Mission Dry Corp., Los Angeles. The program features Dr. Henry Lee Smith of Brown U and another popular radio personality. The studio audience are from among their special habits, all housewives, etc. M.C.s. Promote Christmas specials such as GE washers, refrigerators and automatic washers. The program may be expanded to the Mutual network later this winter, according to Maxon Inc., New York, agency in charge.

RELAND MEMORIAL PARK and Graceland Memorial Park, cemeteries in New Jersey, have signed a 39-week contract with WHN, New York, to sponsor the Bowery Mission program, now heard Mondays 9-10 p.m. The cemeteries also sponsor a 39-week series of transcribed Biblical plays on WHN, Sundays, 12:30-1 p.m. Agency is Green-Broder, New York.

WASHINGTON FURNITURE Co., Los Angeles (retail), frequent user of radio time, in a four-week campaign ending Dec. 13 is sponsoring a three-weekly quarter-hour program, News Analyst, with Henry Mankowitz, commentator, on KMPC, Beverly Hills, Cal. Firm is also sponsoring a five-minute transcribed musical program, five times weekly on that station. Uhl Service Adv., Los Angeles, has the account.

VIRGINIA DARE Ltd., Toronto (chain specialty shops), on Nov. 17 started a quarter-hour Sunday afternoon musical and fashion program on CFRB, Toronto, as a test and plans to expand after January. Account placed by Ellis Adv. Co., Toronto.

PILSEN BREWING Co., Chicago (Tussey Pilser beer), renewed for 13 weeks its Sunday quarter-hour portal of the Love Hour featuring St. Louis Looie on WHIP, Hammond, Ind.

MILES LABORATORIES Ltd., Toronto (Alka-Seltzer), on Nov. 20 started Public Opinion at a Montreal theatre with theatre audience participation on CFCF, Montreal. Account placed by Cockfield Brown & Co. Ltd., Toronto.

DOMINION Art Metal Works, Toronto, for Ronson Lighters, has started a Christmas campaign of radio spot announcements on nine Canadian stations. Account was placed by Cecil & Pressley, New York.

HENRY K. WAMPOLE & Co., Perth, Ont. (cod liver oil), has started three weekly spot advertisements which ran until April, 1941, on 31 Canadian stations. Account was placed by J. J. Gibbons Ltd., Montreal.

INSTITUTE OF APPLIED SCIENCE, Chicago (correspondence school), national user of spot radio, in a 13-week campaign started Nov. 15 is sponsoring a weekly quarter-hour series with radio personality Richard Milani program broadcast on KHJ, Los Angeles, a two-weeks test campaign extending into January. Milani program is contestoriented, and is conducted for some time, in a two weeks test campaign ending Jan. 3 is sponsoring participation five times weekly in the juvenile program. Uncle Harry, on KMPC, Beverley Hills, Calif. Firm is planning extensive use of Southern California radio time during the winter. Wilson Packaging Co., Los Angeles (Tender Made ham), through Brusser, Davis & Staff, that city, in a 18-week campaign ending Feb. 3 is sponsoring participation five times weekly in the Ch. 6 million on KMPC.

RELIABLE Toy Co., Toronto (doll) started on Nov. 15 transcribed show Story Time Lady three times weekly on CFRB; Toronto; CFCF, Montreal; GOB, Vancouver; CKY, Winnipeg; CKCO, Ottawa; CFAC, Calgary, Alta, CKJW, Windsor, Ont.; CHSJ, St. John, N. B. Account was placed by Ronold Adv. Agency, Toronto.

BABCOCK BROS., Denison, Tex., operating 24 auto accessory stores in Texas and Oklahoma, has started a three-hour, quarter-hour musical program on KGSO, Fort Worth. Contact for 156 programs was signed by pallage Co., Dallas.


DEPT. STORE ON WFL.

WFL. Philadelphia, in adding Frank & Seder to its program schedule, now boasts three Philadelphia department stores among its sponsors. The new account has bought a spot announcement campaign in addition to a five-minute newscast five times a week. Strawbridge & Clothier is using announcements while Lit Brothers has an ambitious schedule calling for 6 ½ hours a week.

W. K. BUCKLEY Ltd., Toronto (proprietary) on Nov. 15, started a campaign of spot announcement and five-minute and quarter hour programs on 24 Canadian stations, to run until April, 1941. Account was placed by Richardson-MacDonald Adv. Service, Toronto.


GOOD HUMOR ICE CREAM Co., Los Angeles (southern California home delivery service), out of radio for some time, in a two weeks test campaign which ended Nov. 5, used participations five times weekly in the combined Happy Homes, Edie Albritt and Let's Play Bridge programs on KJH; Mirror's Garden Patch, California Kitchen, Bridge Club and Note Book on KFI; and Homemaker's Catalogue on KGB. In addition, the firm sponsored the daily five minute commentary, Seven Top News Stories, on KNX, Western Adv. Agency, Los Angeles, has the account.

CHAPMAN ICE CREAM Co., Los Angeles (chains), through Ted Dahl Adv. Agency, that city, in an eight-week test campaign ending Jan. 3 is sponsoring participation five times weekly in the juvenile program. Uncle Harry, on KMPC, Beverley Hills, Calif. Firm is planning extensive use of Southern California radio time during the winter. Wilson Parking Co., Los Angeles (Tender Made ham), through Brusser, Davis & Staff, that city, in a 18-week campaign ending Feb. 3 is sponsoring participation five times weekly in the Ch. 6 million on KMPC.

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

The reliable dispatcher never signals “all clear” until the track is open. When we flush the green light for action in any of our markets, we feel certain that conditions justify the advertiser in following our recommendations.

JOHN BLAIR & COMPANY
National Representatives of Radio Stations

CHICAGO
520 N. Michigan Ave.
SU/Perior 8659

NEW YORK
341 Madison Avenue
Murray Hill 9-6004

DETROIT
455 Paul Revere Building
Chene 4154

ST. LOUIS
455 Paul Revere Building
Chene 4154

LOS ANGELES
Chamber of Commerce Bldg.
Creston 5584

SAN FRANCISCO
608 Russ Building
Douglas 3188
ALBERT V. DeFOSSET, who formerly operated his own advertising agency, has been appointed to the advertising staff of Seiberling Rubber Co., Akron, O., to handle the firm's radio advertising, along with newspaper and direct mail. He succeeds D. J. Brady, who is opening an Akron office as manager for a Chicago printing company.

JACK BALENTINE, Long Beach, Calif., sales representative of Los Angeles Pacific Macarou Co., has been appointed sales manager, with headquarters in Los Angeles.

LOUIS A. HUMAS has been made vice-president and general sales manager of Meyenberg Milk Products Co., San Francisco, and is directing all marketing operations of the firm, including advertising and sales. He was formerly Pacific Coast director of the evaporated milk industry under the Agricultural Adjustment Administration.

MORTON M. SCHWARTZ, former assistant general sales manager of Universal Camera Corp., New York, has been appointed advertising manager of Blackstone Products Co., New York, currently using a test campaign of spot announcements on stations in New York for its household remedies.

EDWIN D. AXTON, 67, chairman of the board of A*ron-Fisher Tobacco Co., Louisvile, consistent user of radio, has resumed "like a rest", as he expressed it. Mr. Axton succeeded his brother, the late Wood F. Axton, as president in 1935, and in 1920 became chairman of the board as the last member of the company's original ownership and executive staff.

Educational Survey

"COLONEL BILL" GALLEHER, educational director of WFL, Philadelphia, who directs the activities of 34,000 members of WFL's 324 Lone Ranger Clubs and maintains continual contact with Philadelphia and suburban public, parochial and private schools, has announced the result of a post card survey of NBC's Music Appreciation Hour. In the Southeastern Conference (Philadelphia and suburbs), 86 schools used the program as against 85 schools which did not during the 1939-40 season. For the current season, 122 schools are using the program, with 22 not using it, an increase of 100% over last year. Of the schools using the program, 80% are those that close at 2:15 p.m. on Friday afternoon.

This survey, says Galleher, indicates that NBC might consider using an earlier hour for the program.

Frequency Signal Curtained by Fire
Bureau of Standards Using New Temporary Service

TEMPORARY curtailment of standard frequency broadcast service of the National Bureau of Standards in Washington was announced by the Radio Section of the Bureau in mid-November, following destruction of its standard frequency station WWV by fire on Nov. 6.

A temporary transmitter has been established in another building on the outskirts of Washington and regular service is already in progress. The restricted service, the bureau said, will continue for "some months". As rapidly as possible, the bureau proposes to establish a new permanent station, if possible. This will include standard radio frequencies, standard seconds pulses, and the standard of musical pitch, 410 cycles per second. During the time in which the temporary transmitter is used, these additional services will not be available.

Accuracy Continues

The temporary transmitter is transmitting the frequency 5 mc. per second (5,000 kc), every day except Sunday, from 10 a.m. to midnight. The service is continuous wave only, with telegraphic code announcements of the call letters WWV every 20 minutes. Accuracy of the frequency, based upon the national standard, is the same as in the past, or better than one part in 10 million.

A 1-kw. transmitter is being used and is reasonably received at all distances up to 2,000 miles from Washington in the middle of the day. The distance range increases after about 4 p.m. (EST) until at night the broadcast is receivable throughout the United States. The bureau explained that sometimes at night it may be difficult to receive the signal at distances between 50 and 500 miles, while it is easy to receive it beyond 500 miles. In the spring the daytime range distance will decrease, dropping to about 500 miles in the summer.

Sues CBS, Wrigley
SUIT seeking injunction, accounting of profits and damages for the alleged infringement of Phil Sturg's book Career, was filed Nov. 16 in New York Federal Court by the writer against CBS and W. Wrigley Jr., Chicago. Plaintiff claims that the defendants used parts of his book from July 1, 1939-Sept. 1, 1940, and is used the Wrigley program Gateway to Hollywood.

WFBG
ALTOONA, PA.
- NBC RED
- 250 WATTS
- FULL TIME OPERATION
- RAILROAD SHOPS ON FULL TIME SCHEDULE

WFBG provides the only full coverage of the Altoona trading area.

Page 56 - December 1, 1940
FM Auto Tests (Continued from page 18)

tricity before you hand your dime to the collection officer. This wire usually kicks up a terrific racket in AM receivers, but the FM receiver betrayed nary a click.

And so back to Manhattan's steel towers and elevated structures with FM pouring in better than ever.

What did our trip prove? With no elaborate measuring devices, no charts, no figures, with only the evidence of our ears, the ears of normal radio listeners, we are satisfied that the service of FM to automobile reception is not only feasible but highly advantageous, especially in congested areas where level highs are wide and where broadcast band signals are shielded from the receiver.

‘Clear as a Bell’

In the heaviest traffic, among city skycrapers, under bridges, in areas where miles of earth stand between transmitter and receiver, FM signals pour in undisturbed by static—clear as a bell. The desirability of FM reception on long-distance cross-country trips remains, however, a matter of reasonable doubt, and will remain so until FM's potentialities for rural coverage have been proved and the charge that FM's service area is so narrow as to make continuous mobile listening impractical has been substantiated or refuted.

Good News! . . . for announcers, news commentators and all others in the radio industry who experience difficulty from time to time in the pronunciation of foreign words. "Key to The Pronunciation of Foreign Words" covers Spanish, Portuguese, French, German, Italian, Hungarian and Russian. Simple phonetics that are easily understood. The International News Service thought so highly of the "Key" that they purchased two hundred copies. In a letter, Mr. George Jones, Jr., of Funk and Wagnalls, says: "This is just about the best thing of its kind we have seen." To get your copy of this indispensible book let send cash, check or money order for one dollar to Harry W. Pascoe, Radio Station WWNC, Asheville, No. Carolina.

Harry W. Pascoe
Radio Station WWNC
Asheville, No. Carolina

Three Offices Opened By WGN Artist Bureau

OFFICES for the newly-established WGN (Chicago) Concert & Artist Bureau have now been set up in New York at 745, MAD Ave., in Chicago at 441 N. Michigan Ave., and in Hollywood at the Roosevelt Hotel. The bureau, which will handle bookings as well as general radio and stage artists, will not announce its complete list of artists until mid-December. First management deal was the Carnegie concertNov. 29 for Sascha Gordonitski, pianist.

Austin Wilder, formerly of Columbia Concerts, is director in charge of the bureau's Chicago office, while Tom Baer, formerly of the American Guild of Musical Artists, is manager in New York. Hollywood director is Victor Kendall. Paul H. Stoes, independent concert manager, will head the sales department in the eastern territory, and Raymond Taylor has charges of sales in Chicago. The bureau, as a division of WGN, MBS affiliate in Chicago, plans to work with Mutual's expansion of concert and opera broadcasts.

