"ANY TIME IS A GOOD TIME, CLEMANTHIS!"

To you who would a-wooing go, for the hearts and hands of Iowa consumers, here's a tip from WHO, the greatest match-maker in the Midwest! —do your courting "in the American way, 'twixt dawn and dark," as O'Henry said, and without the aid of moonlight, soft music or other Latin leger-demain!

For any time is effective time on WHO. WHO is consistently winning Iowa hearts and hands for dozens of advertisers, at hours which some time-buyers would hesitate about (34,217 responses from three fifteen-minute programs at 9:30 a.m.—6,736 responses from one single 3:45 p.m. program, etc., etc., etc.).

WHO can do your speaking for you, John, at any hour of any day—and get results! Let us tell you more about this rather astonishing differentness of WHO. Or just ask Free & Peters!

WHO
for IOWA PLUS!

DES MOINES ... 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC., National Representatives
...If it's good enough for Santa Claus, it's good enough for us*

You see, we like the Red Network because our listeners like it. We suppose that's why Santa Claus selected red for his Sunday-go-to-meetin' suit. It DOMINATES!

---

WSPD

TOLEDO'S BASIC NETWORK STATION

REPRESENTED NATIONALLY BY THE KATZ AGENCY

New York  •  Chicago  •  Detroit  •  Kansas City  •  Dallas  •  San Francisco
The Home-town Doctor's Life is Dedicated to Public Service

DAY AND NIGHT... the year 'round... in fair or stormy weather, the home-town doctor, giving the fullest measure of his service, is the most important public character. As such, he is the recipient of the esteem, loyalty and affection people reserve for those who contribute to their well being.

Because the home-town radio station is also dedicated to public service, presenting matters of community interest as well as network programs—and because it contributes to the well being of people in the town, it has the sincere and constant loyalty no "stranger" station can ever win.

When you use The Colonial Network, you get—at economical cost—all the benefit of this loyalty and the response it insures, because each of the 19 stations is definitely part of the community life in an important New England buying center. To bring home the sales, GO to their homes thru The Colonial Network.

THE COLONIAL NETWORK
21 BROOKLINE AVENUE
BOSTON, MASSACHUSETTS
EDWARD PETRY & CO., INC., National Sales Representative
Also means Leadership in

- Here is the complete lineup of NON-ASCAP music now available in whole or in part in the Standard Program Library Service:

**Popular Music by Popular Dance Bands**

261 Selections

BMI and other popular dance music by Henry Busse, Alvino Rey, Anson Weeks, Emery Deutsch, Don Allen, Will Hudson, Stan Myers, Garwood Van, Bill Roberts, Buddy Cole, Billy MacDonald Orchestras, and others.

**Novelty Instrumental**

409 Selections

Novachord, pipe organ, piano, string, and other novelty instrumental solos and combinations by Edwin Le Mar, Harry Bluestone, Frank Carle, the Pumpernickel Band, Paul Carson, Rainbow Trio, and others.

**Concert, Salon and String Orchestras**

428 Selections

Public Domain and original compositions by Concert Orchestras under Earl Towner, Josef Franck, Ferdinand Strack and Salvatore Santaella; the John Howard King 50-piece Military Band; Salon and String Orchestras under Hegedus, Martinez, Bluestone and others.

**Vocal Soloists and Groups**

471 Selections

Popular ballad, old favorites and spirituals by Donald Novis, Gene Austin, Wade Lane, Eddie Dean, Ben Klassen, Ronnie Kemper, Robert Royce, King's Men Chorus, the Charioteers, the Songfellows, Chapel Singers, Choristers, Dreamers, King Cole Trio, and others.

**Music of Other Lands by Native Orchestras**

250 Selections

Rhumbas and Tangos by Aaron Gonzalez and Louis Betancourt Orchestras; Hawaiian music by The Islanders and Eddie Bush groups; Russian and Gypsy music by Volodia Katove, Sobolewsky and Rodionoff Orchestras; the Royal Yugo Slav Band, and others.

**Hillbilly, Mountain and Western**

227 Selections

By Al Clauser, Texas Jim Lewis, Rudy Sooter, the Rough Riders, Eddie Dean and Pals of the Golden West.

Total Non-Ascap Music - 2046 Selections
SERVING THE BROADCASTING INDUSTRY

Here is what Standard Radio is doing in the present MUSIC EMERGENCY:

- BASIC LIBRARY OF 2046 taxfree selections, available in full or partial service. Our contribution of BMI "bonus" transcriptions brings this total over 2100 selections.

- MONTHLY RELEASE OF 100 new taxfree selections, including all available popular music.

- ALL TAXFREE SELECTIONS SEGREGATED from ASCAP music on separate discs for protection against errors at station.

- ALL BMI POPULAR MUSIC released to date in striking individualized arrangements for our dance orchestras and novelty units.

- BALANCED PROGRAMMING OF MATERIAL; taxfree library effectively covers every needed type of music and is thoroughly diversified.

- NO SPECIAL PERFORMING LICENSES needed for any Standard releases. Our licenses on material other than "Public Domain" cover your performances.

- NEW NAME TALENT POLICY. Dance orchestras signed for 1941 include Henry Busse, Duke Ellington, Ray Herbeck, MacFarland Twins, and other brilliant names.

- NEW "EMERGENCY PLAN" as substitute for popular records, comprises the largest and finest array of taxfree popular music available. Wire for details.

- WHEN THE EMERGENCY IS OVER, Standard will resume the release of all forms of copyright music—thus assuring a service which properly fills the needs in future circumstances as well as in the present crisis.
For the smaller of our Good Neighbors.....

The children are beginning to hear it in Chile...in Cuba...in El Salvador and Argentina—in city and village schools of Central and South America.

"Transmite la Cadena Radiodifusora Columbia".

Soon they will know the phrase well:

"Transmitted by the Columbia Broadcasting System."

For with the new school year, Columbia's eleven-year-old American School of the Air crossed the sea southwards and there became the "Radio Escola de las Americas".

The Americas. Plural.

Thus the Columbia Broadcasting System launches an international educational venture big in design, large in hope for the future of these American hemispheres.

For children who study together, who sing the same songs, have the same heroes and legends, know the same history... Such children develop, ineradicably, the ties and links that make all the loyalties and brotherhoods of men.

☆ ☆ ☆

What is the American School of the Air which is now "geographically the world's most extensive educational enterprise"?

Simply, it is text-books given voice, plot and human personality—it is history and natural science and current events dramatized and acted; it is music sung; literature heard. It is daily classroom education over the air.

Over eight million U. S. school children and their 200,000 teachers used the American School of the Air programs during the last school year. Five days a week this classroom radio project, the only educational program of its scope on the air, went out to classrooms in all 48 states and in Hawaii.

And now it will go to classrooms all over the Americas. Thirteen nations in the Western Hemisphere have already accepted the

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invitation to participate: Argentina, Brazil, Chile, Colombia, Panama, Honduras, El Salvador, Cuba, the Dominican Republic, Mexico, Canada, and our own Alaska and Puerto Rico.

The plan for the new International School of the Air is no one-way-street, with our U.S. educators deciding what is going forth to the students. All the nations have been invited to assist in furnishing materials for the new programs. And the same programs will be used in our country and theirs.

The boys and girls who hear these programs will one day be the statesmen and voters, the educators and law-makers of their countries. To weave them together more closely by years of shared education in the patterns of free minds, of democracy, may profoundly help in weaving together the future of their nations and ours.

That is the profound purpose of this new international venture.

Secretary of State Cordell Hull has said this of the School of the Air of the Americas:

"It would be difficult to devise a form of international cooperation which holds more promise for the deepening and broadening of understanding between the people of the American republics and which may be of more general benefit to these countries."

"Transmite la Cadena Radiodifusora Columbia." To the Americas. Plural.

---

The Columbia Broadcasting System

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WTIC offers you a direct route to Connecticut and the rest of Southern New England—the richest market in the whole United States. And that’s not just talk. Sales Management in its September 1940 issue gave the cold, hard facts concerning this rich industrial and farming community. For example, the per family annual effective buying income for Connecticut is estimated at $3,423.00, the highest of any of the United States and 39% above the national average. And all indications point to an even greater figure during the coming year.

What does all this mean? It means 39% more cash response to your advertising.

The impact of 50,000 Watts and the authority of more than 15 years as the favorite station of Southern New England makes WTIC the direct route for your sales message in this rich market.

WTIC 50,000 WATTS
A "MUST" FOR A BIG JOB IN THE BIG SOUTHERN NEW ENGLAND MARKET
The Travelers Broadcasting Service Corporation, Member NBC Red Network and Yankee Network Representatives: Weed & Company, New York, Chicago, Detroit, San Francisco
DECEMBER 15, 1940.

BROADCASTING PUBLICATIONS INC.,
NATIONAL PRESS BUILDING, WASHINGTON, D. C.

WE WILL USE (FULL) (HALF) (QUARTER) PAGE ADVERTISEMENT IN THE 1941 YEARBOOK NUMBER. COPY WILL REACH YOUR OFFICE BY DECEMBER 23.

There is still time—tell your story in

Full page $192
Half page $108
Quarter page $60

Frequency discounts apply
**WROL moves UP!**

**UP to 620 kilocycles**

**UP to 1000 watts**

New Directional Beam Antenna Gives Valley-Wide Coverage!

**NEW POWER AND FREQUENCY WILL QUADRUPLE PRIMARY SERVICE AREA**

Here’s important radio news. Effective in December, WROL, Knoxville, quadruples its present power—a power-boost to 1000 watts. Frequency is changed from 1310 kilocycles up to 620 kilocycles.

1000 watts at 620 KC. What a break for WROL. Its primary service area more than quadrupled in size, doubled in population.

What a break for Tennessee Valley listeners. Thousands and thousands of them will now get WROL’s outstanding Red and Blue radio programs better than ever before.

And what a break for WROL advertisers. Those now using WROL or placing orders prior to February 1, 1941, have the opportunity to obtain the prevailing low rates. Check at once with the nearest John Blair office for current availabilities, including new AP news broadcasts.
ONE THING Americans can regard as a gift and be thankful for, this Christmas, is the privilege of listening to and enjoying free and uncensored broadcasting.

How different from the “control at headquarters” in totalitarian countries.

Over there, they’re told precisely what the dictators want them told. Over there, they’re told specifically what to think. Over there, broadcasting is narrowcasting.

Over here, we can hear all sides, and do our own thinking.

The broadcasting companies in America lean over backwards to keep radio impartial in politics and in everything else—to keep the airways the fairways. The radio companies prize freedom of speech in the air and freedom of the American citizen to dial where he chooseth and to think for himself.

Let this country rejoice, then, that in a world where even the air over enslaved nations is impregnated with ready-made thought, here, almost alone among nations, nobody is dinnin’ only one side of any great issue into our ears.

Free and uncensored radio broadcasting is perhaps the most important and precious thing in national life. Free radio is even greater in some respects than a free press; radio stations might ... but have chosen not to... take sides editorially, as have most newspapers.

A radio receiving set is, in America, the very symbol of Democracy.
Hal Hoag cut his advertising teeth with the Chicago Tribune, then decided to learn merchandising with Marshall Field & Company. When we first knew him, he was doing most of the behind-the-scenes work for a hard-driven buyer, and we knew right then that we wanted him in our organization, to help us help you with your spot radio.

As almost everybody agrees, spot broadcasting is the most economical and most effective technique in radio. But unfortunately, it's not the easiest. It requires more work, more time, more thought than other systems. And that's where F&P come in. Our job is to take some of the load off your shoulders—to help you determine your best markets, to furnish you the information by which you can easily select your best stations, to help you discover new program ideas and proper talent, to relieve you of the correspondence and detail of "clearing time", etc. In short, to help you make your use of spot radio as easy as it is resultful.

That's why Hal Hoag and each of our fourteen top-notch men is more interested in doing something to help you, than in "selling" you. It's the way we work in this pioneer group of radio-station representatives.
Consent Decree Seen Near for ASCAP

By SOL TAISHOFF

AN ALL-INCLUSIVE consent decree which would termi

nate the ASCAP Government anti-trust suit against ASCAP, and at the same time bring to an abrupt end the Society's charmed reign as Tin Pan Alley's closest closed corporation, is being considered by ASCAP's board of directors in negotiations with the Anti-Trust Division of the Department of Justice.

If final papers are signed—and this now appears likely—the way would be opened for return of ASCAP music to the air after Jan. 1, but not on the monopolistic blanket license basis, which provoked the present crisis with the broadcasters. If, for some reason, the consent decree is not effectuated, the Attorney General intends promptly to institute new criminal proceedings against ASCAP—probably in Wisconsin.

Publisher Secessions

ASCAP's probable decision to swallow the bitter consent-decree pill apparently is being considered only because it has despaired of all hopes of effecting a reconciliation with the broadcasting industry. Development of Broadcast Music Inc. to the point where it commands a library sufficient to tide radio over the Jan. 1 contract deadline, plus secessions of important publishers from ASCAP's ranks, unquestionably is expediting action.

New ASCAP attorneys, headed by Milton Diamond, were consulted with Anti-Trust Division officials up to the time Broadcasting went to press Dec. 13. Though the sessions were cloaked in secrecy, it was believed that final consent decree papers were being studied. The ASCAP board met in special session in New York Dec. 12, at which time the Government's ultimatum was believed presented.

ASCAP's new in-house negotiating staff, placed on the job several months ago, has been in frequent session with officials of the Anti-Trust Division. Conferences for the

Government have included Assistant Attorney General Thurman Arnold, in charge of the Anti-Trust Division; Holmes Baldrige, chief of the trial section of the Division, and Victor O. Waterman, Special Assistant Attorney General assigned to the ASCAP litigation just a year ago.

New Licensing Setup

In addition to Mr. Diamond, the ASCAP conference included Luet. Gov. Charles Poletti of New York, Gene Buck, president, and Mr. Waterman; the Diamond-Poletti law firm. Regular ASCAP counsel, associated with the firm of Schwartz & Frohlich, have not been active in the deliberations, which would terminate the 1934 Sherman anti-trust action against ASCAP still pending in the Federal court for the Southern District of New York.

By entering into a consent decree, ASCAP in effect would agree to revamping its licensing methods in such fashion as to introduce free competition into the music field. In so doing, the Government would agree to terminate the anti-trust litigation, and ask the Court to promulgate the decree. ASCAP then would forthwith be called upon to drop the practice of licensing—illegal—and presumably that would automatically terminate all of the existing contracts with broadcast stations. It is reported, Mr. Waters has been in the field, and apparently has recommended Milwaukee or Madison as the locale for the new criminal proceedings under the Sherman Act.

It seems a certainty that if ASCAP stalls unduly in the consent decree negotiations, the Department will institute the criminal proceedings within a few days. Though its interest is focused on ASCAP, it is not unmindful of the Dec. 31 expiration of broadcasting contracts with the combine. The matter was brought forcibly to the attention of the Attorney General again Dec. 9 in a letter from President Harold A. Lafount of National Independent Broadcasters, making a plea for "relief" before it is "too late".

What Decree Means

If a consent decree is negotiated, it is logically assumed that it will include:

1. Elimination of the existing blanket license, on which stations are required to pay a royalty (now a "nonguaranteed") on their entire income, which this year is yielding ASCAP about $5,000,000 and which, based on the boosted rates, would command some $9,000,000 in 1941.

2. Specification henceforth of a "per program" basis, presumably as a "per show" basis at the same time. This is to compel ASCAP to pay royalty on the basis of the number of performances or programs using ASCAP music, and not on the basis of revenue, or those using non-ASCAP works.

3. Elimination of any sort of minimum guarantee, such as now

St. Louis Convention in May

Tentatively Selected by NAB

TENTATIVE selection of St. Louis for the 1941 NAB convention was voted by the NAB board of directors at its year-end meeting in New York Dec. 3-5, with the approximate time early May.

Without definitely deciding the time or place, the board resolved to hold the convention in the Midwest and indicated a preference for St. Louis, if proper arrangements could be made. Chicago was given a runner-up position out of 60 invitations considered.

It was emphasized, however, that no arrangements have been concluded and that they will not be until after a "survey" is conducted by a special Convention Committee comprising Howard Lane, McClatchy stations, Sacramento; Clifford M. Chafey, WEEU, Reading; F. M. Russell, NBC Washington, and C. Rabin, NAB assistant to the president, is secretary.

Resort Considered

Some sentiment also was expressed for a resort locale such as French Lick, Ind. It was agreed

that the convention should not go to either Coast since the 1939 session was held in Atlantic City and the 1940 session in San Francisco.

Preponderantly, the board favored an early May date because of the vast activity now currently of interest to the entire industry. By that time, it was thought, there will be sufficient crystallization of developments on the music, regulatory, Congressional and national defense fronts to warrant industry-wide attention.

At its wo-day session the board approved several additional membership categories, bringing the station total to an all-time high of 503. A number of FM stations, recently awarded construction permits by the FCC, were admitted to membership under revision of membership requirements approval of the last convention. The board also received and approved the NAB budget for 1941—likewise the highest in its history by virtue of its increased membership and the upturn in industry revenue. Dues are based on income brackets into which stations fall.

Consent Decree Would Be Criminal Suit by Government; Broadcasters Copyright Crisis May Be Broken

By SOL TAISHOFF

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nate the ASCAP Government anti-trust suit against ASCAP, and at the same time bring to an abrupt end the Society's charmed reign as Tin Pan Alley's closest closed corporation, is being considered by ASCAP's board of directors in negotiations with the Anti-Trust Division of the Department of Justice.

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3. Elimination of any sort of minimum guarantee, such as now (Continued on page 102)
Acquisition of Marks Catalog
Adds 15,000 Numbers to BMI

Many Favorites Are Included; Other Catalogs Also
Are Secured, Including Latin American Numbers

COMPLETING a major step to
date toward its goal of building a
source of supply adequate to serve
the industry, BMI has announced
that, beginning Jan. 1, 1941, per-
foming rights to the catalog of
Edward B. Marks Music Corp., one
of the country's largest music pub-
lishers, will be transferred from
ASCAP to BMI.

Founded in 1894, the company has more than 15,000 copyrighted songs in its catalogs, comprising a cross-section of the most familiar songs of the last half-century. Never specializing in any particu-
lar type of song, the publisher, Edward B. Marks Music in its 47 years of activity in Tin Pan Alley has built up a library of songs that includes:

Lease of the Marks' music to BMI is for a five-year term, ac-
cording to Julian T. Abele, at-
torney for Mr. Marks. The deal, the annual rental would approximate $250,000, or a total of $1,250,-
000 for the five years. A first in-
stance of the Marks numbers is being listed by BMI for immediate release to all mem-
ber stations.

Many Favorites

Included in this list are such old
time popular songs as: Time-
the Old Town Tonight, Where Did
You Get That Hat? and Ta Ra Ra
Boom Der Ay; novelty numbers like
Sipit, the Sailor Straddle; South Ameri-
can tunes such as Andalucia, from which Breeze
and I was adapted, and Mama Inez;
comic songs including Everybody Works But Father, By Heck and
The Three Trees; such patriotic
marches as the Marine's Hymn and
The American Legion March.

Minstrel songs including Ida,
Sweet as Apple Cider; hillbilly bal-
lads like Take Back Your Gold and
In the Baggage Car (Already);
waltzes such as Play, Fiddle Play;
Hawaiian songs such as Song of
the Island and My Own Island, and
swords like There'll Be
Some Changes Made and Let's
Dance (Benny Goodman's theme
song) are also among the Marks
numbers.

In addition the Marks catalogs
include standard choral and con-
cert pieces, arrangements for piano, organ, strings and
for two pianos. Classified into al-
bums of familiar music, such as
the American Album, French Al-
bum, Hungarian Album, etc., the
Marks songs may be used for spe-
cial programs and the catalogs also
provide much backup material. As
its deal with BMI involves only
the transfer of performing rights,
the house will continue as an active
publisher, developing both popular
and standard music.

Other recent acquisitions by BMI
include the performing rights to
the repertoire of the Institute Nacional de Autores, Compositores y Editores de Cuba and the Socied-
ad General de Autores de Cuba,
supplementing its already large
collection of Latin American music.

The transaction makes available
to BMI subscribers after Jan. 1 most
of the native music currently in Cuba, including many numbers al-
ready well-known in the United States.

BMI has also secured perform-
ing rights to music in the collec-
tions of old favorites published by
D. T. Paine Co., inc., including
Ballads the Whole World Sings,
Sacred Music the Whole World
Loves, Songs of the Sunny South
and Songs Children Love to Sing.
This contract gives to BMI sub-
scribers a large supply of familiar
arrangements of both old favorites
and modern classics, including
music by MacDowell, Rachmaninoff,
Grieg, as well as Gilbert & Sullivan.
Two large organ collections are in-
cluded.

Other Negotiations

Another important BMI acqui-
sition is the performing rights to
some 5,000 hillbilly, race and nov-
ity selections in the catalogs of
Southern Music, which like Marks
is an ASCAP publisher. The deal
also makes available 3,000 phono-
graph records by leading exponents
of the hillbilly school. In addition,
BMI also acquires such well-known
numbers as It Makes No Difference
Now, Barnacle Bill the Sailor, Oh,
Monah, Louis Armstrong's Swing
That Music, and Archie Bleyer's
Business in F.

Completion of the Marks nego-
tiations, which marked the first
breaking of the ASCAP ranks by
a major publisher member, has
merely included the M-G-M catalogs
and may yet wind up on the BMI side of the fence. Nego-
tiations between the motion-picture
owned publishing companies and
BMI for the outright purchase of
their catalogs for a sum reported to
be in the neighborhood of $4,000,000
were believed to be nearly complete
in the early summer, but certain
legal technicalities prevented the
consummation of the deal. The own-
ers have not yet, however, signed a
new ASCAP contract and it is said
that they may make another at-
tempt to get together with the
broadcasters before Jan. 1.

Meanwhile, John G. Paine, gen-
eral manager of ASCAP, declared
that in making the Marks deal the
broadcasters had gained the allegi-
ance of the publishing company
but not of the authors and compos-
ers, who are all remaining loyal to
ASCAP! Comparing the situa-
tion to one where the captain of a
ship had struck his colors with the
crew refusing to surrender, Mr.
Paine stated: "All works in the
marks catalog written by any
writer-members of ASCAP are con-
trolled by ASCAP and no radio
station may use them unless it has
a license from the Society to do so."
He pointed out that broadcasting
rights to the music of ASCAP
members in the Marks catalog have
been vested in ASCAP.

 Replying to this announcement,
BMI stated that their attorneys
have never believed in the validity of
the Marks catalog in the early summer,
and that the 6,000 numbers currently
being listed as "unquestionably outside
of ASCAP's control." Furthermore,

After nearly two weeks
Mr. Paine

Warring for the Final

Orchestra Group
Fails In Mission

Waring Criticizes Miller for
Not Attending Conference

FAILURE of the Orchestra Lead-
ers Committee, headed by Fred
Waring, to effect a reconciliation
between the broadcasting industry
and ASCAP was reported Dec. 10
by the band leader at a meeting in
New York last week.

The report, unanimously adopted,
described the committee's meeting
with the ASCAP officials as "hot
and charged" and charged Neville
Miller, NAB presi-
dent, with "ignoring his promise
to attend the ASCAP meetings,"
and joint conferences as arranged un-
der the conditions imposed by him" to
which the committee reported
ASCAP had acceded. The commit-
tee also made it clear that its con-
nections related to a "per program"basis of payment.

Claims Sacrifices

Stating that the "recent network-
editor" setup of ASCAP to in-
clude non-ASCAP numbers in their
broadcasts "provided an economic
handicap and a breach of the mutual
interest of our associates," the report
continues that "network control of one of
America's leading radio broad-
casting mediums was acquired large-
ly through the use of music as a
marking medium, presented,

by American musicians and inter-
pretive artists. Having unse-
lishly contributed to the construc-
tion of this great enterprise, we are
now ordered to make economic and
professional sacrifices in order to
help the ASCAP to control the
increasing number of programs
which will eventually fall under
ASCAP's control and which now fall
under the American Federation of
Musicians.

The report was signed by Eddie
Duchin, Johnny Green, Nathaniel
Shilkret, Meyer Davis and Ben
Cutter, as well as Mr. Waring.

Commenting on the report, Mr.
Waring said no one regrets more
heavily than broadcasters that
ASCAP is depriving band leaders
certain of the musical material
which has been closely identified
with ASCAP. In that connection
the sincerity of Mr. Waring's state-
tement, he explained, however, that
he had misunderstood the issue.
He pointed out also that Mr. War-
ing was a member of ASCAP and
that he believed himself to be
"entitled" to a position on the board.
O'Connor, is an ASCAP director.

He said the NAB proposition was
that ASCAP should wash out its
present blanket form of contract
and make a firm proposal ratified by
ASCAP's board, and predicted that
the proposal would be a "no-
gram" compensation. He said no
such proposal had come to NAB
from ASCAP, despite the fact that
the board of directors met in New
York Dec. 5-6.

Mr. Waring added that the posi-
tion of the industry is clear and
that broadcasters are willing to pay
a percentage of the revenues from
all programs which use ASCAP

Asked by one of the band lead-
ers at the meeting if they should
not set aside, Mr. Waring advised
"marking time" for the present.
He explained that the underlying
reasons were "unforeseen" and that
the musicians' wages or working
conditions were affected and added
that the report had been read and
approved. Mr. Waring is the presi-
dent of the New York local (802)
of the union. "Fulfill your contracts," he
stated. "If you're not satisfied and
then lose your jobs, then is the time
to call on your union."
ASCAP's Pleas for Truce Are Ignored

All Groups Ready For Operation With BMI

BY BRUCE ROBERTSON

TURNING deaf ears to the eleventh-hour entreaties of Tin Pan Alley-inspired mediators to declare a truce in the war over music, the broadcasting industry entered the last fortnight of 1940 with plans virtually completed to operate henceforth without ASCAP music. Heartened by the acquisition of the basic catalogs of Edward B. Marks Music Corp., by Broadcast Music, Inc., the prevailing view was that the industry's offensive, forced by ASCAP's untenable royalty demands, would not and could not be stopped.

BMI and NAB executives looked for a surprise move by ASCAP to bring about a moratorium, but they did nothing but saw wood. With utmost cooperation being given by advertisers and their agencies, and with no defections in the radio ranks, they were determined to begin operation Jan. 1 with no ASCAP music whatever on the air.

Every precaution against infringement has been taken by the major networks, and regional copyright checking bureaus are being established on a nationwide basis.

Moratorium Gesture

A feint by ASCAP in the direction of a possible moratorium, during which a new deal might be worked out, is predicted. But the NAB board, 26 strong, at its meetings beginning Dec. 5-6, reappraised the whole situation, approved the Marks catalog acquisition for a record rental price of $250,000 a year for five years, or a guarantee of $1,250,000, and then issued a statement that it was "satisfied" with the progress made.

Whatever the ASCAP developments BMI is destined to continue as a going concern, it was made clear. The industry feels it will be able to write its own ticket in a fully competitive market, once it proves in practice that radio is not dependent upon ASCAP. ASCAP's 1940 take from the broadcasting industry will amount to about $5,000,000. If its preferred contract for 1941 had been accepted, the industry would have been called upon to pay a minimum of about $9,000,000.

There is no denying that both Tin Pan Alley and the broadcasting industry have ears cocked toward Washington and the Department of Justice conversations with ASCAP looking toward either a consent decree or new criminal action. But such developments won't change the industry's movement to rally behind BMI, now boasting some 80% of the industry's dollar volume.

For the major networks and for many individual stations, the remaining days of 1940 are being utilized as a period of rehearsal for the time when ASCAP music will not be available for their use. CBS on Dec. 1 put every network account assigned to ASCAP on a non-ASCAP basis. NBC, which for some time has used no ASCAP music on sustaining programs produced by NBC-owned stations, will use the same requirement on remote musical pickups on Dec. 15. MBS key stations in New York and Chicago have sent all ASCAP numbers on their sustaining shows, WGN on Dec. 1 and WOR on Dec. 8.

Trammell Letter

NBC, in addition, has notified its clients and the advertising agencies that their programs must be completely non-ASCAP by Dec. 23.

In a letter written Dec. 6, Niles Trammell, BMI president, explained the situation, pointing out that radio would like to continue to use ASCAP music but "we cannot do so under the exorbitant terms ASCAP is trying to compel the industry to accept." The problem resulting from the elimination of ASCAP music following the expiration of NBC's license on Dec. 31 "are not as serious as they appear on the surface," Mr. Trammell wrote, continuing:

"This is demonstrated by the fact that NBC has in its own music library, available for use after Dec. 31, $1,250,000 worth of music, of which approximately 16,000 are familiar to the general public. BMI and other publishing houses not controlled by ASCAP have also made amazing progress in the building of catalogs of other music arrangements of public domain or independently written materials, that have been put on by the broadcasting industry to develop and maintain their own programs—new sources of music assures us not only a plentiful supply of music but freedom in the music field whereby no group or interest will ever control or dominate it again.

"You will be interested to note that all NBC studio-built sustaining programs since Nov. 15 of this year have been using only such music as we will be able to perform after the expiration of our ASCAP license on Dec. 31, and commencing Dec. 15, will rely only to remote danceband pickups. As of this writing, a total of forty-five of our outstanding commercial programs are already being broadcast entirely with non-ASCAP music and more are joining each day in preparation for the deadline of Dec. 31, 1940."

"I am sure you will agree that in a situation such as this it is always advisable to anticipate a deadline as much as possible. In spite of all precautions 'last moments' usually develop confusion and mistakes. In a further effort to avoid such difficulties, NBC has adopted a policy of programming on remote sources of music broadcast over its facilities on and after Dec. 23, 1940, only music which will be legally available after that date."

Theme Tunes

Preston H. Pumphrey, in charge of agency contacts for BMI, has reported that conferences with most of the radio stations on the air have revealed no problems arising from the threatened withdrawal of ASCAP music. The BMI catalogs and the other music available for radio have proved to contain an abundant supply of almost every type of music," he stated. "In fact, finding suitable material for the various sponsors and artists who have come to us for assistance has been much easier job than we had foreseen. In many cases, in the majority of cases, the selection of a new theme has been more difficult than collecting...

Some 'Don'ts' to Avoid Infringing

TO INSURE CBS owned and operated stations against performing any ASCAP music, the networks' copyright department has sent these stations a detailed list of arrangements exactly which works are considered ASCAP and the procedure each station must follow in production and program planning. Musical works are considered ASCAP when the composer, lyricist or publisher is a member of ASCAP or of a foreign society affiliated with ASCAP (except where the publisher is BMI, ASCAP, BMI). The composer or lyric writer was a member at the time of signing the contract with a non-ASCAP publisher, and where the arranger was a BMI member.