Vogt Meat Renewals

F. G. VOGT & SONS, Philadelphia (meat) renovated for another year the Betty Jordon home economy program Fridays for 15 minutes on KYW, Philadelphia, and a live spot campaign on four additional stations in Eastern Pennsylvania and Southern New Jersey. The renewals include three-weekly spots on WCAU, Philadelphia, six-weekly on WFIL, Philadelphia, two-weekly on WIP, WIPX, Wilkes-Barre, Pa., and weekly on WBAB, Atlantic City. Agency is Clements Co., Philadelphia.

IN THE SHADOW of a gigantic infatuated "baby" erected in a downtown park, E. R. Cargill (center), president and manager of WMAQ, Macon, Ga., interviews Macon's champion cry baby—in real life W. A. (Red) Burkett, president of the Macon Junior Chamber of Commerce. The blackface nurse is Roy Gandy, Jaycee vice-president, who registers solicitude in keeping with the occasion. Mr. Cargill was chairman of the committee which staged the pre-Christmas "Crying Baby" contest for local merchants as a prelude to the annual Christmas parade. The entire affair, which featured the huge inflated figures used on Broadway by Macy's, was broadcast by WMAQ, using both its mobile unit and public address system.
WILFRED S. KING, in charge of the radio and motion picture departments of J. M. Mathes Inc., New York, was appointed executive vice-president of the agency at a recent meeting of the board of directors. At the same meeting Charles R. Marshall, vice-president, was elected a director of the firm. Mr. King has headed the agency's radio department since 1931 and was formerly radio director of H. W. Kastor & Sons. Mr. Marshall has been with J. M. Mathes Inc. since shortly after its inception in 1933. Prior to that he was with N. W. Ayer & Son.

JOHN B. MORSE, for the last three years an account executive of Blackett-Sample-Hummert, Chicago, has also been appointed executive vice-president of the agency. On Nov. 15, he was appointed executive vice-president of the agency. It is full charge of the General Mills business, which was shared by H. M. (Dance) Dancer before his appointment as president of the company on Nov. 1. Continental Illinois National Bank & Trust Co. will also be handled by Mr. Morse.

Armand S. Deutch has been named manager of McKeever & Albright, Hollywood offices. Ed Gardner is agency producer of the NBC Rudy Vallée Show, sponsored by National Dairy Products Corp. (Seattles).

HERBERT A. ROBINSON, formerly account executive of Samson Advertising Service, Baltimore, has opened his own agency, Herbert A. Robinson & Co., in the Munsey Bldg. in Baltimore.

George W. S. Reed has discontinued Westamerica Co., Los Angeles agency, to become promotional director of the Downtown Business Men's Assn., that city.

D. E. McKeellar has been named Los Angeles manager of Sweeney & James. He succeeds C. B. Ryan Jr., who resigned to join Firestone Tire & Rubber Co., Akron, as manager of pneumatic tire sales.

J. Joseph Furth, formerly with the J. L. Stewart Co., Chicago, has been appointed account executive of Lane, Benson McClure, Chicago.

Fred Edward, formerly of Loma Linda Food Co., Arcata, Calif., has joined Gerth-Knollin Ad Agency, Los Angeles, as copy writer.

Mathes Promotes King

Mr. King

Robert O. Davis, for two years manager of the San Francisco office of Allied Adv. Agency, has been named a partner and vice-president in Rufus Rhoades & Co., San Francisco. Mr. Davis was in the advertising departments of Hearst newspapers in San Francisco and New York and more recently was with Hearst Radio in Los Angeles. Patricia Presbrey joined the board of The Emporium, San Francisco department store, in a specialty of Rufus Rhoades. Frank Schlesinger, assistant manager of Allied Adv. Agencies in San Francisco, has been promoted to succeed Davis.

Henry Nathan, for the last eight years account executive of Rogers & Smith, Chicago, recently joined Cecil & Presbrey Inc., Chicago, in the same capacity. He will head the Jelser Co. (food products), and Burgess Seed & Plant Co. Both accounts have used agency.

P. E. (Ted) Gailley, account executive of Glasser Adv. Agency, Los Angeles, has been named to a partnership in the firm, the firm now being change to Glasser-Gailley & Co. Grace Glasser is his associate.

Kenneth Miles, formerly account executive of Philip J. Meany Co., Los Angeles, has been appointed general manager of Wm. T. Thompson & Co., Los Angeles. (vitamins). Gerth-Knollin Ad Agency, Los Angeles, continues to service the account.

Lester Friedman, formerly with Allied Adv. Agencies, has joined the San Francisco office of Brinacker, Davis & Staff.

Amon C. Rogers, formerly buyer of Wm. Esty & Co., New York, on Dec. 15 will resign to join the newly formed Ted Bates & Co., as radio time-buyer and assistant in handling other media.

Ernest N. George, formerly account executive of KKBD, Los Angeles, and KMTK, Hollywood, has joined the John H. Rogers Co., in the former city, in a similar capacity.

Joey Benet Hanau, formerly in charge of copy and media of Advertising Counselors Los Angeles, and prior to that head of her own agency in that city, has joined L. Raymond Co., Los Angeles, as copy chief and director of radio production. Brent F. Cahoon has also joined the agency as account executive in charge of industrial accounts. Her son was associated with O. S. Tyson & Co., New York, and prior to that headed his own agency in Tulsa, Okla.

Dick Green has been appointed radio director of the Nat C. Goldstone Agency, Hollywood service.

Z. Wayne Griffith, Hollywood producer of BBJO, is the father of a 1 lb. girl, born Nov. 22.

Leo Meehan, Los Angeles radio director of Capezio Co., has been named manager of that office. He succeeds W. P. Pearse, retired.

Crundall & Lester Ad Co., Los Angeles, has consolidated with W. J. Jeffries Co., and is headquartered at 816 W. Fifth St., under the latter firm name. Under the consolidation Bechly Crundall is production manager. Norman F. Van Matre continues as account executive.

Harry Tatelman Agency, Hollywood, has moved to 7004 Santa Monica Blvd, that city.

Wm. A. Ingoldsby Co., Los Angeles agency, has moved to 124 W. Fourth St., that city.

Ruth Hamilton Assoc., Los Angeles agency, has moved to 230 W. Seventh St.

Howard Ray Ad Agency, Los Angeles, recently moved offices to 318 W. 9th St., that city.


5000 WATTS
in BOSTON

WMEX

70 Brookline Ave., Boston, Mass.

And It's All In One PACKAGE

DECATH, ILLINOIS

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Page 58 • December 1, 1940 BROADCASTING • Broadcast Advertising
BBDO RADIO POST
IN N. Y. TO KLEIN

HARRY C. KLEIN, formerly radio director of BBDO, Chicago, has been transferred to the agency's New York office as a radio director assisting Arthur Pryor Jr. and filling the position left by the recent resignation of Herbert Sanforth, who joined N. W. Ayer & Son, New York. Succeeding Mr. Klein in Chicago is his former assistant, James Cominos.

Mr. Klein
With J. Walter Thompson Co., Chicago, from 1930-38, Mr. Klein did production and script writing handling such talent as Howard Thurston, Olson & Johnson, and The Robbins Boys for Swift Co., Angelo Patri for Cream of Wheat, and the "Lone Wolf Tribe" for Wm. Wrigley Jr. Co. In 1939 Mr. Klein joined CBS as continuity director of the western division, handling a series of half-hour sustaining programs, including the well-known Chicago Almanac and The Life and Death of John Dilinger.

HAVING disposed of his interest in the Los Angeles advertising firm of Logan & Rouse, of which he was president, Eugene F. Rouse has established his own agency under the name of Eugene F. Rouse & Co., with offices at 110 W. Fifth St. That city, although no radio director has been appointed, the firm will handle radio accounts. Associated with Mr. Rouse are Leslie Baird, production manager, and Allen T. West Jr., account executive. Mr. Rouse said his interest in Dudley Logan continues to operate under that firm name.

Baltimore's stand-out "Participation Program": "CLUB 1270" A DAYTIME, LIVE-TALENT VARIETY SHOW
At 12:45 to 1:30 P.M., daily except Tuesday and Sunday. FEATURING: George Van Dorp and his N.B.C. orchestra; The Plainstones with Betty Jay; Marion Dawn; Carroll Warrington Singers; and George Fuller, Master of Ceremonies.

RATES:
"LIVE" ANNOUNCEMENTS:
15 words, $15.00; 25 words, $25.00; 50 words, $50.00; 100 words, $75.00. Special 13 week contract: 50 words $150.00; 100 words $300.00.
TRANSCRIPTIONS:
1 minute or less, $25.

L. E. Biow in Capital
IRVING E. BIOW, cousin of Milton F. Biow, president of the New York advertising agency, November 18 announced establishment of a sales representation office in Washington, to serve businessmen and manufacturers. Mr. Biow has been associated with the Washington office of the Federal Housing Administration as administrative office of W. D. Flanders, former assistant administrator, and now president of Lawyers Title Co. of New York. The new firm, located in the Tower Bldg., will supply to its clients information and assistance pertaining to Government purchasing, contracts, business analyses as reflected in Washington and general service relating to Government's relations with business and industry.

Rothschild's Agency

E. H. Kastor E. H. KASTOR, 72, secretary-treasurer of H. W. Kastor & Sons Adv. Co., Chicago, died Nov. 18. In the advertising business for 45 years, Mr. Kastor and his brother, Louis, and father, the late Herman W. Kastor, founded the Kastor agency in 1883. E. H. Kastor established Chicago office for the agency in 1908. He is survived by his wife and four brothers.

FORT PEARSON, NBC sports announcer, has been chosen announcer for NBC's exclusive coverage of the Sugar Bowl game in New Orleans, which will be sponsored for the second year by Gillette Safety Razor Co., Boston, through Marx Inc., New York.

1940 ANOTHER YEAR
ANOTHER STEP IN OUR FORWARD MARCH TO EVEN GREATER EFFECTIVENESS AS WEST VIRGINIA'S OUTSTANDING RADIO ADVERTISING BUY.

FOR BEST RESULTS IN WEST VA. S.W. PENN. — E. OHIO— AND W. MARYLAND, PUT US FIRST ON YOUR LIST.

JOHN BLAIR & CO. Representatives

William G. Rambeau Co. is Named Rep of WHB, Kansas State Network
APPOINTMENT of William G. Rambeau Co., station representatives in New York and Chicago, as exclusive national representatives for the Kansas State Network and for WHB, Kansas City, key station, was announced Nov. 18 by Don Davis, president of WHB and sales manager of the network. Simultaneously, Kay Pyle, general manager of KFBI, Wichita, was elected to the executive committee of KSN, replacing Herb Holli- ster, who resigned recently as vice-president and general manager of KFBI to devote his full attention to KANS, Wichita, of which he is half-owner. Bryan F. Murphy of Kansas City remains regional sales manager of KSN.

Members of KSN, in addition to WHB and KFBI are KTSW, Emporia; KSAL, Kansas, and KVGB, Great Bend. All are served by MBS 18 hours per day. WHB, a daytime station, releases MBS nighttime commercials of KITE, KCKN and WBN.

Mr. Davis explained that a unique feature of KSN is that non-repeater telephone lines are used, enabling any station to originate programs and feed the network with no line reversal charges. This, he said, has proved effective in covering special events throughout Kansas. The network is seven months old.

McDermott to Montreal
A. D. (Andy) McDermott, of the KSN office of Joseph McGilvra, station representatives, has been assigned to the Montreal office as manager. The Montreal office has been moved to larger quarters in the Confederation Bldg.; new telephone, Belair 3415. Mr. McDermott joined McGilvra's Toronto office after serving with the Regina (Sask.) Star and Walsh Adv. Agency, Toronto. He succeeds Lovell Mickle, who has opened a Montreal office in the Keefer Bldg. for Horace N. Stovin, station representative and former station relations supervisor of Canadian Broadcasting Corp.

LODGE G. VENARD has replaced Roger E. Verone as KMC, Beverly Hills, Cal., representative in New York, headquartering at 801 Park Ave. He was formerly with Edward Petry & Co., in New York.

SURVEY PROBLEMS should be given to the people of Hooper-Holmes for solution. We can help you solve almost any problem you may have concerning your audience or your coverage.

LARGEST SEASONAL DAY 1,000 WATTS NIGHT 5,000 WATTS
WMMN
FAIRMONT, W. VA.

BROADCASTING - Broadcast Advertising
New 1941 hallcatters

Specificially designed for service, in the range from 16.2 to 2150 meters (18.5 mc. to 110 kc.). Improved image rejection at the higher frequencies is achieved through the use of 1600 kc. IF Transformers. The directly calibrated main tuning dial eliminates the use of complicated charts and tables. An efficient mechanical bandspread with separate dial provides easy logging.

Built for 110 volt AC-DC operation. Also may be operated from 6 volt battery supply with the addition of a Model No. 301 Electronic Converter. Dimensions 18 1/2" x 9 1/4" x 8 1/4" high. The SKYRIDER MARINE (Model S-22R) - Complete with tubes and speaker. Shipping weight 31 lbs. (SKYCU) $64.50

in the CONTROL ROOM

THOMAS H. PHELAN, audio engineer of NBC in New York, arrived in San Francisco Nov. 20 to assist local architects and contractors in completing plans and details for the new NBC building, to house KGO and KNBR radio stations. He has been appointed to the building's engineering staff.

JAMES M. MANSFIELD, chief engineer of KOME, Tullus, Okla., has rejoined the FCC monitoring staff. Leiland Sney, formerly chief engineer of KADA, Ada, Okla., has been named chief engineer of KOME. Melvin Mathew, formerly of KOME, has joined the engineering staff of WRNS, Columbus, O.

SID MINNIX and John Tott, formerly of KMTR, Hollywood, have joined the engineering staff of WWJ, Glendale, Cal.

GERALD MANNHEIM, of the WIP, Philadelphia, engineering staff, is a father of a boy born Nov. 21.

LEE BOLEK, KIIJ, Los Angeles, engineer, is the father of a boy born Nov. 21.

RICHARD STODTART, one of NBC New York field engineers, and more recently chief engineer of the engineering staff, has been made vice-president and general manager of the purse of the California Inc. Hollywood, distributors of aviation radios. Paul J. Holmes is chief radio engineer of that company.

LEBOY BREMMER has resigned as radio and television director of National Schools, Los Angeles.

FRANK H. KUNZ, formerly of WIFE, Indianapolis, Ind., has joined the engineering staff of WTVT, St. Petersburg, Fl.

HAROLD W. BORELL, formerly chief engineer of KWRK, Hutchinson, Kan., has joined the engineering staff of WMIA, Charleston, W. Va.

MEL FIEDLER, engineer of WEDM, West Palm Beach, Fla., has announced his engagement to Miss Ruth Pope, of St. Louis.

WAYNE BENTHOLD, chief engineer of KTBX, Modesto, Cal., is in instructor in a radio engineering course at the Modesto Junior College evening school.

W. E. ENSER, formerly of WRL, Las Vegas, has joined the engineering staff of KOIN-KALE, Portland, Ore.

BILL MILLER, engineer of WOOW-WGL, Fort Wayne, Ind., is the father of a girl born Oct. 29.

DANIEL BARLOW, engineer of WIP, Philadelphia, recently married Winifred Gruen, formerly WIP receptionist.

LEWIS E. HILAND and Nicholas V. Pietro, formerly of WCOC, Elizabeth City, N. C., have joined WCFE, Roanoke, Va., as chief engineer and assistant, respectively.

GENE TWOMBLY, of the CBS Hollywood theatre studio staff, has been made a sound effects engineer.

NEIL MCD, engineer of KSCJ, Sioux City, Ia., is the father of a girl born early in November.

Prof. Termann is Elected To Presidency of IRE

Prof. FREDERIC E. TERMANN, dean of the electrical engineering department of Stanford U, Palo Alto, has been elected president of the Institute of Radio Engineers for 1941 as a result of a mail poll just completed. He will be inducted into office during the IRE convention in New York Jan. 9-11, at which time appointive board members will also be selected. Prof. Termann, it is reported, will shortly take a year's leave of absence from the university and will live in the East, thus being available for membership meetings and active duties with IRE.

The vice-presidency went to A. T. Cosentino, chief of the daytime Radio Service, who succeeds Prof. Termann in that post.

The three directors elected for three-year terms are Harold T. Priis, Bell Laboratories; O. B. Hanson, NBC engineering vice-president; and L. F. Wheeler, FCC research chief.

RAYMOND BROPHY, formerly of KBIX, Muskegon, Mich., has joined the engineering staff of KTOK, Oklahoma City. He is succeeded at WXK by David Oliphant, formerly of WOP, Knoxville, Kans., and KOAM, Pittsburg, Kans.; William Simpson, formerly relief operator of KEMI, Muskogee, Okla., has joined the FCC monitoring staff.

LESLIE WRIGHT, formerly of WMSD, Muscle Shoals, Ala., and KDOA, Sioux Falls, S. Dak., has joined the instructors' corps of the Army Air Corps Training Center.

L. W. SANGER, chief engineer of WPT, Charlotte, recently shot his first deer during the 1940 season in North Carolina.

CHARLES OSTLER, producer and sound effects chief of WLS, Chicago, recently married Della Ruyn.

TRUETT KIMBERLY, technical director of the Texas State Network, has joined the FCC monitoring staff.

L. F. WHEELER, engineer of WAGA, Atlanta, recently joined the engineering staff of WAGA.

FRED BARRY, technical director of WAGA, recently joined the engineering staff of WAGA.

GROWING interest in academic circles in FM is indicated by the fact that Prof. Lewis N. Holland, of the University of Michigan, is offering a course in "Frequency Modulation" for eight consecutive Mondays, starting Nov. 25, in the Northern High School auditorium, Detroit.

 Oscars only NBC Outlet

Akor's only NBC Outlet

WATKINSON

BASIC

500 N.W. 6TH AVE.

S. N. C. B. L. C.

1000 WATTS DAY & NIGHT

Selective Automatic

DIAL TUNING

ONE-MAN SHOW in earnest is Lew Williams, who for 15 years has broadcast his Santa Claus program on WSPD, Toledo, O. Over 70 years, he works out continuity, handles the bulk of the sound effects, essays numerous impersonations each year for the 11-day program series, sponsored by LaSalle & Koch Department Store.

FCC Names Booth

given an additional appropriation by Congress for telephone regulation, the FCC Nov. 16 began formation of its special telephone regulatory staff with the appointment of Harry Booth, Assistant Attorney General of Illinois, as legal expert. Mr. Booth has been in charge of public utility and rate work in Illinois. In addition a staff of 17 accountants and 11 engineers will be assigned to the telephone work.

IRE Convention Plans

Discussions of television and FM together with a radio engineering show will be highlights of the 16th annual convention of the Institute of Radio Engineers, to be held Jan. 9-11, 1941, at the Hotel Pennsylvania, New York. Papers on these and other radio topics are now in preparation. Further details will be released in mid-December.

WHERE BROADCASTERS MEET

in the CAPITAL

DAILY transcriptions on the register of Washington's finest hotel heralds the arrival of the nation's leading broadcasters. They like the convenient location of this famous hostel to N.A.B. Headquarters and the completeness of its modern services. Rates are no higher than at less finely appointed hotels.

SINGLE ROOMS FROM $4
DOUBLE ROOMS FROM $6

All with Bath, of course

The MAYFLOWER

WASHINGTON, D. C.

R. L. Pollio, Manager

AMERICAN Radio Relay League has announced publication of the 1941 edition of The Radio Amateur's Handbook, standard manual of amateur high-frequency communication. The 552-page volume includes a topical index and 96-page catalog section of amateur radio equipment, supplemented by about 850 illustrations and 90 charts and tables. Organization of the 32-chapter Handbook follows that developed for the 1940 volume.

Prices are $1, paper-bound, in continental U. S.; $1.50 elsewhere; $2.50, buckram bound; Spanish edition, $1.50.

Celebrating its 25th year of publication, the December, 1940 issue of QST is a colorful Silver Anniversary number. Official organ of the American Radio Relay League and "bible" of the radio hams, QST is America's oldest radio publication. It was founded in 1915 by Hiram Percy Maxim and Clarence D. Tunks. The anniversary issue commemorates a quarter-century of progress in amateur radio, in which the hobby of scattered experimenters grew to a world-respected institution.

New FM Converter

STEWAHR-WARNER Corp., Chicago, has announced production of an FM conversion attachment, under Armstrong license, to permit present AM receivers for FM reception. The "Interpreter" unit is housed in an individual cabinet designed to fit atop the regular receiver, attached with a jack. The "Interpreter" may be attached to any set equipped with phonograph jack and provides automatic on-off button tuning for six FM stations. The unit employs nine tubes, operates on 110 volt-60 cycle current supply. An extra jack is provided for phonograph pickup for use with existing record players.

To Build Video Station

CONSTRUCTION will be started shortly on the television station of Metropolitan Television, subsidiary of Bloomingdale Bros. and Ahmanson & Straus. New York department stores. According to A. J. Hirschmann, Bloomingdale vice-president. Transmitter will be located atop the Hotel Pierre at Fifth Ave. and 57th St., he said, and will broadcast with 1 kw audio and visual power on Channel No. 8 (162,000-165,000 ke). We are planning to experiment with program techniques in order to offer a broad service in the field when the public is ready for it," Mr. Hirschmann stated. Studios will eventually be constructed in both stores, he said.

Results of recently completed tests reveal a new, improved FM TURNSTILE ANTENNA surpassing all previous designs. Those interested in this newest development in FM antennas are invited to write us immediately for facts available at this time.

U.P.
THE MARK
OF ACCURACY, SPEED
AND INDEPENDENCE IN
WORLD WIDE NEWS
COVERAGE
UNITED PRESS

WASHINGTON'S 1st
24-HOUR STATION!
Affiliated with Mutual Broadcasting System
1000 WATTS
National Representatives
INTERNATIONAL
WASH., D. C.

JOHN E. LINGO & SON, INC.
Licensed Manufacturers of Patented
Turnstile Antennas for FM
DEPT. B-12
CAMDEN, N. J.
PURELY PROGRAMS

THE Chicago Tribune on Nov. 16 for the second season returned to the air its weekly half-hour series of dramatic programs Citizens of Tomorrow on WGN, Chicago. The series, dedicated to the youth of America, is conducted in the WGN mail audience studio before a different Chicago high school group of 600 students each Tuesday. Philip Maxwell, of the Tribune editorial staff, is in charge. He takes the part of "The Principal" on each broadcast, while in addition the real principal of the featured school gives a newspaper quiz, with the students from the audience taking part and the winners each receiving $5 cash prizes. Cooperating with the Tribune in the presentation of the series is the Chicago Board of Education, the county superintendent of schools, the school board of the Archdiocese of Chicago. After each broadcast the film "Trees to Tribunes" is shown.

Knowers of News

A NEW TYPE of quiz program, Do You Know the News, is being continued by KGKO on a main street of Dallas following a test of the show during the State Fair. Questions are based on information taken from the most recent issue of the Dallas Morning News, with the contestant given the opportunity to double his money for each of four questions. One incorrect answer and the accumulated money goes to the Community Chest. Each contestant, regardless of the sum he wins, is given a copy of The Texas Almanac. Announcer Dell Gibbs originated the show and handles the microphone.

Battle of Wits

WHEN MBS starts its Can You Top This? half-hour weekly program Dec. 3, the three joke-masters, Ed Ford, Joe Laurie Jr., and Harry Hirshfield, will attempt to "top" the jokes sent in by listeners with a special "laughmeter" to register the laughter of the studio audience. If none of the three tops the listener's joke, the sender gets $5, if one tops the joke the listener gets $2, if two then $1, and if all three the joke the sender receives a standard jokebook and $2 for his entry.

Mobile Bucks

OFFERING listeners $1 for each fact about the city, suitable for use on the program, WALA, Mobile, Ala., has started a new show, Let's Talk About Mobile. Suggested by the Department Store. The three-weekly shows are conducted by Jack Lewis, WALA program director.

Star Time

USING the positions of stars—Beta Lacerti and Zeta Pegasi, to be explicit to determine the starting and finishing time recently gave Phil Underwood a thrill on his Boy Scout Troop of the Air feature on WSAI, Cincinnati. Arriving at the U of Connecticut observatory to conduct a Scout program dealing with astronomy, Scoutmaster Underwood found he had no watch to time the program. Dr. Elliott Smith, observatory director and C U astronomy professor, startled both Underwood and Glenn Merriam, who produces the weekly quarter-hour, by volunteering to supply the exact time by using the stars. Adjusting the huge telescope, Dr. Smith gave the "go" signal at exactly 7:13:31 p.m. and he hit it right on the nose.

Unusual News

OUT OF THE ordinary news stories collected at random are narrated by Richard Brooks, Los Angeles newspaperman and commentator, during the weekly-half-hour program, The Curious World, recently inaugurated on NBC-Pacific Blue network stations. Gog DeLys intersperses vocal selections, with orchestral music directed by Charles Dant. Hal Gibney announces, with Arnold Maguire producing.

Early Morning

NEW DEPARTURE in early morning programs is Morning Paper and Coffee on KRON, Beaumont, Tex. Aired from 7 to 8 a.m., the program originates partly from breakfast tables in homes of listeners, visited by the KRIC mobile unit, and features actual reading of the Beaumont Enterprise & Journal.

From Fairlaiden

NEW children's program on KYA, San Francisco, is Koko, the Storybook Man, conducted by Fred Briggs of the production staff. It consists of transcribed dramatized nursery rhymes, fairy stories and special music.

Viewpoint of Youth

CHILDREN from 10 to 16 discuss current problems on the weekly forum program Listen, America, on WMCA, New York, under the direction of Sabra Holbrook, executive director of Youthbuilders Inc., New York.