The only exceptions to the foregoing are "grand rights" performances by ASCAP members. ASCAP controls only the sale of copies of large-scale compositions, such as symphonies, operas, etc. ASCAP does not control or collect royalties for sheet music or for the sale of small pieces of work. ASCAP may only collect from the arranger of sets of music, the corporation directors or the publishing company, or the BMI member. ASCAP members have not to date been accused of infringing small musical pieces by ASCAP and BMI members.

Some 'Musts'

Such broadcasts, the letter continues, would be of a major symphony in its entirety or of a musical comedy, opera, operetta, revue or bonafide musical picture in its entirety, as the case may be.

As a result of these regulations, the program producer is required to check all music on the conductor's or music director's music list against his BMI, ASCAP, BMI or BMI, BMI certificate.

The production man or director should keep an accurate log of his performance.

5. The production man's two certified music sheets must be signed by the music director and the arranger, or representative, if any.

6. A program producer must have the right to pull the plug on the slightest deviation from a certified music sheet.

7. On soundies and similar shows which ASCAP cannot control, the ASCAP blanket license is no longer needed.

8. On soundies and similar shows where ASCAP cannot control, the ASCAP blanket license is no longer needed.

9. Recordings kept at the transmitter for emergency use should be cleared.

Stations are also advised to confuse their phonograph records on those clients by BMI, taking care of records of which are not licensed to prevent accidental use. CBS also stated that its catalog of songs is being broadened by the addition of BMI states that there are 3,400 records now available of music it controls.

(Continued on page 98)

The program producer should be especially careful to ensure that his music be free of any copyright infringement.

ASCAP Music...
Advertising Levy Offered in House

Voorhis Bill Hits at Budgets In Excess of $100,000

A BILL to tax all advertising over $100,000 as net income under the income tax and excess profits tax laws, following no deduction of advertising expense from gross income, was introduced in the House Dec. 9 by Rep. Voorhis (D-Cal). The bill was referred to the Ways & Means Committee. No date has been set for hearings nor are any likely to be held before the next session of Congress.

The preamble of the bill states that the measure would be used for national defense and that the measure is aimed at preventing undue investment in goodwill advertising. The bill strikes at all media and it is a foregone conclusion that if the measure reaches the hearing stage it will be vigorously opposed. If the bill became law it would practically abandon the advertising industry as well as cripple radio, newspapers and billboards. While the various trade associations have made plans, it is known that the NAB, AAAA, ANPA and Traffic Audit Bureau will be in full concerted drive to defeat the legislation.

Under the terms of the Voorhis bill a basic exemption of only $100,000 would be allowed each business. If two or more taxpayers own a business they will be entitled to one exemption.

The bill contends that “much of the advertising sponsored by the liquor and tobacco trade is an economic waste not permitted in other countries”. The measure decrees that the advertising expense incurred which publicizes within the boundaries of the United States a business or its products is for the purpose of promoting the enterprise. It shall include all radio programs, publications, posters and notices except items of office stationery and expense. It shall also include all legitimate, and legal, expenditures for advertising fees directed toward the influencing of legislation.

GUILD SPONSOR SOUGHT

WHILE no contracts have been signed as yet, NBC is preparing a sales drive for a new dramatic series to be produced in connection with the Theatre Guild, and on Dec. 16 will audition Freud to a Taxi, the production of several years ago, for members of the sales and program departments.

No details have been announced, but it is understood the plan involves the broadcasting of radio versions of Guild successes, with the stars, the sets and the selling points also featured on the air. Deal is said to be predicated on NBC’s success in following up a sponsor for the series, as the expense involved would be prohibitive for a sustaining series.

Thorens in the South

THORENS Inc., New York (Swiss harmonicas), is planning a spot campaign on a number of unannounced stations during the year in conjunction with a Southern sales drive. Sponsor is currently running a spot campaign of 5-minute musiquem in three times a week on 7 New England stations.

New Application Form for FM Drops Many Provisions Held Objectionable

REVISED and clarified to remedy many of the objections of applicants, the FCC on Dec. 7 announced a new Form 319 application for high-frequency (FM) broadcast station construction permits. The revised Form 319, adopted by the FCC, comports with the thrust of the joint committee conferences between industry and Commission representatives, supplants the applications, which application form originally adopted by the FCC June 28 shortly after it authorized commercial FM.

Although the new 44-page form actually is two pages longer than the earlier compilation, it is said revisions satisfied the bulk of operators’ protests. Following adoption of the new form, the industry group on the joint committee—composed of representatives of the NAB, NIB and a special FM Broadcasters Inc. committee—issued a statement that they were “well pleased with the results of the conference” in that the new form was a distinct improvement on the old. However, it also has been indicated that the application form still falls short of satisfying operators.

Analyzing the new application blank, the FCC pointed out that of 54 confidential sections of the old form noted by industry spokesmen, 40 were remedied by FCC agreement and modification of the joint committee conferences. The Commission also observed that the 14 remaining items, principally involving legal considerations, were not considered of major interest by the broadcasters’ representatives.

The FCC indicated that the joint conferences, apart from resulting in simplification of the application form to stimulate FM development, led to better understanding of FCC and industry problems in presenting and determining facts on which decision must be based. It was recognized that developments in the FM field may at some future time call for further changes in the form.

Principal revised features of the new Form 319 are elimination of the requirement, among other things, for certain provisions such as a complete record of all suites "or proceedings of any character ever conducted" which nearly including everything from traffic violations upward to corruptions, misrepresentations, violations of requirements as to original source of assets of applicants and such; reduction of number of persons of whom information is to be furnished, with employees excluded unless shown to have a "direct interest"; permission to use narrative statements calling attention to pertinent material on file at the FCC in lieu of repetitive exhibits in respect to sources of assets and such; placing of a 10-year limitation on inquiry into past business ventures; general clarification and simplification of language.

Data on Stockholders

A point-by-point analysis of the new form shows typical revision starting with the title itself, changed to "Application for High-Frequency Broadcast Stations Construction Permit" and eliminating "or Modification Thereof", since Form 320 is used for application for modification.

A new section which comes under the questionnaire on "stockholders" in the applicant corporation. (Continued on page 88)

Hearing Held by FCC

On Joint 50 kw. Plan Of WBBM, KFAB, WBT

HEARING on the joint applications of WBBM, Chicago, KFAB, Lincoln, and WBT, Charlotte, for a shift in frequency assignments, where the applicants were acceptable only 50,000 watts fulltime, were held before an FCC attorney-examiner, George McCord, in the hope of having a final decision prior to the domestic reallocations scheduled for March 29.

WBBM operating on 770 kc. with 50,000 watts fulltime, but which synchronizes with KFAB at high expenditure, was held to the channel to I-8 status. Both WBBM and WBT are owned by WJAG, Norfolk, Neb., now operating daytime at 1050 kc. with 1,000 watts, would be shifted to 770 kc. daytime with 1,000 watts.

Joe W. Secrest, vice-president of KFAB and publisher of the Lincoln Star, testified on behalf of that station. Other witnesses included William Lodge, CBS engineer, and E. C. Stephenson, engineer of Washington, for KFAB.

Tums in New York

LEWIS & FOWE Co., St. Louis (Tums) is considering a New York version of its Pot o’Gold network program to be broadcast simultaneously with the spot assignment reported to be WHN, WNEW and WMCA. Tommy Tucker’s orchestra will be featured and the program will be presented before an audience, either in the main studio of one of the available stations or for a three-city market. Plans are being prepared by Stack-Goble Adv. Agency, New York, in charge of the Tums account.

Mar-O-Oil on MBS

MARROW’S Inc., Chicago, on Jan. 2 will start Hollywood Whispers, featuring MBS commentator, on 36 MBS stations, Tuesdays, 11:30-11:45 a.m. (CST), on behalf of Mar-O-Oil, Inc., Los Angeles. Hays MacFarland & Co., Chicago, handles the account.

CM Scanning Markets

WEST DISINFECTING Co., New York (CM) about April 1 will start a syndicated radio network of six half-hour transcriptions titled It Takes a Woman on WABC, New York. Seventeen stations in the South and Louis, are to be added. Discs are produced by Basch Radio Productions, New York. Agency is Moser & Co., New York.

Mutual Volume Plan

THE Mutual Plan, providing for discounts ranging from 25% to 40% for advertising expenditures in 200 stations and amounts and using the 65 MBS basic stations, is set forth in the first time of the Mutual Rate Card No. 9, dated Dec. 10, 1940. Card lists the gross rates of each of the 200 stations, minimum gross expenditures required to take the open volume discounts and minimum dollar volume figures net after discounts.
ZERO HOUR approaches in the war over music. War is hell in any language, and there are hellish days ahead of us. The conflict precipitated by a hitherto arrogant, brass-knuckled ASCAP that now must know it overplayed its hand.

Before the 1940 calendar runs out, and with the NBC contract and WBS, CBS and others talking, we can be sure that there are going to be moves aplenty. ASCAP is still calling names and resorting to powerful press-agentry to set itself right with the public. It is even appealing to religious and racial emotions in its effort to make the issue purely one of dollars that broadcasters "refuse to pay genius".

Broadcasters wisely are ignoring these frenzied tactics. Instead of resorting to counter-propaganda they are building their music reservoir, confident that the battle of principle will be won on the dials of 45,000,000 receivers, and not in self-serving "handouts" and derivative propaganda.

One thing is certain: The public will not suffer because of the absence of ASCAP's music. The transition will hardly be discernible to the average listener. The ASCAP tune that is already, for in spite of ASCAP's bellowings the complaint percentage has been nil during the last two weeks—with less and less ASCAP music on the air and none of it on network newsmagazines. The license fee increase in the ASCAP label any more than he is in the manufacturer of his matches. He wants music, not ASCAP music. And he will get it without a hitch on Jan. 1, 1941.

ASCAP's reckoning is going to be with Uncle Sam. Having lost its grandiose bluff with radio, it will either capitulate to a consent decree, permitting the application of the anti-trust laws, or it will face new criminal litigation. Either way, for the first time in its 68-year history, ASCAP has been negotiating with the Department on a consent decree, apparently planning that as a last resort in the event of a reconciliation with radio failed. It's safe to say it has, and with a dull thud.

The consent decree is based only upon the cessation of competition in music. That would require elimination of the blanket contract by which ASCAP is exacting some $5,000,000 from radio this year, and proposed to get some $8,000,000 next. The logical specified substitute would be the newspaper form of contract, under which stations would pay only on programs in which ASCAP music is used, and presumably with no guarantee. That is precisely what the broadcasters have been asking for, these many years.

Irrespective of the outcome, Broadcast Music Inc., which has achieved a miracle, will continue as a going concern. If ASCAP becomes a logical intermediary in competition, BMI will function as its competitor. There will be readjustments necessary, but they will not be insurmountable. Then broadcasters and their clients will be able to operate without fear of suits and infringement. And, precariously over their heads since commercial broadcasts first days.

The days are going to be arduous ones for broadcasters. There is bound to be confusion. Every conceivable precaution has been taken to prevent emergency. Independent stations particularly must exercise utmost vigilance in performance of recordings or of studio groups. Remote pickups will have to be dropped unless there is absolute assurance against upsets. An infringement, innocent or otherwise, means a $250 statutory fine under the existing outmoded law. Checking bureaus are being established regionally under NAB auspices. They should be used beginning now.

If perchance a break should not come through government intervention before the year ends, it's our guess that many days won't pass before ASCAP throws up the sponge. It is torn with internal dissension. Its members are interested in dollars, not turmoil, and there won't be many dollars if radio does not perform ASCAP music.

A year ago, or even six months ago, if ASCAP had sensed the changed tempo, an intermediary like an Aylesworth or even a complete abrogation of the issue probably would have been. Today it can't be done. But next week or next month it may be different because there probably will be a not-so-little Job of ASCAP rehabilitation to be handled. The rank and file broadcaster is not thinking about an ASCAP deal. Like the Italians, it is attacking demands. And, like the Greeks, the broadcasters are on the march.

**NBC to Cancel License With MPPA; WBS to Cut Numbers Stations Desire**

**IN LINE with its decision to include only non-ASCAP selections in its Thesaurus transcription library service, after Jan. 1, 1941, NBC's radio-recording division has notified the Music Publishers Protective Association that it will not renew its Dec. 31 to its record music whose mechanical rights are handled by MPPA.**

**Broadcasting System will not follow NBC's example, but will continue as an MPPA licensee, it was stated, while Associated Music Publishers has not decided what course it will follow. It is understood that the standard is also planning to withdraw from the MPPA licensing arrangement. Lang-Worth, as a tax-free producer, was not expected to be involved.**

**Renewal Method**

MPPA was organized by a group of music publishers to handle the mechanical rights of music in the same way that ASCAP handles performance rights. Under the present procedure, each transcription company wishing to use a tune whose copyright is controlled by an MPPA publisher in the MPPA list, must pay a fee of $1 a year for the privilege. Every month new tunes are added and old ones dropped, but for each company there is one major renewal month, falling on the anniversary of its inceptions. All libraries include a large number of standard selections renewed year to year for NBC, this renewal date is July 1 and last June, foreseeing that following the end of 1940 it might have no need for MPPA music, the transcription executives arranged with MPPA officials for a six-months' license, which could be cancelled as of Dec. 31 on 15 days notice. Or, if after other six months if an agreement had been arrived at meanwhile between the Broadcasters and ASCAP. All ASCAP tunes (or MPPA tunes, for the terms are practically interchangeable) which NBC has included in its Thesaurus since July 1 have been for on the basis of this Jan. 1. Deadline. Numbers recorded in July cost $7.50; those recorded in October cost $3.75 and so on.

At what the legal status would be if broadcasters subscribing to the Thesaurus service continue after Jan. 1 to broadcast unlicensed material, NBC explained that its contracts with stations state that the renewal of numbers is subject to NBC's continuance of license from MPPA, just as the station's right to broadcast is subject to its continuance of the ASCAP license on its possession of a license from ASCAP. The contract also permits NBC to cancel listings when content from time to time it was further explained, so long as a certain period has been retained. This content was originally inserted because of a similar clause in the MPPA license which permits it to withdraw its selections down to a minimum percentage. The contracts between NBC and Thesaurus subscribers say nothing about the selections being ASCAP or not.

NBC's action in confining its library service to non-ASCAP music is predicated on the belief that most of its subscribers will not have ASCAP licenses after the first of the year and that on the democratic principle its first duty is to that majority. It would be unfair, it was explained, to find favored a public service of which no one who cannot use it, and unduly expensive to supply a separate service of ASCAP tunes to those few stations with ASCAP licenses after Jan. 1.

**Divergent Viewpoints**

A different viewpoint has been adopted by World Broadcasting System, which has taken the stand that its duty is to supply subscribers with the best music available, regardless of source. "World will continue to produce the music desired by all of its stations," Charles Gaines, WBS secretary, stated. There is no present plan for supplying the MPPA licenses now held by WBS, he added.

What action will be taken by Associated Music Publishers, whose primary objective has been to get ASCAP and MPPA to agree, Dec. 31, has not yet been decided, according to C. M. Finney, AMP secretary. The renewal of most of AMP's subscribers have not been decided, it was further explained, so long as a certain period has been retained. This content was originally inserted because of a similar clause in the MPPA license which permits it to withdraw its selections down to a minimum percentage.

**Meeting Is Called By Defense Board**

**A CALL for a general meeting of the 14 committees and subcommittees named recently by the Defense Communications Board, to be held in Washington Jan. 6, was issued by the board Dec. 13. General policies of the various committees, covering all phases of communications, both wire and radio, will be presented. The meeting will be in Hearing Room A, Interstate Commerce Commission, at 10:30 a.m. Individual meetings of the various committees will be held in the afternoon to elect committee chairman and secretaries, and also to consider tentative agenda of work, that was announced. The sessions will not be open to the public, and admission will be limited to members and their accredited representatives.**

Maj. Gen. Joseph O. Mauborgne, Army Chief Signal Officer, was acting chairman at the board meeting Dec. 13, in the absence of FCC Chairman. Two of the 11 subcommittees deal directly with broadcasting, one covering domestic broadcasts and the other international. NAB President Neville Miller recently was named NAB member of one of these committees, and panies and organizations prominent in identifying with ASCAP are to name representatives.

**Land O'Lakes CREAMAIRIES, Minneapolis, on Jan. 15 will start 4:45 - 4:55 p.m.**

**Lund, BOB'S BURGERS, Minneapolis,**

**December 15, 1940 • Page 17**
Industry Laundered by Educators
For Aid to Cultural Programs

Networks Hold Separate Meetings to Discuss Plans
For Year and Review Educational Broadcasts

By EDWARD CODEL

COMMERCIAL broadcasters were highly praised by the 1,200 educational representatives who attended the fourth annual School Broadcast Conference Dec. 4-6 in Chicago's Congress Hotel. The educators cited the increases in free time and production facilities for educational programs at various meetings of the conference, sponsored by the Radio Council of Chicago's board of education.

Indication of the increased interest in educational broadcast conferences was the fact that 30 manufacturers, publishers and service groups were represented as exhibitors.

Praise for Industry

Harold W. Kent, director of the Chicago Radio Council and chairman of the Conference said: "One significant development of the last year has been the willingness of commercial broadcasters not only to give freely of their time and production facilities but to guarantee blocks of time for educational broadcasts. This is a local development but national in scope. On behalf of the fourth annual School Broadcast Conference I have the pleasure of tendering my congratulations to the stations of Chicago, Chicago radio broadcasters, through the medium of BROADCASTING Magazine. My thanks, of course, are extended to the networks as well as to the individual stations.

"The last year has been the replacement of certain programs for children by adult education programs of outstanding merit. The last year, too, has seen more effective utilization of educational programs in the classroom. Our executive committees have been extremely successful in making awards and citations for outstanding examples of utilization for teachers throughout the country during 1941."

Outstanding educators attending the Conference told BROADCASTING they estimated a 10% increase during 1940 in the guarantee of free time given by commercial broadcasting.

So successful was the annual conference, started in 1937 under the auspices of the Chicago Radio Council, that during the last year the possibility of forming a permanent national organization was often discussed. However, it was decided at the conference that this job can best be done by the coordinated efforts of the Ohio State U Conference and the Broadcast conferences, held each December in Chicago. The Ohio State U Conference, held annually each December, has become a national workshop in program ideas and production activities, while utilization is the theme of the Chicago conference.

As a prelude to the conference, NBC and CBS representatives met to exchange ideas and formulate plans for the coming year.

NBC Session

The NBC meeting, held Dec. 3, was attended by a large number of educators and resulted in the formation of a National Broadcast Council, which will be composed of a representative from each of the four networks.

Honor for Judith

JUDITH WALLER, educational director for the NBC Central Division, Chicago, was chosen winner of the first annual award of merit by the Fourth School Broadcast Conference, Dec. 6 at the Congress Hotel, Chicago. The award, a scroll, was presented for influence and effect upon the cause of radio in education.

Judith Waller was chosen the winner of the award by the advisory committee of the conference, made up of representatives of colleges, universities, magazines and other networks.

Thomas D. Rishworth, KSTP, St. Paul; Ralph Foster, KGDB, Long Beach; Vernon H. Smith, KOWN, Omaha; K. F. Schmitt, WIBA, Madison; Russ Winnie, WTMJ, Milwaukee; C. M. Monson, KOA, Denver; Joseph Hendk, KSOS-KELO, Sioux Falls; Harold Safford and Harriet Hester, WLS, Chicago; Maynard Marquardt and Miles Reid, WCFL, Chicago; Harry Bowaten, Kansas State College, Manhattan.

Other NBC representatives included G. Weeks, Boston Jr., assistant to the vice-president in charge of programs; William Webb, of the institutional promotion division; Jennings Pierce, educational director for the NBC Western Division; June Hynd, assistant director of NBC's children's programs; Dr. Frank Monahan, historical consultant for the Cavalcade of America program heard on NBC and department heads of NBC, Chicago.

CBS Holds Meeting

Attending the CBS conference, held at the same time, were directors of education for stations in 10 States and the District of Columbia. Presiding was Sterling Fisher, director of educational division. Committee were appointed to study various aspects of the American School of the Air and the problem of adult education. They will report at a later meeting likely to be held in January. Special guests included Belmond Farley, director of day school sessions for the National Education Assn., Washington, Mrs. Dorothy Lewis, of the Women's National Radio Council for Children.

Station representatives included Wood V. Dreyfus, WISN, Milwaukee; Robert Kennett, WHAS, Louisville; L. V. Tullman, WMT, Cedar Rapids; Lloyd Dennis, WSJV, Washington; Edwin Brown, KMBC, Kansas City; Harriet Edwards, WOR, New York; P. Haup-Haup, WHCU, Ithaca; Max Karl, WCCO, Minneapolis; Patty Criswell, WZTO, Kalamazoo; Geraldine DeFOREST, WJWE, Cleveland; Gene Trace, WMWD, Peoria; Ann Ford, WBBM, Chicago; Alfred J. Boromo, WLL, New Orleans; Claudia S. Roderick, WBBM, Chicago.

In addition to classroom demonstrations, group discussions, work study demonstrations and the traditional meeting of the conference, many stations produced sample broadcasts exemplifying what they consider ideal for various phases of education.

The banquet, which closed the session, featured talks by George Denny, NBC, and Raymond Gram Swing, MBS.

Train Service Spots

CHICAGO, MILWAUKEE, St. Paul & Pacific R.R., Chicago, Dec. 8 starts daily service of one-minute transcribed announcements on 18 stations in connection with its new Midwest Flashes train service. Announcements will run until the first of the year on KOLG, KXGK, KWAT, KMK, KARQ, WTQ, WSAU, KSO, KRTN, WMT, KFAB, WNAX, KOIL, WKBH, KOBT, KSO, KRTN, WBSN, Chicago, placed the business.

Making Movie on Flying

ED LYTLE, announcer of WHO, Dayton, Ohio, and WHO program director, are handling an Army Air Corps documentary film, "The Flying Cadets." Lytle and Spencer are making their rounds of the field and the track, while Paul Katz, who directs the Dayton Philharmonic Orchestra in its weekly WHO broadcasts, is in charge of the musical background of the picture.
Congress Action on FCC Powers Seen

Network-Monopoly Hearing Informed
MBS Sought to Purchase Blue

CONGRESS, rather than the FCC, may chart the course for Government regulation of business aspects of the broadcasting industry, particularly in connection with future development of networks.

That course seemed evident following the two-day oral argument Dec. 2-3 before the FCC on the highly controverted Network Monopoly Report based on a two-year investigation by a special committee of the FCC.

Senator Wallace H. White Jr. (R-Me.), closest student of radio in Congress and co-author of the existing law, told Broadcasting Dec. 10 that he is preparing a new resolution for introduction at the outset of the next session, looking toward a redefinition of the existing Communications Act of 1934, He, or possibly Chairman Wheeler (D-Mont.) of the Senate Interstate Commerce Committee, will introduce the resolution and it may be accompanied by a bill proposing reorganization of the FCC.

All Was Quiet

If this course is followed, the Senate would interpret any move by the FCC to write regulations covering network-affiliate relationships. It is thought the Commission would not dare displace to act with finality while Congress had under way a legislative study to cover the very same subject. It is apparent at this writing, however, that the Commission's majority is disposed to draft new rules designed to supervise general operations, contrary to the antitrust industry testimony that it was without jurisdiction and that Congress and the courts have specified that the Commission is limited to regulation of physical aspects of broadcasting.

Senator White himself was an observer during the two days of oral arguments, marked by an almost total absence of acrimony, in sharp contrast to the atmosphere at previous hearings before the FCC en banc. The Senator's presence, plus that of Ed Cooper, one of Senator Wheeler's assistants on the Interstate Commerce Committee, obviously resulted in the unusual decorum.

Appraising the FCC attitude on questions from the bench, observers felt the Commission's impartiality was inclined toward writing chain regulations, on the theory that the law gives the FCC jurisdiction. It was generally expected, however, that the Commission would go to the extreme suggested by the Thompson-Walker Subcommittee which drafted the bill. The Commerce Committee urges elimination of exclusive network contracts and option time provisions, along with complete disconnection of NBC Red and Blue networks. How far the FCC could go in the tuning down process, however, was left to speculation, although a majority appears to look askance upon dual network operations and upon network forays into such fields as transcription production and artist bureau operation.

All of the major respondents during the hearings maintained their identical positions with respect to the Committee report. NBC, CBS and IRNA criticized it from virtually every angle. MBS, alone, among the networks, supported the major conclusions and offered a series of suggested inhibitions against network contractual provisions with affiliates, designed to create a largely non-exclusive structure.

Contractual Relations

The question of FCC jurisdiction to write regulations to control network-affiliate contractual relations became the most bitterly fought issue. After General Counsel Telford Taylor and Assistant General Counsel Joseph L. Rauh, had concluded that the FCC under the public interest, convenience and necessity clause of the Communications Act had ample authority to regulate monopoly and could draft rules, virtually all of the witnesses, especially network stations, argued the opposite view with MBS alone subscribing to the FCC attorney's contention.

Because the jurisdictional question had not previously been argued, the Commission authorized filing of supplemental briefs by the parties in interest. When the FCC also asked for arguments on the competitive picture in network operations, in effect reopening the record, parties were given until Dec. 16 to file supplementary briefs. On Dec. 11, however, Commissioner T. A. M. Craven granted extensions to Dec. 24 on petition of NBC and CBS, which had requested postponement to Jan. 2. MBS did not contest the extension.

While the FCC majority appears inclined to proceed with greatest possible speed in drafting the proposed regulations, it was thought it probably could not complete the job before the new Congress convenes on January 2. Moreover, once the White resolution is introduced for study, which probably would develop into a full-scale investigation, the FCC's hand unquestionably would be stayed.

Sentiment in Congress, it is believed, is sufficiently strong to bring prompt approval by the Senate Interstate Commerce Committee of such a proposal. The industry, it is thought, would welcome such an inquiry, looking toward a redefinition of the law, because of the confusion existing on the FCC itself regarding its jurisdiction and because the temper of the Commission's present majority is definitely of a "crackdown" nature.

Whether Senator White, regarded as the best informed legislator on all phases of communications, will be disposed to introduce actual legislation to revamp the FCC, remains to be decided. Presumably, he would not undertake such a move unless Chairman Wheeler and other influential Committee members consented. Both Senator Wheeler and Senator White at the last session introduced "ripper" legislation on the theory that troubles lay mainly in the personnel, rather than in the statute.

A New Agency?

Thought has been given to creation of a separate agency to handle broadcasting matters, particularly since some Senators feel the FCC is now devoted to broadcasting and related fields, while common carrier matters are left more or less adrift. Another possible development is that for amendment of those provisions of the Communications Act of 1934 dealing with delegation of functions so that a separate division, or possibly a single individual, would be designated to handle all broadcast regulatory matters, and the FCC might be given authority to deal with dual network or affiliate problems.

While the oral arguments were somber in contrast with the advance notices and with the violent internal disputes over the FCC's immediate preceding, there nevertheless were significant developments during the arguments. Visible was the break-up of the IRNA telegram incident, which had caused much of the emotional stir within the FCC and which had prompted repercussions both at the White House and in Congress (Broadcasting, Dec. 11).

Even though the FCC had completed receipt of 227 network affiliation station replies, in reply to the query whether it was the duty of the brief filed by IRNA, the data was not placed in the record and no questions were asked by MBS. FCC Commissioner M. E. Hanle, a successor of IRNA Chairman Samuel R. Rosenbaum, regarding the preparation of the IRNA brief.

MBS Sought Blue

Most startling of the disclosures during the hearings was that officials of MBS had made overtures regarding acquisition of NBC-Blue network contracts. This came after MBS Counsel Louis G. Caldwell had stated it was generally known that NBC was "peddling" the Blue. Afterward, NBC Counsel Philip J. Heffernan said the speculation was "merely a misunderstanding that some time ago (about six months), officials of MBS and the Chicago Tribune (WGN), sought to buy selected Blue network outlets. Another point in favor of a "frozen" network competition at three major stations, the number of holders of the Blue stations would not be sufficient to re-establish a fourth entity.

Another tense situation developed (Continued on page 58)
Hollywood Eyes Grand Rights To Retain Radio Exploitation

Film Colony More Sympathetic to Broadcasters As Music Battle Involves Songs From Films

BY DAVID GLICKMAN

WITH the season's output of musical productions running well above the previous year, many movie moguls and ASCAP are at an impasse over the proper distribution of rights under the ASCAP contract with members that prevents broadcasting and radio use of BMI music in its entirety as long as the film producers, or anyone else, controls grand rights. Under such conditions, the BMI right to such music is null and void, and the ASCAP music will be hard hit.

Hollywood network executives have been in constant conference with film officials on possible tie-ups with Broadcast Music Inc. They are working on the angle of having BMI writers create title songs for forthcoming motion picture pictures. This would enable the film to be plugged on the networks and thereby show, since the picture is the work of ASCAP writers. In keeping with this plan, BMI has written several titles for future releases and, in December, with the acceptance of several tunes by RKO Radio Pictures for the film, "Hang Out The Map," and the then-unnamed BMI writer, Bill Engle, West Cost manager of BMI, who negotiated the deal with Danny Winkler and Dave Brever of RKO, it now appears that BMI may extend use of BMI music in the 16 mm. short subjects being produced by Edgar Bergen, Hollywood star

ANOTHER NOVELTY in microphones, as periodically designed by MBS technicians, was this "football" of the Redskin type, known as the BROW-MBS sportscaster (left), on his description of the Dec. 8 pro football game between the Chicago Bears and the Washington Redskins at Washington's Griffith Stadium. The Barber broadcast, sponsored by Gillette Safety Razor Co., Boston, was carried on more than 100 MBS stations. Here Sportscaster Barber explains structural innovations of the contraption, with the microphone encased in a regulation football suspended from two steel goal posts over a scale model gridiron to George Marshall, president of the Redskins. Gillette also has taken an option on the 1941 broadcast of the championship game of the National Professional Football League.

library is owned by publishing identified with the film industry, Hollywood motion picture producers generally take the attitude toward radio for the dual benefits of exploitation and song plugging. Producers are much concerned over the music situation, knowing full well that hit tunes from motion pictures, popularized by radio, are the film industry's biggest revenue producer. The ASCAP control is based on the air, box office receipts will be hard hit.