KIRKEBY HOTELS

CHARLESTON, S. C. • 1000 watts • CBS
FREE & PETERS, Inc., National Representatives

Page 62 • December 1, 1940
Shoes for Listeners
DUNNY'S Super Shoe Markets, Philadelphia, followed the Pot o' Gold pattern in turning to radio on W PEN, Philadelphia, with a nightly quarter-hour Lucky Shoe Box show conducted by Joe Dillon, staff announcer. From four to five pairs of shoes were pulled at random, going to the person whose name is called, to any man, woman or child listening to the program when the phonograph is playing. Numbers are kept on pages, columns and names of the owners of the city directory. The program started Nov. 25, account placed direct.

Fun, Drama and Music
A NEW weekly half-hour variety program without an announcer, aided by Cliff McCambridge and Richard Davis, the weekly program also includes Herb Zaiman, Connecticut political commentator and harmonica player. Gordon Jenkins directs the orchestra. Ted Hedigar is producer.

Uncle Sam at Work
INSIDE workings of the U. S. Government, with each week a discussion of a problem or event uppermost in the public interest, are presented in Report from the Oval Office, series of half-hour programs on CBS, which started Nov. 30 with the story of the training of the Army under the Selective Service Act. Albert Warner and John Charles Daly, both CBS Washington commentators, serve as narrators for the programs, presented in the Wardman Park Hotel auditorium, Washington, D. C., as the daily program by WOJ 880.

Our Latin Friends
WFIL, Philadelphia, on Nov. 30, inaugurated a series of weekly programs directed at improving relations with Latin American countries, news of Central and South America, and three minutes of news spoken in Spanish for Latin students studying that tongue.

Strictly American
THE Philadelphia Daily News has started a Put and Take quiz show on WFIL, Philadelphia, with all the questions based on news of the day. In a tie-up made by the newspaper with the American Legion, the competing teams are named after the Ladies Auxiliary of another post.

Pleasure Thrills
ADVENTURE thriller for children presented without undesirable effect on the emotions will be the format of King Arthur's, a quarter-hour five times weekly serial on NBC-Blue, to start Dec. 2. Written by Richard L. McCloskey, who headed WREX's script division, the program tells the story of a typical American boy in a typical American setting.

In and on the air is Bob Pollock, special events announcer of WGB, Atlanta, who recently climbed a rope ladder to interview Antoinette Concillo in her favorite haunt. Seated astride the trapeze bar he summoned enough self-possession to put some questions to the members of the Flying Concillo troupe.

Safety Crusade
WGN, Chicago, on Nov. 16 started a weekly half-hour program titled Uncle Harry's Jamboree, dedicated to a safety crusade for children, and features juvenile talent ranging in age from 8 to 16. In connection with the program, Uncle Harry has organized his A.B.C. (Always Be Careful) Club, which has more than 160,000 school children as members. During the week Uncle Harry visits local schools with his two Shetland ponies which entertain children as he lectures on safety.

Me the Elected
FEATURING newly elected State and national officials, WDRC, Hartford, Conn., has started Views and Interviews, a series of "human interest" stories about men and government in Connecticut. Each Friday evening of official-elect is interviewed on his career, his hopes and aspirations, why he decided to run for public office, and what he believes are the major issues in the next few years. The feature, designed to acquaint Nutmeg State folks with those whom they have elected to public office, is conducted by Jack Zaiman, Connecticut political writer.

City on the Air
THE MAYOR SPEAKS, weekly quarter-hour civic program, has been started on KMO, Tacoma, with Mayor Harry P. Cain, from his private office in the City Hall, informingly discussing problems of interest to citizens. In addition department heads of the city government are introduced and their functions described. Controversial subjects and issues are also clarified.

Policewoman Christie
REHABILITATION of women who run afoul the law is dramatized during the weekly half-hour program "Policewoman Christie," on KMPC, Beverly Hills, Calif. Minnie Barton, Los Angeles policewoman, supervises the production with prominent civic leaders at Los Angeles, engaged in that type of social service work, as special guests on each broadcast. Series is produced by Grand-Melville Co., Hollywood production unit.

News About Radio
AS A PUBLIC service, radio news of general interest, including network program schedule changes and gossip about stars and other talent, is currently being sponsored by Bartle & Clark, Seattle, on KOMO and KIRO, that city. In addition, Bob Nichols, commentator, during the quarter-hour program discusses special bargains offered by the sponsor and also quotes prices of commodities. Bob Hills writes the program.

Second Nights
WEELY reviews of current on- and off-Broadway plays are presented and discussed on Footlight Forum, new half-hour program on WMCA, New York, by "The Second Nighters," an organization of professional writers, critics and columnists representing national weekday and monthly magazines, so-called because they cover opening performances of the shows on the second of the third night.

Talent by Lit
LIT Brothers, Philadelphia department store, has started a Store Family Show on WFIL, Philadelphia, quarter-hour produced by Don Martin, and heard twice weekly. Talent is chosen from the thousands of Lit employees, their offers presented in variety fashion. The advertising copy used is institutional, emphasizing the "family" character of the store's employees.

Ingersoll's Series
THE series of 24 articles by Ralph Ingersoll, managing editor of PM, which are appearing in the Daily Morning News, were presented daily in condensed form on KGKO, Fort Worth-Dallas, in a program called Inside England. Newscaster James Alderman prepared the script and announced the shows, which gave Ingersoll's observations of the fighting front in England.

Religious News
A DIFFERENT pastor each Thursday afternoon acts as the Religious News Reporter on KKY, Phoenix. Besides giving a resume of religious news of the week, he also stresses tolerance. Series is presented under auspices of the religious conference of the Arizona State Teachers College of Tempe, and is represented by all denominations.

Stages of Broadway
CRITICIMS and reviews of Broadway shows are presented weekly on the new Footlight Forum of WMCA, New York. The program features commentaries by The Second Nighters, an organization of professional writers, critics and columnists representing national weekday and monthly publications and syndicates.

BOWLING QUIZ
SOMETHING new in quiz shows is the new sponsored Strikes & Spares on KROG, Rochester, Minn. Contestants first try a "strike" question, and failing this get a "spare" query. Scores are kept just as for bowling, contestants winning the numerical value for strikes and spares in order, highest total winning the prize.

Fortunate Communities
WITH different communities of the Tri-City area chosen each day, whose residents are entitled to write in for premiums, Lucky Town is sponsored daily on WTRY, Troy, N. Y., by Little Crow Mills Co., Warsaw, Ind. The quarter-hour show features birthday and anniversary greetings.

BROADCASTING • Broadcast Advertising

December 1, 1940 • Page 63

WDRC

FOR 1941

The early bird gets the best

availability. Right now,

there are some good spots

open for January, 1941.

Write Wm. Mole, Commercial

Mgr., WDRC, Hartford.

Basic CBS for Connecticut

WRNL

ALWAYS RINGS THE BELL

IN RICHMOND, VIRGINIA

NBC BLUE • 1000 WATTS

KRR

TEXAS STATE NETWORK

An Affiliate of the

MUTUAL BROADCASTING SYSTEM

The Sherman-Denison Station

The Sherman-Denison Station

880 KC. • 1000 WATTS
Attend Radio Birthday Banquet

[See story on page 14]

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E. C. Page, Consulting Engineer
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Paul Porter, CBS, Washington
Elmer Pratt, Attorney
Mildred Ramsey, NAB
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James S. F. Ross, Assistant Attorney
John F. Royal, NBC, New York
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Louis Ruppel, CBS, New York
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A. A. Schaefer, NBC, New York
Arthur H. Schroeder, Attorney
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Henry V. Seay, WOL, Washington
John Shepherd, WYFR, South America
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Renee S. Smythe, NBC
Carleton Smith, NBC, Washington
George Stier, WWVA, Wheeling, W. Va.
Paul D. Spearman, Attorney
Edwin D. Spence, WWDC, Washington
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Judge E. O. Sykes, Attorney
Davidson Taylor, CBS, New York
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Alberth Warner, CBS
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L. H. Whitten, Greybar
A. D. Willard Jr., WJSY, Washington
John Wiltlough, FCC
Raymond M. Wilmette, Consulting Engineer
Lewis Windmuller, Engineer
Lt. Col. R. B. Lovett, Army Press Relations
Henry H. Lyon, WBB, Washington
Richard K. Lyon, WIXW, Washington
John V. Lyons, WBB, Washington
Michael MacDermott, State Department
Gaston M. S. H. McNally, FCC
Mrs. Lenor M. Muncy, WAB, Washington
Frank E. Mason, NBC, New York
Miss Mary Mason, WCBS, New York
B. H. Mason, WPX, Raleigh, N. C.
C. E. McNab, Vice President and Manager
Arch McDonald, WJSY, Washington
James M. Meiners, House Radio Gallery
Douglas Messerly, NBC, New York
L. W. Metcalf, Attorney
Robert Moore, Transradio
Clay Nosey, NBC, New York
William D. Murchison, WJSV, Washington
Mrs. Gladys V. Murphy, NBC, Washington
Faney P. McNamara, Attorney
W. J. Norfleet, Chief Accountant, FCC
Maria Novik, WNYY, New York
Ann Page, NAB
E. C. Page, Consulting Engineer
Duke M. Patrick, Attorney
Commissioner George H. Payne, FCC
Paul F. Peterson, NAB
Russell P. Place, NAB
Paul Porter, CBS, Washington
Elmer Pratt, Attorney
Mildred Ramsey, NAB
Joseph J. Ranieri, New York
Don Riley, WACO, Baltimore
Frank R. Ruggles, NBC
W. W. Rogers, Westinghouse
Reed T. Rollo, Attorney
James S. F. Ross, Assistant Attorney
John F. Royal, NBC, New York
Maurice J. Rupprecht, CBS, New York
Louis Ruppel, CBS, New York
Frank M. Russell, NBC, Washington
Pat Crall, WSAF, Attorney
Mrs. Helen Schaefer, NBC
James C. McNary, Engineer
A. A. Schaefer, NBC, New York
Arthur H. Schroeder, Attorney
George F. Shaffer, NAB
Henry V. Seay, WOL, Washington
John Shepherd, WYFR, South America
Annette S. Smith, WJIB, Washington
Renee S. Smythe, NBC
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Davidson Taylor, CBS, New York
Edward H. Vane, WCAO, Baltimore
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Charles A. Wahrman, WOL, Washington
Commissioner Paul A. Walker, FCC
Franklin W. Walter, Republican National Committee
Alberth Warner, CBS
Edward W. Ward, Engineer
L. H. Whitten, Greybar
A. D. Willard Jr., WJSY, Washington
John Wiltlough, FCC
Raymond M. Wilmette, Consulting Engineer
Lewis Windmuller, Engineer

FANCY TROPHY, recognizing the sportsmanship of the WGY softball team, is received from Frank V. Peare, manager of the WGY softball team. At right is Robert Peare, manager of the WGY softball team. At right is Robert Peare, manager of the General Electric publicity department.

Lapsus Lingua

PRIZE BULL of the year, perhaps, is attributed to Announcer Ernest Chappell by Tom Fiddall, Announcer Chappell was subbing as commercial commentator on the NBC Blue Network's Gunsmoke program while Dan Seymour was vacating in the South. Evidently, used unavail- able to call together on CBS, so when Chappell gave the sign-off, he was credited with slip-ping into: "This is the Co lumbia Broadcasting Sys tem." Incidentally, control- lers control both phones starting ringed, with NBC officials calling from all over. Called to the phone, Chappell apologized to the NBC executives "You know what you just did?" squawk with: "Yes, I just heard about it from Colum bia. They're mad as the devil."

Plans for Knoxville Local

PLANS for starting the new WBR, sister station of the WBB, has been announced by J. W. Birdwell, licensee of the new local, granted by the FCC last Friday to operate with 250 watt night and 100 day power. Mr. Birdwell, not new to radio, is also using twice weekly participation in Agnes White's California Home show on KFX, Los Angeles, on contract for 39 weeks, having started Nov. 25. Agency is Botsford, Constantine & Gardner, San Francisco.

KANS, Wichita, and WPAD, Quincy, Ill., have appointed International Radio Sales as national representatives.
Break Foreseen In Federal Case Against ASCAP  
(Continued from page 13)

ASCAP has announced that WCFL, Chicago, operated by the Chicago Federation of Labor, has signed the new five-year ASCAP license, making a total of 11 such stations which have been announced.

Others Join
That other users of copyrighted music are flocking to BMI with increased momentum is brought out in the announcement by the National Council of State Liquor Dealers Associations, meeting in Philadelphia in latter November, that it had passed a resolution belaboring ASCAP’s “arbitrary and unreasonable fees” upon users at restaurants, inns and cafes. The association urged makers and distributors of juke boxes used in such establishments to “cooperate to the fullest extent” with BMI, wherever possible, BMI recordings. Previously, both the hotel users and motion picture exhibitors had gone on record in favor of BMI.

Following are some of the reports from stations on their non-ASCAP plans:

WCAU, Philadelphia—Bans all ASCAP music on all station programs, sustaining and commercial, effective Dec. 1.