Hollywood network executives have been in constant conference with film officials on possible tie-ups with Broadcast Music Inc. They are working on the angle of having BMI writers create title songs for forthcoming motion picture pictures. This would enable the film to be plugged on the networks and thereby show, since the picture is the work of ASCAP writers. In keeping with this plan, BMI has written several titles for future releases and, in December, with the acceptance of several tunes by RKO Radio Pictures for the film, "Hang Out The Map," and the then-unnamed BMI writer, Bill Engle, West Cost manager of BMI, who negotiated the deal with Danny Winkler and Dave Brever of RKO, it now appears that BMI may extend use of BMI music in the 16 mm. short subjects being produced by Edgar Bergen, Hollywood star

ASSCAP STARS TREK TO THE HILLS

Carload of Big Names Hauled to Frederick, Md., To Dramatize Signing of WFMF Contract

MUSIC, or maybe we’d better say ASCAP news, has hit the airwaves to the Washington Post, A. V. Tyrone, general manager of the station, said, "It is our carefully con-sidered opinion that we cannot fulfill our obligations to our listeners by depriving them of music like "The Old Rugged Cross," "Happy Birthday To You" and thousands of other compositions of all kinds of classification.

"An official of ASCAP," according to the Post, "whispered during the broadcast that the talent repre- sented on tonight’s show would have cost a producer $500,000 to bring together. Tin Pan Alley’s famous performed tonight without pay because their only desire was to dramatize their fight with the big broadcasting companies over who should pay for the use of copyright tied songs—the small independent stations like WFMF or the networks.

ASCAP told the Frederick popu-lace that if the network ban goes into effect Jan. 1 its music will be barred in only two countries—United States and Germany.

and composer of incidental music of the weekly CBS Lux Radio Theater, sponsored by Lever Bros. Co. Under ASCAP ruling, Silvers, associated with the Washington Redskins, would still hold the rights and would be paid for music that never brought him any financial returns through ASCAP. Silvers insists he is being penalized by the ruling, and that it would force him personally to hire a non-ASCAP writer to score the Lux Radio Theater program.

Silvers pointed out that music for the program cannot be put into the public performance category because J. Walter Thompson Co., agent servicing the Lever account, has never paid ASCAP for the rights.

"ASCAP has lost its members, and even though they are not used on any other program, the issue is cleancut. It is understood that J. Walter Thompson Co., which holds Silvers' contract, is studying the legal aspects of his status in a determined effort to keep him on the show in the present capacity of conductor-composer.

TWO LOCAL GRANTS BRING TOTAL TO 74

The total of new station grants thus far this year reached 74 when the FCC on Dec. 5 authorized two more in law—KXJY, Houlton, and the other in Lawton, Okla.

The Harlan station was granted to Blain Fox Radio Co., Inc., and will operate with 250 watts on 1420 kc. The principals are Mr. and Mrs. T. L. Harlan.

The station in Lawton was granted to Williard Carver, head of the Carver Chiropractic College, and the New Investigating Committee, who have served as engineers with various stations.

The new station in Lawton will be operated by Williard Carver, head of the Carver Chiropractic College, and the New Investigating Committee, who have served as engineers with various stations.
New Public and Concert Services Supplant Present Setup

A SWEEPING realignment of the NBC Program Department, entailing also the elimination of the Educational Department and the NBC Artists Service and the creation of a Department of Public Service and an NBC Concout Service, was announced Dec. 10 by Niles Trammell, president. Reorganization had been expected since the appointment of Sidney Strotz, formerly vice-president in charge of the network's Central Division, vice-president in charge of programs (Broadcasting, Oct. 15).

Under the new setup, which becomes effective immediately, James Rowland Angell, formerly educational counsellor, becomes NBC counsellor for public service programs. This new department includes all religious, educational, agricultural and children's programs. The revised artists service network arrangement places George Engles, vice-president who formerly headed NBC Artists Service, in charge of the Artists Service Division. The commercial program division, headed in the past by Frank Brainard, focuses now on its network. The commercial program division, headed this division, supervising all booking of artists for radio, motion picture appearances and personal appearances, as well as the building, selling and management of all talent used for both sustaining and commercial programs. Sidney Strotz stated. Reorganization permitted a closer direction of the artists' activities in the radio and concert fields. Artists were distinguished in appearances in the operatic and concert fields, Mr. Trammell stated.

Concerning the other changes in his department, the appointment of separate managers for the two NBC networks was announced. Phillips Carlin, formerly sustaining program manager, now heads the Red Network program organization, while William Hillpot, formerly of the Artists Service, becomes Blue Network program manager. Each will have charge of both commercial and sustaining programs on his network.

A central booking office, to schedule all network programs under the direction of the Red and Blue program managers, has been established under the management of Helen Shervey. Charles A. Wall, of the Artists Service, is appointed business manager of the Program Department, a post which has been vacant since the resignation of C. W. Fitch several months ago.

Clarence L. Menser, for nearly ten years program and production manager of NBC's central division and more recently manager of the Chicago office of Gardner Advertising Agency, returns to NBC to fill the newly-created position of national production manager. His duties will be to coordinate production of all network programs, including those originating at division offices and on the M & O stations.

New Music Division

Wilfred Roberts continues as manager of the New York production division, which has been expanded to include continuity, announcing and sound effects. Lewis Titterton, manager of the continuity section, Patrick Kelly, manager of the announcing section, and N. Ray Kelly, manager of the sound effects section, now report to Mr. Roberts.

Another new division, the music division, has been established, with Samuel Chotzinoff, director of serious music, as manager. He will be responsible for all orchestral activities, coordinating with the other Program Department divisions. Dr. Frank Black, musical director, and Leo Spitalny, contractor of the house orchestra, report to Mr. Chotzinoff.

Walter Preston Jr., formerly assistant to the vice-president in charge of education, has been appointed manager of the newly-created public service division of the department, supervising women's and children's programs and religious and educational broadcasts. Another new post is that of director of talks, whose duties will be to coordinate with the Red and Blue program managers all forum programs, Governmental talks, programs of controversial nature or political character. This position has not yet been filled, but an appointment will be announced shortly, Mr. Strotz stated.

The new program and talent sales division of the Program Department, under the direction of Miss Brainard, will be responsible for the development, creation and sale of programs for both the Red and Blue networks; will manage and direct all talent at both commercial and sustaining broadcasts; will handle the sale of talent for radio, movies and personal appearances. She will coordinate the operations in this field of the network's divisional offices.

Daniel S. Tuthill, formerly assistant managing director of the Artists Service, will be assistant manager of the division, handling contracts and management. Douglas Meservey, formerly assistant to the commercial program manager, becomes assistant manager in charge of sales.

The news and special events division of the Program Department continues under the direction of A. A. Schechter.

Staff Transfers

Forty-four members of the Artists Service have been transferred to this new division, including: New York—Daniel S. Tuthill, Alice L. Stauffacher, Carol Chucknow, George Sax, Edna McClure, Spencer G. McNally, Donald Meissner, Beryl Tuthill, Jean Baker, Charlie Bong, Ruth Ballett, Etel Gilbert, Samuel L. Ross, Jack Von Tilzer, Charles Facer, Katherine Bauer, Madge Boyton, John J. Collins, Ellen Egan, Grace H. Hellington, Ruby Smith, Stella M. Smith.

Chicago—James L. Sturton, Robert M. Pendell, Raymond Neighengen, Kenneth V. Akins, Helen E. Carey, Georgia Fuller, Mary F. Kelly, Fred Klein Jr.


FORBOND NBC announcer, has turned his 60-foot cruiser over to the U. S. Coast Guard, to be used in active coastal duty.

ADVERTISING Data Collected by FTC

Amount Spent for Advertising Involved in New Surveys

ADDITIONAL data on advertising expenditures of large industry groups are being released periodically by the Federal Trade Commission in line with the project of collecting annual financial reports on large industrial corporations operating principal U. S. industries [Broadcasting, Nov. 15]. The FTC figures are based on returns beyond overall expenditures for advertising and other selling and operating expenses, testify to the increasingly important regard for advertising in big business budgets.

Food Concerns

According to the FTC, four of the big "fast food" groups have spent the food specialty marketing field, with total net sales in 1939 amounting to $270,787,816, spent 5.97% or $42,654,483 for advertising. Four biscuit and cracker manufacturers, reporting consolidated sales of $719,550, were shown to have spent 3.45% of their total sales volume, or $5,329,647, on advertising for the manufacture of corn products, with consolidated sales of $154,472,196. According to the FTC, and five fruit sugar refining companies, aggregating $108,955,719 in sales, spent $5,592,791 on advertising, for advertising during 1939.

Manufacturers of food and food beverages, into which group these concerns fall, according to the FTC, have been among the heaviest buyers of radio time, so a good share of those advertising expenditures doubtlessly went for purchase of radio time. According to the 1940 Broadcasting Yearbook, the "food and food beverage" sponsors during 1939 accounted for $24,649,778 in gross network time sales, or an estimated $3,162,781 from January to September in national non-network time (139 stations). The Broadcasting Yearbook states that the alcoholic beverage industry is spending a full-industry basis, rather than a representative basis, as is the case with the food groups.

In other categories, six manufacturers of rubber products, with total 1939 sales amounting to $267,559, spent 3.12% of this amount, or $7,253,504, on advertising, according to the FTC. Eight corporations manufacturing heating and cooking apparatus, from stoves and ranges to oil burners, with total sales of $153,479,026, were shown to have spent for advertising $3,314,239, or 2.17% of total sales. Nine of the principal manufacturers of agricultural machinery and tractors, with sales of $529,356,946, spent 1.45% of this amount, or $7,886,863, on advertising; six glass manufacturers, with sales of $261,420,053, in sales, 1.27% or $3,321,497, on advertising; three manufacturers of auto parts and accessories, with sales of $480,750,928 in sales, spent 9.48% or $44,978,905.
Success Secrets of Colonial Dames

Coast Series Costs Little But Gets Big Results

By GRACE GLASSER
President, Glasser-Galley & Co.
Los Angeles

HARD every Friday evening on a seven-station CBS-Pacific Coast network, "Colonial Dames is perhaps the least pretentious network program in the nation. But, paradoxically, its lack of pretentiousness is a real source of satisfaction to the sponsor and our client, Colonial Dames Inc., Los Angeles, which employs this five-minute narrative program to advertise its whole line of cosmetics.

A transcription network radio to the average manufacturer whose budget admits of no high-flew experiments, whose every advertising dollar must produce results immediately, and unless his reaction time is slow, he will cringe perceptibly. It is unfortunate, but nevertheless a fact that most regional advertisers with limited appropriations, although drawn toward radio by the prospect of bonanza results, are still frightened by another prospect—that of enormous expenditures of time and talent. They realize their inability to match the expenditures of national competitors dollar for dollar on a free-week basis and desire to foresee network radio's advantages for a more modest effort—probably in another medium.

Money Takes a Back Seat

Some advertisers have sensed the folly of this creed during the last two years with the result that their shrewdly and cheaply produced "idea shows" are attracting audiences on the basis of name alone. It is a case of the good Triumph and quite some time ago that the talent price of a program need have no direct relationship to the audience the show gets. They learned it in 1932 when they built their first great merchandising success in network radio with a program whose talent cost per week was—nothing.

Against the trend toward elaborate variety programs, H. P. Willists, president of Colonial Dames Inc., began a series of straight-from-the-shoulder beauty talks, a remote ancestor of the present Beauty Explorers, on KHL, Los Angeles. That was in 1932. Subsequently the series was extended to the entire Columbia-Don Lee network. De-bunking wild claims made for some cosmetics long before the FTC proclaimed that there is no such thing as "natural color" under the skin, Mr. Willists told his rapidly expanding audience just what powder or creams did to and for the skin.

It is a tribute to this series that almost seven years after its termination, Colonial Dames still receives commendatory letters regularly from its former listeners. From the beauty talk viewpoint, it is an even greater tribute that it forced distribution in scores of cities along the Pacific Coast.

Saturation in West

Other programs carefully planned, economical, and keyed to the basically sound merchandising plan—superseded these beauty talks. Colonial Miniatures, a musical program conjuring up visions of minuetttes, and Love Stories of Colonial Women, a dramatic narrative show, were 15-minute Sunday afternoon productions adhering to the demands of economy while appealing to a far different audience than the beauty talks had. Alternating the appeals of its programs, supplementing a series when it had reached a saturation point, Colonial Dames "won the West." The firm has reached the point where currently it has more than 4,000 drug and department store outlets in the 11 Western states alone—practically universal distribution also.

When we went shopping for a program for our client to broadcast on a nine station CBS Pacific Coast network in December, 1939, CBS suggested Return to Romance, narrating the love stories of famous women. We again knew that we had what we wanted. Our client liked it. Both the show's Hooper Rating and Colonial Dames sales were rising satisfactorily when an irresistible opportunity presented itself. So far, five minutes of the Smith Hoit Hour, re-captured by CBS from General Foods Corp. was available for sponsorship. The President and as, according to the Hooper ratings, there was a ready-made audience of close to a half-million women, we signed that time. We capitalized, as all regional network advertisers should strive to do, on the audience delivered by this widely popular variety show. The Return to Romance, having served its purpose, we selected a new type of program, Your Hollywood Beauty Explorer, for this five-minute spot.

Your Hollywood Beauty Explorer is a commentary on some aspects of skin beauty which answered questions submitted by listeners. It's success was mirrored in a steady increase in Colonial Dames All-Purpose Cream and Colonial Dames Make-Up Beautifier, and in the enthusiasm of the organization's salesmen and demonstrators.

Sunburn Slant

For instance, as evidence that the dealers are really feeling the program's impact, we talked at greater length this month of Colonial Dames' special 2:30 p.m. daily in the national commercial, about the sunscreening properties of Colonial Dames Make-Up Base. As a result in every city along the Pacific Coast where the program is heard, dealers reported that women came in asking about this make-up base as quickly as they would for sunburn.

With summer fading into fall and convinced that Your Hollywood Beauty Explorer has friends for Colonial Dames Inc. and its products, we suggested a change in program. We suggested one that was suited to the trend of time, and a golden opportunity was presented. We discovered the five-minute narrator-talk program, Find the Woman, which is built around women behind current headlines. It suited our purpose, and the dynamic Keno Manning, West Coast commentator, was signed as narrator. That was Aug. 9, and the series has been renewed as of Dec. 10 for the immediate future as well as for the year after. And commercials of each program tie in nicely with the story of the moment.

The commercials of our client's program alternate between urging feminine listeners to consult the demonstrator and purchase full leads, which we do about every third week. On a recent mail day, Colonial Dames offered a seven-cent premium for 25 cents. Although the mention was fairly casual, because the sponsor does not believe in high-pressure mailing, quite a surprising percentage was received, and they are still coming in. From the price list and order blanks of regular merchandising, which is always included with the premium when it is mailed to the purchaser, our client is receiving an amazingly high number of repeaters.

The response to offers made on Your Hollywood Beauty Explorer, the current Find the Woman, and other mail response too, is an important part of the ground-work of Colonial Dames merchandising setup. All mail is turned over to us at the agency, and when the labels are turned in, before being pasted on the merchandise, two carbons are made. One carbon, the permanent record, goes into the CBS office as a mailing list which regularly receives news of special "deals." The other carb is inserted in the Colonial Dames Demonstration in the town from which the mail originally emanated. This carbon has a key element in the address which inquired about. For instance, BH stands for blackheads, DS for dry skin. Thus every piece of mail that our client's program brings into the store is turned into a prospect for the product. During the period Colonial Dames has used radio, a mailing list of advertising copy-takers has been built up by this method.

Success Secret

Just before the Hollywood Beauty Explorer went off the air summer make-up problems were stressed. As results, the store traffic thus create opportunities for a noticeable upsurge in the number of women consulting them on the subject. Several weeks after Colonial Dames devoted a program to redheads. Within one week after that broadcast, the firm's demonstrators reported a steady increase in Colonial Dames largest department stores, reported that 156 redheaded women had called on her at the behoof of the new program.

Additionally, every woman whose question is answered on the air receives a free package of Colonial Dames preparation, which solves her beauty problem. No, the preparation is not mailed to her. It is available at a Colonial Dames store. The store traffic thus creates pays dividends in good will.

Thus has Colonial Dames solved its problems of an integrated merchandising campaign through the use of network radio. And there is no reason why other advertisers should balk because they think the cost is excessive. The formula is simple: Be an opportunist. Hitch your wagon to a star. The situation is "continguous." The relationship between two "baggies" of known audience (and there are plenty of them on every network schedule) that the client (a regional advertiser), and results are virtually assured.

Willys Disc Series

WILLYS-OVERLAND MOTORS, Toledo, has cut a series of transcribed announcements to announce its latest model, the new Willys coupe, which were cut by NBC Radio Recording Division in Chicago. U. S. Adv. Corp., Toledo, will place the spots.

BAUER, Nashville Washington commentator, has been elected vice-president of the Radio Correspondents Assn. for the term ending in March.
An Accounting of Our Stewardship

IN THE FOUR YEARS KOY has been under the present management of the Salt River Valley Broadcasting Company, it has proved itself as Arizona's station of public service.

In 25,096 hours of broadcasting, KOY has presented 1,500 hours of educational programs, 1,456 hours of community service and 624 hours of agricultural programs, plus 11,658 announcements supporting community enterprises. Also—there have been 250,000 friendly listener letters; 500,000 people assembled in audiences through KOY efforts, and 15,000 people in musical groups have broadcast on KOY.

These are indications of the public acceptance of KOY in Arizona . . . which has made KOY the leader in advertiser acceptance: KOY carries more national spot business than all other stations in Arizona combined; network advertisers choose KOY in Arizona almost two to one; Arizona's pioneer firms choose KOY consistently.

Burridge D. Butler, Chairman
Fred Palmer, Manager

1000 Watts
550 Kilocycles

NATIONAL REPRESENTATIVES

JOHN BLAIR & COMPANY

Key Station, Arizona Network:
KOY—Phoenix  KTUC—Tucson  KSUN—Bisbee
FCC Starts Drive to Divide Clears

Strong Dissent Filed To WHDH Ruling; Appeals Likely

THE LONG-HINTED putch to break down of clear channels through East-West Coast duplication officially materialized Dec. 6 with the proposed decision of a three-year-old case involving WHDH, Boston, fulltime on 830 kc., a Class I-A channel occupied by KOA, Denver. The action presaged litigation to wind up in the Supreme Court.

By a split vote of 3 to 2, with Chairman Fly not participating, the Commission announced its intention to amend existing rules authorizing 28 Class I-A or fully clear-channel stations at night, by deleting the 830 kc. frequency to permit fulltime for WHDH. It is regarded as the forerunner of an all-out crusade by the FCC's present anti-clear-channel majority to duplicate clear-channel stations.

A 'Dangerous Precedent'
The action in the KOA case was reported by BROADCASTING in its Oct. 15 issue, following a meeting at which Commissioners Walker, Thompson, and Payne voted for the duplication and Commissioners Craven and Case strongly dissented. Chairman Fly was absent.

The same alignment resulted for the proposed report announced Dec. 6, but with Chairman Fly not participating. His failure to vote permitted the proposal to pass by the votes of Commissioners Craven and Case, who dissented. Chairman Fly's non-participation was attributed to serious illness of his wife with the Craven-Case minority would have resulted in a deadlock. His non-participation was ascribed to insufficient knowledge of the issues, since he had been occupied with national defense and other activities.

Nevertheless, in industry circles there was criticism of the whole issue. First, it was felt the FCC should not vote on so fundamental an issue without a fuller explanation, particularly since there is one vacancy. Moreover, by permitting the decision to develop on a 3 to 2 split without an expression, as well as the chairman, the interpretation was that the chairman's failure to vote was as good as a vote in favor of the clear-channel decision.

The dissenting opinion of Commissioners Case and Craven minced no words in describing the dangerous precedent which would be created if the FCC finally breaks down the clear channels. It is one of the 26 specified for exclusive use at night in that country under the Havana Treaty, slated to become effective next March 29. If the breakdown of one channel in the group is authorized, it is pointed out that it would be an easy matter to curtail the service of others through duplicate operation.

The Dec. 6 action was a proposed decision, rather than a final decree. Considerable controversy entered in the case because the FCC refused to permit the dominant station on the channel, as well as several other stations on the frequency, stations on adjacent channels, and the Clear Channel Group, to intervene or participate in the case in any way. Commissioner George H. Payne first denied the intervention petitions and was afterward sustained by a split Commission vote.

The anti-clear-channel group is known to favor duplicate assignments by placing at least three stations on each clear channel. Their contention, in defense of recognized engineering opinion, is that through use of directive antennas, minimum interference would be caused and improved service would be provided throughout the country.

Hard on Rural Areas

However, opponents of this thesis bring out that the additional service would come only to adequately programmed metropolitan areas, capable of installing the new facilities, while the rural population, now underserved, would be deprived even of secondary service.

Applications for intervention had been filed by KOA; CBS on behalf of WABC, New York, on an adjacent frequency; WMEX, Boston, on competitive KOA; and the Clear Channel Group, representing 13 stations on Class I-A frequencies. The hearing was held Jan. 29-30. WHDH, now using daytime and evening time, preceding sunset at Denver, on 830 kc. with 1,000 watts, asked for 5,000 watts fulltime on the channel.

The Thompson-Walk-Payne majority held that issuance of the authorization as applied for would violate Section 325 of the rules, setting up Class I-A channels. Therefore it proposed to amend the rules, deleting the 830 frequency from this select group and reducing the number of clear channels to 25. Originally there were 40 clear channels set aside for exclusive use of high-power stations at night, designed to provide rural and remote service.

The number, however, was diminished over the years through breakdowns under the guise of special experimental authorizations, until the FCC pegged the allocation at 26 under the Havana Treaty.

The Commission majority held that the fulltime operation of WHDH would not cause any interference to primary service of KOA, but that interference might reasonably be expected to reception in the eastern half of the United States. The granting of the WHDH application, it said, would enable WHDH to deliver service of primary signal quality to an area with 3,053,000 people, or 61,000 people than are now included within the primary service area of the station. With the increased hours, a new service would be rendered the WHDH to 94.9% of the Boston metropolitan area, including a population of 2,185,000. Mention also was made of extension of service to the fishing banks off the New England coast.

A Thorough Dissent

In its conclusions the Commission majority said operation of WHDH as proposed "will not cause interference to the primary service of any station and any interference which such operation may reasonably be expected to cause to station KOA, Denver, will be lessened by the allocation to WMAQ of the channel, if used as a Class I-A channel." The terminal for WHDH was expected to cause to stations of the KOA group.

The dissenting opinion of Commissioners Case and Craven is lengthy and detailed. It dwells on the situation of Class I-A stations in the United States, where interference creates a serious degree of confusion and handicaps the operation of the station.

In another dissent, Commissioners Walker, Thompson, and Payne voted to forward the proposal to the courts. They pointed out that the FCC has the same definition of a clear channel that the courts. They pointed out that the FCC has the same definition of a clear channel that the courts have in the past and that the FCC is following the same course it has in the past.

Free Competition Favored by FCC

'Survival of Fittest' Theory Marks Dubuque Decision

FREE COMPETITION in broadcasting, irrespective of whether stations "fit" because of the dizzy pace, is the intent of the FCC, it was made clear Dec. 9 in an FCC order involving the much-litigated Sanders Bros. case in Dubuque. It was this Supreme Court decision that made the Sanders Brothers' new KDTH, Dubuque, a modification of license for improved facilities, the FCC used the language of the Supreme Court in that very case as the basis for its action.

It held that under the Communications Act and as interpreted by the courts, a licensee is not entitled to be protected from free competition. On Sept. 4 the FCC had granted the Telegraph Herald station, KDTH, a construction permit to increase its power from 500 watts to 1,000 watts and its hours of operation from daytime to unlimited time, on 1490 kc.

Competitive Aspect

WDKB, through its counsel, contended that the granting of the application would adversely affect the public interest, convenience and necessity in the competitive situation and that either its station or the proposed Telegraph Herald station would go under, or its station and the new station would be compelled to render inadequate service, or that one of the two stations would go under, with the public receiving inadequate service during the period that both continue in operation.

Admonishing W K B B t h a t t "misapprehends the Commission's duty to foster competition" under the law, the FCC said that since the Telegraph Herald is financially qualified to operate the proposed station, and has shown that public interest will best be served by allowing "free competition between the applicant and the existing station." It reiterated language used in granting the application of WOR, Spartanburg, S. C., last January, in which it said that competition between stations in the same community is to the public good because only by attracting and holding listeners can a broadcast station successfully compete for advertisers.

Carpet Co. New Sponsor

BIG NEWS OF THE DAY IN DETROIT

WXYZ NOW 5000 WATTS DAYS AND NIGHTS
NO RATE INCREASE
BEFORE FEBRUARY 1, 1941
MORE MARKETS
MORE LISTENERS

WXYZ

KEY STATION—MICHIGAN RADIO NETWORK—Basic Detroit Outlet NBC Blue Network
National Sales Representative—PAUL H. RAYMER CO.
Florida Citrus Spots

FLORIDA CITRUS EXCHANGE, Tampa, on Dec. 16 starts 70-word spot announcements five times weekly on WOV, New York, in the interests of Florigold oranges. Company on Dec. 12 began four participations weekly on the Alfred McCann Pure Food Hour on WOR, Newark. Agency is Erwin, Wasey & Co., New York.

FRAN STRIKER, author of the Lone Ranger series, has a book coming out in January to be titled The Lone Ranger Rides and to be published by Putnam's.

Guild Renewed by Gulf
For Another 16 Weeks

GULF OIL Corp., Pittsburgh, on Jan. 5 renews its weekly Gulf Screen Guild Theatre on 78 CBS stations, Sunday, 3:30-8 p.m. (EST), assuring its continuance through the balance of the 1941 season. S. S. Larmoy, New York executive of Young & Rubicam, agency servicing the account, was in Hollywood during early December to confer with executives of the Screen Guild to continue discussions and complete negotiations. Under the arrangement, the Motion Picture Relief Fund receives $10,000 weekly from the sponsor, with film talent contributing their services.

With conclusion of the current series, the Fund will have received a total of $300,000 for construction of a home for indigent film industry workers. Roger Pryor continues to m.c. the show, with Oscar Bradley as musical director. John Heal- stand announces. Harry Aulbach is agency producer, with Glenn Middleton representing CBS on the show. Maxwell nominations are being asked for booker, as the program has been resigned to join Columbia Pictures Corp. He will continue to be associated with the show in a supervisory capacity, with Huntley Gordon as his assistant.

Chemical Film on NBC

CONSOLIDATED ROYAL Chem. Co., New York, on Dec. 15 starts a half-hour program on NBC-Blue, featuring Orrin Tucker's program, as a novel search for new professional radio talent. Show, titled Hidden Heroes, is described as an outstanding local radio act from some city in the United States listeners are asked to vote for their favorite local act regardless of the connection with a local station, sending in with each vote a card announcing feature. All entries must be received by Dec. 31.

Carnation Discs

CARNATION Co., Milwaukee, cur- rently duplication of Arthur Godfrey's weekly on 10 MBS stations, on Jan. 1, 1941 discontinues the series to place it in competition on 11 stations. Recorded programs will be quarter-hours twice-weekly, presented for the most part between 9-10:30 a.m. Stations are: WOR, Newark; WGN, Chicago; WBZ-WBRA, Boston; WBT, Charlotte; WEAF, New York; WJZ, Columbia; WFCR, Greenville; WCBS, New York; WOR, New York; WOR, Newark. Agency is Erwin, Wasey & Co., New York.

CANADIAN Government's tourist ad- vertising campaign over the U. S. net- works will include appearances of Canadian-born wood cars, among whom are Norma Shearer, Deanna Durbin and Fred Spark. Plans for the campaign are nearing completion.

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BROADCASTING • Broadcast Advertising

U. S. Population Figures by States

Comparative ranks and totals, 1940-1930, as announced by U. S. Census Bureau, Dec. 4, 1940 *

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<tr>
<th>Division and State</th>
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<th>1930 Rank</th>
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NEW ENGLAND:

- Maine: 35, 35, 547,220, 797,423, 6.2
- New Hampshire: 35, 35, 401,650, 524,414, 3.1
- Vermont: 46, 46, 359,231, 359,511, 0.6
- Massachusetts: 6, 6, 4,160,165, 4,014,034, 3.9
- Connecticut: 31, 29, 1,710,119, 1,609,903, 6.4

MIDDLE ATLANTIC:

- New Jersey: 1, 1, 13,479,142, 12,585,066, 7.1
- Pennsylvania: 2, 2, 9,000,180, 9,031,950, 2.8
- Delaware: 23, 23, 1,087,241, 1,071,045, 1.5

SOUTH ATLANTIC:

- Virginia: 4, 4, 6,097,612, 6,046,697, 0.9
- Georgia: 12, 11, 3,427,798, 3,258,303, 5.5
- Florida: 12, 12, 6,574,961, 6,500,093, 4.9
- South Carolina: 24, 24, 1,081,028, 1,080,999, 0.1

SOUTH CENTRAL:

- Kentucky: 47, 47, 2,996,506, 2,938,018, 1.8
- Maryland: 28, 28, 1,821,244, 1,852,518, 1.5
- District of Columbia: 37, 37, 1,069,777, 999,577, 6.5
- West Virginia: 19, 20, 707,775, 724,216, 1.0
- New Mexico: 25, 27, 1,961,974, 1,729,206, 1.0
- Louisiana: 26, 26, 1,989,204, 1,738,765, 1.5

MOUNTAIN:

- Colorado: 6, 6, 1,956,579, 1,929,120, 0.4
- Nevada: 44, 44, 1,268,315, 1,267,226, 1.0
- Utah: 41, 40, 590,301, 507,847, 1.4
- Arizona: 49, 49, 110,247, 91,992, 1.6

PACIFIC:

- California: 30, 30, 1,736,191, 1,563,396, 1.1
- Oregon: 34, 34, 1,098,684, 935,798, 14.2
- Washington: 5, 6, 6,507,937, 6,477,251, 2.1

* Also see Census, Oct. 1. Minus signs indicate decrease.

Union Leader's Farm Test

HENRY HISER, public relations director of the Cleveland Union Stockyard and editor and publisher of the Cleveland Livestock News, will appear on the new Farm Journal program to be presented by the company, by Cleveland, by F. L. Roilard Co., New York, in the Farm Journal’s Union Leader Pillar, Pigment and Tobacco. The program, starting Jan. 6, will be broadcast five times weekly, every Monday, and will be directed to farmers of northeastern Ohio in particular. Newspaper of the same. Possible expansion of such a farm program to other stations is under consideration, according to Leuen & Mitchell, New York, the agency.

Christmas Bonuses at WHO

TWO $100 BONUSES will be given this year to staffmen of WHO, Des Moines, according to Col. R. J. Palmer, president. A cash bonus, pay- able Dec. 20, will give 10% of annual salary to four employees; and an additional 2% for two years’ service, 3% for 10 years’ service. The total take for these freebies will be $2,000. In addition, the board authorized a special con-tribution to the profit-sharing fund of the magazine’s salesmen this Christmas. The regular station contribution to the profit-sharing fund of each employe is 10% of the monthly salary of each employe. The bonuses apply only to regular payroll and do not in-clude the 

Ever hear the one about:

The four WOR mentions which pulled 46,101 letters from listeners—each accompanied by ten cents—during the past three weeks? No? Come, come, sir, awake! Things go on! Or perhaps you heard, accidentally, of course, about the WOR early-morning listeners who sent a sponsor 51,767 jingles because he asked for jingles and now he’s so deeply imbedded in jingles he sometimes wonders what odd fate tempted him to ask for them in the first place? Naturally, WOR’s 135,000 watts has something to do with this. Whole lot, in fact. More power, you know. And at a very reasonable cost indeed.
**Technical Ratings**

**For Operation of FM Are Studied**

Equipment, Industry Leaders Meet at FCC Conference

**For other FM news, see page 49**

**MEETING** to discuss construction and operating standards of transmitting equipment for high-frequency FM, 40 manufacturing and industry representatives participated in an informal engineering conference held Dec. 9 in New York over Andrew D. Ring, FCC assistant chief engineer in charge of radio broadcasting. The meeting focused principal attention on maximum power rating and operating power range of high-frequency transmitters and performance characteristics of audio amplifying equipment when obtained separately and as a complete unit.

**Power Ratings**

Following discussion of various proposals in the conference, the agreement upon the following maximum power ratings and operating frequencies for high-frequency transmitting equipment: 250 watts variable from 100 watts, 1,000 watts from 250 watts, 3,000 from 300 watts, 5,000 from 3,000, and 12,500 from 5,000.

The conference recognized the desirability of intermediate power, probably about 25,000 watts, as well as a higher power of 100 kw. Representatives of equipment manufacturers agreed to adhere to manufacture of transmitters on these bases, and further agreement in producing another model on a different basis would give six months’ notice to other companies. Mr. Ring indicated the FCC would not allow installation of a transmitter in excess of four times the licensed operating power.

The conference considered the problem of power loss on transmission lines and proposed the use of line and gain in power from various antennas. Pointing to the desirability of uniformity in transmitting which could be used in calculating UHF broadcast coverage, Mr. Ring named Lynn S. Shoemaker, engineering director, to head a committee to develop a study of these values. Also asked to the committee were H. P. Thomas, General Electric Co.; J. F. Morrison, Bell Telephone Labs; George H. Harmon, Westinghouse; Frank A. Guenther, Radio Engineering Labs; William Lodge, CBS; R. D. Duncan, RCA Mfg. Co.; and W. A. York, Yankee Network; Andrew Alfrod, Mackay Radio & Telegraph Co.


During the discussions Mr. Ring emphasized that the FCC engineering department must see that specific audio response requirements are met. It was brought out that the FCC is not required to obtain the overall requirements of the FCC, although the characteristics of individual equipment might indicate that a certain required response could be obtained. Discussion also covered problems of consideration. The advantages, numbers 15,000 cycles over telephone lines and frequencies suited for use of reprogramming from studio to transmitter. Participating in the conference for the FCC, in addition to Mr. Ring, were William C. Booth, the FCC engineering department, and William H. Bauer, FCC senior attorney.

**Progress Noted In Treaty Talks**

Diplomatic Circles Perk Up As Deadline Approaches

NEW SIGNS of life in diplomatic conversations, aimed at an adjustment of differences between nations on radio frequency allocations, which would enable the Havana Treaty reallocations to be effected by the March 29 deadline, are reported in official Washington circles.

While speed is essential if the deadline is to be met, the International Communication Division of the State Department indicated that progress was being made.

A conference may be scheduled within the next ten days with an engineering delegation representing Mexico to adjust conflicts in the proposed treaty allocations between the United States and that country. Little difficulty is anticipated in ironing out conflicts with Canada.

**Cuba Holds Back**

The only new retarding factor is the failure of Cuba to submit its offer. Several weeks ago Cuba submitted its proposed allocations, but, according to an understanding reached in the conflict with engineering standards established under the treaty that a complete revision has been requested.

FCC and State Department officials were not prepared to say that the deadline would not be met, but they were more optimistic than a fortnight ago, when diplomatic conferences were in an actual standstill [Broadcasting, Dec. 1].

The FCC, which already has released the projected allocations for next March, is understood to have initiated new moves looking toward the original deadline, subject to the treaty's differences. A number of hearings, based on applications filed for facilities earmarked for particular classes of stations, have already been ordered but no hearing dates yet have been set.

The FCC has been authorized to change at any time, is to give the applicants quick hearings in order to comply with existing hearing procedure.

**CAB at Treaty Sessions**

The Canadian Assn. of Broadcasters has been invited to sit with the technical committee of the Canadian Radio Corp. in connection with reallocations under the Havana Radio Treaty. To this end the CAB at its board of director’s meeting in Montreal on Nov. 25 sanctioned a survey of tentative Canadian reallocations [Broadcasting, Dec. 1].

F. Guy, president of the International Printing Pressmen; Edward J. Voizl, president of the Photo-Engravers Union.

WATN, Watertown, Starts Soon

WITH Kirby Ayers as general manager and Diany Dinsdale as commercial manager, WATN, Watertown, N. Y., expects to go on the air sometime in January. Construction of buildings is under way and the station is expected to enter the air on about Feb. 1. The station is licensed on 1210 kc. from the FCC last July 30 to the Watertown Broadcast Co., owned by Charles B. Jones, owner and editor of the Righter, local wholesale food dealer, president, Dean R. Richardson, treasurer, and Ruth Ganzea, secretary.

**Special Taxes on Broadcast Stations Advocated by Printing Trades Union**

**At Beginning of the Missouri U. football season, Alice Meredith, tiny staff member of the Chicago Daily News, was given a polite but firm turnover by the athletic department. She was enjoined to enter the stadium radio and press box to handle a beauty contest or other cast from the woman’s angle. Not to be brushed off, however, Alice schemed with Harold Decater, KFRA sports announcer, to lower a mike from the radio booth to the stands below, where during each of the home games listeners were treated to her feminine commentaries. Mail indicated quick and impressive acceptance of the stunt, and it is now so much demanded that the feature has been added for coming seasons.

**Advance before Committees of Congress which consider new radio legislation. The other proposals include recommendations that sale of time should be banned for periods less than two hours; that limitations on multiple ownership should be applied to all li-

ences engaged in television and FM, and that absentee ownership be prohibited.

At the New Orleans session, the Haggerty group contended that even with these franchise taxes and limitations on multiple ownership networks still would be in a position to make adequate profits, based on existing content. The drive is premised on the theory that radio has cut deep into revenues of the printed media, such as newspapers and magazines, which result in decreased employment for printing tradesmen. Detailed statistics, based on new wiring, were used to impress upon the printing trades delegates the threat to their livelihood from the radio "Frankenstein."

The broad-gauged plan is said to call for appointment of anti-
radio committees by locals of various printing trades, including compositors, engravers, pressmen and other union activity identified with printing. The lobbying of members of Congress under the plan, would be carried on through various locals. A committee on radio to direct the campaign is made up of Paul A. Haggerty; Senator George C. B. Berry, president of the International Printing Pressmen; Edward J. Voizl, president of the Photo-Engravers Union.

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Spotlight on Baltimore

--- IN 1941 ---

SOON --- FULL TIME AND 50,000 WATTS
IN 1941—MORE THAN EVER BEFORE WBAL means business in Baltimore
Paul Oury Head Of New WCFI in Pawtucket, R. I.

FCC Deletes Statements in Original Ruling in June

APPOINTMENT OF W. Paul Oury, veteran New England broadcaster and former general manager of WPRO, Providence, as general manager of the new WCFI, Pawtucket, R. I., was announced Dec. 9 by Pawtucket Broadcasting Co., licensee of the station. Holding a construction permit for $1,000 watts fulltime on 1399 kc., the station plans to begin operation about Jan. 1. Approximately $75,000 is being expended for studios and equipment.

The announcement was made immediately following issuance of an order Dec. 7 by the FCC clearing up the status of Mr. Oury in connection with the projected station's operation. In the original decision granting the construction permit Dec. 6, certain conditions regarding Mr. Oury's participation in the project were specified. In the order made public Dec. 7, the station licensee took the FCC to task for its ruling, and the FCC orderedстрчd from the decision all reference to Mr. Oury, giving him a clean bill of health.

Order Amended

The Commission ordered that the original decision be amended by striking out the specifications in the original order saying that Mr. Oury "does not have and is not to have any interest or connection with the applicant or any affiliate." In the conclusions, it ordered stricken the language that "capital stock in the corporation, formerly held by Mr. Oury, having been surrendered and the latter having withdrawn from any connection with the applicant."...

In another paragraph in the conclusions, it ordered that there be no implication that Mr. Oury, "subject to the condition that Paul Oury shall not have any interest in the proposed station or be associated with it as manager, or in any other capacity...." The order was made immediately effective.

Originally responsible for the filing of the WCFI application, Mr. Oury's new status will be that of general manager, in full supervisory charge of the station's development. Stockholders in the company are Frank Crook, president of Crook & Crook, automobile distributors, and Howard W. Thornley, chief engineer, each holding 50 shares. Mr. Oury originally was a partner in the venture.

The station is installing a Western Electric 1,000-watt transmitter and a Blaw-Knox director. Studios are located in a separate building in downtown Pawtucket, adjacent to the WPRO-WPFW, Providence and Pawtucket, from 1922 to 1938, and

Rates for S. E. Blue

PACKAGES RATES for the 10 southeastern stations joining NBC as Blue stations, Biltmore, Southern Group [BROADCASTING, Dec. 1], has been set by the network at $50,000 per hour and $100,000 for the 15-week period. The stations will be WPVI, Philadelphia; WSB, Atlanta; WSPA, Spartanburg; WKBV, Tampa; WCOS, Memphis; WCBS, New York; WOR, New York; WSM, Nashville; WHAS, Louisville; and WFLF, Miami. The 250,000-to-500,000 watt power stations will be WPVI, WPVI and WOR.

SOMETHING NEW in emergency operation setups—a barbed wire power circuit—was used in Texas. A 250,000-watt mobile hookup supplied power to the station, with a cowboy patrolling the line on his horse to insure against further sabotage. In the midst of the storm WBAP, Fort Worth, sent its mobile unit to Amarillo for a radio show. Although damaged, its sales in the spongy KGNV lawn, the WBAP unit was used to feed a program to the nearest telephone line at Clarendon, 60 miles away—claimed as the first on-the-spot record of the storm received in the entire state of Texas.

Regional Grantees

Two WNBC-Blue Affiliates

WNYW, WBIG, WFEA Given Boosts to 5,000 Watts

THE REGIONAL stations were given increases in power. WNYW, WBIG and WFEA, 1,000 watts, were granted fulltime, 2,000 watts, unlimited. The FCC, acting under the Emergency Power Act, granted each a 1,000-watt increase. Each of the stations has been a strong competitor in the market, and the increased power is expected to increase their coverage in New York.

WSPA AFFILIATION WITH CBS JAN. 1

TO TAKE advantage of large-scale industrial and national defense development, WPIC, Inc., owner of WPIC and WJZ, Inc., plans to join CBS in New York City, effective Jan. 1, 1940. WPIC, Inc., is a wholly-owned subsidiary of the famous Yankton, S. D., station.

The arrangement will make possible the full development of the WPIC stations, which are operated by WPIC, Inc., and the affiliation with CBS, which will give WPIC the advantage of the CBS network. WPIC, Inc., has been operating WPIC and WJZ for more than 20 years, and has developed a large and loyal audience in the New York City area.

The move will also enable WPIC, Inc., to expand its operations and provide better service to its listeners. The move will also enable WPIC, Inc., to expand its operations and provide better service to its listeners. The move will also enable WPIC, Inc., to expand its operations and provide better service to its listeners.

WPIC's affiliation with CBS will enable the company to offer its listeners a complete package of programming, including news, music, sports, and other entertainment. The move will also enable WPIC, Inc., to expand its operations and provide better service to its listeners. The move will also enable WPIC, Inc., to expand its operations and provide better service to its listeners. The move will also enable WPIC, Inc., to expand its operations and provide better service to its listeners.
Jenny Lind...and sung to every American!

Hundreds of enthralled men and women packed New York's Castle Garden on the night of Sept. 11, 1850, and heard Jenny Lind's first American concert. The next morning, the story of her artistry swept the nation, and Jenny Lind became the most famous singer of the century. But only a few thousands actually heard her sing.

Had radio existed in 1850, every American—the clerk in Boston, the planter in Alabama, the farmer in Illinois, the sailor on a clipper bound for California—would have thrilled to the glorious voice of the Swedish Nightingale. Through broadcasting, her concerts would have reached countless American homes. Through Victor Records, her voice would have been preserved to be enjoyed by music lovers for all time.

Today, radio provides more than musical entertainment for Americans. It gives us vital news as soon as it happens; it keeps us the best informed people. Two great nationwide networks of the National Broadcasting Company, an RCA service, operate 35 hours a day in the aggregate to provide the most interesting radio broadcasting service in the world.

Another vital radio service is performed by R.C.A. Communications, Inc., with its direct transmission to and from foreign countries, and between leading American cities. Radiomarine provides communication with ships at sea. RCA Manufacturing Company designs and builds transmitting equipment, home radio sets and RCA Victrola phonograph-radios, Victor Records, and other radio and sound apparatus. And—that this equipment may constantly be improved—RCA Laboratories continuously pioneer new developments in radio.

Radio Corporation of America

Radio City, New York

RCA Manufacturing Company, Inc. National Broadcasting Company
R.C.A. Communications, Inc. RCA Laboratories
Radiomarine Corporation of America RCA Institutes, Inc.
Interest in WFIL Is Sold by Store

Lil Brothers Get Other Half at $126,000 Figure

PENDING FCC approval, Strawbridge & Clothier department store in Philadelphia will sell its 50% interest in WFIL to Lil Brothers, local department store, already a minority owner of the station, and the FCC application was filed Dec. 11. The price for the half-interest was given as $126,000. Negotiations for the sale were completed Dec. 9. WFIL Broadcasting Co. issued the following statement:

An application has been made to FCC for a contract which has been made for the acquisition of Lil Brothers of the entire interest of Strawbridge & Clothier in WFIL Broadcasting Co. so that upon its approval Lil Brothers will be the sole owner of radio station WFIL.

To Retain Staff

“The studies of WFIL will remain in the Widener Bldg. The operation of the station is entirely independent of the department store. No change will be made in the executive and operating personnel of the radio station except for the resignation of officers representing Strawbridge & Clothier interests. Samuel R. Rosenbaum, Sr., president and Roger W. Clipp as general manager of the station until Dec. 1, 1940.

Both department stores operated radio stations independently, sharing time on the same wave length, since 1924. Mr. Rosenbaum, Sr., president and vice-president of Strawbridge & Clothier, consolidated the two stations as WFIL. Strawbridge & Clothier operated WFIL and Lil Brothers operated WLIT.

Upon approval of the sale, the following directors and officers, representing Strawbridge & Clothier interests, will resign from the broadcasting company: Herbert J. Tillman, director and vice-president of the store and chairman of the board of WFIL; Howard Cooper John son, director and vice-president of WLIT, and Mr. Clipp as general manager of the station.

The remaining broadcasting directors, in addition to Mr. Rosenbaum, who is a director of Lil Brothers and WFIL, president, representing Lil Brothers, are George H. Johnson, president of the store and director of WFIL; Walter Griswold, executive vice-president of the store and director of WLIT; Mrs. A. T. Hild, secretary to G. H. Johnson and general manager of the broadcasting company.

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Pinehurst Cigarettes Plan

R. L. SWAIN TOBACCO Co. Inc., Danville, Va. (Pinehurst cigarettes) will use spot radio in a campaign for Pinehurst cigarettes, now being outlined by Capitalizing, Co., New York, which handles the account.

CAPITALIZING on an idea furnished by Broadcast Music Inc., WEW, St. Louis, Mo., and its first exclusive BMI-public domain music sponsor—real Philco distributor—for Give Me Music, presented Sundays, 1-2 p.m.

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Pennsylvania. Discusses Music Problems

Miller Spurns Appearance; Station Checks Reviewed

DETERMINATION of the radio industry to win its fight against AASC was the theme of a recent meeting of the Third District of the NAB held Dec. 9 at the Benjamin Franklin Hotel, Philadelphia. It was announced that a new general manager was being set for the all-day session.

Carl Cashier, station relations head for BMI; Cy Langlois, of the Langlois & Wentworth, transcription firm; and William Parsons, of the Programming Bureau, explained that the machinery was being set up to handle radio’s music problem after the first of the year. The annual meeting of the Pennsylvania Assn. of Broadcasters followed in the afternoon.

Music Checking

Any possibility of a last-minute settlement in the AASC-radio impasse was dispelled by Mr. Miller. Following his review of the BMI boards of directors meeting, he urged broadcasters to “stick together”.

Mr. Haverlin discussed station procedure in handling music after Jan. 1. He urged checking of its files carefully. He said greatest caution must be exercised in handling music, particularly of the station which pointed out that while “Ave Maria” was in public domain, there are 158 copyrighted arrangements of the composition. Care must be exercised, he cautioned, in programming nursery rhymes and marches. An advance of the BMI was preparing a master index of all available music to be distributed after the first year which would simplify the checking of music.

Mr. Haverlin further stated that 565 stations had already signed with BMI and 600 expected by the end of the year. He said Florida was the only state that have any radio stations signed with BMI, and California coverage has been extended to 35 stations in Southern California signing.

Apart from the music discussion, the business meeting was conducted by A. Miller, labor relations director for the NAB, who interpreted the new 14-hour law and the application of the act to the broadcasting industry. Clifford M. Chafey, WEU, Reading, Pa., NAB district director, presided at the regional meeting, attended by 85 station executives representing 40 stations in Pennsylvania, Southern New Jersey and Delaware.

Clair McCollough, WGGG, Lancaster, Pa., chairman of the Pennsylvania association, presided at the afternoon session, the regular annual meeting of that group. A nominating committee was named to select new officers for the association, includes representing: Mr. McCollough, chairman; Mr. Chafey; Clarence G. Moss, WKBO, Harrisburg; Dr. Leon Levy, WCBC, Allentown; Joseph C. Burwell, WMBS, Uniontown; and Roy Thompson, WFBG, Altoona.

NATIONAL BISCUIT CO., New York, which moved the handling of its breakfast cereals from Erickson, New York to Lord & Thomas, New York, some four months ago, has transferred the account back to the former agency.

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Another Radio Patt

MARGARET PATT, sister of the five “radio” Patt brothers, on Dec. 1 joined RCA Communications in Los Angeles, making it a unanimous setup for the Patt family in the broadcasting business. John Patt is vice-president of WGAR, Cleveland; Ralph general manager of WPAQ, Portsmouth; James, in the sales department of WKRC, Cincinnati; Robert, sales promotion manager of WHN, New York.

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Little Likelihood of FCC Appointment Seen as White House Remains Silent

THOUGH informative word has been forthcoming from the White House, largely due to the absence of President Roosevelt from Washington, little likelihood is seen of an appointment to fill the Thad Brown vacancy on the FCC until after the new Congress convenes Jan. 2. Despite this, a number of active campaigns are going forward for the vacancy, with Dr. Arthur G. Carter, president of the University of Wyoming, apparently conducting the most active drive.

The possibility exists, according to informed circles, that the vacancy will not be filled at all, since the President may have in mind some other candidate to reorganize the communications licensing agency. If such a course is followed, the President probably would not be disposed to name a seventh member of the FCC for a temporary appointment.

Other Aspirants

Among those aspiring to the Brown vacancy, in addition to Dr. Crane, are former Judge John C. Kendall, of Portland, Ore., and Judge James B. Kinne, of Seattle. A number of additional names are mentioned as possible appointees, including E. Henry Norweb, Minister to Peru and a member of the American delegation to the North American Regional Broadcast Conference of 1937. Still being supported for the post, it is understood, are Nelson Lee Smith, chairman of the New Hampshire Public Utilities Commission, and Ray C. Wakefield, member of the California Railroad Commissions. All are understood to be Republicans. The vacancy must be filled by a non-Democrat, since the law specifies that not more than four members of the seven-man Commission shall be of the same political party.

Judge Kinne is understood to be the candidate of Senator Homer T. Bone (D-Wash.). Considerable support from Western legislators, it is feared, will be given Mr. Norweb, highly respected career diplomat, is familiar with communications by virtue of his participation in the 1937 conference. It is reported he is desirous of returning to the United States, but whether he is an active candidate or his name has merely been advanced by friends could not be ascertained.

Appointment of G. W. Johnstone, radio director of the Democratic National Committee and former public relations chief of NBC and of MBS, to the FCC also is being urged. While he could not qualify for the vacancy because he is a Democrat, a shift of FCC personnel which would open a Democratic place on the FCC also is urged.

Mr. Johnstone is being supported by numerous agricultural colleges, according to word reaching Washington. Chairman of the National Advisory Committee on Education by Radio, Dr. Crane also is head of the National Association of State Universities.

Carter on NBC-Blue

CARTER MEDICINE Co., New York, extensive user of spot radio for Carter’s Little Liver Pills, has contracted with NBC-Blue for the Tuesday 9:35-10 p.m. period, and plans to start sponsorship Jan. 7. According to the agency, Street & Finey, New York, and the network, type of show has not yet been selected and is now under consideration.
FOR IMMEDIATE DELIVERY!

It's a honey!—this new Western Electric 250 watt transmitter. Engineered by Bell Laboratories for highest signal quality, utmost compactness, accessibility and distinctive styling. Low power consumption, low tube cost, low maintenance cost assure unusual operating economy. Get full details—Ask Graybar for Bulletin T-1752.

Outstanding Features

Frequency Response: flat within 1.5 db from 30 to 10,000 c. p. s.
Distortion: Less than 5% in frequency range of 30 to 7500 c. p. s., less than 3% in range below 5000 c. p. s. at all values of modulation to 100%.
Noise Level: r.m.s. noise level is 60 db or better unweighted, 70 db weighted below signal level at 100% single frequency modulation.
Grid Bias Modulation of last RF stage.
Hummert Appeal Rejected by FCC
Fly Suggests Agency Official Meet Interested Parties
ANY HOPE harbored by Tin, Pan Alley that the FCC might voluntarially mediate the rupture of relations between ASCAP and the broadcast industry was dispelled Dec. 7 by FCC Chairman James Lawrence Fly. In a letter to E. Frank Hummert, vice-president of Blackett-Sample-Hummert, responding to a plea for mediation, Chairman Fly suggested that any proposal for mediation “should be made to the parties in interest.” He revealed that a letter similar to the one he had received [BROADCASTING, Dec. 1] also had been sent by Mr. Hummert to the FCC and to Commissioner T. A. M. Craven.

Interested Parties

“The existing controversy between ASCAP and the broadcast industry has not been presented to the public by the ASCAP...of the interested parties,” Chairman Fly wrote. “It is accordingly suggested that if formal mediation should be made to the parties in interest.”

The information in your letter is appreciated by the Commission, and you may be assured that it has been given thoughtful consideration.”

Mr. Hummert had suggested the Commission undertake such action “as may be necessary to bring about a meeting between the broadcasters and ASCAP to the end that the nation’s great radio industry may continue to function without interruption, to enjoy all of its own American music.”

STATE ASCAP LAWS GET COURT REVIEW

THE CONSTITUTIONALITY of State anti-monopoly laws directed against ASCAP, a half-dozen of which have been enacted during the last few years, will be reviewed by the U. S. Supreme Court in the Nebraska test case.

The Court, at its session Dec. 9, without argument, agreed to hear there appeared to be “probable jurisdiction” in the Nebraska case and agreed to the argument. Argument is expected in February or March.

Simultaneously, the court received appeals in the Florida anti-monopoly case. The State, through the attorney-general, filed an appeal from the opinion of the three-judge court on the jurisdictional issue. A cross appeal was filed by ASCAP in the suits of Gene Buc, ASCAP president, against the Attorney General, W. Cooper Gibbs. In the Florida case the court ruled that the State anti-monopoly law was invalid, differing from the Nebraska case.

In the Nebraska appeal, State officials seek a review of the dismissal of the suit, which holds that copyright royalties paid upon payment of the original price for the record, involves essentially the “per piece” issue.

GENERAL MILLS (Wheaties) and B. F. Goodrich Rubber Co. again will sponsor 175 games of the San Francisco Giants baseball team on KQW, San Jose. Ernie Smith will announce. Agency is Westco Adv. Agency, San Francisco.

Hummert's position, WMCA under its new ownership might contract for ASCAP even though the major networks and other major New York stations have indicated they have no intention of renewing contracts to begin next Jan. 1 with the music group. It was stated on behalf of Mr. Noble that all this is pure conjecture.

In industry circles it is estimated that Sterling Products spends in the neighborhood of $4,000,000 a year for radio time, both network and national spot. Among the Sterling Products items are Bayer Aspirin, Balsem of Figs, Dr. Lyons Tooth Powder, Cal-Aspirin, Cal-Acetyl and Pape's Cold Compound.

Mr. Noble's Holdings

The application filed with the FCC brought out that Mr. Noble has been chairman of the board of Life Savers Corp. for 27 years. He is the largest single stockholder in that company. Young & Rubicam handles this account. It is not a usual practice for the agency to handle an account of $850,000. The application revealed that $850,000 had been deposited in a special account to pay for stock involved in application.

A native of New York, Mr. Noble is 58 years old. He was graduated from Yale in 1916 and, according to the application, "has had extensive training and experience in private business, including the advertising and publishing of financial journals as well as experience in public life on a Federal regulatory agency."

In response to the question in the application as to the type of service that would be rendered under the new ownership, it was stated: “Although transferees expects to earn a reasonable return on his investment, the station will be operated as a public service enterprise; every effort will be made to improve the character of the station, and it is expected that the station will be operated in closer cooperation with civic, educational and philanthropic organizations; a larger percentage of the earnings of the station will be devoted to the creation and presentation of sustaining programs, with emphasis on educational and entertainment programs that will be educational as well as entertaining, civic forums, and other public service programs."

Book Firm Testing

WILLIAM H. WISE, New York publisher, is currently conducting a test campaign on a selected list of books. The account is handled by Northwest Radio Adv. Co., Seattle.

Stations are KISO-KZL, WABN, WAFB, WQOQ, WPRO, KMPC, WCAC KFRC, WJJD, KWHW, WRVA, KSN, WFMZ, WKBW, WJZ, WPDR, WGER, WHA, WBJR, WJBO, WJZ, WJZ, WJZ, WJZ, WJZ.
"results ... explain why station KLZ is the choice of more and more local and national advertisers ... the best sales producer we have ever used."

Mr. Hugh Terry,
KLZ Broadcasting Company,
Shirley-Savoy Hotel,
Denver, Colorado.

Dear Mr. Terry:

Believe it or not we honestly feel that our daily KLZ radio advertising program played a very prominent part in my recent election as County Commissioner.

So many more people seemed to have a friendly attitude toward me that I am confident the accumulative force of radio definitely influenced the outcome. Of course the satisfactory sales results of our store prove the power of the fifteen minute program featuring Captain "Qzle" with Bob Freed and explain why station KLZ is the choice of more and more local and national advertisers.

The KLZ radio time represents our major advertising investment and the only reason for this is that we have found it to be the best sales producer we have ever used. As you know we have been consistent advertisers over KLZ for about two years and will continue indefinitely.

We enjoy working with you and wish you continued success.

Yours very truly,

Hugh Graham, Proprietor.

Hugh Graham is the owner of the Graham Furniture Company in suburban Englewood, six miles from downtown Denver. Formerly mayor of Englewood, he was recently elected county commissioner.

* The money which local advertisers spend for advertising has to bounce back tomorrow ... or else! Mr. Graham's letter reproduced here is, of course, only one merchant's opinion. But it is significant that KLZ carries more local business than any other Denver station! There's a reason why ... and the reason is RESULTS! National advertisers are following the example of Denver's local merchants in ever-increasing numbers ... for greater results per advertising dollar.
SEASON'S GREETINGS
As the holiday season approaches, we bid farewell to the year that is past with thankfulness for the definite and encouraging progress it has brought. Such success as has fallen to our lot, we owe to the many advertisers whom we have had the privilege of serving; and we take this opportunity to express the hope that the services we have rendered them may also have contributed to their success. With the hope that the New Year may be for all of us a year of continued progress, we extend to our advertisers and their agencies, and to all who may chance to read this, our sincere wishes for a joyous holiday season.

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

NEW YORK - CHICAGO - LOS ANGELES
DETROIT - ST. LOUIS - SAN FRANCISCO

THE YANKEE, COLONIAL AND TEXAS QUALITY NETWORKS
SIMPLICITY plus Unexcelled Performance

2 TUBES
ACCOMPLISH DIRECT FM

STABILIZATION AT OUTPUT
FREQUENCY PROVIDES 150:1
CORRECTION FACTOR

These 4 TUBES
PROVIDE INSTANT-ACTING,
ELECTRONIC FREQUENCY CONTROL

INSIST ON ALL THESE . . .

Continuity of Service
Automatic reclosing overload protection
Instant access to every tube (no shielding to remove)
Complete accessibility without disassembly
Only 2 tubes to produce direct FM
Only 4 tubes in stabilizing circuit
Single crystal control

Frequency Control
Instant-acting electronic (no moving parts; no over- shoot)
Stabilization at output frequency
Temperature control of crystal only
= 1000 cycles stability
Voltage regulated power supply
New G-31 crystal unit
Temperature compensated oscillator and discriminator circuits

High fidelity
Frequency response within ±1 db of RMA standard, 30 to 16000 cycles
Full dynamic range—noise level down 70 db
Linearity within 0.25% up to ±150 kc carrier swing
Harmonic distortion less than 14% (30 to 7500 cycles) up to ±75 kc carrier swing; less than 2% up to ±100 kc swing
Cathode-ray modulation indicator
Square-wave testing of every transmitter

Economy
Based on G-E 1000-watt Transmitter, Type GF-101-B
Tube cost—only $287
Floor space—only 9.3 square feet
Ventilation—natural draft (no blower; quiet operation)
Power consumption only 3.75 kw

F OR CONTINUITY OF SERVICE, G-E design provides a small tube complement, conservatively operated, plus automatic reclosing overload protection and quick accessibility to every part and tube.

The frequency stability of G-E transmitters is maintained at within = 1000 cycles by instant-acting electronic control so sensitive that even abnormal line-voltage fluctuations or sudden detuning of the oscillator tank can have no effect on center frequency.

The dependability is equal to that of the finest AM broadcast transmitters. FM could ask no more. G-E design centralizes frequency modulation and stabilization in one tube (the modulator), without impeding modulation capabilities or linearity. This fact is proved by performance measurements. No temperature control is necessary or used except within the crystal unit itself.