WPEN, Philadelphia—Rules off all ASCAP music from English language programs, sustaining or commercial, and effective Dec. 1, with 80% of music on all foreign programs to be public domain and BMI.

WBT, Charlotte — Will feature non-ASCAP music on all live and transcribed programs, sustaining and commercial, effective Dec. 1.

WDRC, Hartford—All local commercial or sustaining programs will feature non-ASCAP music, effective Dec. 1, coincident with the CBS ban on ASCAP music on all sustaining programs.

WOWO, Fort Wayne — Has begun an all-BMI program on Wednesdays, to test audience reaction.

WOR, Newark — Announced it will remove Irving Caesar’s Sunday program, Music in the Air, which expires Dec. 8, because majority of music used is ASCAP.

Agencies, Advertisers Cooperate
BMI is getting the utmost cooperation from advertisers and their agencies, according to Preston H. Pumphrey, BMI’s general counsel. While they naturally are not taking sides in the struggle, they are sympathetic with the broadcasters and with BMI for fighting the advertiser’s battle by enabling him to buy music on a competitive basis, at the market rate and to pay only for music actually used.

Few if any advertisers sponsoring music programs will follow the networks in switching 100% to non-ASCAP tunes before the end of the year, Mr. Pumphrey said, but theme songs are being changed daily and many agency program directors and others have taken advantage of BMI’s offer to come to its music staff for assistance in planning programs.

An ASCAP折旧 program, St. and Steel Brands and Wheeling Steel Co. have recently changed the themes on the Chicago hour and Musical Steelmakers to a non-ASCAP number. Another important sponsor is seriously considering staging series of Latin American musical programs, taking advantage of the large repertoire of this training camp. BMI has amassed and of its growing popularity with American audiences.

Plenty of Music

Stating that there is plenty of music of every class outside the ASCAP fold and that advertisers are more than willing to appreciate the fact after examining the BMI and other catalogs, Mr. Pumphrey said that the only real problem is presented by musical quiz shows and request programs. This problem is only temporary, he stated, as it will rectify itself as soon as the public becomes familiar with non-ASCAP music.

The American Assn. of Advertising Agencies has kept its members informed of the music situation, but that taking no action whatever in the matter, according to Frederick Gamble, executive secretary. Associations, being groups of individual and not corporate bodies, have to be particularly careful about taking sides in such a struggle, they say, and always open to charges of conspiracy in restraint of trade which might be brought by non-members. The President of National Advertisers has also kept its membership abreast of ASCAP-radio developments, but the AAAA has taken no other action.

E. C. Mills, ASCAP administrative chairman, was misquoted by PM, New York newspaper, according to Mr. Paine. Story quoted Mr. Mills as answering claims that the new license would cost radio $9,000,000 by saying, “If they will agree to a ceiling of $8,000,000, we’ll sign up tomorrow.”

ASCAP Denies Statement

“Mr. Mills denies making any such statement,” Mr. Paine declared, “as it is quite possible he had intended it as it would have carried no weight as he is not a member of the radio negotiating committee. ASCAP, however, more, no one, not even Gene Buck, ASCAP president, is authorized to sell the services of ASCAP for a flat sum of dollars.

“When Neville Miller asked us to give him and his committee the figures that ASCAP had collected from broadcasters, so that they could apportion that sum among the broadcasters, we flatly refused. We won’t enter into any agreement which would turn our control over to any small group. That really would be asking for trouble if we allowed an NAB committee to decide what each station should pay us.”

Radio’s concern over ASCAP’s method of distributing the money received from broadcasters through the ASCAP membership is not the same thing at all, according to Mr. Paine. “The matter is a highly complex one,” he stated, “and the charges made that our method is unfair are designed to confuse those who don’t understand all the ramifications of apportioning revenue among our members.”

Meanwhile, despite Mr. Paine’s objections, BMI continues to talk about ASCAP’s method of organization in contrast to its own plan of payment for use. “The fund is in my name,” says Mrs. BMI, “and the amount of money a composer receives to be dictated by the arbitrary whims of a committee, regardless of whether his music is never used or is played all the time, or are his royalties to be determined by the actual popularity of his music?”

“BMI pays its composers whenever its music is used,” Mrs. BMI says, “and pays its composer whatever self-perpetuating board of directors decrees. Thus, for example, in 1939 one composer who had 45,424 performances—more than the combined number of performances of seven BMI members—was paid only $200, while the favored seven composers collected $46,000. According to ASCAP, that’s ‘Justice for Genius!’”

WOV Replacing Recordings

Preparing for its new offices at 730 Fifth Ave., the first of the year and the dedication of its new 7,000-watt transmitting station, ASCAP, New York, is replacing its recorded programs with live-talent shows, the talent rejected from its Artistic Bureau.

The station’s evening time is divided now into four “age” groups, with children’s programs filling the early hours, followed by music, dramatic and historical material for the old-age group. The middle-age group comes next on the schedule with shows of light entertainment and the late hours are given over to the younger set with dance music.

SUIT of National Assn. of Performing Artists against KYW, Philadel- phia, broadcasting phonograph records made by NAPA members was discontinued recently after KYW took out a NAPA license.
STUDIO QUALITY RECORDINGS From FAIRCHILD PORTABLE RECORDER

Why Pamper Your Portable Recorder? Here's Precision Equipment that Laughs at Trouble!

Gone is the day when transcriptions cut in the field had to sacrifice tone-quality and brilliance . . . and gone, too, is the superstition that precision construction cannot stand hard use! Better performance has caused dozens of stations to standardize on Fairchild's F-26 Recorders, both for studio and field use. And they've turned in thousands of higher-fidelity transcriptions without repairs! Here's why station men you know boast of their Fairchild Recorders:

1. High Gain Amplifier permits use of microphone without a pre-amplifier!
2. Instantaneous Speed Change (33 1/3 RPM or 78 RPM) through push-button control.
3. Floating Motor Mount eliminates all possibility of objectionable motor vibration.
4. Split-Second Timing through synchronous speed gear and worm drive at 33 1/3 RPM assures wear-free recordings.
5. Variations of pitch and direction of cut provided for in the recorder itself. No expensive, troublesome additional feed screws needed.

Write for illustrated folder today!
WELL-KNOWN folk make up this quartet, particularly in November premiere of the Schoolboy Sports Roundup of WNEW, New York. Jo Jo Panama, (1 to r) Barney Taft, team leader who called "All Men to Barney's" sponsor of the new show; Bill Stern and Sam Taub, sports broadcast team heard on NBC; Rod Mitchell, commentator on the new program. Along with the studio broadcast, Barney and WNEW were hosts to a mob of high school lads at a buffet supper in the studio. The program is heard Tuesdays, Thursdays, and Saturdays, 8:15-8:30 p.m.

RADIO Division of Indiana State Teachers College, Terre Haute, is cooperating with the Indiana Board of Health in producing a series of television features built around the work of the board of health. The programs are offered to radio stations in the state as a sustaining program. The series features centers around a typical American family and its possible contacts with the work of the State's health agencies. Director of the project is Dr. Clarence M. Morgan, director of radio education at the college.

WPTF, Raleigh, and the U of North Carolina are cooperating on a weekly program dealing with arts, science and culture, Modern Science and Modern Art Hour. The half-hour broadcast is heard on most public radio stations in the state and is heard on experimental radio stations in symphony concerts.

KSO, Des Moines, for the sixth year is conducting its Christmas Tree series, sponsored by the local public service stations. The musical show runs from Christmas Eve to Christmas Day, the last two weeks given over to contests. The series is in charge of Marion Schiessl, KSO director of women's affairs.

25-9, October 15, 1939, after a successful broadcast during the month, a gain of 35% over October 1939 when commercial time consumed 34% of the hours after 6 p.m., according to a recent WOR breakdown. Daily time for October 15, 1939 was 36,000 hours, as against 26,000 for October 1939, part of which time is attributed to political broadcasts and the blank period brought about by new and renewal business.

MORE than 12,000 school children in the community listened to their classroo ms to an announcer's speech, PFC. T. A. D. M. McArthur, Canadian Minister of Education, from the loudspeaker, an address at the Owen Sound High School, the program noted when it was found space limitations in the high school would prevent many students from hearing the speech. PFC. T. A. D. M. McArthur, Canadian Minister of Education, was heard for the blind. The transcription, made during a visit by WABF at the California State Industrial Home for the blind, consists of interviews with blind workers in the home's sewing shop.

WANE, Philadelphia. Philco experimental television station, has made arrangements to televise events to be held at the Arena Field at the various centers, including hockey games, the "Ice Follies of 1941," and a roller-skating derby.

WRJ, Tuscaloosa, Ala., on Nov. 21 carried direct from the playing field in St. Louis a play-by-play description of the football game between Tuscaloosa High School and University of Chicago. High School, to St. Louis to handle the broadcast were James R. Doss Jr., station owner, sports announcer, Alfred Owens, production manager, and J. E. Reynolds, comercial manager.

CKUA Expansion Suggested

The Alberta Government plans to spend $300,000 on the expansion of CKUA, Edmonton, Alta., from a 100 watt to a 1,000 watt station, it is reported in the Toronto Financial Post. CKUA is a non-commercial station of the U of Alberta, and carries Canadian Broadcasting Corp., sustaining network programs. It is charged in Edmonton political circles that this expansion would enable the Social Credit Government of the province to better use the expanded station as a means of disseminating political propaganda.

PRODUCTION for a weekly show was dramati cally presented in a half-hour special broadcast over the CBS Pacific Network on Nov. 19, as part of the mass delivery of 33 Vultee BT-13 Basic Trainers to the U.S. Army Air Corps from Vultee Field, Calif., under supervision of Fox Case, CBS western division special events director, Paul Pioneer, Dick Joy, Maurice Walter, and Henry Flynn, announcers, from various vantage points on the field and control tower, described the flight. They also interviewed executives of Vultee Aircraft Co., Capt. T. J. Meyer, director of the Army Air Corps training program in the western area, and others associated with the event.

KVOE, Santa Ana, Cal., an affiliate of Don Lee Broadcasting System, on Nov. 24 dedicated its new 250-watt station with a special half-hour political program which was relayed to the entire network of 32 stations. Besides the stars were featured by Ray Raymond, talent included the Santa Ana Elks Club national champion double quartet, with Ruth Armstrong, accompanist, Ernest L. Spence, station manager, with Wallace S. Wiggins program director.

EVENING sales on WOR, Newark, after 6 p.m. during October, 1940, according to a recent WOR breakdown, show that average time for October 1940 was $18, the highest time for October 1939, 18% of the hours for 1940 as against 12% for 1939, part of which time is attributed to political broadcasts and the blank period brought about by new and renewal business.

AMERICAN Foundation for the Blind, New York, has included a documentary transcription produced by Scott Weasley, of KROW, Oakland, Calif., in its ingenious "Talking Book" series, used throughout the country for the blind. The transcription, made during a visit by Weasley at the California State Industrial Home for the Blind, consists of interviews with blind workers in the home's sewing shop.
since each is allowed a maximum of one hour, it is expected that the full two days will be consumed.

The Commission’s decision to proceed on the basis of the Network, WTMN-Monopoly Committee’s report, rather than postpone the oral arguments until proposed regulations come to be drafted, came at any discussion in executive sessions of the Commission. Commissioners Thompson and Walker, it is understood, have bitterly opposed the CBS attack on their report, charging the Committee with bias and attacking the “temper and spirit” of the report. It had even been suggested that the CBS brief be rejected, and the discussion at times was extremely emotional.

It was the brief of IRNA, attacking the Committee report, which provoked the now famous telegram of Nov. 15 to 227 affiliated stations, asking that they advise on that day whether they approved the brief. Virtually a 100% reply was received. The FCC, however, did not make public the breakdown of the results. The whole incident was brought to the attention of the White House by Mr. Brown, who was present at the oral session to completely understand the developments. President John K. Kendall of Portland, well-known in West Coast radio circles; Ray C. Wakefield, member of the Senate committee, and former Governor Phil La Follette of Wisconsin, now a practicing attorney.

Despite protestations from the FCC that the “suggested regulations” of Nov. 28 relating to chain broadcasting had not been acted upon, the suggestion caused real concern in broadcast circles. Broadcasters naturally regarded it as indicative of the FCC’s intentions to create a public. Commissioners amplified the Commission report even to the extent of observing that if they were called upon to vote on regulations of that nature today, they would register against the proposals.

Neville Miller’s Statement

Promptly upon release of the FCC oral arguments agenda, the president of NBC, Mr. Neville Miller said it would be unfortunate if the high standards of radio now enjoyed were jeopardized by regulations sought to be imposed without warrant of law or need”. He said that, although the suggested rules “at least show the trend of thinking of some of the commissioners”, he nevertheless was confident that “there exists on the Commission sufficient good judgment and restraint as to the exercise of powers, to the end that all of the implications of the proposed rules be realized and brought to light before final adoption.”

Agreeing with the contentions of opponents of the Commission’s conclusions to the Communications Act gives the Commission only limited power, Mr. Miller referred to the Supreme Court decision in the Wanner “limited competition” case, holding that the Commission is given no supervisory control of the program, business management or policy of stations. And he alluded also to the statement of President Roosevelt on Nov. 28 that the Government has no wish to “interfere or hinder the continued development of the American system of broadcasting.”

First to present oral argument, under the Commission agenda, will be NBC, which vigorously opposed all of the Committee recommendations as outside its jurisdiction and the presence of Philip J. Jr., NBC chief attorney, during the hearing in 1938-39, will argue for that network. The CBS case, second to be heard, will be presented by

Voice From Front

A SHEAF of letters from Syracuse, N.Y., is on its way to a British soldier in England because, to their great surprise, a handful of WSYR announcers and engineers heard the voice of an old friend broadcast by a shortwave broadcast from Canada to "some-where in England". The voice was telling a story about announcing on WSYR, Syracuse, when the boys picked up their ears. Later, several letters were turned out to be Henri (Chou) Chevrier, who worked at WSYR in 1936. Now many of his former friends at the station even suspected he was overseas as a Tommy.

Its chief counsel, John J. Burns, scheduled next week’s IRNA, represented by Paul M. Segal, Washington attorney, who also opposed virtually every basic recommendation of the Network Monopoly Committee. Don Lee, Pacific Coast regional network, is scheduled fourth, and MBS, which favored substantially all the basic recommendations of the Committee, is scheduled fifth. The Don Lee attorney is Swager Sherley, former chairman of the House Appropriations Committee and the elder statesman among Washington radio attorneys. Chief counsel for MBS is Louis G. Hennings.

Others for whom argument has been scheduled, in their order of appearance, are: Roy L. Albertson, WBNY, Buffalo; WHFB, Rock Island; 

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Sequence of Events in Latest FCC Controversy...

[See story on page 9]

BECAUSE of the widespread interest in the sequence of events relating to the latest controversy over the FCC network-monopoly issue, Broadcasting publishes herewith in full text those comments and replies that were disputed between Nov. 15 and press deadline for the Dec. 1 issue.

On Nov. 15, the following telegram was distributed to the members of the House committee of Rep. J. Slowie, FCC secretary, to 227 national stations affiliated with Independent Radio Network Affiliates Inc. during the Network-Monopoly hearing: "The Johnson Family Stations Broadcasting, WKRC, 4 Columbus, Ohio, have written Cincinnati's Affiliated Park, Elmer, Howard H. Ave., New York, yesterday: 'We do not want to protest to you, however, as Chairman of the Commission, what I consider to be intimidation. Whether there was cause for the brief, its wording and its preempory nature will certainly have that effect. I do not know any reason why the stations affiliated with the networks should not make their position known to the full Commission, particularly when a report of a committee of the Commission charges, in effect, that the stations are not fulfilling their public duties. Should Your Viewpoints 'The full Commission, you told me, has not had the opportunity to study the questions and has set oral arguments for the purpose of receiving further information and views. It seems to me that the Commission would welcome a statement of the position of affiliates, no matter whether it embraced position or not. If the Commission was interested in knowing whom Mr. Slowie represented, it could have required from him a brief. However, he has not made his position known to me, and it seems to me that he has not fulfilled his obligation to the Commission. It was submitted to us for approval and we approve.'"

Rodent Tale

TRANSMITTER engineers of KHTN, Salt Lake City, yesterday were puzzled when the station went off the air just 30 seconds before the Bing Crosby program was due on the network line. Searching frantically, they discovered a mouse in the condenser cage, just crouching and staring. As he continued motionless despite their hullabaloo, they found he had shorted two contacts.

A pair of champs participated on a home coming broadcast on KOA, Denver, when Jack Dempsey and General Manager Lloyd E. Yoder, after giving the Tech the green light, met at the microphone recently. This appearance was rated as especially important by Dempsey, since his first broadcast was made on KOA 16 years ago.
American Pins

KTUL, Tulsa, claims to have set some sort of record for results with its I Am an American program, sponsored by Brown Dunikin, local apparel store. The program featured a red-white-and-blue lapel pin as a giveaway to store visitors who heard the program. The feature is broadcast 5:15-5:30 p.m., and the store closes at 5:30. On the evening of the first program, before the store’s 5:30 closing time, five persons had come in and asked for the lapel pin.

MY GOURD! must have been a frequent exclamation by visitors at the Gourd Show held in late October by WHA, Madison, Wis. Here examining a Hercules Club gourd, one of the countless shapes and varieties displayed at the show, is H. A. Engel, director of the Wisconsin educational station. The Gourd Show was staged in Radio Hall, on the campus, in conjunction with the Wisconsin Horticultural Society. Plans are under way for a similar show next fall.

Inauguration in Mexico is Covered by Networks

INAUGURAL ceremonies for Gen. Manuel Avila Camacho, president-elect of Mexico, over the weekend of Nov. 30, were presented on NBC during two broadcasts and also were transmitted by shortwave to South America. First program covered the actual inauguration Dec. 1, announced by Robert Francis Allen, NBC reporter in Mexico City, and later that evening NBC sent the address by Vice-President-elect Henry A. Wallace, special representative of President Roosevelt. Also attending the ceremonies was John F. Royal, NBC vice-president in charge of international relations, who flew to Mexico to arrange shortwaving of the two programs.

CBS scheduled three broadcasts from Mexico, all handled by Eric Severeid, former CBS correspondent in Paris. First two CBS programs covering the event Nov. 30 and Dec. 1 during the network’s regular News of the World program, while a special broadcast summing up the highlights of the ceremonies was presented Dec. 2, 5:30-5:45 p.m.

Campbell Soup’s Contract

CAMPBELL SOUP Co., Camden, has revised its CBS Amas! Andy contract to a 52-week basis, effective April 1, 1940, inserting new automatic renewal of the program at the end of each week for an additional 52. Ward Television Co., Philadelphia, is agency. A similar contract, containing the same dates and clauses, has been signed by Campbell Soup Co. for the CBS Loopy Ross program, which produces Frango-American spaghetti. Kathiut & Ryan, New York, represents the sponsor on the latter program.

Seeking Georgia Outlet

ARTHUR LUCAS and William K. Jenkins, partners in the operation of a chain of Georgia theaters, have applied to the Federal Radio station on 1290 kc. in Columbus, Ga., for the new station. The application was filed on Nov. 19 in Columbus, Ga. The station is expected to go on the air shortly, and will be operated by a new company formed for the purpose. The station will be affiliated with WLAG, LaGrange, Ga., in the same manner as WHB, Atlanta, Ga., is affiliated with WLAG.

Morris Plan in N. Y.


LISTENER PREFERENCE

Wise advertisers buy WOAI as a matter of course, because of its proven listener preference in South Texas.
CLASSIFIED

Advertisements

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Top insertion, 3 times normal rate. Payable in advance. Word limit: 80 words, 25th of month preceding issue.

Situations Wanted (Continued)

Program Director-Continuity Writer — experienced, references. Commercial, plays, programming that sell! Box 78, Broadcasting.

SALES - Merchandising Manager - old school, 20 years experience with department stores, popular rags. Box 136, Broadcasting.

Manager — experienced all advertising branches of newspaper seeks Radio connection. Creative, sales, creative. Clean habs, appearance very good and gifted with a will to work. Box 73, Broadcasting.


Manager-Program Director—specializing in building up accounts and programs. Years experience in managing, production, orchestras leading, continuity writing, announcing. College graduate. Will accept position as manager-Program Director for forty weekly. Box 72, Broadcasting.

Engineer-Program Director — six years experience at independent station in New York area. Excellent. New address on request. Box 7, Broadcasting.

SALES - Merchandising Manager — old school, 20 years experience with department stores, popular rags. Box 136, Broadcasting.

Manager — experienced all advertising branches of newspaper seeks Radio connection. Creative, sales, creative. Clean habs, appearance very good and gifted with a will to work. Box 73, Broadcasting.


Manager-Program Director—specializing in building up accounts and programs. Years experience in managing, production, orchestras leading, continuity writing, announcing. College graduate. Will accept position as manager-Program Director for forty weekly. Box 72, Broadcasting.

OPERATOR-ANNouncERS AVAILABLE —experienced graduates in Broadcasting, Televison, Frequency Modulation, and Commercial Stations now available. Able to work anywhere. Have successful men in leading stations in all sections of country. Liat list upon request. Contact Graduate Relations Dept., National Radio Institute, 4000 South Figueroa, Los Angeles, California.

Attention Station Managers — nine years of broadcast experience, intuiting program, announcing, selling and technical assignments. Employed past three years technical capacity at eastern 3000 watt station. Desire to continue future efforts to work non-teurical, on nature, dealing with public. No other reason for leaving previous employment. Married. Age 29. Box 60, Broadcasting.

Wanted to Invest

Wants to Invest Capital — in small station with active interest. Box 78, Broadcasting.
network accounts

All time EST unless otherwise indicated.

New Business


ACME WHITE LEAD & COLOR WORKS, Detroit (paints), on Jan. 11, 1941, starts Consolidated Smoky Mountain Mining Co. on 27 NBC-Red stations, Sat., 11:45 a.m.-12 noon. Agency: Henri, Hurst & McDonald, Chicago.

Renewal Accounts


R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Camels), on Dec. 30 renew for 13 weeks Blondie on 60 CBS stations, Mon., 7:30-8 p.m. Agency: Wm. Esty & Co., N. Y.


GEORGE A. HORMEL Co., Austin, Minn. ( Spam), on Nov. 27 renewed Burns & Allen on 26 NBC-Red stations, Mon., 7:30-8 p.m. (rebroadcast 10:30-11 p.m.) Agency: BBDO, Minneapolis.

F. W. FITCH Co., Des Moines (shampoo), on Jan. 5 renew for 52 weeks the Fitch Bond Wagon on 111 NBC-Red stations, Sun. 6:30-7 p.m. Agency: L. W. Ramsey Co., Davenport.


Pa. Radio System

REPLACING the previous telephone connection service, the Commonwealth of Pennsylvania has probably the largest and most complete radio system in the world for forest fire and flood control, as built by RCA Mfg. Co., and designed and installed by the Raymond Rosen Co., Philadelphia distributors for RCA. The low-power high-frequency equipment provides instantaneous communication for the entire State east of Altoona.

Joins Cornell

WCAU, Philadelphia, emulated Cornell when William B. Caskey, promotion director at WFIL, Philadelphia, singled out several errors in a listener's survey conducted by the Reuben H. Donnelly Corp., which served as a basis for WCAU's latest promotional brochure, "The People's Choice." WCAU promptly sent out a correction on figures concerning its broadcasts on which an error was admitted. The caption for the correction read: "Move Over, Cornell."

CONTINENTAL BAKING Co., New York (Wander Bread and Hostess Cake), on Dec. 7 renewed Marriage Club on 47 CBS stations, Sat., 8-8:30 p.m. (rebroadcast 11:15-12:30 p.m.) Agency: Benton & Bowles, N. Y.

STERLING PRODUCTS, Wheeling, W. Va., (orange juice concentrate), on Jan. 7, 1941, for 52 weeks renew Court of Missing Heirs on 74 CBS stations, Tue., 6-7 p.m. Agency: Ruthrauff & Ryan, N. Y.

Network Changes

AMERICAN TOBACCO Co., New York (Lucky Strikes), on Jan. 3 adds 20 NBC-Red stations to Information Please, making a total of 115 NBC-Red stations, Fri., 8:30-9 p.m. Agency: Lord & Thomas, N. Y.

R. B. SEMLER Co., New York (Kemel), on Nov. 20 added 3 NBC stations Gabriel Heatter making a total of 12 MBS stations, Wed. and Fri., 8-9:15 p.m. Agency: Erwin, Wasey & Co., N. Y.

MARS INC., Chicago (candy bars), on Nov. 20 shifted Dr. J. Q. to Cincinnati for 6 weeks on 91 NBC-Red stations, Mon., 9-9:30 p.m. Agency: Grant Adv., Chicago.


MILES LABS, Elkhart, Ind. (Alka-Seltzer), on Nov. 20 added 6 NBC-Blue stations to Quiz Kids making a total of 85 NBC-Blue stations, Tue., 8-8:30 p.m. Agency: Russell M. Seeds Co., Chicago.

WTAD joins CBS

WTAD, Quincy, Ill., on Dec. 22 joined the CBS basic supplementary group as the 125th CBS affiliate. The station recently was granted fulltime on 900 kc with 1,000 watts power.

Holiday Book Drive

PHIL. COOK, who conducts the daily Morning Almanac program on WABC, New York, on Nov. 25 started his third annual Christmas drive for books to be distributed to hospital shut-ins. In 1938 and 1939 listeners sent in 58,000 books in response to Cook's drive, while nearly 150,000 books were contributed by the audiences of all the CBS stations conducting similar drives.