For true high fidelity—frequency response, linearity, freedom from distortion over wide carrier excursions—G-E transmitters are outstanding. These characteristics— inherent in the G-E simplified circuit—are assured by thorough factory adjustment and testing of every unit.

For economy, G-E simplicity assures low tube cost, ease of maintenance, and small operating expense. Small size and unit construction make installation easy and hold floor space to the minimum.

G-E simplified circuit design offers an unbeatable combination of advantages. Investigate them thoroughly. Your nearby G-E man has the story. Call him in without delay. General Electric, Schenectady, N. Y.
TO ACQUAINT radio executives of midwestern advertising agencies, members of the press and salesmen of WOR's so-called "RD Office" with Beatrice Beatty, conductor of the Martha Deane program on the Newark outlet, a luncheon was given Nov. 29 at the Drake Hotel, Chicago, at which Miss Beatty and Eugene S. Thomas, sales manager of WOR, spoke. Present were (1 to r) John Shelton, WOR; Strother Carey, Leo Burnett Co.; Evelyn Stark, Hays; MacFarland; Co.; H. C. Vogel, Reincke-Ellis-Younggreen & Finn; William Presby, of Presby, Felgers & Presby; Ralph Rosenthal, Neisser-Mayerhoff; Jack North, Aubrey, Moore & Wallace; Buck Gunn, J. Walter Thompson Adv. Corp.; Charles Hotchkiss, Sherman R. Ellis & Co.; Jack Laemmier, Lord & Thomas; Jack, W. Rastor & Sons Adv. Co.; Harold David, Lord & Thomas; Helga Wernblad, Benson & Hall; Nate Pumpan, Frank Ferris, Henri, Hurst & McDonald; outside right, Dan Goldberg, Chicago trade paper man; Margaret Wylie, J. Walter Thompson Adv. Corp.; Bob Thiel, W. O. Wood; Ed. of Broadcasting; Dawn Anderson, Henri, Hurst & McDonald.

Mr. Sherwood

PLANS ANNOUNCED FOR RADIO AWARDS

FURTHER details on the organization of Radio Editors of America, which recently set up New York offices (Broadcasting, Nov. 15), have been released by Dinty Doyle, secretary of the group to clarify its purpose and to announce its first dinner, to be an annual affair.

According to Mr. Doyle, Philco Distributors, New York, "set up the money for what could be designated as a 'Foundation' but will have nothing whatever to do with either the administration of the organization or any awards made by the radio editors," of which 183 are now members. These editors will meet winners by ballot, to be sent out by the organization committee.

Award of $500 and a plaque will be presented annually to: The person responsible for the best new program idea; person writing the best magazine article or news story critical of radio; person doing the best job of spot news reporting; author of the best dramatic writing on radio; person doing the best magazine writing on radio. Plaques also will be awarded in 16 different classifications, such as best entertainer of the year, best international relations program, best radio actor etc. The awards will be announced Feb. 13 at a dinner.

Mr. Sherwood

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A Study of Uncle Sam's Propaganda

No Compulsion to Use Government Scripts Or Programs

An objective study of "Propaganda by the Government" was recently undertaken for the American Broadcasting Company by Dr. J. Ross, contributing editor of the "Broadcasting" magazine, one of the leading members of the Washington press corps. In the following excerpts from Ross' article under the above title, the phase dealing with radio is covered. Because he believes it should be read by every policymaker making radio official.

By CHARLES G. ROSS

St. Louis Post-Dispatch

POLITIC though they usually are in dealing with the press and radio, officials of the Government occasionally let their temper get the better of their judgment. An incident of this kind, much talked about in Washington, occurred one recent night during the campaign. Lowell Mellett, one of the administrative assistants to the President, became angered at what he considered an unfair slant in a news broadcast by a Government official.后来Mellett went into the Government newspaper that, among other things, was carrying a story about business executives who were forcing the Administration to increase the price of a product.

To understand Mellett's action, one needs to know that he is a zealous, in fact, a heroic crusader and that, having long been in newspaper work at the capital before he went into the Government service, he is on free-and-easy terms with the Washington newspaper reporters. The consensus of Mellett's former colleagues doubtless would be that he was excessively tactless in his criticism of Lewis, but that the incident could hardly be taken as evidence of a sinister design against freedom of the press. Mellett says that he was simply blowing off steam in his private capacity.

On Good Terms

Melletts' relationship to the press is about the same as that of Stephen T. Early, of the White House staff. A long-time and popular reporter, Early is "Steve" to nearly all the men who visit the White House of a good night and the reporters speak the same language.

In this fact, as in the case of Mellett, there is one of those intangible factors that make it so difficult to analyze the system of Government publicity, or to say where proper guidance of a reporter ends and "cracking down" begins. Uniformly, the relations of the President and the broadcasting companies have been extremely friendly—a fact not to be wondered at, for so few people are concerned, in view of the effective use that the President is able to make of the air waves. Whereas the President has gone out of his way to criticize the press, he has never occasioned to specifically publish newspapers—be he on numerous occasions—said a good word for radio.

CELEBRATION marked recent signing of the 12th sponsor on the Mythical Ballroom conducted on WAAF, Chicago, by Don Norman, with station members instrumental in success of the show as dinner guests. Among those present were (1 to r) Milton Rubel, salesman; Leland Gilbert, announcer; Estelle Barnes, librarian; Rodney O. Daly, salesman; Florence Folsom, actress; Don Norman, host; Edith Bergdahl, secretary; Barry O'Bryan, assistant to Don Norman; Lillian de St. Aubin, librarian; Emmett Perry, engineer.

"There has never been anything resembling a crack-down on our system by the White House in this Administration," said W. Gilbeph, vice-president of NBC in charge of its Washington office, told the writer. "Now and then minor officials speak up, but their attitude is not reflected in the White House. The industry gets along much more smoothly under this administration than it did under President Hoover."

The Best Time

All the broadcasting systems express gratitude to the President and Early for the manner in which the presidential broadcasts are now arranged. Under Hoover, it was the rule for the White House, when the President wanted time, to call up the companies and say flatly that he intended to speak at a particular hour. Whatever the commercial programs scheduled for that hour, they had to be displaced. Under the present practice, according to the local managers, they are called into conference with Early and a time is fixed that will cause the companies the least possible loss of revenue.

Far more difficult are the problems created by the companies' policy of granting free time (except in the case of a political campaign) at the request of any Senator or Representative. When Huey Long was in the Senate, he had the companies at their wit's ends to meet his incessant demands for radio time. Today the champion users of time are Rep. William F. Culver and Rep. Melvin Van宫 (D-W. Va.); Rep. James W. Dickey (D-Mass.); Rep. Emanuel Celler (D-N.Y.); Rep. Martin Dies (D-Tex.). The present management has not yet learned how to do a little scientific stalling with these men and yet keep them satisfied. Happily for the broadcasting companies—and no doubt also for listening public—there are only a few members of the House and Senate who avail themselves of their privilege of putting their views on the air.

What has been said here suggests that if there is any danger to the public from the Government publicity system, it is not from the suppression of news, either by the newspapers or by the radio, but from the constant pressure of the Government, through its numerous press agents under various titles, to get material favorable to the Government into the papers and the movies and on the air. As the Government grows, this pressure constantly increases.

Publicity Or?

Here again it is impossible to be dogmatic—to say, for example, how much money the Government spends on spend on publicity, or to what extent it should assist the newspapers in getting the news, or, in many cases, whether a Government handout, to the press, radio, or movies, is legitimate "publicity" or "propaganda" for a cause. If there is misuse of any of these respects, or others, the remedy is in the hands, first, of Congress, which holds the purse strings, and, second, of the private agencies concerned. None of these is compelled to use a Government handout.

The point here is the second of these corrective measures may be ineffectual through fear on the part of a private agency of offending a strong central Government. Radio, because its broadcasting stations operate under one-year licenses revocable by the FCC, is peculiarly in a position where fear of reprisals might work against the public interest.

The broadcasting companies appear to have achieved a strength and prestige which enables them to deal independently with any requests of the Government for time. The Government programs they are running or have run, say the managers, have been put on the air for their intrinsic value as educational features. Perhaps the best known of these is the National Farm and Home Hour of the Department of Agriculture, which has been carried daily over the Blue network of the NBS since 1929. The Office of Education and the Federal Housing Administration are among other Government agencies whose programs have been carried on the national chains and have won public favor.

It is the small local station, with-

out the benefit of a national hook-up, that is most likely to put on a Government program through fear of jeopardizing the license which the FCC has granted it to serve the "public interest, convenience and necessity." With these words in mind, a station owner receiving script from a Government agency, if a request for its use is likely, if he has the time available, to resolve any doubts in favor of the Government. Or it may be that he will have no hesitation, but will find the script a useful filler on a dull day, like the "boiler plate" of the hard-pressed country editor.

There is well-grounded complaint in the radio industry against the present personnel of the FCC but the testimony of responsible private radio officials in Washington is unanimously to the effect that while licenses have been granted for political reasons under both Democratic and Republican administrations, no station has ever been cut off the air without good cause, for reasons outside of politics. With the standards of considerations that may fall foul of the FCC, it's a long and difficult job, in any case, to get a station off the air. Here given to the FCC on the score of cancellation of licenses is on the authority of strong critics of the Commission who are not best hoping for its reorganization in the near future.

What these critics fear, for the future, is some "fanatical" meddling by the Commission with program content. To date the industry has been able to checkmate all moves, or seeming moves, in that direction. It remains, however, on the alert.

Getting the Breaks

As for the news and features put out by the broadcasting systems, Harry O'Bryan, the CBS vice-president, sums the matter up in this wise: "Of course the administration in power gets the news, 'just as it spins' on the front pages of the newspapers. That is because the administration is creating the news. But the scales are even here, every week, on issues through a balancing of time."

BUTCHER seconded the testimony of Russell, of NBC, that the present Government had not attempted coercion of the broadcasting systems, and noted with gratification that the final executive order by which the President recently created a Defense Communications Board to study the role of radio in the event of war, provided for no control over radio programs. The board under this order has only to make plans only with respect to physical radio facilities. If war comes, some form of censorship, over both press and radio, is possible, but this the confident belief of the radio managers in Washington that this will be worked out on a voluntary basis.
DURING 1940

the radio industry continued to show its confidence in United Press as the dominant news service. By a greater margin than ever before radio relies on United Press for accurate, impartial news and news features.

United Press is conscious of the fact that this trust is based on service—a leased wire unmatched by any other news agency. And United Press pledges for the year 1941 the same unbeatable speed, accuracy and impartiality which are the trademarks of United Press radio news coverage.
Ten Cooperatives Carried on MBS Survey for Year Shows Eight Programs Currently on Air


Bob Hope Is Given Top Rank in Poll Conducted by ‘Cleveland Plain Dealer’

WDFV Starts Jan. 1

WITH a Jan. 1 starting date set for the new WDFV, local in Chattanooga, Tenn., granted Aug. 14 to Joe W. Engel, local baseball manager, to operate with 250 watts night and 100 days on 1210 kc., Fred Bugg, general manager, has announced staff appointments thus far. Mr. Bugg, formerly with WTSF, St. Petersburg, Fla., will also serve as commercial manager and be in charge of merchandising and promotion. Eugene Willey will be program director and J. V. Sanderson, chief engineer. Studios and transmitter, located in the Volunteer Life Bldg., are RCA-equipped and furnish a 180-foot Winch tower has been erected.

Following the success of its November poll, a spot rating will be given in New York, the metropolitan paper AF sponsored a total of 968 announcements Dec. 22 on this New York stations. WAT, WBYD, WHIN, WMA, WNEW, WQXR. Transcribed spots running one half minute, six to 15 per day. Agence is Compton Adv., New York.

Tongue Trippers

WHEN you do business with KSD, St. Louis, be sure you talk plainly and enunciate clearly in calling for any one of four members of the staff—Chief Engineer Bob Cole, Ray Cole, Max Cole (no relation) and Ray Johe. Any one of them may answer if you don’t use their first names.

Holding the Bag, these midwest and Mountain region hunters survey their quarry. At left is the Terrible Trio of WHO, Des Moines, who braved autumn chill recently during the pheasant season and returned with this brace of ringnecks. Left to right are Max Robinson, WHO announce; Cousin Herald Goodman, comedy star of WHO’s Barn Dance Folks; Alfred (Buddy) Webster, leader of the Borderland Buckaroos, WHO’s staff bands. The other pair, Robert H. Owen, assistant manager and chief engineer of KOA, Denver, and Lloyd E. Yoder, KOA general manager (right), tenderly finger the horns of the antelope burgled recently by Mr. Owen in the Colorado-Wyoming One-Shot Antelope Hunt.

Hickville isn't Hickville — anymore!

That's because there aren't anymore "hicks" in Hickville. For instance in WSM's primary and secondary areas alone there are 4,002,310 modern, up-to-date farmers who earn 410,789,000 dollars a year ... and that ain't hay.

Call them "corny" if you wish, but last year that corn was worth $344,145,000 for Southern farmers. They raised

$468,778,000 worth of cotton but their stockings were made of silk ... to the tune of $12,000,000.

This is where WSM blasts its 50,000 watts ... right in the heart of "America's fastest growing market" ... where agriculture is a 500 million dollar industry ... where everything grows ... including sales. Send for facts and figures.

HARRY L. STONE, General Mgr.

WHERE SALES MULTIPLY!

Nashville WSM Tennessee

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.
But, Joe—
What makes you so sure NBC RED is the best network buy?

Smash-Hit Programs 'Clear Reception .. Give NBC Red 41.7% Preference

NEW YORK, N. Y.—Latest refrain among advertisers, and through offices of their agencies, too, is: “Have you seen the results of the first All-County Census of network listening habits ever made?”

First Nationwide Survey
This Census recently completed by NBC is meeting a long-felt need because, by size and completeness, it constitutes an unparalleled job in radio research. Never before has every county, in every state, been surveyed. NBC sent out 1,425,000 questionnaires .. but for simplicity’s sake, asked only two questions: (1) What stations do you listen to regularly? (2) What one station do you listen to most?

Sweeping Victory for RED
To avoid any claim of prejudice, NBC had the replies sent to C. E. Hooper, Inc., for tabulation. 166,000 families (one out of every 168) sent in more than 1,000,000 station call-letter votes.

Results brought out some surprising figures. (1) Over the entire country, 89.1% of the listening families tune regularly to NBC RED during the evening; 74.7% during the daytime. (2) The network most people listen to most is NBC RED .. with a preference of 41.7% over any other network.

Shows, Stations, Responsible
Such a preference will not aston- ish the person who realizes there are only two reasons why listeners choose any given station. The first reason lies in the programs they get. The second lies in the clarity with which that station comes in on their set. Neither factor, alone, is ever sufficient. But both together create an appeal that becomes irresistible in any section.

RED Better than Ever Today
NBC RED, from the very start of radio, has been known as the net- work that opened the airwaves with the world’s greatest parade of guest stars and talent. Today, their “parade” is bigger than ever. And the millions who tune in NBC RED comes in clear-voiced and full-throated ... thanks to strategic stations ... expertly built for dependable performance.

Radio time-buyers have long been saying that with such five-star pro- grams and station facilities, NBC RED was bound to hold the “net- work preference.” Now NBC’s All-County Census figures prove NBC RED the most deeply entrenched in the listening habits of America’s 28,000,000 radio families.

WEAF’s New Giant-Size Vocal Chords Startle Metropolis

New Signal on NBC RED’s Key Station Wakes City with Voice Two to Ten Times as Strong

ON THE MORNING of November 8th, numerous astonished metropolitan families — many of whom leave their radios tuned at night, ready to catch the early-morning broadcasts — woke with a start to hear a giant-size voice booming through their apartments. These families had not known that, during the night, WEAF’s “voice had changed” .. become twice as strong in Brooklyn .. four times as strong in Queens .. ten times as strong in the heart of Manhattan and throughout North- ern New Jersey.

Naturally, they were amazed. That morning, and practically every day since, NBC has heard constant delighted comments from radio fans, tired of struggling with static, that WEAF now comes in so clear and strong it fairly knocks people out of their chairs ... stronger than any metropolitan station.

Typical of NBC’s science and service is the research that went into this powerful improvement.

First — the distance between the WEAF transmitter site and the center of New York City has been cut almost in half.

Second — WEAF’s new signal is now conducted in over the “salt water way” of Long Island Sound .. and salt water is acknowledged the finest conductor for radio signals in the world.

Third—every latest technical improve- ment developed by RCA and NBC engineers has been incorpo- rated in WEAF’s new equipment, giving this 50,000-watt, Class 1A, clear-channel station an efficiency .. and a reception-appeal .. un- paralleled in radio history.

Again, NBC RED gives to all ad- vertisers the clearest, most vital, most forceful voice for telling the public their sales story.

NBC RED NETWORK
The Network Most People Listen to Most
A Radio Corporation of America Service
"Well, Joe... why get excited about another survey? What's so unusual about this one?"

"T. W., this is the first all-county survey ever made! NBC sent 1,425,000 questionnaires... to every county, in every state. They asked two questions: What stations do you listen to regularly?... What one station do you listen to most? Results were tabulated by Hooper."

"Okay, what were the results? Maybe this census does really prove something about relative network values."

"You're right! This census proved that NBC RED is tuned in regularly by 89.1% of all listening families during the evening... by 74.7% during the day. What's even more important... it proved that NBC RED is the network listened to most by 41.7% more U.S. radio families than any other network!"

"41.7%! Did I get that figure right, Joe? Say... it sounds as if you'd been right, from the start! I want to study that survey carefully..."

"NBC's man is on his way now, to see you. Look over the figures, T. W. When you see them, you'll have to admit that NBC RED is the network most people listen to most."

"If you haven't seen the results of the NBC all-county census of network listening habits... you're not up-to-date on radio values!"
Radio Receivers Produced During Year Reach 11 Million

Table Models, Combinations Are Increasingly Popular

ELEVEN million radio receivers were produced during 1940, a record-breaking year for set production, according to the annual report issued by the Institute of Radio Engineers. During 1939 the production figure was 9,000,000 sets. Table models continued in favor during 1940, the IRE states, accounting for 52% of the total. An important new trend noted was the increased popularity of radiophonograph console combinations, with comparatively more than 1,075,000 automobile sets totaling 2,200,000. In all there were approximately 1,000 different models of receivers available.

Industry Totals

The December Radio Today, dealer trade journal edited by O. H. Caldwell, former Federal Radio Commission recessive, reports the status of the radio business today as of Jan. 1, 1941, showing that:

There are 7,500 radio manufacturers with a total investment of $50,000,000, an annual gross revenue of $400,000,000, and an annual payroll of $80,000,000.

There are an uncounted number of radio distributors and dealers with a total investment of $350,000,000, annual gross revenue of $600,000,000, and an annual payroll of $225,000,000.

There are approximately 880 broadcasting stations in the United States with a total estimated investment of $80,000,000, an estimated annual gross revenue of $185,000,000, with 20,000 regular employees (not counting wartime employees, artists, etc.) and a $60,000,000 annual payroll.

There are an uncounted number of commercial communications stations with a total investment of $5,000,000,000, annual gross revenue of $1,200,000,000, and an annual payroll of $25,000,000.

The December Radio Today states that there will be 52,000,000 radio sets in use as of Jan. 1, representing a total investment of $3,000,000,000, an annual cost of operation (tube replacements, electricity, batteries, servicing, etc.) of $220,000,000.

Theatre Assn. Speaks

RADIO session at the annual four-day convention of the American Educator Theatre Assn. and National Teachers of Speech in Washington will be held Dec. 13, it was announced by Bevleas Devins, NBC supervisor of educational programs, as chairman. Among the speakers: Miss Janet Rutledge, NBC director of sack broadcasts, who will discuss record programs for use in schools; Ted Malone, who will describe some highlights of the program on NB. Among the bookings: "Between the Bookends and American Pilgrimage." January 4, NBC director of programming, will be speaking on "Glory Bound the Little."}

Network Time Sales So Far This Year Reach 87 Million, 16% Above Last Year

CUMULATIVE gross sales times of the nationwide network began Nov. 30 and have surpassed those for the entire year of 1939. The CUMULATIVE gross sales were $235,000,000, compared with $174,900,000 for the same period last year and indicate a 6.2% increase. The total gross for 1939 was $283,115,801.

Aided to some extent by last-minute network billings, the total CBS, NBC, and MBS time sales for November were $9,016,418, a gain of 10% over the same month last year. Largest percentage increase for the month was by MBS, almost doubling last year's November figures of $327,045, while CBS registered the largest time sales volume. Cumulative MBS figures for the year to date are $4,190,071, a 39.1% increase over the corresponding figures for 1939. Cumulative CBS time sales are $377,656,562, or 20% over the $310,011,000 grossed during the same period last year.

Red Above 1939

NBC-Red has grossed $36,168,421 to date, representing an 8.9% gain over the same month in 1939. Combined NBC cumulative grosses have totaled the same amount for the same period last year. The NBC-Blue cumulative gross of $5,882,000 is 4.9% over the 1939 figure of $5,672,933. Total NBC time sales for the month amounted to $4,609,000, showing a rise of 11% over last year's corresponding total which was $4,242,899. Combined NBC cumulative grosses have totaled the 45 million-dollar mark with billings of $45,763,127. This is 11.7% higher than the $40,964,606 billed in the same period in 1939.

Gross Monthly Time Sales

<table>
<thead>
<tr>
<th>Month</th>
<th>NBC-Red</th>
<th>NBC-Blue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan.</td>
<td>$3,496,339</td>
<td>$958,150</td>
</tr>
<tr>
<td>Feb.</td>
<td>$3,269,931</td>
<td>$961,157</td>
</tr>
<tr>
<td>March</td>
<td>$4,264,157</td>
<td>$950,430</td>
</tr>
<tr>
<td>April</td>
<td>$3,185,641</td>
<td>$979,471</td>
</tr>
<tr>
<td>May</td>
<td>$3,291,646</td>
<td>$778,478</td>
</tr>
<tr>
<td>June</td>
<td>$3,156,240</td>
<td>$786,471</td>
</tr>
<tr>
<td>July</td>
<td>$3,125,499</td>
<td>$778,478</td>
</tr>
<tr>
<td>Aug.</td>
<td>$2,165,499</td>
<td>$778,478</td>
</tr>
<tr>
<td>Sept.</td>
<td>$2,155,499</td>
<td>$778,478</td>
</tr>
<tr>
<td>Oct.</td>
<td>$2,145,499</td>
<td>$778,478</td>
</tr>
<tr>
<td>Nov.</td>
<td>$2,135,499</td>
<td>$778,478</td>
</tr>
<tr>
<td>Dec.</td>
<td>$2,125,499</td>
<td>$778,478</td>
</tr>
</tbody>
</table>

ADOPTION of a plan to establish effective Jan. 1 copyright clearance bureaus in strategic points throughout the country, to aid stations in checking availability of non-ASCAP musical numbers and originated by Texas stations, is expected in the immediate future. Urged by the NAB board of directors at its meeting in New York last month, description of the clearance plan is expected to be given to all directors with a view toward setting up similar bureaus in each area.

The Texas plan, adopted last month at a meeting of broadcasters of District 13, involves use of the WFAA-WABP music library in Fort Worth for checking and clearance of all musical numbers. The bureau is staffed by employees chosen by local broadcasting stations and its expenses are defrayed by Broadcast Music Inc.

Adamsites Advocated

Stations are not indemnified against infringements by bureau clearance, but all available information on copyrights is supplied to stations, upon request. The ASCAP index, first made available in 1937, is an integral part of the checking system.

The form sheet of the bureau, to be used by participating stations, requests listing of the exact title of the composition, its originating source, composer and publisher. The bureau then will seek to provide the name of the performing rights society controlling the copyright right on the number. Stations are asked to submit only numbers on which they are in doubt, thereby conserving the bureau’s time.

At the various district meetings currently being held, NAB President Neville Miller is urging adoption of a clearance formula similar to that created in Texas. A number of progressive stations, it is pointed out, have already adopted elaborate copyright libraries, using the ASCAP index as the nucleus, and have made arrangements to provide the service. With the personnel donated by participating stations and the assistance of Broadcast Music Inc., it is pointed out, establishment of the bureau is not a major operating development. There should be no great difficulty in setting up such bureaus in each district, it is believed.

WDGY Hearing

WITH FULLTIME in its grasp, WDGY, Minneapolis, Dec. 5 found itself caught in a new hearing prior to final action by the FCC. The Commission adopted an order Dec. 1, recalling the petitions of KWXH, Shreveport, and WOV, New York, for a hearing on the fulltime station granted by Broadcast Frequency from 1180 kc. to 1100 kc. used by the protesting stations. WDGY had been granted the fulltime license with 10,000 watts day and 5,000 watts night. In its new order, the Commission set aside the grant and ordered that the construction permit issued on Sept. 5, mailed to Dr. George W. Young, WDGY president, and the application be designated for hearing "upon issues to be determined by the Commission."
WTAM - Cleveland, PAYS YOU TWO EXTRA DIVIDENDS

In Metropolitan Cleveland

*WTAM has almost as many listeners as all other Cleveland Stations combined. Right here is a substantial dividend in itself. But, in addition, WTAM pays two extra dividends that no combination of stations in the area can equal. Here they are:

In the Urban Centers

**Ten times as many people "listen most" to WTAM as to any combination of Stations in the area.

In the Rural Areas

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

Yet, you can BUY WTAM at about half the cost of any combination of stations in the area.

*Based on four independent coincidental Surveys of Cleveland audiences . . . March, June 1938, January 1939 and April 1940
**NBC Personal Call Urban Survey 1938
***NBC Rural Post Card Survey 1939
Commercial Plan Is Proposed for Audimeter Device

Nielsen Firm to Make Survey Data Available Next Year

PLANS to make commercially available early in 1941 the listener survey data of the Nielsen Index were announced Dec. 5 by Arthur C. Nielsen, head of A. C. Nielsen Co., Chicago. The Nielsen firm, whose mechanical Audimeter experiments have drawn much attention during the last two years, claims that the service will offer for the first time a means of checking the rating of broadcast stations when and where Audimeter-equipped receivers were tuned in.

Pointing out that the company will invest $1,000,000 in its new system by the time it is offered on a commercial basis, Mr. Nielsen estimated that cost of the service would be about $8,000,000 a year, representing a charge of 1% on a $200,000,000 advertising revenue for the broadcasting industry. Although it has not yet been decided whether the service will be offered on a national or exclusive basis, it was pointed out that "it may prove more desirable" to employ an exclusive basis, which would confer financial advantages on a limited number of large clients.

Plan to Expand

Following experimental operation of 200 Audimeters in 1939, the company plans to install 1,000 additional Audimeters in 1940, and in 1941 will add 1,000 new units at six-month intervals until country-wide coverage is attained. About 4,000 to 5,000 instruments will provide a cross-section of listening on a national basis, Mr. Nielsen estimated.

The national coverage basis includes plans for supplying detailed information on all network programs and on local programs in 10 to 20 principal markets.

According to Mr. Nielsen, the Radio Index will supply stations with data on: hour by hour, day by day, month by month; number of sets tuned to each program; number of families listening to each program; audience during each minute of the program; audience turnover; audience delivered by each station and each network—comparable to ABC data supplied publications; sales effectiveness of commercials.

The Nielsen firm also released some findings on radio listening, based on its experimental operation of Audimeter Devices in 1939 and 1940. One study of winter and summer listening indicated that during the month of December an average of 80% of all radio families turn on the radio at least once during the day (6 a.m. to 6 p.m.) and at the same time between the night (6 p.m. to 6 a.m.), during June only 77% of the families use the radio at some time during the day, and 66% at night.

They Listen and Listen

Combining both day and night listening, the Nielsen survey showed 91% tune in at least once in 24 hours during December, but only

Leading Programs in Various Branches Are Selected in Max Wylie Anthology

SCRIPTS of top-flight radio broadcasts during the last year have been published in Best Broadcasts of 1939-40, second volume of a series by Max Wylie, CBS director of programming for the Dial Book Co., New York, $3. The 388-page volume is the second anthology of broadcast programs selected and edited by Mr. Wylie, and along with the 1939 edition is destined to take its place with the annual drama and short story anthologies of Burns Mantle and Edward O'Brien [Broadcasting, Jan. 1, 1940].

Different from 1939

The 1939-40 anthology differs from the previous volume chiefly in its inclusion of several programs as the best-attracted attractions in a single entertainment field, such as comedy and dramas, rather than selecting a single feature as "best" in its field. Each selected broadcast is prefaced with a brief commentary on the program, its personalities or history. In making his selections Mr. Wylie had complete cooperation of network and stations. Emphasis has been placed on comedy programs, news broadcasts and radio dramas in the new volume.

The Book's Choices

Mr. Wylie's selections are:


Best Comedies: Jello Programs, with Jack Benny, heard on NBC-Red March 3, 1940; Town Hall Tonight with Fred Allen, heard on NBC-Red April 24 and May 1, 1940; Burns & Allen, for Hinds Honeym & Almond Cream, heard on CBS; The January Show, with Bob Hope, heard on NBC-Red March 25, 1940; The Alford Family, by Clifford Goldsmith, with Eara Stone, heard on NBC Blue Oct. 31, 1939.


Best Educational Broadcasts: Meet Mr. Knickerbocker, heard on NBC-Blue; The Human Adventure, written and produced cooperatively by the radio department of Chicago U and CBS, heard on CBS June 28, 1939.

Best Western Program: The Lone Ranger, by Fran Striker, originated by WXYZ, Detroit, heard on MBS June 29, 1939.


READERS of 36 Pacific Coast newspapers clipped coupons from the Don Lee released Dial-O-Logue column to select their favorite children's program. The favorite was Lone Ranger, sponsored on Don Lee network by KFRC, San Francisco, presented the Dial-O-Logue trophy to Harold W. Kilpatrick (right), head of the bakery. Watching are Roy Baker (left), Don Lee representative, and Emil Reinhardt, agency head.

BAR GROUP ELECTS BINGHAM PRESIDENT

HERBERT M. BINGHAM, Washington attorney, was elected president of the Federal Communications Bar Assn. at its annual meeting Dec. 6, succeeding R. L. Hennessey. Elected as first vice-president was John M. Littlepage, of Washington, succeeding Mr. Hennessey. Mr. Hennessey was made vice-president in place of T. M. Lohnes. Second vice-president is Ralp Van Orsdel, Washington counsel for the Cheapsie & Potomac Telephone Co. Percy H. Russell Jr., attorney at the Washington office of Kirkland, Fisher, Green, Martin & Ellis was elected secretary, succeeding Mr. Bingham. Paul A. Porter, Chicago firm, was unanimously re-elected treasurer without opposition.