DAVID ROSS, CBS announcer for the Take It or Leave It program, sponsored by Eversharp Inc., Chicago, is author of the poem "Passport Beyond Tyranny" in the Nov. 16 issue of Saturday Review of Literature.

KEN CARPENTER, Hollywood announcer on the NBC Kraft Music Hall sponsored by Kraft Cheese Co., has been cast for a part in the Paramount film, "New York Town."

WHOM's

(NEW WESTERN ELECTRIC) 1,000 WATT TRANSMITTER NOW ON THE AIR

New York City's Outstanding Foreign Language Station

JOSEPH LANG, Mgr. New York Office & Studios 29 W. 57th St., N. Y.

HER HEALTH IS IN YOUR HANDS

Before this child reaches maturity, Tuberculosis may be eradicated from the United States. But remember, she is growing up in a world where Tuberculosis still causes more fatalities between the ages of 15 and 19 than any other disease!

By buying and using Christmas Seals you will enable your Local Tuberculosis Association to continue a year-round fight that has helped to reduce the death rate from Tuberculosis by 75% during the last 33 years!

So protect this child—and every child in your community.

Do You Make This $396 Mistake In Sending Telegrams?

Up until last year, a certain firm (name on request) paid $396 too much for telegrams! Then Postal Telegraph surveyed telegraph costs and provided an easy-to-follow plan that saved this amount! Why not let this free cost analysis save money for you?

For information about free telegraph cost analysis—wire collect: H. A. Davis, Postal Telegraph, 253 Broadway, N. Y. C. No obligation!
Funds of Parties Slated for Probe

With no definite figures yet available on sales during the recently concluded campaign, the expenditures question took a back seat to one Attorney General Robert H. Jackson announced that officials of all national political parties and committees, to determine how contributions and disbursements, would be examined Dec. 3 before a Federal Grand Jury. In the investigation of alleged violations of Federal election laws.

The drive is directed by Maurice M. Milligan, special assistant to the Attorney General, and sponsored by the Hatch Clean Politics Act and the Corrupt Practices Act. A special probe was called by the U. S. District Court for the District of Columbia, to start hearings Dec. 5.

Mr. Jackson stated that the Justice Department had received numerous complaints, both during and after the Nov. 3 General election, that the $5,000,000 limit fixed upon campaign expenditures was being violated or evaded. Although the statute places no restriction on the amount of money a political party can spend on campaigning via radio or any other media, so long as no express solicitation of party expensescan be kept within the $5,000,000 limitation, it is certain that the estimated $2,000,000 worth of radio time purchased [Broadcasting, Nov. 15] will eat up a good share of party expenditures.

Estebrook Pen's Shortwave

Estebrook Pen's WPN, Schenectady, N.Y., has signed with NBC's International Division for a series of shortwave programs to be short-wave to South America immediately following the Metropolitan Opera broadcasts, sponsored by Texas Cos. on NBC in the United States and short-wave via NBC's international stations WBCA and WBNL. The Estebrook programs, starting with the Dec. 1 broadcast, will feature Llopio de Olivar, NBC Span- ish announcer, and the Monday night shortwave broadcasts, who will summarize the following week's operas for American listeners, together with comments on the highlights of the Metropolitan Opera and NBC's Domestic operas. A free pen and share in the pen account is National Export Advertising Service, New York.

John L. Lewis Asks Amending of Law To Forbid Denial of Labor Programs

REPERCUSSIONS from a recent misunderstanding between the Congress of Industrial Organizations and KYA, San Francisco, resounded through the opening of the CIO convention in Atlantic City Nov. 18 when John L. Lewis, retiring president of the labor organization, attacked the NAB Code and its provision against the sale of station time for discussions of contro- versial subjects.

Mr. Lewis, in his presidential re- port, declared that code provision was harmful to the interests of labor and asked that the Federal Communications Act be amended to prohibit broadcasters from deny- ing labor unions the right to pur- chase time on the air. "This would put the radio broadcasts of labor in the same class as other public utilities, like railroads, ships and buses, which must give equal service to all the public," he com- mented.

Complains to FCC

Referring specifically to the sta- tion in his report, Mr. Lewis charged that KYA had refused to renew the contract under which the station had been broadcast five nights a week for two years, citing as its reason the alleged "controversial nature of the CIO campaign." Although the FCC legal department has been studying the CIO complaint, no official developments have been an- nounced.

Carrying on the protest of the CIO leader against "discriminatory refusal of radio facilities to labor," the convention adopted two resolu- tions dealing with union labor's the feature of the CIO Code provi- sion against selling time for such broadcasts. On Oct. 30 Mr. Lewis had filed a complaint with the FCC, declaring that "the issue raised in this case is of paramount importance to labor" and that "it threat- ens to make radio communication inaccessible to organized labor for all practical purposes." Although the FCC legal department has been studying the CIO complaint, no official developments have been an- nounced.

During the coming year publish a leaflet covering the technical ques- tions involved in the business and technical aspects of radio, to serve as a guide to local and interna- tional organizations.

On Nov. 22 CBS gave the CIO a quarter-hour on 76 stations for an address by Philip F. Murray, newly-elected president of the union, with WIBA, Atlantic City, handling the pickup. According to Joseph L. Miller, NAB labor rela- tions director, the broadcast marked the first time a network has given free time before 10 p.m. to a labor leader, cutting into Kay Kyser sustaining pickup at 9:45 p.m. He also said that the allotment of time to Mr. Murray was not motivated by the blast by Mr. Lewis.

Isolated Example

However, Mr. Miller intimated that radio is "hurt" by Mr. Lewis' outburst, remarking that he singled out one remote instance (KYA) as the basis for his complaint. Labor leade rs at the convention expressed gratification at the network broad- cast, declaring that "radio broad- casts must be closely watched to institutionalize the value of labor".

Remembering the cases of al- leged disparities resulting from en- forcement of the NAB Code, par- ticularly as it pertained to the KYA situation, Mr. Lewis declared in his report:

"At the same time large corpora- tions in that area subsidize news and amusement programs which, like the Ford Hour, always include a bias in favor of the employer- organization. There have been sev- eral similar instances in the past year in which other CIO locals have been denied the right to se- cure radio time, even when they offered to pay for it."

Declaring that the NAB rule on "controversial issues" was not based upon any law nor that it had any legal authority, Mr. Lewis added:

"It is simply a rule devised by the radio broadcasters through their successor, the CIO, to hold or grant radio time. This can be done by amendments to the Federal Communications Act which would prohibit discriminations and afford a summary procedure for hearing cases of discrimination. And unfortunately that the facilities be made available on non- discriminatory terms."

John L. Lewis Asks Amending of Law To Forbid Denial of Labor Programs
THE ELECTION is a thing of the past, but officials of KMBC, Kansas City, are still talking about the setup of a last-minute political speech made the night of Nov. 4 in KMBC’s studios by Missouri’s Senator James Reed.

At 7:30, Reed made a speech which was fed by KMBC to KFEQ, St. Joseph, and KTUL, Tulsa. While he spoke, KMBC ran a half-hour talk on two 15-minute takes. As the first platter was completed, a special message rushed by to KCMA, Kansas City, where it was put on the air at once. When the second quarter-hour record was cut it was rushed to KCMA just in time to follow the first part on the air.

As soon as KMBC had aired the speech it sent the transcription back to KCMA to feed the speech, by transcription, to KFRO, at Columbus, Mo., at 8.

The talk was not carried on KMBC.

GENERAL MILLS, Minneapolis, which has been sponsoring the five times weekly serial By Kathleen Norrie for Wheaties four times daily on both NBC-Red and CBS, on Nov. 29 discontinued the series on NBC. The program continued on the CBS stations Monday through Friday, 10-10:15 a.m. with a rebroadcast 11:45 a.m.-12 noon. Agency handling the account is Knox-Reeves, Minneapolis.

A recent subscriber to United Press includes WREN, Lawrence, Kan.; WOKY, Cincinnati; WJAR, Providence, R.I.; WHK, Cleveland, Ohio; WKBW, Buffalo, N.Y.; WJAR, Providence, R.I.; WINS, Philadelphia, Pa.; WOIA, Jacksonville, Fla.; KLIF, Dallas, Tex.; KBMW, Green Bay, Wis.; WOR, New York City; WJLA, Washington, D.C.; WMMR, Philadelphia, Pa.; WRUN, St. Louis, Mo.; WTMV, Chicago, Ill.; WLIW, New York City; WMTV, St. Louis, Mo.; WOR, New York City; WRUN, St. Louis, Mo.; and WTMV, Chicago, Ill.

RECENT subscribers to United Press include WREN, Lawrence, Kan.; WOKY, Cincinnati; WJAR, Providence, R.I.; KFJX, Grand Junction, Colo.; KJUL, Garden City, Kans.; KDAI, Des Moines, Iowa; KMED, Medford, Ore.; KAST, Astoria, Ore.; and KFBQ, Chwayne.

NO GAG was this purposeful pose by Dick Day, announcer of WDGY, Minneapolis. When the Northwest was visited by a blizzard in history in mid-November, he hauled out his ski togs and slid to work, with snow shoulder-high and more in many places.

Through the storm WDGY announcers stuck to their posts, supplying latest information on highways, missing persons, snowbound towns and weather conditions. Announcer Reed was at 11:40 a.m., unable to reach his snowbound home, spent several nights at the Hotel Nicollet studios. Engineers Al Lennon and George Jacobson, broadcasting from the transmitter on Wayzata Blvd., supplied the names of persons and families marooned along the thoroughfare in taverns, oil stations and farm homes. Some 500 cars were snowed in along a 12-mile stretch, one of the heaviest blockades in the entire storm area.

SPEED WITH DISCS
Candidate’s Platters Shifted Quickly by KMBC-

THE ELECTION is a thing of the past, but officials of KMBC, Kansas City, are still talking about the setup of a last-minute political speech made the night of Nov. 4 in KMBC’s studios by Missouri’s Senator James Reed.

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GROCERY MEETING Hears European Commentators

AS A FEATURE of the opening of the 32nd annual convention of the Associated Grocery Mfrs. of America, held Nov. 25-27 at the Waldorf-Astoria Hotel, New York City, NBC arranged a three-way Transatlantic hookup with its foreign correspondents in London, England, and Basle, Switzerland, under the supervision of A. Schechter, NBC director of news and special events. Participating in the conversation were Fred Bate, chief of NBC’s London staff, Max Jordan in charge of NBC’s Continental staff in Basle, and Mr. Schechter speaking from New York.

At the conclusion of the convention Nov. 27, Paul S. Willis, president of AGMA, gave an address to the CBC, on the food industry's role in national defense.

Canada to Allow Sponsored News

THE BOARD OF GOVERNORS of Canadian Broadcasting Corp. settled the long drawn out controversy over sponsored newscasts on private stations in Canada when it announced a new set of regulations to take effect Jan. 1.

After a two-day meeting in Ottawa, the CBC governing board announced the new policy which provides that newscasts may be sponsored with an institutional phrase such as "Through the courtesy of (name and business of sponsor) and as a service to its listeners."

At present the only authorized new agencies are British United Press and Transradio Press [see page 22].

The Canadian Assn. of Broadcasters held a meeting at Montreal Nov. 25 and appeared before the CBC governing board Nov. 26. The CBC has waged a battle for retention of sponsored newscasts and has evidently won a partial victory in the opposition to the Canadian Press Assn. As interpreted by broadcasters, and unconfirmed by the CBC's top executives, the new regulations do not eliminate the use of spot announcements before and after newscasts, but require a break of some kind between these spot announcements and institutional newscast announcements.

The new regulations provide for unsponsored newscasts, supplied by the new CBC news department; for local and sports news written by arrangement with CBC for sponsorship; and for world news from any authorized agency or written arrangement with CBC.

A staff to handle the preparation of news for the CBC and affiliated stations of its proposed "basic coverage" group, was expected to be assembled by Dec. 1. It is expected to be headed by Dan McArthur, formerly of the Toronto Globe and Mail's Magazine and now with CBC.

NOW ON THE AIR!!

"THE GIFT OF CENTRAL WISCONSIN"

—Things are happening in Radio in Central Wisconsin! WFHR signed on Election Night, Thursday, November 5, and has commanded tremendous listener-interest in the rich Wisconsin River Valley —

—WFHR is doing a good job for SORCEs of advertisers! . . . Its public acceptance is best shown by the 1400 telephone calls received in 12 minutes on a single spot announcement.

BE SURE OF COVERAGE IN CENTRAL WISCONSIN!

Put Your Sales Message on the Air Over

WFHR—WISCONSIN RAPIDS, WIS.

WILLIAM K. HUFFMAN, Owner

GEORGE T. FRANCHEETTE, Manager

For rates and information address inquiries to WFHR, 141 W. Grand Ave, Wisconsin Rapids, Wis.
**November 16 to November 29, Inclusive**

** ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION **

**NOVEMBER 15**

New, Hugo—Production Division of Hughes Tool Co., Los Angeles—Granted CP television No. 197 for station KHJ in Los Angeles, Calif., effective December 1.

New, Same, San Francisco—Same grant.

New, CBS, Los Angeles—Granted CP television No. 201 for station KCBS in Los Angeles, effective December 1.


New, May Department Store Co., Los Angeles—Granted CP television No. 198 for station KMEX in Los Angeles, effective December 1.

New, Television Productions Inc., Los Angeles—Granted CP relay television No. 33 for station KJDK in Los Angeles, effective December 1.


New, CBS, Chicago—Granted CP television No. 45 for station WCMX in Chicago, effective December 1.

New, Kansas State College, Manhattan—Granted CP television No. 100 w. in Manhattan, effective December 1.

New, WRUW, Boston—Granted CP increase to $50,000.

WGST, Atlanta—Continued hearing re renewal application.

WTCM, Traverse City, Mich.—Granted CP new station to transmit.

New, Kokomo Best, Corp., Kokomo, Ind.—Granted CP 1490 kw 250 w. un. in Indianapolis, exclusive of visual operations, effective December 1.

New, Trans-Central Service Corp., Hartford—Granted CP 45.3 mc 6,100 kw. visual exclusively.

New, J. D. Falvey, Ottumwa, Ia.; New, L. J. & M. L. Co., Ottumwa, Ia.; Falvey granted CP 1210 kw 100 w. in Ottumwa, Ia., effective December 1.


New, John R. Mullen—Granted station license to Gene T. Dyer, Evelyn J. Gourley, and Elizabeth M. Hinsman 60 W. Radio Station WJQG, Coos Bay, Ore.—Granted CP visual mod. CP change to 1530 mc. directional N. & W. visual operations.

New, WROU, Sumner, Ala.—Granted CP increase to 500 kw.

New, St. Petersburg, Fla.—Granted CP new station WPTF, visual 60 kw 60 w. in St. Petersburg, effective December 1.


WDIL, Wilmington, Del.—Granted CP directional N. & D., new trans. increase to 5 kw operation.

WPFO, Chicago—Granted CP new station 1490 kw 250 w. in Chicago, effective December 1.

New, World Peace Foundation (Abraham Zapruder)—Granted CP visual operations.

WBAI, New York City—Granted CP increase to 5 kw new equipment.

KSAL, Salina, Kan.—Granted CP increase to 1 kw in Salina, effective December 1.

WISN, Milwaukee—Granted CP increase to 5 kw new equipment.

WUXI, New Holland, Pa.—Granted CP visual transmission.

WTEL, Philadelphia—CP change to 1600 mc. visual operations.


WITF, Extension temp. license: WFAZ, Wilkes-Barre, continued oral agreement to 8-41; WROU, Rome, Ga., granted increase to 1 kw, D only; WABQ, Bangor, Me., granted amendment applied for CP 970 kw 5 kw visual operations.

**NOVEMBER 23**

MISCELLANEOUS—New license new station, granted WAKX, Akron—license new station granted to WAKX, Akron—issued new station grant KPHO, Phoenix, Ariz.

**NOVEMBER 26**

New, Tropical Resort, Co., DeLand, Fla.—Granted CP new station WSMF; visual operations.


WMT, Cedar Rapids, la.—Granted CP 5 kw 5 kw antenna.

WAIR, St. Petersburg, Fla.—Granted CP visual operations.

WCED, Cedar Rapids, Ia.—Granted CP change to 600 kw 60 kw directional.

EROD, El Paso—Granted CP change to 600 kw 60 kw directional.

WREC, Memphis—Granted CP change antenna, increase to 5 kw visual, 500 kw.

**CARNIVAL ATMOSPHERE marked the inauguration of General Electric's FM broadcast service Nov. 13 when WXOY started regular program operation on a seven-hour daily schedule, from 3 to 10 p.m. Mrs. Edith Alexander Burnham, daughter of E. F. W. Alexander, GE shop president, was broadcasting from a high vacuum tube plant. As the bottle broke, power was turned on for the first broadcast. With music by Phil Spitalny's orchestra, whose Hour of Charm is sponsored by GE on NBC-red, speakers on the dedicatory broadcast included Charles W. Wilson, GE president; Commissioner George H. Payne, of the FCC; Dr. W. R. G. Baker, manager of the GE radio and television department of the Cincinnati Corp., C. P. Schuster, manager of GE broadcasting operations.

The 3 kw. WXOY transmitter, operating on 43.2 mc., is located in the Holderberg mountains, at an elevation of 1,500 feet, about 12 miles from Oshkosh, GE operations of GE are conducted in the building along with FM. The FM station is an experimental FM television station in center, while the antenna at extreme left is used to pick up both television and FM programs transmitted from Schenectady GE studios.
EDWARD C. HORSTMANN, of Chicago, was re-elected president of the Asso. of Technical Employees of NBC for a third term at the ATE convention held in New York Nov. 11-18. Other officers are: Gerald M. Stellan, New York, re-elected vice-president; George Maher, Jr., Chicago, reappointed secretary-treasurer, and R. Robert, Jr., New York, reappointed assistant secretary-treasurer.

Wage increases averaging 6% and major improvements in working conditions are included in a new contract secured by the convention for NBC technical employees in New York network, following negotiations that began Nov. 18 and continued through the afternoon of Nov. 26, considerably extending the length of the convention which had expected to adjourn on or before Nov. 20. Negotiations were conducted by Messrs. Horstman, Sellars, R. W. Clarke of New York and J. F. Rothery of San Francisco for the union. Representing the company were: John S. Weinert, vice-president and treasurer; O. B. Hanson, vice-president and chief engineer; George McElrath, operating engineer, and Frank K. Allen, assistant vice-president and general manager.


John W. Bohn

John W. BOHN, St. Louis representative of Radio Sales, division of CBS, and salesman of KMOX, St. Louis, died suddenly of a heart attack Nov. 22 at the age of 52. Mr. Bohn was stricken while bowling with Arthur, Casey of the KMOX public relations department, and Joel W. Stovall, KMOX musical director, who attended to him and died before reaching the hospital.

WIP Signs Anew With AFM

WIP, Philadelphia, on Nov. 18 signed a five-year contract with Local 77 of American Federation of Musicians for continuance of the WIP staff orchestra conducted by Joe Frascati, WIP musical director.

STAN COE, co-conductor with John Green of the WOR Airplane Club program on WOR, Newark, has registered for a flying course at a New Jersey school and plans to give weekly broadcasts of his progress as a flying student. He notes the time when he makes his first solo flight.

After a two-weeks test, American Tobacco Co., New York, has decided to conduct the recorded broadcasts of Informative Pleasures Tuesday evenings on WMAA, New York. The programs were presented Nov. 19 and 26 only. Program is heard live Fridays on NBC Red, 5-59 p.m. No reason for the cancellation of the repeat was given by Lord Thomas, in charge, although it is understood that the rebroadcast was dropped to allow sufficient audience for the show rather than to increase it.
Gillette Razor Sponsors Pro Grid Championship

GILLETTE SAFETY RAZOR Co., Boston, will sponsor the championship playoff in the National Professional Football League over an MBS network, spending a reported $25,000 for time and facilities. Likely to be in the playoff are the Chicago Bears or the Green Bay Packers in the West. Unless the Washington Redskins are defeated in their game with the Philadelphia Eagles, they will definitely represent the East.

In addition to the Gillette sponsorship, WOL, Washington, and WJJD, Chicago, will carry the games locally. Ford Dealers of Washington will sponsor the WOL broadcasts with Russ Hodges describing the game while Jack Drees will do the play-by-play for WJJD. Sponsored by P. Lorillard Co., Gillette also has purchased 15 minutes before the game and the quarter-hour following the game on WOL. The periods will be filled with program description, summary and statistics. Gillette also will sponsor the Orange Bowl game on CBS, and the Sugar Bowl game on NBC.

Defying the Top-Ranking Shows

CBS Experiment on Coast Will Place Good Programs Opposite Popular Sunday Evening Features.

A GOOD radio program will build its own listening audience time by time, against any competition, and Sunday should be no exception. This statement was made in mid-November by Arthur J. Kemp, CBS Pacific Coast sales manager, in explaining the decision of the network to inaugurate five weekly sustaining “showcase” programs against the toughest competition in radio—late Sunday afternoon and early evening time.

“Not only do we believe there’s always a listening audience for good shows, but Sunday afternoon and evening provide a perfect time for the Columbia Pacific Network to test them,” Kemp said. “The periods we have selected enable every station in the Pacific Coast setup to carry all the shows. This would be a mechanical impossibility during other days of the week when each individual station is carrying local commercial commitments.”

Defy Competition

Kemp pointed out that CBS tried the same experiment successfully on a nationwide scale with such shows as Orson Welles’ “Cameo Playhouse,” Ellery Queen’s mystery dramas and “Pursuit of Happiness.” “All these shows,” he declared, “were against the highest class competition radio affords, and all built a tremendous listening audience during their own. What CBS has demonstrated nationally can be done on the Pacific Coast.”

The sustaining series, which ranges from a production using the smartest Hollywood children to another on which the best-known thinkers and debaters on the West Coast are asked to air and support their opinions on current subjects, are in addition to the program selected for broadcast. The first program, which is “Disappearing,” a roundtable discussion type, conducted by Lewis Brown, internationally known author and news analyst, will start at 6:30 p.m. (PST), the weekly program is pitted against the ABC One Nation (Families), sponsored by Standard Brands (Tender leaf tea). “Hollywood Smarts Party,” a half-hour program with Art Baker as m.c. features six boys and girls who face a barrage of questions. Released at 9:00 p.m., the program is opposite the NBC Jack Benny Show, sponsored by General Foods Corp. (Jell-O). In the series is “Holmes by Showcase,” featuring Lud Gluskin’s Orchestra and five singers. This half-hour show, heard at 9:00 p.m., is placed opposite the NBC Walter Winchell and Parker Family programs, sponsored by Andrew Jergens Co. Good-Afternoon Neighbor, with Tom Breman in home spun philosophy, is a quarter-hour feature, pitted against the NBC Fitch Bandwagon, sponsored by F. W. Fitch Co., which is released to the West Coast at 4:45 p.m. Dramatized crime series, Calling All Cars, is fifth in the series and is heard at 5:00 p.m. against the NBC Chase & Sanborn Show, sponsored by Standard Brands (coffee).

Baited for sponsorship, the series is being produced under the supervision of Charles Vanda, CBS western division program director, and Russ Johnston, the network’s Pacific Coast program manager.

Blondex Shampoo Sponsors

SWEDISH LABORATORIES, Chicago, on Nov. 25 started a series of six quarter-hour programs weekly for 13 weeks on WINS, New York, in the interests of Blondex shampoo. Schedule includes news periods Tuesday, Thursday and Saturday, and notes are planned for the period. The program is conducted by Harry Kramer, the three-week days, agency is Benton & Dull, Chicago.

SHOLTZ REVISING FLORIDA PROGRAM

ANNOUNCEMENT was made Dec. 11 by former Gov. Dave Sholtz, Miami, that the company will sponsor six new stations in as many communities in that State, that the corporate structure of the enterprise has been altered. He also indicated that consideration is being given to the revival of some of the applications and of seeking to expedite the remaining.

Under the revised structure, George H. Bowles, former owner and operator of stations in California has left the organization. Gov. Sholtz and Mr. Bowles is “in no way identified with the Sholtz radio organization or with any other Sholtz enterprise”, as the Governor stated. In addition to himself, the Governor declared, others now identified with the venture are his wife, his brother, Carl Sholtz, Miami insurance man, and Miss Nelle M. Joyce, of Miami.

While Gov. Sholtz made no definite announcement, it is under-stood that plans are to sell several of the applications, notably those for local outlets. It is presumed he plans to press applications for Miami and West Palm Beach regional stations are being sought. All of the applications have been designated for hearing.

Last-Minute Shoppers Goal of Ronson Series

ART METAL WORKS, New York, is planning a special promotional radio campaign for Ronson cigarette lighters to run two weeks before Christmas during the period when last-minute Christmas lists are being made up by shoppers. The campaign for the most part will consist of a series of one-minute spot announcements daily in specially selected stations in the United States and Canada.

The announcements will be in French on certain French stations in Canada, and in English on stations in English-speaking sections of the country. The company also plans to use time signals on WQXR, New York, and 50-word participations in Ed East’s program on WJZ, New York. Agency is Cecil & Pressrey, New York, with John P. Kane handling.

WOV Strike Still On

STRIKE of American Communications Assn. against WOV, New York [Broadcasting, Nov. 15] is still on, with no settlement. Station management reports an unchanged situation. Union states that in addition to picketing the station it is now picketing stores selling Bulova watches in an effort to gain the laborer who handled the union's campaign against WOV, refuses to comment on the status except to say that the board is continuing its investigations.

ANNUAL East-West All-Star football game, to be played New Year's Day in San Francisco, will be broadcast exclusively from 4:15 p.m. to its conclusion at approximately 7:15 p.m. (EST)
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