Elected to the executive committee were Mr. Hennessey and Mr. Lohnes, replacing Louis G. Caldwell, Washington attorney, and Ralph R. Hammond, counsel for Western Union, whose terms expired. Holdover executive committee member was Mr. Patrick, Swagar Sherley, former Commissioner E. O. Sykes, and Frank W. Wozencraft of New York.

At its meeting, the association debated vigorously the recent action of the secretary of the Air Force in assisting members of Independent Radio Network Affiliates to televise their program under contract for the first time. In addition, the association was invited to consider matters such as the proposed FCC annual meeting. The executive committee had jurisdiction to consider matters of concern to the association, and a motion to approve the executive committee's actions was adopted by a narrow margin.

The annual luncheon and banquet was held the evening of Dec. 6, with entertainment provided by the group. Among those who took part in the banquet's play was Commissioner T. A. M. Crenn and Norman S. Case.

Best Radio Talk: President Roosevelt's address to the American Scientific Congress in Washington, May 10, 1940.


Best News Reporting: Major George Fielding Eliot, June 14, 1940; Elmer Davis, June 21, 1940; Edward R. Murrow, June 17, 1940; William L. Shirer, signing of the Franco-German armistice, June 21, 1940; Wyche Williams, June 28, 1940; Raymond Gram Swing, May 10, 1940.


Best Sports Report: The Belmont Stakes, by Ted Hushin with Bill Corum, on CBS June 8, 1940.
NBC THESAURUS Answers the Spot and Local Advertiser's Program Problem

Up your sales in whatever territory you wish! Low-cost NBC THESAURUS programs—available on stations listed here—cover every field of musical entertainment! "Name" artists, "big time" direction! And all are amazingly low in cost. The new HOLLYWOOD HEADLINERS with Stella Unger, "Your Hollywood Newsgirl," is also available through these Thesaurus subscriber-stations.

Write any of the local stations listed below for complete details.

Remember too—NBC also offers you complete facilities for producing and recording "custom-built" shows as well as syndicated recorded programs such as The Lone Ranger, Betty and Bob, K-7 and many others—all proved sales-builders.

These stations offer you NBC Thesaurus Programs

Seven FM Grants Approved For FCC Hearings Also Set for Shepard and Worcester Stations

APPROVAL of seven new FM stations, making a total of 25 authorized since the FM experimental license restriction was raised preparatory to Jan. 1 commercial opening, was granted Dec. 6 by the FCC. Of the seven grants, five were for operators of standard broadcast stations, including WDC, Hartford, Conn.; WOR, New York; WGBH, Boston, Mass.; WTMG, Pittsburgh; WSM, Nashville. The remaining two grants were for Metropolitan Television Inc., New York.

At the same time the FCC designated for joint hearing applications of Yankee Network and the Worcester Telegram Publishing Co. (WTAG, Worcester, Mass.) to provide FM service to an identical widespread area from practically the same site near Worcester, on 44.3 and 45.1 mc., respectively, the FCC to Reconsider.

DECISION to reconsider and set for hearing the Yankee Network and WTAG applications was reached after a discussion of possible “monopoly” in the New England area, because of the lack of professional journalistic sites and of FM frequencies to accommodate the same sort of widespread service. Even when applications originally were granted, Commissioners Case and Craven advocated a reconsideration, phasing that all of the facts should be ascertained in advance.

The FCC majority, however, voted favorably.

In its new action, the FCC unaniously decided that hearings should be held and a record made.

Recognition was given John Shepard, president of Yankee Network, and prime mover of FM, for his pioneering work in this field and his willingness to expend large sums on experimental equipment and in contributing in large measure to the FCC action in opening up FM for commercial operation effective in January. Nevertheless, it was held that to avoid possible future complaint regarding monopoly, a record should be made at a formal hearing.

The Shepard station at Paxton and the WTAG FM outlet near Worcester would be designed to cover a substantial portion of New England, by virtue of additional transmission sites at locations atop mountain sites. They seek Class "D" assignments, providing for extensive coverage with high orders of power.

The Paxton application is for 44.3 megacycles, covering an area of 15,000 square miles with 6,600,000 population. The Worcester application is for 43.1 megacycles, covering 20,700 square miles, with 6,600,000 population. In addition, Yankee Network is building a station at Main St., Paxton, N. H., designed to cover a certain portion of New England.

Because of the furor over potential monopoly, it was made a condition of the broadcast filed, Commissioners Craven and Case urged that the FCC approach the FM situation before stations get so entrenched in it, to avoid possible future complaint. Both were said to be sympathetic toward Mr. Shepard, WORK has already begun on the FM station of WGN, Chicago for which construction permit was issued Dec. 5 by the FCC. Chicago station to receive an FM authorization. The permit provides for 46.9 mc., and Cari J. Meyers, chief engineer of WGN, has announced that the transmitter will be located on the 22nd floor of Tribune Tower. The antennas will be mounted atop the flagpole on the Tower, about 15 feet below the flag. A new 90-foot flagpole will be constructed to serve the dual role. The antennas will be 575 feet above Michigan Ave. level, and 1,165 feet above mean sea level. Initial outlay for equipment is estimated at $65,000.

First FM Sponsor

FIRST commercial order placed on an FM station is claimed by WOR, Newark, whose sales manager, Eugene S. Thomas, announced Dec. 10 the signing of a contract for time signals through 1941 with Longine-Wittnauer, a subsidiary of the Swiss watch company. The account was placed by Arthur S. Rosenberg Co., New York. Thomas was told by Mr. Taylor, who said the amount involved was not announced.

WFAS, White Plains, N. Y., on Dec. 10 was granted increased hours of operation by the FCC on 1210 kc. with 250 watts. Now sharing time with WHH, Red Bank, N. J., and WQHB, Freeport, N. Y., it was authorized to share only with the Red Bank station and operate simultaneously with it.

System of Calls For FM Devised

A DISTINCTIVE call letter system for frequency-modulated broadcast stations was adopted Dec. 6 by the FCC, permitting identification of frequency and geographical location. The plan is a modification of one suggested to the FCC some weeks ago.

Under this mnemonic scheme, the calls will start with K or W, denoting a station in the East (W) or West (K). Following this letter will come figures with which stations may specify the frequency, and a final letter or letters symbolic of the city in which the station is located. Such a method is expected to prove popular both with listeners and the industry, says the FCC.

A typical call letter would be W41B. The W indicates that the station is located in the East; the 41 designates the second digit of the kilocycle assignment (all FM assignments range from 45 Mc., using odd hundreds) and therefore indicates an assignment of 44,100 kc.; and the B indicates Boston. Stations in New York will end with NY, and so on throughout the country.

E for Education

The new call-letter system for FM follows a suggestion offered to the FCC by FM Broadcasters Inc. (BROADCASTING, Nov. 15, Dec. 1). The original plan, under which call letters were composed of two letters and two digits, was offered by the FCC engineering department, to avoid a dash between letters and digits.

The letter E will be used to designate educational broadcasting stations, and O will stand for channels between 42,000 and 45,000 kc.

Under international agreement the United States was granted the second and third digits of the kilocycle assignment (all FM assignments range from 45 Mc., using odd hundreds) and therefore indicates an assignment of 44,100 kc.; and the B indicates Boston. Stations in New York will end with NY, and so on throughout the country.

TO THE MOON, at least almost, sheds the antenna tower of WSM, Nashville, with the recent addition of a new antenna for the station’s FM operations. The tower, 787 feet high, is claimed as America’s tallest. The setup serves to remove the FM transmission to the height of 1,165 feet above Michigan Ave. level, and 1,165 feet above mean sea level. Initial outlay for equipment is estimated at $65,000.

Opera On FM

WXXOY, new General Electric FM station at Schenectady, on Dec. 7 broadcast the first of the series of Saturday afternoon Metropolitan Opera performances during the coming season. The opera concerts also are carried on NBC-Radio, and are broadcast on General Electric’s international shortwave station, WGEO.

Manhattan’s New Soap

MANHATTAN SOAP Co., New York, manufacturer of Sweetheart soap, has announced the introduction of its new fragrance, Garden Bouquet. While radio plans are still undecided by the agency handling the account, the new perfume is expected to be pronounced shortly.

Franklin Bruck Adv. Corp., New York, is the agency.

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Ya Gotta Have

APPEAL
If Ya Wanta Get Results

KFBI WICHITA is STAFFED FOR SELLING
Congress and FCC  
(Continued from page 19)

when Mr. Caldwell charged IRNA Chairman Rosenbaum with conflicting testimony regarding network affiliate contracts. This promptly brought rebuttal from Mr. Rosenbaum, in which he disclosed, among other things, that Fred Weber, general manager of MBS, sought to have him discard the contract of WFIL, Philadelphia, with the Blue and sign exclusively with MBS, threatening to pull MBS off the station unless this was done. Then came a denial from Mr. Caldwell on Mr. Weber's behalf.

Messrs. Hennessy, Segal, Rosenbaum and Judge John J. Burns of CBS attacked the whole broad premise of FCC jurisdiction over business aspects of broadcasting, as proposed in suggested regulations of the FCC, released Nov. 28 [Broadcasting, Dec. 1] to focus attention on the issue. Aside from MBS, representatives of transcription companies and of artists' booking agents supported the jurisdictional philosophy of Assistant General Counsel Raub.

May Go to Court

It was clear that should the FCC issue a final report preparatory to Congressional action, seeking to intercede in network-affiliate contracts all down the line, the networks will take recourse to the courts. It also appeared abundantly evident that both NBC and CBS, along with a majority of the affiliates, would join in thwarting any such attempt, on the ground that the very economic salvation of the industry would be involved, with rate regulation an inevitable result.

Unlike past situations, where there always has been a disposition to compromise there appeared to be no willingness to submit to regulation of the degree suggested by the Network Monopoly Committee, or in the alternative suggested regulations of Nov. 28.

On the other hand, if the FCC decides to confine its regulatory scope to such matters as dual network program service and the transcription and talent end, then probably would not be a full scale legal offensive by the industry. It is conceivable, for example, that the FCC might decree that the license of WJZ, key station of the Blue network, be not renewed because of failure to serve "public interest, convenience and necessity".

That would be a maneuver in the direction of knocking out dual network operation and it would be NBC's burden, possibly alone, to defend itself. On the other hand, if the attack be on exclusive contracts, option time, and other avenues of attack of the Network Monopoly Committee, it probably would yield what amounts to a united front, save for MBS.

That IRNA does not propose to recede from its position of unqualified opposition to the FCC Committee Report was made clear at a meeting of that group's executive committee in New York Dec.

Porter Quits FCC

GEORGE B. PORTER, former assistant general counsel of the FCC, retained last Nov. 4 as special counsel for the Network Monopoly Investigation, ended his services Dec. 7 to re-enter private practice of radio law in Washington. Mr. Porter had been retained last month on a per diem basis to assist the FCC in handling the final phases of its inquiry, including preparation and oral arguments. With that task completed, he left the FCC Dec. 7.

4. After Mark Ethridge, vice-president and general manager of WHAS, Louisville, and Mr. Rosenbaum had reported fully on the briefs and arguments presented on behalf of IRNA before the FCC, the Committee unanimously approved and endorsed the brief and the arguments presented by Messrs. Segal and Rosenbaum. Previously, Mr. Ethridge had sent to Chairman Fly a stinging criticism of the FCC procedure on the telegraphic references to the Network Monopoly Committee, characterizing it as "intimidation" and a "form of tyranny": A copy of the letter had been sent to President Roosevelt. The whole incident is believed to have resulted in the benign attitude of FCC members during the oral arguments.

Present at the IRNA board meeting in New York were Messrs. Rosenbaum and Ethridge; Edwin W. Craig, WFTA, Nashville; Paul W. Morency, WTIC, Hartford; Don S. Elias, WWNC, Asheville, N. C.; I. R. Loupberry, WGR-WKBW, Buffalo; George W. Norton Jr., WAVW, Louisville, and Martin R. Campbell, WFAA, Dallas.

CBC NET FOR YEAR

TOTALES $253,990

CANADIAN BROADCASTING Corp. in its annual report for the fiscal year ended March 31, 1940, announced late in Nov. at Ottawa income of $3,782,061 and expenditures of $3,496,071, leaving a net operating surplus of $285,990. Annual listener license fees provided $2,906,605; commercial network broadcasting accounted for $700,867; commercial subsidiary hookups in which CBC-owned stations do not participate, but which are placed through the CBC, amounted to $72,665; miscellaneous income was $24,485; and for the Royal Visit last year there was a government grant of $47,449.

Expenditures were listed as: Programs, $1,150,658; stations participating in networks, $686,483; engineering operations, $610,490; administration, $162,990; commercial department, $180,119; press and information, $35,982; interest, $23,357; depreciation, $316,274.

During the year CBC presented 26 different broadcasts which occupied a period of 10,473 broadcast hours, or an average of more than 29$% hours of broadcasting a day.
Sponsors Barred

On CBC Reports

New Service to Start Jan. 1;
Credits Allowed on Others

CANADIAN Broadcasting Corp. has completed arrangements to put into operation its own news service Jan. 1, 1941, for use with its national network of nine CBC-owned and managed stations and 25 privately-owned stations. The service is now undergoing a test following a meeting at Toronto, headquarters of the service, of the bureau chiefs early in December.

The service will use Canadian Press and British United Press news supplied free by these services. The CBC news will not carry credit lines and cannot be sponsored. Private stations may buy BUP and Transradio services.

Ground has been broken for the $65,000 transmitter building of KRNT, Des Moines. Entirely fireproof, the building will be one story 62'x45 feet, with half basement. An observation platform will accommodate visitors in the central transmitter room, with wings housing emergency studios and work rooms. Four monolithic concrete pylons at the entrance give a modernistic touch, in line with the architectural motif.

Further changes in sponsored newscast regulations on Canadian stations [BROADCASTING, Dec. 1] allow for one spot announcement before and after each newscast, but such spot announcements may in no way be associated with the sponsorship of such news bulletins. Thus, while one sponsor with an institutional announcement before and after the newscast brings the news to listeners, another advertiser is to be allowed the spot before and after the news under the new regulations. No advertising is permitted in the body of the news.

More than 100 stations will carry a series of monthly broadcasts aimed to teach the average citizen how to Speak Up for Democracy. The program will be heard on the 11th day of each month and will be the feature of a patriotic educational campaign sponsored by the Veterans of the Foreign Wars.

Five Canadian Stations Get British UP Service

BRITISH UNITED PRESS has announced that five more Canadian stations have signed for service, bringing to 18 the number of BUP Canadian radio clients. Additions are CKCL, Toronto, which began service Nov. 22; CHML and CKOC, Hamilton, Ont., Dec. 1; CFNB, Fredericton, N.B., will change Jan. 1; CJRC, Winnipeg, will switch but no date has been set.

Webb Artz, United Press radio editor, was in Montreal and Toronto early this month helping the Canadian Broadcasting Corp. set up its new department, which will supply national coverage stations with unsponsored news based on the reports of Canadian Press Assn. and BUP. The new service will begin Jan. 1. At a Montreal luncheon in his honor Artz met a number of Canadian advertisers using radio and at Toronto he met with station managers, representatives and agency radio executives.

Fewer Licenses in Canada

There were 1,275,506 licensed radio receivers in Canada on Oct. 31, 1940, according to figures released by the Radio Branch, Department of Transport, Ottawa. This compares with 1,345,157 at the end of the fiscal year, March 31, 1939. Last year all radio receivers in a home had to be licensed while this year one license covers all receivers. Ontario by latest figures, has the most licenses, 485,297. Quebec is second with 320,894; British Columbia, 111,402; Saskatchewan, 90,600; Alberta, 92,308; Manitoba, 81,567; Nova Scotia, 63,590; New Brunswick, 33,877; Prince Edward Island, 5,146.
WCKY DELIVERS MORE FOR THE ADVERTISER'S DOLLAR THAN ANY OTHER STATION...
Tuned-In Homes
In Metropolitan Cincinnati

I. B. Wilson
CBS
Fifty Grand in Power
Radio's New Main St.

CURRENT disquieting events that plague radio, such as the regulatory threats of the bureaucrats and the war over music, not to mention Europe's war, are not deterring the broadcasting industry from its steady march toward stability as a public service medium.

The overall program level is at its all-time peak, and public acceptance never was greater. Business is good and the composite client is happy, getting more return from his radio dollar than he procures from any other advertising medium.

Then are marked trends in program development in this down-to-earth trek of radio. Just as radio has made music, ASCAP to the contrary notwithstanding, it is building up more and more personalities in demand for public appearances that goes particular for the movies. Now there is a mild revival of vaudeville, with radio as the base.

Which points up a new evolution in show business and in advertising. Radio studios now can be found in penthouses, in hotels, in newspaper plants and in almost every conceivable kind of structure. Many stations, notably in the last few years, have erected their own buildings, designed for broadcasting from cellar to roof. The next step, probably will be the radio theatre—a concert hall ground floor main studio. And it will come by popular demand.

Many radio acts are now on the road. They are the headline boxoffice attractions. Why shouldn't these shows be picked up from the affiliated station's own theatre studio? And why shouldn't the radio sponsors profit from the performances before these local audiences? The WLS Barn Dance history, and that of the Grand Ole Opry of WSM, and the WLW Boone County Jamboree prove the ends to which the rural audience will go to see their favorite radio personalities. They willingly pay at the gate, and boxoffice records constantly are broken by the magic of the radio buildup.

Thus we feel that the radio stations of the not-too-distant future will have a mainwe out front, and a theatre-type studio on the ground floor. Television, bound eventually to make its commercial debut, is destined to spur that trend. Far-sighted broadcasters already have detected it and are planning new construction accordingly.

Every future Main Street may eventually have as many radio theatres as it has picture houses. Why not?

Let's Ask Congress

IT'S HIGH TIME for a little plain talk about the radio regulatory outlook. Never before have there been so many cross-currents. And never before has the danger been greater to the broadcasting industry.

On just about every basic issue the FCC is divided. The radical, anti-commercial radio element today appears to be in the driver's seat. Business is confused about jurisdiction and about the intent of Congress as to this or that "reform".

We are not referring only to the network-monopoly onslaught of the FCC's present majority, though that development threatens seriously to undermine the existing structure. We are in mind also the project to break down clear channels even before the North American reallocation is an accomplished fact, and under rather dubious legal procedure. We also are conscious of another subsurface effort to scuttle the Havana Treaty allocation itself by default. There are innumerable signs that within the FCC resides a rapidly developing complex to crack those who have been successful in broadcasting as a business venture.

The situation is all the more serious because of the national emergency. In the helter-skelter pace to prepare for defense, the normal surveillance of administrative bodies by the Executive Branch and by Congress is lacking. The nation is only too well aware of how or permitted to drift. And because the FCC, to some extent, is clothed with a national defense function, it probably will seek to justify certain of the actions of its majority because of the tempo of the times.

Again we will be accused of looking under beds—a pet device of those in office seeking to deflect suspicion. But we see, for example, in the 1942 budgetary demands of the FCC more reason for concern. The current fiscal year, an abnormal one due to heavy purchase of monitoring and other equipment for national defense purposes, required an appropriation of something less than $4,000,000 for the FCC. For the 1942 fiscal year which begins next June, the FCC seeks an increase of some $300,000—most of it for national defense purposes and for staff additions. More engineers, lawyers and accountants are sought. The more personnel, the greater the inclination toward new fields of regulation.

All these things have happened—all this digging in for more and more stringent regulation—without a reappraisal by Congress of the statute and of the FCC's functioning. Actually, the present law has not been changed in any of its substantive provisions since 1927. The leadership, philosophy and outlook on the FCC have shifted several times since its creation. Today the breach over basic considerations that strike at the very lifeblood of radio is wider than ever.

Facing nearly every important issue through split votes, the FCC confesses it is confused. The rulings are based on legislative guesswork, on surmise as to what Congress intended in this instance or that.

The only way to ascertain what Congress meant is to ask Congress. A new session is coming up next month. It is clear that Senator Walsh, White, one of the writers of that original Radio Act of 1927, intends to introduce new legislation to redefine the law.

In Congress there is the willingness to lead the FCC out of the wilderness. The Commission's majority would like to forestall an investigation for obvious reasons. The industry unwilling has subscribed to the view, and by so doing is up to its neck in trouble.

It's somewhat too late to battle with briefs and other legislative ammunition. It is high time for legislative action for the preservation of radio as a public service. Broadcasting never before has been held in higher esteem by the public and the nation's legislators. There is nothing to prevent every broadcaster from discussing with his Senator and his Congressman the bureaucratic and hamstringing trends at the FCC, which bid fair to regulate the existing broadcasting structure into a state of innocuity, if not out of existence.

Again, Mr. President:

SEVERAL high-geared undercover campaigns are going forward for the Thad Brown vacancy on the FCC. No one can speak with authority now about the President's plans regarding that much-maligned agency, and there is some speculation about a new deal in personnel and a possible complete makeover of the FCC. The odds, however, are in favor of naming a successor to the Ohio Republican when the new Congress convenes in January. Without going into the merits of reorganization, we cannot refrain from another plea for the appointment of men of character and patriotism, to head the FCC. There are at least two candidates being espoused whose backgrounds are entirely in the public utility-common carrier fields. The FCC already has a bumper crop of them, whose minds run only in a rate-regulation, limitation-of-profits groove. There is another campaign, however, more potent afoot, for a distinguished educator, on the ground that the "educational viewpoint" should be projected in broadcast regulation. Even the educators will admit they have been treated more than fairly. We say no special interest or group—industry, education, religion or whatnot—has a right to expect an appointment.

The President should name a figure of unimpeachable integrity and proved industriousness, preferably one having a knowledge of radio and of communications, to the vacancy. We would like most to see a merit promotion from the FCC ranks, and we could name a half-dozen eligibles. If that isn't expedient, the President should select a businessman, an outstanding lawyer, or a qualified engineer should be named. The politicians howl about politics in radio regulation. They can best help out by keeping politics out of the FCC.
EDWARD FRANCIS McGrady WHEN a mimeographed War Department press release announced the other day that Edward F. McGrady had been named a special labor adviser to Secretary of War Stimson, it came as no surprise to the multitude of people all over the United States who know him as "Ed." It was one of those things that Ed McGrady should be called to aid the Government in solving the labor kinks that are bound to arise from the national defense program. For this tall, erect man, with the sparse black hair and the keen brown eyes, who looks 15 years younger than his 68 years, holds an enviable position. He has the confidence of labor and is held in such high esteem by industry that he is a vice-president and director in charge of labor relations of the Radio Corporation of America.

And it is in that latter position that Mr. McGrady has come to be known throughout the radio industry. Three years ago when RCA was having labor troubles with its various subsidiaries, McGrady was hired by President David Sarnoff to serve as vice president and liaison. During that time there has been no labor disputes among RCA's 24,000 employees that have not been settled amicably over the table. This former pressman has a formula in labor relations. It can be summed up this way: One, never settle any labor issue; two, if labor leaders and employers may call names, let them call each other by their first names; third, both sides must consider themselves partners in a joint enterprise whose success depends upon mutual effort. Mr. Sarnoff says that one of the most constructive things he has ever done was to hire Mr. McGrady. And Mr. McGrady thinks highly of his boss. "I've met leaders in every walk of life," he said, "but I have never met a man more socially conscious, more fair or just than David Sarnoff. Because of that my job is easy. He's the pattern for RCA and the subsidiaries fellow suit".

"No industry in the world," says Mr. McGrady speaking of radio, "pays better wages or has better working conditions than radio. Nor has any industry contributed more or cooperated more in national defense than radio." In describing his job with RCA, Mr. McGrady says he follows the practice of the International, in keeping with the background. "Labor and management," he says, "must get together. They work together. It's to the common interest to know each other and know what they want. I never enter the discussion unless it reaches a stalemate."

In his new job Mr. McGrady will work directly under Secretary of War Stimson. However, he will devote part of his time to RCA, probably working early in the morning in his big, modern office in the RCA-NBC building in Washington and then transferring activities to another office in the War Department. Ed McGrady was born in Jersey City, attending public schools there and later in Boston. After leaving school he became a pressman and soon after his 21st birthday, was elected to the Board of the War Department. He served two terms in the Council and then went to the Massachusetts Legislature for a term. It was about this period he was elected to his first union office — president of a web pressmen's local in Boston. While holding this office he met the late Samuel Gompers, then president of the American Federation of Labor, who was favorably impressed by the work of the young Bostonian. Gompers named McGrady to the post of legislative representative of the AFL in Washington. In this position he travelled all over the United States in connection with labor legislation and thus built up his long list of friends. Naturally, the friendship of such men as members of Congress and the Government while in Washington.

In 1932 he, in company with another prominent labor leader, Daniel Tobin of the International Brotherhood of Teamsters, Chauffeurs & Helpers, lined up the support of organized labor for Pres. (Continued on page 75)
DON BRICE and Marvin Cade have been added to the announcing staff of WKBX, Youngstown. Brice comes from KSAL, Salina, Kan., and Cade from WORH, Harrisburg, Pa. Ruth Boldt has been added to the bookkeeping department while Dwight Merriam has been named musical di- rector in addition to announcing.

ED FITZGERALD, columnist of the air on WOR, Newark, has been named recipient of a decoration from the Far Eastern Republic of Lebanon "in grateful acknowledgment of his services as a roving reporter covering the 1939 and 1940 New York World's Fair," at which Lebanon had an exhibit.

HARRIET GRAY of the program department of WOR, Newark, has an- nounced her marriage Nov. 8 to James J. BURTON, formerly of the sales promotion department of WOR, Newark, replacing Catherine Cunningham, who has joined WIP, Philadelphia, as secretary to Benedict Gimbel Jr., general manager.

FRANK McGIVERN, sports an- nouncer of WJBC, Bloomington, Ill., has joined WINS, New York, as its sports director. He is married to Dr. Margaret Anderson, secretary to Carl Meyers, chief engineer of WGN, Chicago.

BILL RATTLIGAN, continuity writer of KOA, Denver, is the father of a seven-pound baby girl who has been named Melody Dee.

Johnstone Named

G. W. (Johnny) JOHNSTONE, director of radio for the Demo- cratic National Committee, has been placed in charge of radio for the third inauguration of President Roosevelt. The appointment was made by Joseph Davies, former assistant to the Secretary of State, who is in general charge of ar- rangements. Johnstone, who is also handling radio for the committee in charge of the President's birth- day celebration, was in Washington last week going over preliminary details. Earl Godwin, NBC Wash- ington commentator, has been named to the committee arranging details for the celebration.

CARL E. WIEHNINGER, for more than three years director of musical programs for NBC networks from Chicago, later musical director of KOA, Denver, has been added to the KXO-KKO staff in San Francisco. He is in charge of the Theatres and rec- ord department.

SAMUEL BICKNELL, of the sales promotion department of WOR, New- ark, on Nov. 30 married Mary Elton Roberts of Baltimore in New York.

MARVIN MULLER, announcer of WGN, Chicago, collaborated in writ- ing a singsong “Mum’s the Word,” which was arranged and sung by BMI.

JOHN B. HUGHES, KFRC new- caster, is playing a role in the Warner Brothers movie, “Meet John Doe.” He originated this Doe Louie newscaster from KJH during his picture work.

ADRIAN GENDOT, radio writer, for- merly with KFYA, San Francisco, is now writing material for Jack Kirk- wood, comedian on the KFRC Break- fast Club program.

CARL HANSEN, formerly with KGW, Portland, Ore., and other Pa- cific Northwest stations, on Nov. 1 became newscaster and editor of KJBS-KGW, San Francisco, succeeding Jim O’Neill, resigned.

JANET KISTEMANN, formerly in the sales department of KVA, San Francisco, of the musical department became manager, succeeding Frances Pike, re- signed.

JACK BRAY, sports announcer of WLYM-WSAI, Cincinnati, and well known as a football referee, on Nov. 6 joined the CBS second-string football unit.

MISCHA KOTTLER, musical direc- tor of WWJ, Detroit, was in late November in New York to work with the Detroit Symphony Orchestra at one of its reg- ular concerts in Detroit.

MARY JANE DOEBEL, vocalist of WMBS, Peoria, Ill., on Dec. 6 ap- peared as guest artist on the CBS Al Pearl & His Gang, winning an all-expense trip to Hollywood and $100.

WARREN McCLOY, of the contin- uity department of KOKO-KJE, Stor- tle, recently married Ruth Glascott, KOMO woman commentator sponsored for the past two seasons by Fish- er Flour Mills Co., Seattle.

BILL PHARR, announcer at the New York World’s Fair for the past three years, has joined the announcing staff of KBX, Lufkin, Tex., replacing Raymond Williams, who has resigned to join the Army Air Corps.

HARRY W. PAScoe, former con- tinuity man of WHIL, Albuquerque, N. C., and WMCA, New York, has been appointed director of continuity of the New York Broadcasting System. Also Join- ing WINS recently is Al Charles, for- merly with WARM, Kalamazoo, Mich., a new member of the WINS sales staff.

JOSEPH AINLEY, sports announ- cer of WBEM-CBS, Chicago, has returned to his desk following a siege of pneumo- nia.

JOHN HARRINGTON, WBEM-CBS sports announcer, Chicago, for the second consecutive year has been chos- en narrator for the 1940-41 American League annual baseball film. Ted Husting, CBS sports announcer, and Harrington are about two men to ever do this film narration.

WILLIAM JOHNSON, continuity and publicity editor of KROD, El Paseo, Tex., has been named traffic director in his position to his other duties. Don Gabbert has joined the KROD con- tinuity staff.

MILTON WINTER, of the production staff of KFRC, San Francisco, and formerly with KFBK, Sacramento, has been promoted to KFRC production manager.

JIM MOORE, announcer of KRE, Berkeley, Cal., is recovering from an infected throat, suffered early in December.

EDDIE BAKER, of the musician’s staff of WOR and City Hall, has been appointed musical director and organ- ist for the Famous Pathers trans- cursive series in the “Next Hour” pro- grams, produced by Kermit-Raymond Colston, New York, and presented on 39 stations.

B. S. BERCOVICI, news commen- tator who recently joined WSAI, Roch- ester, N. Y., on Dec. 1 is a member of five times weekly news programs in MBS, broadcasting from WSAI.

JOHNS LORRAINE, formerly of the CBS publicity department in New York, and now residing in a reporter and newspaper feature writer, has joined Voices Inc., New York, as an account executive.

DON FISCHER, with WTAQ,Quiney, Ill., for the last 24 years as assistant manager and program di- rector, joined NBC in Washington Sept. 1 as announcer.
JOE WEST has been placed in charge of the reception and mail departments at KPO-KGO, San Francisco, replacing Stan Smith, resigned. Harry Mar- hew was transferred from reception department to the continuity department.

Bob Gray and Bill Emery shifted from mail to reception department. Jack Ulrich moved into the mail department.

THOMSON BARTLETT, announcer of WBBM, Chicago, appeared in two skits, one of which he wrote, in the annual Junior League Follies at the Fabat Theatre, Milwaukee, Dec. 13-14. Bartlett's father was one of the leading men in the first Milwaukee Junior League Follies 21 years ago.

FRAN BOSTON, announcer of WZD, Tuscola, Ill., on Dec. 1 was married to Arletta Lashbrook of the WZD mail department.

EVELYN OVERSTAKE, known as the Melody Maid on WLS, Chicago, has been transferred to KOY, Phoenix, Ariz., effective Dec. 9.

SONYA CHERNIS, formerly in the publicity department of Warner Bros. Studios, Burbank, Cal., is conducting two weekly programs on KGU, Honolulu. One is titled "Women in the News." The other consists of Hollywood chatter.

TOM McKNIGHT, Hollywood producer of William Esty & Co., on the CBS Blondie program, sponsored by R. J. Reynolds Tobacco Co., in addition has been signed to a writers contract by Columbia Pictures.

GAYLORD CARTER, announcer of WBBM, Chicago, has joined the network's Pacific Coast musical staff.

MAX SOLOMON, of the sales staff of WPEN, Philadelphia, has joined the network's sales promotion department.

TED BOWERS was added to the announcing staff of WPEN, Philadelphia, as a relief announcer, coming in from WBAB, Atlantic City.

FRAN LEWIN, of the announcing staff of WRC, Washington, D.C., who also owns 44% of the WRC radio store, has rejoined the announcing staff.

LEROY MILLER, announcer of the Musical Clock early morning shows on KYW, Philadelphia, has been elected a member of Philadelphia Steam Fire Engine Co., No. 10, and has established himself as one of the oldest fire companies in the country.

LONNY STARR, announcer of WPEN, Philadelphia, has been selected as Santa Claus for the Masonic Golden Slipper Square Club's crippled children's Christmas party.

COLONIAL Broadcasting Corp., formed by the New Portico News (Va.) Journal-Press and Times-Herald, who also own WGR, Newport News, have applied to the FCC for a new 250-watt station on 1200 kc, in Norfolk, Va.

BERT HORSWELL, former station representative, recently manager of WGR, Beaumont, Tex., is head of a new company seeking a new 1,000-watt station on 1450 kc in Orange, Tex. He owns 45% of the stock, with Julius M. Gordon, motion picture manager, also owning 45%.

MARGARET ELIZABETH OTTO, formerly with KYA, San Francisco and now in government service in Washington, and Donald Weston Billings, sportscaster of KYA, will be married at Falls Church, Va., Dec. 21.

JIMMY COPE, Stanford U graduate and recently a "barker" at Sally Rand's Nude Ranch at the Golden Gate Exposition, has joined the program announcing staff of KPO-KGO, San Francisco.

BETTY ARMSTRONG, recently an advertising executive of John Shillito Co., local department store, has joined WLW, Cincinnati, as assistant to Chick Allison, WLW sales promotion manager.
TRIBUTE at midnight each Saturday is paid to stations, cities and States during the Sunshine Salute of WJW, St. Petersburg, Fla. The opening program of the good-will series featured Governor-elect Speck, of Ohio. He said, "I'm going to make sure that when you arrive at the mike there's no Louis J. Link, (left), station director, and Joe Frackelton, publicity director.

HONOLULU PICKUP
KARM to Remote Grid Game

-from Hawaiian Islands-

A LONG single station remote is scheduled for New Year's Day, when KARM, Ponce, Puerto Rico, casts a football game being played in Honolulu. KARM has sent its sports-caster, Dick Wegener, to the Hawaiian Islands to present a play-by-play account of the Hawaii Island Pineapple Bowl game between the Fresno State College and the U. of Hawaii.

Wegener's description will be carried by RCA's short wave from Honolulu to the RCA receiving station just north of San Francisco. From San Francisco it will go by special leased line to KARM's transmitter. Due to the difference in time between Honolulu and the mainland, the game will be on the air beginning at 4:30 p.m. (PST).

Wegener, second place winner in a recent nationwide sportscaster popularity contest, will be in the nest Dec. 2 on the Lucille with the Fresno State football team from San Francisco.

CBS European Staffmen
WILLIAM L. SHIRER, CBS correspondent in Berlin, will arrive in New York via the Clipper in mid- December for a four to six-weeks vacation, after which he will return to Berlin. His assistant, Harry W. Finnerty, remains in Berlin. CBS is understood to be sending another man to its London headquarters after Jan. 1 when Eric Sevareid, now a regular member of the CBS New York staff. The new correspondent, as yet unidentified, would assist Edward Murrow and Larry LeSueur, currently in London.

Coleman Cox
COLEMAN COX, 67, writer and lecturer, whose biographical books were syndicated to all parts of the English speaking world, died in November in San Francisco from a heart attack. He was known as the "Great American Philosopher". He wrote several books, principally on the philosophical side, including "Take It From Me".

WAGE bonuses totalling $350,000 will be paid by the Milwaukee Journal to 1,085 employees as of Dec. 1, 1940.

Fireschriber Appointed CBS Musical Director
WILLIAM FINESCHRIEBER, CBS script writer for serious music programs and commentator last summer for the symphony concerts, has been appointed director of the CBS music department, filling the position left vacant since Davidson Taylor became assistant to the vice-president in charge of broadcasting.

A summa cum laude graduate of Princeton, Mr. Fineschriber joined CBS in 1941 as a member of the editorial staff. He left last year to produce for Carnegie Hall, New York. Returning to CBS this fall, he produced the music programs of Columbia's American School of the Air, in addition to his music publicity work. Succeeding Mr. Fineschriber in the CBS script department, and as program annotator, is Ben Hyaus, formerly music editor in the CBS publicity department.

Georgia Time Salesmen Plan Series of Meetings
JOHN M. BUTLER, commercial manager of WSB, Atlanta, and chairman of the time salesmen's committee of the Georgia Ass'n. of Broadcasters, has called a meeting of radio salesmen of the state to be held Jan. 14 in Macon. Dr. Frank Stanton, director of research of CBS, and Charles C. Caley, commercial manager of WMWD, Peoria, Ill., will speak.

All persons in Georgia connected with the commercial department of radio stations are invited to the first of a series of such meetings to be held by the Georgia association. Plans are under way to bring nationally-known speakers for each session.

Heads CBS Artist Bureau
WILLIAM E. FORBES, in charge of CBS national sales service on the West Coast, has been appointed general manager of Columbia Management of California Inc., Hollywood, by Donald W. Tait, WJSV, the network's Pacific Coast vice-president.

Forbes succeeds Murry Brophy who, because of ill health, resigned the post of executive vice-president and general manager of the network's owned and operated talent service. The position relinquished by Forbes has been taken over by Hal Hudson, KNX, Hollywood, program service manager.

Forbes joined CBS four years ago, having previously been associated with KHJ, Los Angeles, and KMIC, Beverly Hills, CA, as account executive. Before joining KNX a year ago, Hudson was in charge of WBBM, Chicago, continuity. He is a former script writer of Neiser-Mayerhoff.

Arrested in Main Fraud
GORDON R. HIGHAM, 40, of Wilmington, Del., who presented his own program on Philadelphia radio stations under the name of "Bob White," was arrested Nov. 20 at Woodbury, N.J., and held in $1,000 bail for the Federal grand jury on a charge of allegedly using the mails to defraud, now a British government inspector at the duPont powder plant near Pennsauken, N.J., with telling radio listeners he would send them a "giant" if they would send him money. He is said to have received money from 75 persons, but wrote them he could not deliver the books because of trouble with his printing office and it is charged he never was in a position to deliver the books.
To the radio advertising industry

on another year of meritorious public service

Congratulations and Season's Greetings
FCC Hears Argument on Net-Monopoly

Proposed Rules Are Bitterly Attacked

THE JURISDICTIONAL question of how far the FCC can go, if at all, in regulating the affairs of networks and their affiliated stations must be decided before that agency undertakes drafting of its final regulations in the controversial network monopoly investigation of its special committee.

This fact developed after the FCC had remanded Dec. 2-3 to oral arguments on the Committee's report, FCC Assistant General Counsel Joseph L. Rauh Jr. argued that the Commission held in its jurisdiction and may predict developments should such a course be followed.

Reopen Record

The upshot was what amounted to a reopening of the voluminous record in the two-year-old investigation, with all responses given until Dec. 16 to file supplementary briefs on the jurisdictional questions and on any other matters related to the point raised by the late date for filing briefs was extended to Dec. 24 on petition of NBC and CBS and may be postponed until Jan. 2.

Oral arguments were opened—

with an audience of some 200 present—by FCC General Counsel Telford Taylor. In his preliminary statement, he said that under Section 303 of the Communications Act the FCC is authorized to make special regulations applicable to stations engaging in chain broadcasting. The order upon which the FCC's inquiry was based, he explained, was designed to ascertain whether regulations ought to be drawn. It covers the advisability of making legislative recommendations to Congress on matters not encompassed in the Communications Act.

Mr. Taylor analyzed the draft regulations made public by the FCC Nov. 28 [Broadcasting, Dec. 1], emphasizing that it had been made abundantly clear that these had not been approved by the Commission, but had been presented only as counsel might have specific proposals to support or criticize.

After analyzing the proposed regulations and the positions taken by the respective networks in connection with each basic issue, Mr. Taylor said the report of the FCC Committee endorses the network plan of prevailing rules, but emphasizes the necessity for Commission to provide local service. The report, he said, points out various

practices

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practices
committee report as "inaccurate and distorted", with many "unwar- grated conclusions". He charged that the Committee had taken "editorial liberties" with the original evidence. And this promptly precipitated examination of the question by Messrs. Walker and Thompson, the only remaining members of the Commission who signed the Committee report.

To support his contention of inaccuracies, Mr. Hennessey recited what he termed glaring instances of "distortion", among them the statement that NBC gave no service to "listeners" in New Jersey. The original testimony dealt with NBC outlets in New Jersey, he observed, pointing out that both of NBC's key stations in New York serve the New Jersey area.

Commenting on the brief filed by MBS, he said it dealt not with the virtues of that network but with the shortcomings of NBC and CBS. The record, he declared, is "strange- ly silent" on that point. While it lengthily discusses NBC's ownership by RCA, MBS, he said, is controlled by the Chicago Tribune and Mr. Hennessey, chief counsel for MBS, said that if an attempt was being made to show a controversy between a "giant and a pigmy", he desired the record to show who was the "pigmy". He argued that the crux of the MBS effort is to get "more 50 kilowatt stations".

Conflicting Views

The NBC counsel attacked the position taken by MBS that the FCC should "help" the formation of a network through enforcement of the anti-trust laws and its licensing powers. He said MBS could improve its position by offering more attractive propositions to stations of the other networks, rather than seek the aid of the Commission.

Mr. Hennessey essayed to show that the position taken by Louis G. Caldwell, chief counsel for MBS, was in conflict with his position as counsel for the Clear Channel Group. Whereas MBS now supports the jurisdiction of the FCC to issue regulations governing contractual relationships between networks and affiliates, he said Mr. Caldwell in May, 1939 had argued that the function of the FCC was to regulate broadcasting in a physical way and that it had no jurisdic- tion to take competitive factors into account.

When Mr. Hennessey attacked that portion of the Network Monopoly Committee's report dealing with duplication of clear channels, Commissioner Thompson quibbled with him about the precise lan- guage used. The Commissioner in- sisted that the Committee used the word "revaluation" and did not ad- vocate a breakdown as such.

New Networks

Asked by Chairman Fly about the possibilities of forming new national networks, Mr. Hennessey said two avenues appear open. One is within the present allocation structure and continuation of the existing policy of private initiative, with sufficient financial back- ing, and the other through develop- ment of FM. He alluded to the Transcontinental effort of last year, and the effect upon MBS outlets. If that venture had been suc- cessful, he pointed out, it would have meant not additional network service, but simply a substitution.

He agreed with Chairman Fly that it would be a difficult job to organize one new network and virtually an impossible task to create two, under the existing allocations structure. But the FCC, he pointed out, might decide to duplicate all 26 clear channels placing four or five stations on each in major markets and thereby pro- vide facilities for a "made-to-order" network. If that were done, however, he predicted, it would mean loss of service to rural lis- teners and would constitute an en- tirely unreasonable price. He said the present allocations structure is the only answer to proper balance between rural and urban services.

Vigorously opposing proposals to eliminate exclusive contracts of networks with their affiliates, as advocated both by the FCC Commit- tee and MBS, Mr. Hennessey said an entirely erroneous notion has been advanced on this score. Citing Louisville as an example, he explained that it has one 50,000-watt outlet, one 5,000 watt station and one local. If "free competition" of the order suggested prevailed, networks would become "program brokers", he said, and obviously all of the de- sirable programs would go to the 50,000-watt outlet. If maximum public service is to be rendered, exclusivity is essential, he insisted. All incentive for development of sustaining programs would evapo-
Farm incomes for the first ten months of 1940 were one-fifth higher than the average for the same period over the previous five years, in the great Northwest, served by KFYR.

Popularity and commercial billings at KFYR are now the highest ever, thanks to top-flight NBC Red and Blue shows, and brilliant local showmanship. KFYR is today—more-than-ever—the most potent selling force in this greater-than-ever Northwest.

Join the ever-increasing list of time-buyers who are hitting a new high in sales through KFYR’s dominance in the Northwest. Get details from any John Blair man.

**KFYR—Bismarck, N.D.**

5000-1000 WATTS • NBC AFFILIATE • 550 KILOCYCLES
TELEPHONE CALLS from 1180 Club fans of WDGY, Minneapolis, so deluged the regular telephone girls recently that Dr. George W. Young, WDGY owner, himself was drafted to help take requests, resulting in this stimulating confusion atop his desk. The 1180 Club feature is a two-hour Saturday afternoon swing session during which likes of listeners‘ run the show.

the same facts apply to option time clauses. These two features, he said, are "utterly essential" to proper conduct of networks.

Declaring that the proposed regulations are not within the power of the FCC to promulgate, Judge Burns said the whole question of suppression of competition is fallacious. He referred to the arrangements made by MBS to handle the World Series exclusively as an indication of the type of competition now existent. He ascribed as the probable reason for this the ability of MBS to offer a lower rate, asserting that this perhaps was so because it does not operate and maintain "large expensive network services" similar to those of its competitors.

On ownership of stations by networks, Judge Burns argued that there is nothing in the record to show that such ownership is "wrong per se". He said this ownership is vital to broadcasting, as it has developed in this country. Networks, he said, can make a better case for station ownership "than a newspaper or department store".

The IRNA Case

Opening the presentation for IRNA, Paul M. Segal, its counsel, asked and obtained permission to have IRNA Chairman Samuel R. Rosenbaum, also an attorney, argue a portion of the case.

After explaining the functions performed by IRNA and its participation in the present proceeding, Mr. Segal said the organization opposed consideration of the proposed regulations in their entirety, deeming them outside the FCC's jurisdiction. He claimed they deal with the business of broadcasting as distinguished from allocation and licensing, contrary to Congressional mandate; that the regulation of the broadcasting business is confined to other agencies of Government; that competition between Governmental agencies on such regulation can lead only to confusion, and that regulation of network-affiliate relationships would so weaken the network position as to discourage new network enterprises.

Taking up each suggested regulation separately, IRNA counsel contended that no need is evident for Government intervention. Exclusivity was termed an item of bargaining between affiliate and network. Time options were held not objectionable to affiliates in intention or operation. On term of contract, the FCC was told that no affiliate has ever complained against it unless to assert it is not long enough.

Dealing with the suggested "prohibition of double networks," Mr. Segal said that the elimination proposed is of the Blue network of NBC. "All members who are affiliated with this network desire it continued and strengthened," he said.

On ownership of or by stations of or by networks, IRNA counsel said that insofar as this would reduce ownership of stations by networks it was "without opinion." But the reverse, he pointed out, would prohibit the ownership of networks by stations, and is objectionable. "This would accomplish the extinction of MBS which no one desires," he stated.

On rejection of programs by affiliates, Mr. Segal said this is an accomplished fact regardless of the text of any outstanding network contract and there is no problem requiring any regulation.

Lacks Industry Support

Declaring the Committee report is lacking in industry support, Mr. Segal brought out that approximately 800 stations are silent except as they speak through IRNA or become "involved in telegraphic referenda." He brought out that only three stations (WHBF, Rock Island, WBNY, Buffalo, and KFRO, Longview) filed separate briefs supporting the Committee.

Alluding to the "growth and vitality" of MBS, IRNA counsel stated that the energy and ability exhibited by this network in the few years of its existence are phenomenal. He recalled that several efforts have been made to establish additional networks but collapsed through lack of training, capital or leadership.

While the statistical data in the

MEMPHIS SPOT COTTON SALES
SET ALL TIME RECORD
FOR MONTH OF OCTOBER!

WEEK ENDING OCTOBER 17th REACHES
ALL TIME HIGH OF 226,611 BALES

THIS RECORD ADDITIONAL INCOME
IS BEING SPENT IN MEMPHIS

—SO WHY NOT TELL YOUR STORY
OVER MEMPHIS’ FAVORITE RADIO STATION
AND SHARE IN THESE INCREASED SALES!

WMC MEMPHIS
NBC RED NETWORK

Owned and operated by
THE COMMERCIAL APPEAL
National Representative: THE BRANHAM CO.
MEMBER OF SOUTH CENTRAL QUALITY NETWORK

WMC-MEMPHIS EARK-LITTLE ROCK
WJDX-JACKSON, MISS. KWKH-KTBS-SHEEVEPORT
WSMR-NEW ORLEANS

WIS 560 KC
COLUMBIA, S. C. • NBC Red and Blue
FREE & PETERS, Inc., National Representatives

THE BILLION DOLLAR MARKET

December 15, 1940 • Page 65
Bells Toll

THINGS were in a flurry for a while at WJSV, Washington, when on Dec. 4 Louise Hollinger, secretary in the office of C. R. Counce, general manager, held an engagement to Clayton Miller, of the U. S. Department of Agriculture. Since the engagement was the first for an active WJSV feminine staff member, in eight years, the colleagues held a bridal shower the following night, reciting the festivities for broadcast Dec. 6 on the morning Magic Carpet housewives' quiz program sponsored by Continental Baking Co.

The only network, the IRNA attorney suggested to MBS leadership that it is "too soon to call out for Government assistance of a character calculated to weaken all networks in order that for the moment the growth of Mutual may be more rapid, without realizing in the long run the gains of Mutual would be less significant."

While there is much to be said for the MBS profit-sharing method of management, of effecting economies in operation, and of a more generous method of compensating affiliates, IRNA holds there is "very little to be said for that idea which seems to be gaining foothold within the current leadership of Mutual which calls for Federal interposition for the purpose of weakening a competitor through regulation. We do not favor the fashioning of a sword which may turn out to be as sharp at the handle as it is at the blade."

Pointing out there have been 14 years of Commission regulation of broadcasting and that during this time there has been no regulation of the business and contractual aspects, Mr. Segal concluded that if regulation is now to be started, it could only be because certain abuses have appeared. Yet, he said, the report of a comprehensive investigation over a wide subject matter "recites not one complaint from any station in America revealing any state of facts which can even remotely be classified among abusive practices."

Rosenbaum Appears

Making his first of two appearances before the FCC Dec. 2, IRNA Chairman Rosenbaum said that he did not subscribe to the view that by reason of affiliation contracts network outlets have delegated station control to the networks. Affiliates seek to give to their audiences the best in the way of entertainment, he said, and the network method provides that service. He pointed out that national sales representatives sell station time and commit stations in the same fashion as networks, yet no one has made any question about transfer of control in such instances. Many stations believe that the 15% representative commission is unfair, but the FCC does not seek to "help" affiliates on this problem because it is strictly a business question, he added.

Asserting that IRNA is not seeking to pull counsels out of the fire for any network, Mr. Rosenbaum said he saw nothing inherently wrong in the present form of network affiliation contracts. The very existence of this method of operation has immeasurably increased the benefits all down the line, he argued.

The only stations that complain about exclusive network contracts, Mr. Rosenbaum declared, are those that do not get enough business out of the networks. Calling the network-affiliate operation a "joint venture," he said that stations hope to procure an increasingly satisfactory measure of the financial benefits through negotiation with the networks.

OPENING THE DEBATE on Dec. 3, Chairman Fly asked that respondents in their supplementary briefs give attention to the question of competition in network radio. He asked that areas of "practical competition" be defined, and how best can the public get most out of the industry in terms of "healthy competition." In back of that question, of course, he pointed out, is the thought that in any given locality there are limited facilities, and that therefore there can be no "utterly free competition."

Case for Mutual

On the network field, Mr. Fly pointed out there is a severe limitation of supply. It is doubtful, he said, whether there can be four nationwide networks and it appears it would be extremely difficult to have any more. The question resolves itself down to whether "we shall stay put," he declared. The Chairman said the briefs on this subject need not be strictly limited to the record, and that additional material would be acceptable. He set the date for new briefs as Dec. 16.

Presenting the case in chief for Mutual, Colonel L. G. Caldwell declared that most of the suggested regulations proposed by the FCC in its Nov. 28 statement were supported by his network, though several were "too severe." He pre-
sented for the record his own set of suggested special regulations to be applicable to network broadcasting, after arguing the merits and provoking a discussion that proved the most dramatic of the proceedings.

Mr. Caldwell charged that the NBC brief was "very unfair" to MBS operation go to the stations, operation. He said that profits of MBS operation go to the stations, and not to "big corporations in New York." Money also goes back into improved programs and salaries, he said, with stations themselves contributing the sustaining material, resulting in greater incentive to them.

MBS, Mr. Caldwell declared, is responsible for other stations asking and receiving more from the other networks, and is also responsible for the development of the exclusivity clause, to prevent stations from joining MBS. At the time the hearing opened in 1938, MBS had no exclusive affiliate contracts, he said, except with Don Lee. Since then, however, he asserted, the network was forced to enter such contracts with both member and affiliated stations, prompted mainly by the "raid" on MBS by the now defunct Transcontinental project.

MBS, Mr. Caldwell said, is in "general agreement with the Committee's report," and he did not see how it could have reached any other conclusion. NBC Council Hennessey, he charged, was "unfair" in inferring that MBS is in favor of breaks on clear channels.

Some 'Too Drastic'

Asserting that some of the proposed regulations are "too drastic," the former Radio Commission general counsel declared MBS has no desire to "hammer network services" and charged that NBC and CBS were building up "strew men to be knocked down." Alleging that competition is being suppressed by the two major networks with their "vast industrial empires," he said they have built "barbed wire entanglements" through their affiliation contracts and make "half of the profits" shown for the 800 stations in the country.

Mr. Caldwell also concurred in the Rauh argument on the FCC's jurisdiction. He said the public interest, convenience and necessity clause is made broader than the licensing power. The Communications Act, he said, "breathes with the spirit" of protection of competition. He argued there should be regulations to impose additional restraints and keep open the avenues of competition.

In alluring outlets, Mr. Caldwell said, MBS encounters no trouble in the large markets, having a multiplicity of outlets, but the difficulty arises in cities having three stations or less. In Cleveland, the fifth largest market, he said NBC had purchased WTAM and had "tied up" the market. By the manner in which other networks sell time, he said, advertisers are forced to buy outlets they do not require in order to get the stations they want.

An attack upon Mr. Rosenbaum for his "remarkable change in philosophy" in connection with network operations was made by Mr. Caldwell, and drew not only questions from the bench but a subsequent request by the IRNA Chairman to bring open the allegations. The development brought disclosure of the purported effort of MBS to buy certain desirable contracts with outlets on the NBC-Blue.

Charges Inconsistencies

In seeking to define Mr. Rosenbaum's purported change in attitude, Mr. Caldwell said it may have been a "coincidence" that the IRNA head procured "a better contract with NBC" for WFL, Philadelphia, of which he is president, "before he testified before the Committee." In September, 1938, he charged, Mr. Rosenbaum had complained about the control of station time by networks.

Mr. Caldwell challenged the IRNA chairman to show that he had accomplished anything to change the status of network-affiliate relations, asserting that so far as he knew, "nothing has been done," and the networks "refused to talk it over." He said Mr. Rosenbaum had testified that NBC offered six times as many hours as were sold commercially over WFIL on the Blue network, and that he made more money for less hours from MBS than NBC. After alleging other inconsistent positions, Mr. Caldwell asked that the Commission correct Mr. Rosenbaum, the witness, against Mr. Rosenbaum, the lawyer.

When Mr. Caldwell attacked the operation of two networks by NBC, Chairman Fly inquired whether there was any doubt as to the authority of the FCC to "change that" and how it might be accomplished. The FCC, Mr. Caldwell said, could accomplish it by refusing to renew the licenses of stations affected, or through a ban on exclusive contracts. He argued that it was an entire to have two networks under one roof.

Out of a total of four networks, of which one is not "overly complete," he said it was obvious that one company should not have two. NBC Red, he recalled, carried more daytime commercials than the Blue at night, according to the hearing record. He attacked the "heavy discounts" on the Blue, charging they

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There is OPPORTUNITY in ALASKA!

The boom is on — and these U. S. advertisers are grasping the opportunity to get exclusive coverage in . . . .

AMERICA'S MOST RAPIDLY EXPANDING MARKET whose people have a buying power FIVE TIMES that of the average U. S. consumer

KFWI

1000 WATTS 610 kc.

Fairbanks, Alaska


BROADCASTING • Broadcast Advertising December 15, 1940 • Page 67
were devised to destroy other network ventures, and were only possible through the joint ownership of the Red and the Blue.

Asked by Chairman Fly where the Blue network would go, should it "go out," Mr. Caldwell said he thought a new fourth network would start, and he hoped MBS would improve its own position.

Mr. Caldwell concluded by placing in the record a series of suggested special regulations. These in a general way coincided with the suggestions made in behalf of MBS in that network's brief [Broadcasting, Dec. 1].

Following the MBS presentation, oral arguments on behalf of the transcription companies were presented by Ben S. Fisher, counsel for the Assn. of Transcription Producers of Hollywood, and Waddill Catchings, chairman of the board of Associated Music Publishers Inc. Martin Gang, attorney, entered his protest in behalf of independent talent agents, against purported encroachment of the networks in that field. [See separate story on page 62].

Rosenbaum Replies

Mr. Caldwell's argument brought vigorous rebuttal from NBC, CBS and IRNA, the latter through Mr. Rosenbaum who branded certain of Mr. Caldwell's assertions not only "highly improper" but "probably actionable."

Mr. Hennessey challenged several of MBS counsel's statements, particularly in connection with NBC's treatment of affiliates. Answering the inference by Mr. Caldwell that NBC is "peddling" its Blue network, he said that some time ago "some of Mr. Caldwell's people" attempted to buy certain Blue station contracts to "complete its network."

When questions flew from the bench, Mr. Hennessey said the effort was to bring about a consolidation of the better stations on MBS and on the Blue, with the result that the "situation would have been frozen to three networks." No mention was made of price or of the precise time, though afterward it was indicated in NBC sources that high officials of the Chicago Tribune and of WGN made the overtures to RCA-NCB executives about six months ago.

Snapping back at the Caldwell allegations against Mr. Rosenbaum, Mr. Hennessey explained in detail the factors involved in the transaction that resulted in a position of contract for WFIL and laid the responsibility squarely upon NBC for its failure to effect the removal of WFIL from Bound Brook, N. J. to a new location, which would have eliminated overlap in the WJZ-WFIL coverage.

Fewer CBS Stations

CBS Counsel Burns inquired why MBS should "cry out in alarm" when the facts show that since the hearings began the number of stations on CBS has diminished rather than increased.Arguing against the MBS plea for temporary relief, to prevent long-term affiliation contracts until after the FCC decides the monopoly issue, Judge Burns said that if the FCC does not have the power to issue permanent regulations dealing with business aspects of broadcasting, it does not possess the power for temporary action.

Assured that control of broadcasting in all its aspects is not the "exclusive function of this commission," Judge Burns said that matters complained of during the proceedings trespass upon functions of the Labor Relations Board, the Department of Justice and the Securities and Exchange Commission.

Given opportunity to answer the Caldwell aspersions, Mr. Rosenbaum recounted developments which led to the consolidation of WFTL and WLIT, Philadelphia time-sharing stations, as WFIL in 1934 and the conversations with NBC regarding affiliation with network MBS, and a commitment that WJZ would be moved northeast of New York from its present New Jersey location.

NBC, he said, had made several offers regarding contract rates which he had rejected and in 1938, rather than have the dispute outstanding, he accepted an offer considerably less than he thought should have been made. The IRNA board was cognizant of this development, he said, and throughout the existence of the organization all actions have been authorized by its board.

Mr. Rosenbaum recounted functions of IRNA from its formation to negotiate contracts with American Federation of Musicians in 1937, through the NAB reorganization of 1938 and to the present. IRNA has been responsible for many contributions to the industry, including development of the self-regulation code and reformation of many network commercial practices, he said. It was through IRNA that the industry was reunited after a split, he added.

Called Consistent

Reviewing his testimony before the FCC Committee, Mr. Rosenbaum said all of it was consistent. He said there are very few of things with which affiliates are not satisfied in their relations with networks, but that IRNA believed it is in the best interests of American broadcasting that the industry should solve those problems without seeking Government intervention.

The only disapproval of his testimony as IRNA chairman came from "my friend Mr. Weber (Fred Weber, MBS general manager), who did not feel that I went to bat strong enough" Mr. Rosenbaum asserted. He charged MBS wanted WFIL to abandon the Blue network and go exclusively MBS, and that Weber is "punishing us" by withdrawing his network's service.

In his own rebuttal Mr. Caldwell said Mr. Weber had advised him that the Rosenbaum statement on abandonment of the Blue was "incorrect." He said also there were "misleading statements" on sale of the Blue, declaring that a year or two ago inquiry was made on its purchase, but that it did not originate with MBS but "within its board of directors."

Rosenbaum repeated allegations that MBS is "crying on the shoulders of the FCC for relief," Mr. Caldwell said that in 1927 and 1928 CBS asked for and received "his favor or that favor" against NBC. This brought Judge Burns to his feet to observe, "CBS asked for favors within the law and did not come down to ask the Government to regulate the business of NBC."

WE CAN'T SELL HARP IN PARADISE (Ky.)!

Nope! We don't claim to carry your sales story to Paradise (Ky.)! The good folks of this tiny town may possibly tune in, but, if so, our advertisers don't pay a penny for the "coverage"! Our market is the MILLION-plus buyers in and around Louisville who constitute the most important purchasing power in Kentucky. To this affluent area we bring the best of N. B. C., both Red and Blue, in addition to listenable local entertainment. Does this give you an idea?
COMMITTEE DRAFTS CONTRACT BLANKS

HAVING completed its draft of a proposed standard order blank for use in radio time contracts, the NAB Conference Committee will meet Dec. 20 with a similar committee representing the American Assn. of Advertising Agencies, in the hope of completing its work promptly. The joint committees are also seeking to develop a standard invoice form and the NAB group has submitted its suggested form to the full Accounting Committee.

Approval was given the standard order blank and contract at a meeting in New York Dec. 4 of the Conference Committee, headed by Harry C. Wilber, WSBY, Syracuse. Other members were Roy L. Harlow, WABC, Boston; Richard H. Mason, WPPT, Raleigh; Edward Petry, Edward Petry & Co., station representatives; Dale Taylor, WENY, Elmira; Lee H. Way, Westinghouse; Emanuel Dannett, MBS; Paul F. Peter and Russell P. Place, NAB. The form was submitted by Mr. Harlow, as chairman of the order blank subcommittee and the full committee adopted the draft for submission to the NAB Executive Committee.

Members of the AAAA Committee to meet with the NAB group Dec. 20 in New York are C. E. Midgley, BBDO; C. T. Ayres, Ruthrauff & Ryan; Carlos Franco, Young & Rubicam; John Hymes, Lord & Thomas; William Maillfer, Compton Adv.; Limnea Nelson, J. Walter Thompson Co., and W. A. Fricke, Richard Turnbull and Frederick Gamble, AAAA.

Plagiarism Alleged

NORMAN A. ROSE, Hollywood radio writer, has named Universal Pictures Co. as defendant in a $75,000 plagiarism suit filed in the U. S. District Court at Los Angeles. Complaint charges piracy of an original story in the Universal film "Zanakhar." Rose alleges that an original and fictional twist of an historical fact used in a commentary series, The Globe Trotter, on KECA, Los Angeles, was incorporated in the picture. The story is built around an old and little known pro-viso in the Versailles Treaty, in which the German government was requested to return to the British a skull of an East African chieftain. Suit is believed to be the first of its kind filed in the California courts, in that it charges plagiarism by a motion picture production unit of a radio story.

Maxwell House Changes

WITH Mary Martin having been released from her contract on the NBC Maxwell House Coffee Time program, sponsored by General Foods Corp., (coffee), she is to be replaced by a new singer following the Dec. 19 broadcast. Miss Martin requested the release and will concentrate on film work. It is expected that Frank Morgan, MGM film actor, will also be added to the program by Jan. 2. Negotiations have been underway for some time to bring him back to the show with Frankie Bice and Meredith Wilson, musical director.


TURKEYS Gobbled

By Eager Public as Farm Uses Radio Exclusively

HOW a California turkey farm doubled its business this year over last by using radio exclusively, is reported by KROW, Oakland, which currently is carrying an announcement campaign for the account. The advertiser is the Krum Turkey Farm, Castro Valley, Cal. The turkeys are sold direct from farm to consumer. The firm had always used newspapers in the past, but this year allocated its entire appropriation for announcements on KROW. Radio had the added task of instructing the public how to reach the farm, an out-of-the-way location 15 miles from Oakland.

The differential in price between these turkeys and those sold in stores is only five cents a pound but the oral description of the benefits of buying directly from the producer brought customers from as far away as San Francisco.

A DOZEN unsung football heroes from six New England colleges were honored Dec. 9 at the first annual "John Shepard 3d Dinner for Unsung New England Football Heroes." Present were leading coaches, officials and sports writers. Among those seated around this miniature gridiron were (l to r) Pat Hesley, Boston U coach; Ed McKeever, Boston College backfield coach; Mr. Shepard; Joe Shoeleski, Holy Cross coach.

At millions of American firesides, the miracle of Christmas has a new meaning in this troubled year of 1940. Somewhere in the hearts of us all is a sure rekindling of those spiritual forces which have the power to return to the disabled world the truths of faith, freedom and peace.

As families over all our land commemorate the greatest event of all ages, may the messages of Tiny Tim and Adelita Fidelis, which they grasp from the loftiest reaches of the air, give impetus to the rebirth of tolerance and good will to mankind.

To you and yours, a warm wish for a Merry Christmas.

WOAI
San Antonio
Texas
WGN, Chicago
Tenis Johnson, Chicago, Grand Rapids, Mich. (Van Dam), 6 as weekly, thru Spectro-Goodman Adv., Chicago.

WIEB, Wickford, Stores, Chicago (department stores), 5 as weekly, thru Needham, Louis & Brochard, Chicago.


Salerno-Megonn Biscuit Co., Chicago, 6 as weekly, thru Schwimmer & Scott, Chicago.


Robert Y., 6 as weekly, thru Simperas, N. Y. 13 as weekly, thru, thru Pepco & Fitzpatrick, Chicago.

WPTF, Raleigh
Yager Liniment Co., Baltimore, 8 as series, thru Harvey-Massengale, Durham, N. C.

Carolina Tanning Co., Greensboro, N. C. (Oh Boy bread), 3 as weekly, thru Ferris Adv., Atlanta.

Armour Fertilizer & Gasoline, Atlanta, 13 as series, thru Gottschald-Hummel Hosiery, Chicago.

Chilean Nitrate Educational Bureau, New York, 17 as weekly, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thru, thr
TAGLIDRE MOTOR Car Division, Chicago, on Dec. 2 started a five-weekly five-minute radio campaign on KPIC, Sharon Park, Pa. First United Broadcasters, Chicago, placed the account.

MORRIS PLAN BANK, Fort Wayne, Ind., is using a total of 300 three- daily spots on WGL, Fort Wayne, running until March 5, 1941, when the bank resumes sponsorship of the WGL Spelling Bee, broadcast in cooperation with Allen County schools.


LITTLE CROW MILLING, Warsaw, Ind. (Coco-Wheat's), recently started six weekly quarter-hour programs featuring Dotty Miller and Hu Hillyard Band on WTRT, Troy, N. Y. Agency is Rogers & Smith, Chicago.

F. L. KLEIN NOODLE Co., Chicago (Egg Noodle soup), on Dec. 2 started a daily spot campaign on WCFI, and WAAF, Chicago, and WIND, Gary, Ind., Martin A. Pokrass, Chicago, placed the business.

HAMILTON CARHARTT Ltd., Toronto, is currently testing broadcasting with an exclusive CKNX series in a Wheeling, Ont., using the CKNX Saturday Night Barn Dance. Account is placed by the Tandy Adv. Agency Ltd.

MOORE'S Inc. San Francisco (men's clothing store chain) conducted a concentrated radio campaign on four San Francisco and Berkeley stations for two weeks ending Dec. 14 on its wide variety of Christmas merchandise. Spot announcements were used on KGO KJBS KSFO KQK.

FLAG PET FOOD Corp., New York, on Dec. 8 started 52-week sponsor- ship on WMCA, New York, of a Sunday noon program featuring the De Marco Quina, a group of sisters aged 6 to 15, three of whom have been guest vocalists on various programs for the past five years. Agency is Sternfeld-Godley, New York.

WALGREEN DRUG STORES, Chicago, (chain) consistent users of local radio, for the week of Dec. 12 will run a special Christmas campaign of 804 spot announcements on WGN and WJJD, Chicago, and WIND, Gary, Ind. Schwimmer & Scott, Chicago, is agency.

CADDILLAC MOTOR Car Division, Chicago, on Dec. 2 started five weekly five-minute announcements featuring John Harrington, on WBBM, Chicago. Same time date started a varying schedule of spot an- nouncements on WJJD, Chicago, and WIND, Gary, Ind. Account was placed direct.

ORIGILL BROS., Memphis distributor for Palco radio, is sponsoring five news programs daily, six days a week, on WMPH, Memphis, described as one of the largest contracts in Memphis history. Negotiations were handled by B. H. Shobe of Origill, and Harold Kleistein, WMPS commercial man- ager.

GENERAL SEAFOODS, Halifax, N. S. (40 Fathoms Fish), has started musical announcements for 26 weeks on CBL, Toronto; CKSO, Sudbury, Ont.; CPBC, Kingston, Ont.; CKLW, Windsor, Ont. Account placed by Al- ley & Richards Co., Boston.

Perfume Using 32
A SHORT pre-Christmas campaign has been released for Compagnie Parfumee Inc., San Francisco (per- fume) by Northwest Radio Adver- tising Co., Seattle, according to Edwin A. Kraft, agency president. The campaign calls for 12 five- minute periods on these 82 stations: WHO, WHBO, WAAP, WAAT, WIGC, KMPG, KGW, KRO, WMMN, WERE, WJZ, WNEW, KNY, WDEL, KLX, WCFC, WJJD, KROW, WGAH, KEL, KSFD, K:OX, KMA, KGER, WGM, WMIN, WFEK, KXQ, XRG, KFB, WIND, KFEG, WOWN, WELA, KIER, KMTK, KYA, KXOR, KFFP, KRO, KQG, WPM, KBAL, WRL, KJRS, KEGG, KDAM, KOWH, KEK, KEGO, KPTL, KWII, KXOK, WADG, WAGA, WARK, WSM, WCAE, WFCO, WIND, WABC, WIND, WPMN, WPMG, WPI, WAG, WWH, WFG, WITL, WJCG, WUN, WWYA, CKLW, WPFT, WSPR.

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

With your safety at stake, the reliable mechanic is careful about the condition of your car. With the success of marketing plans at stake, we take particular pains in delivering information on which you can rely.

J O H N B L A I R & C O M P A N Y
National Representatives of Radio Stations

CHICAGO NEW YORK DETROIT ST. LOUIS LOS ANGELES SAN FRANCISCO
312 N. Michigan Ave. 341 Madison Avenue 455 Paul Brown Building 455 Paul Brown Building 608 Russ Building
SU Prior 8559 Murray Hill 2-6054

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PAN-PACIFIC ICE ARENA, Los Angeles (ice skating), sponsors a nightly quarter-hour remote program from the rink on KMPC. In addition, five similar broadcasts are sponsored weekly on KFAC, with three afternoon remotes each week on KFWB. Spot announcements are also being used on KFAC and KFWB. Allied Adv. Agencies, Los Angeles, has the account.

WEST PICO FURNITURE Co., Los Angeles (retail), in a southern California winter campaign, is currently using a total of 152 spot announcements weekly on KFAC, KFJ, KFWB, KFOX. Allied Adv. Agencies, Los Angeles, has the account.

NELSON FURNITURE Co., Los Angeles (retail), through Allied Adv. Agencies, that city, is currently using 21 spot announcements weekly on KMPC, Beverly Hills, Calif., and a similar number on KFOX, Long Beach, Calif.

CALIFORNIA FEDERAL SAVINGS & LOAN Assn., Los Angeles, was to start participation thrice-weekly on KFAC and KFJ, with KFWB, KFOX. Allied Adv. Agencies, Los Angeles, has the account.

Station Break

WCOP, Boston, listeners, heard something new in the way of station breaks the other morning. At the conclusion of the Studenbaker Champions show, sponsored by Harry B. Liggett, local distributor, Announcer Russell O'Ffhaus opened the mike and announced in all seriousness, although quite unintentionally, "This is Station WCOP, with Studenbakers in the Copaclave Plaza Hotel, in Boston."

SLAVICK JEWELRY Co., Los Angeles, consistent users of Southern California radio, is sponsoring a thrice-weekly quarter-hour of recorded music on KECO. Contract is for 13 weeks, starting Dec. 9. Firm in addition sponsors a weekly quarter-hour newscast on KECO; two announcements weekly, as well as daily participation in Art’s Baker’s Note Book on KFI, and 21 spot announcements each week in KMPC, Adv. Arts Agency, Los Angeles, has the account.

REGINALD RUMWELL of the sales staff of International Business Machines Corp., in San Francisco and manager of the company’s exhibit at the Golden Gate Exposition 1939-40, has been promoted to advertising manager of the company, succeeding Arch Davis, now IBM executive secretary.

Maurice Ball, Los Angeles (furnitures), seasonal users of radio, in a three months campaign ending Feb. 25, is using one and three spot announcements weekly on KCA and KLL, respectively. Other Southern California stations will be added Nellie Walsh Adv. Service, Los Angeles, has the account.

AUSTIN STUDIOS, Los Angeles (Pacific Coast photographic service) in a five weeks pre-Christmas campaign ending Dec. 20, is using one and three spot announcements weekly on KGO, San Francisco and KNX, Hollywood. Chet Petersen Adv., Los Angeles, has the account.

SEAL-COTE Co., Hollywood (finger nail polish), is actively using, in the California campaign, on Jan. 1 starts for 20 weeks on spot announcements thrice weekly on KFJ. KECA, KSF, KOGO, KJL. As markets are extended, others will be added. Milton Weinberg Adv., Co., Los Angeles, has the account.

MANN-CONTINENTAL PETROLEUM Corp., Tulsa, Okla. (Gale Oil), Dec. 1 started for 52 weeks seven weekly quarter-hour news periods on WDZ, Tuscola, Ill. R. J. Potts & Co., Kansas City, placed the business.

WLS SALESMAN A. N. (Pete) Cooke is congratulated on his 25 years of service with Prairie Farmer-WLS, Chicago, organization by William Cline, WLS advertising manager. Cooke joined Prairie Farmer, America’s oldest farm paper (100 years) as a space salesman in 1916, and was transferred to WLS sales when the radio station was acquired in 1928 by Burridge Butler, publisher. Pete celebrated his silver anniversary Thanksgiving Day.

BANK’S BIG DRIVE

Buys All Available Sustaining Time on KFWB

COAST FEDERAL SAVINGS & Loan Assn., Los Angeles, during the annual re-investment period, will sponsor all available sustaining time on KFOW, Hollywood for 50 days starting Dec. 29. Firm on that date also starts sponsoring the five-week quarter-hour commentary, "The News of the World," on KFJ, Beverly Hills, removing it from a specially built studio in Downtown Newsreel Theatre, Los Angeles.

On a scattered schedule, participation is to be used in Art Baker’s Notebook, Agnes White’s California Homes, Bridge Club and Miranda programs on KFI. Participation six times weekly is in the combined Sunrise Salute and Housewives Protective League programs on KNX, has been contracted for three weeks. In addition, spot announcements will be used on KFJ and KJH, with other radio planned. Agency is Robert F. Dennis Inc., Los Angeles.

ARCH OBOLER, Hollywood writer, has been given blanket permission to adapt any of the Somerset Maugham stories to radio. First adaptation is to be Of Human Bondage.

Directional over New York

Now! 5000 Watts Day and Night

YOUR BEST NATIONAL SPOT BUY

WBNX

A NEW APPROACH TO THE NEW YORK MARKET

BROADCASTING • Broadcast Advertising

Owned and Operated by the TIMES • WORLD CORP.

CBS Affiliate • 5000 Watts Day • 1000 Watts Night • 930 Kc.

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IRRESISTIBLE FORCE!

Yes, and down here in Roanoke and western Virginia, where folks spend better than $400,000,-

000 at retail each year—there’s something irresistible about WDBJ, too! Partly it’s because we’re the outstanding station in the territory. Mostly it’s because we give our listeners what they like to hear. But whatever the reason, the fact remains that only WDBJ completely covers this free-spending market! May we tell you all?
**Calif. Sugar Spots**

Caliform/ia Grown Sugar Group, San Francisco (sugar products), a newly-formed group using radio for the first time [BROADCASTING, Dec. 1], has added seven California stations to its educational and institutional campaign. BROADCASTING, Dec. 1, 1940.

**Raleigh Test on WJZ**

Brown-Williams Tobacco Corp., Louisville, will start on Jan. 3 a 13-week test series on WJZ, New York, for Raleigh cigarettes. Titled "Discoveries of 1414," and heard Tuesdays 7-7:30 p.m., the program will feature Bobby Byrne's orchestra and guest artists. Also included will be a Name-a-tune contest, in which each week a new untitled BMI tune will be played. The listener submitting the best title will receive $50, in cash; a share of the royalties, and name on the sheet music as author of the title. If the test series is successful, the show will go network. BBDU, New York, is the agency.

**New Shortwave Account**

J. B. Williams Co. in Glenshaw, Conn. (Aqua-Yellow, Williams Shar- ing Cream), after a 13-week test has signed a one-year contract covering 1941 with WLW, shortwave adjacent of WLW, Cincinnati, to broadcast Spanish news Mondays thru Fridays, 8:15-8:30 p.m. (EST), with Jorge Mayoral as commentator. Wilfred Guenther, WLW general manager, also announces that the Crosley International station in washing the Cin- ema Symphony conducted with Han- ley C. Hill as Spanish and Portuguese commentator.

**Iron Fireman Queries Dealers**

Iron Fireman Mfg. Co., Cleveland (heating equipment) in the December issue of its house organ, The Iron Fireman, announced that applications blanks for the winter-quarter advertising, including radio, have been sent out to dealers. Costs on acceptable promotions during the winter advertising drive will be evenly divided between dealer and manufacturer.

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**Showmanship That Sells in the Intermountain Market**

**BROADCASTING** - Broadcast Advertising

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Plan Hits Network Discs, Artists

(Continued from page 62)

ing to permit them on their facili-
ties. Stations are compelled to use "inferior transcriptions," he al-
lleged, by virtue of the network hold.

Pursuing his argument that the network "suppress and restrain" development of spot broadcasting via transcription, Mr. Catchings charged that they supply discs at cut prices and otherwise employ tactics designed to discredit the medium. In the case of NBC, he said, advertisers desiring to record programs are required to use NBC-RCA recording facilities. CBS, on the other hand, permits programs to be taken off the line by independent transcribers.

The only deviation from the NBC policy, Mr. Catchings said, came when G. W. Hill, president of American Tobacco Co., insisted upon the right to record a portion of his NBC programs and made the arrangement with David Sar-
nof, RCA president and NBC board chairman. When transcription companies sought similar privileges for other accounts, NBC was quoted as having stated that the American Tobacco incident was not a precedent but was simply a matter "between Hill and Sarnoff."

Asked what type of regulation he would like to see, Mr. Catchings said that he thought the FCC should draft regulations preventing any network from entering the transcription business and that transcription companies likewise could be blocked from entering the network field. Under such a process, he contended, competition would develop, programs would improve and local stations would be strengthened.

Mr. Catchings also advocated modification of option-time contracts now enjoyed by networks, so that when time is sold for a transcrip-
tion series, the network cannot exercise its option. He suggested a "first come, first served" formula.

There's a Difference

In urging elimination of the announce-
ment requirement before each recorded transcription, Mr. Fisher said a definite "stigma" at-
taches to use of the words "mechanical reproduction," Phonograph rec-
ords of inferior quality, as dis-
tinguished from transcriptions made exclusively for broadcast purposes, are thrown into the same category, he argued.

Chairman Fly, however, held that while he had the greatest respect for the transcription business, he saw no reason why the public "should not be let in" on the type of rendition. Commissioner Case observed that the problem of the transcription industry was to sell the quality of transcriptions to the public as equal to or superior to those of live renditions.

Martin Gang, New York and Hollywood attorney, was the only advocate to argue regulatory re-
strictions against network partici-
pation in the artist booking field. He proposed special regulations which would prevent licensees of stations or networks, or any per-
sons associated with them, from enter-
ing into contracts with perform-
ers and establish an exclusive affilia-
tion relating to their employment in the broadcasting of commercial programs and which would prevent them from acting as agent or repre-
sentative for other bookings. His proposed regulations would not pre-
vent licensees or networks from enter-
ing into employment contracts relating to sustaining programs.

Declaring he represented inde-
pendent artists' representatives in the principal talent centers, Mr. Gang asserted that the networks have used their economic power and weight to set up bureaus to com-
pete with independent artists' serv-
ices. He said his group did not like this development because the net-
works "are in a position to push us out of business," purportedly ac-
quiring that power by virtue of their Government licenses. Govern-
ment franchises, he argued, should not be employed to procure control of the talent supply.

Claims a Monopoly

Alleging that NBC and CBS "absolutely control the concert situa-
tion in the United States," he said these organizations recently discovered that it is possible to get management contracts so that artists pay, instead of get paid, for employment. He said the networks entered the field through absorption of original companies and have procured practical monopoly of an-
nouncers as well as concert per-
formers.

WOR and WGN, key outlets of MBS, also were described as par-
ticipants in this talent activity. He charged that the networks even resorted to pressure on night clubs to employ their own talent if broadcast pickups were to be made. He argued that the conflict of in-
terest between the network as a user of talent and the network's own bureau as a booker of tal-
ent was fundamental and that art-
ists "cannot serve two masters."

Philip J. Hennessey, chief coun-
sel for NBC, in his rebuttal dis-
agreed with the contentions of the repre-
sentations of the transcrip-
tion companies and of the artists. Apropos the Catchings arguments,
he declared that AMP's concern is involved in the music problem precipitated by WOR, in which the FCC has no business. He described it as a matter for the Department of Justice, declaring that so long as network service complies with standards of public interest the FCC has no authority under the Act "to punish anyone."

Extent of Contracts
A. L. Ashby, vice-president and general counsel of NBC, after a colloquy with Chairman Fly on the transcription regulation aspect, asserted that the main reason NBC does not permit other transcription companies to make off-the-line recordings was "we do not know where we should give our facilities to a competitor." He disagreed with the contention that NBC deliberately sought to undermine the transcription market as to price. Asked by Chairman Fly why the sponsor, who buys the network's facilities, cannot do what he likes about recording his talent for other use, Judge Ashby asserted that the sponsor's contract covers only network time.

In the artist field, Mr. Hennessy said that of some $100,000,000 a year spent by radio for artists, only about 4% has gone to NBC's artists service, with the remainder to independent talent agents. He said there are some 200 other agents from whom to choose, many of them with more clients than NBC. Of all talent used on NBC, about 67% comes from the "outside," 4% from other agents and 29% from NBC's own artists service. He insisted the artists themselves have been responsible for the development of the NBC service and that they have solicited management by that network.

**WNBH Ready to Open New Harbor Transmitter**

LOCATED right in the harbor at New Bedford, Mass., the new transmitter of WNBH will be dedicated Dec. 18. The plant, built at a cost of $12,000, includes a 750-foot half-wave Blaw-Knox self-supporting antenna, with 250-watt RCA transmitter. The dedication program includes local and Yankee Network talent.

Submarine cables carry impulses from studio to transmitter. Cables are laid more than 1,000 feet in trenches on the harbor bottom. Two motor launches will provide transportation for operators. Ground connections terminate in salt water. An expanded Antenna in the transmitter can take care of possible FM operation in the future, with radiator atop the tower. The plant also contains transmitters for both the New Bedford and Fairhaven police.

**Edward F. McGrady**

(Continued from page 57)

President Roosevelt. After the election of Mr. Roosevelt, Mr. McGrady became one of Gen. Hugh Johnson's assistants in the now defunct NRA. While holding this position he was named Assistant Secretary of Labor, in which position he gained nationwide recognition for his clear-headed handling of several delicate strike situations.

While Assistant Secretary of Labor Mr. McGrady became known as the Government's trouble shooter whenever a big strike occurred. He was on the scene at every big strike during that three-year period. These included the general strike in San Francisco, the building service strike in New York City, and the various strikes in the Toledo district.

And it was an outgrowth of the latter that McGrady gained what many of his friends term his most deserved recognition. It was popularly termed "The Toledo Plan." During 1934 and the first part of 1935 Toledo experienced a flurry of strikes. The labor disputes were widely publicized and many citizens became slurred by the reputation their city was acquiring as a result. They asked McGrady if he could do something about it. He suggested the plan which has become a model for many other cities. Briefly it consists of a board composed of representatives of the community - at-large rather than any faction or group, with no authority to order anyone to do any-

**HELEN ADAMS**

conducing

"LET'S HELP YOU KEEP HOUSE"

Five Days a Week on ST. LOUIS KWK

**Howard paper had this to say editorially:**

"... When labor disputes threaten defense production, it will be a satisfaction to know that this veteran trouble shooter, domestic diplomat and practical philosopher, who has served labor, industry and Government with equal success, is on hand. If Industry and labor will each subscribe to the philosophy of this shrewd and resourceful veteran, no swinging of Governmental big sticks will be needed to see this country thru the change over from a normal peace time operation to a hurry up preparedness regime."

Naturally, radio is proud that it is able to claim Ed McGrady as one of its own, prouder still that he can serve the Government in this critical time. In this connection, few have caught the spirit of an industry faster than he has with radio. He quickly grasped the fundamentals and is conversant with all the intricate problems that stem from its operation.

Mr. McGrady has little time for much outside his work and family, which now consists of two daughters and three grandsons... his pride and joy. One grandson will graduate this year from a premedical course while the others are still in grammar school. From now on he will even have to cut short the happy hours he usually spends with them. For holding down the two jobs that will be his can hardly be called a one man task.

Mr. McGrady is a member of the National Press Club in Washington.
Agencies

TOM LYNCH, formerly a member of both the radio and the research departments of Wm. Eddy & Co., New York, has been appointed time buyer of the agency, succeeding Al Taranto, who has resigned to become time buyer of Ted Bates Inc., New York.

J. H. NORTH, time buyer of Aubrey, Moore & Wallace Inc., Chicago, is the father of a boy, John Duncan, born Nov. 18.

EDNA ERIKSSON, for the last five years space buyer of Campbell-Mithun Inc., Minneapolis, and previous to that space buyer for BBDO in Minneapolis, on Nov. 15 joined the contract department of BBDO, Chicago.

S. R. GORDON, formerly of W. Horn & Co., accountants, has joined Ward Wheelock Co. as manager of the New York office. Diana Bourbon continues as the executive in charge of radio in New York.


DAVID C. THOMAS, president of Husband & Thomas Co., New York, advertising agency which was discontinued in 1939, has reorganized the company with new offices at 350 Madison Ave. Associated with him as vice-president is H. L. Kneeland, former vice-president, in the original agency. Radio accounts, none of which has yet been announced, will be handled by Mr. Thomas.

A. O. DILLENBECK has resigned as executive vice-president and director of Bychanan & Co. Inc., New York. After a vacation he is expected to announce future plans.

WILLIAM DIAGE, account executive of Glasser-Galley & Co., Los Angeles agency, has taken a leave of absence to join the Marines. Robert Smith, also an account executive of that agency, has joined the Army Air Corps.

CHET PETERSEN, formerly account executive of KFUN, Long Beach, Cal., and KKLD, Los Angeles, has established his own advertising agency, under the firm name of Chet Petersen Adv., with offices at 615 S. Hill St., in the latter city.

LEO E. COULT, formerly production manager of Milton Weinberg Adv. Co., Los Angeles, has joined the Sidewalk Film Adv. Agency, that city, in a similar capacity. In addition, he has taken on the duties of time buyer.

Longstreet to CFP

EDWARD LONGSTRETH, freelance script writer and previously in the radio departments of N. W. Ayer & Son and Pedlar & Ryan, New York, has been appointed to the newly-created position of radio director for the Martin-Faith-Line-Peterson Co., Jersey City. He will supervise and coordinate the company's broadcasting activities currently occupying nine network programs, seven of which are on CBS and two on NBC. Well known as an author of the leading music magazine, Mr. Longstreth entered radio in 1929 as a free lance script writer, handling continuity and interviews for various programs. In the past two years, Mr. Longstreth has lived in America's Money Belt

WANTED...in America's Money Belt!

4,015,400 Gallons of Gasoline Every Day!

WILL YOU SELL IT?

In America's Money Belt people like to ride. But it's not "Old Diddle" they're hitchen to. They hurry be- hind sleek steel horses of steel!

And what appetites these horses have, as they roam the cities, towns and farms, engineered in the engines of more than two million cars, trucks and tractors. What's more, they won't go off to market or into fields without first receiving a satisfying meal of gasoline and oil, plus plenty of grease to keep their joints limber.

And that's not all—they require gear lubricants, tires, anti-freeze, batteries, spark plugs and other acces- sories. Why, for anyone who sells such things! You can figure out how many hundreds of millions of dollars the cash runs to, if you wish—mak- ing the cash registers ring for our advertisers. Feed these horses keeps us too busy to total this up.

And it's easy to let the Money Belt feed what you sell. You can reach every nook and cranny of this rich money area. The Cowles Stations—radio's four-way voice of America's Money Belt.

WHICH OF THESE DO YOU SELL?

Estimated Annual Retail Sales in "America's Money Belt"

Gasoline

Gallons ...1,465,659,825

Lubricating Oil

Gallons ...36,846,830

Tires (pass. cars) ...2,660,915

Tubes (pass. cars) ...2,250,980

Batteries (cars and trucks) ...1,140,917

In "America's Money Belt" there are:

Passenger autos ...1,583,878

Trucks (on farm) ...127,199

Tractors ...414,979

Forms New Agency

DOBOTHY LINDNER OMAN-SKY, widow of Jacob Omaskey, one-time general manager of the New York Post and the Philadelphia Record, and known for many years in media advertising, has opened The Lindner Agency at 250 Madison Ave., New York. Miss Lindner was formerly with Hearst Publications and previously assistant circulation manager of Time Magazine. She also worked for CBS. With Miss Lindner are L. V. Eastman, lawyer, as treasurer, and Theodore Fooden, former head of the New York Escort Service, as secretary. Full list of accounts will be announced after Jan. 1, 1941.

Gibbons Forms Agency

GIBBONS ADV. AGENCY, Tulsa, has announced, Dec. 1 by J. Burr Gibbons, vice-president and a major owner of Rogers, Gano & Gibbons. Leslie E. Brooks is vice-president, and M. M. Motz is secretary.

The agency will specialize in industrial accounts, though handling consumer goods business.

Answer: Yes, May We Send Complete Information?


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When the 3,000th Richfield Reporter program was broadcast over 6 NBC-Pacific coast stations, sponsor executives, those of the agency handling the account and network representatives celebrated with a banquet. Event was also saluted by NBC with a half-hour program. At the banquet, among others, were (seated, l-r): R. W. Rice, and chief counsel of Richfield Oil Co.; A. M. Kelly, vice-president in charge of manufacturing; Charles S. Jones, Richfield president; Don E. Gilman, NBC western division vice-president and F. A. Morgan, vice-president in charge of development for Richfield. Standing (1 to r), are Julian O'Donnell, vice-president of Hixson-O'Donnell Adv., Los Angeles agency; Sydney Dixon, NBC Pacific Red sales manager; G. K. Breitenstein and Robert Hixon, president and vice-president, respectively of the agency.

Mace Reorganizes

MACE ADV. AGENCY, Peoria, Ill., will continue operating under direction of its present personnel, in compliance with a wish expressed by M. J. Matusson, founder and president, who died Dec. 1. Four members of the firm have purchased the agency from the founder's estate and will operate it as "a fitting memorial to the founder." Under the new setup John F. Felker, president; Walter D. Marken, in charge of art and production; Robert J. Rice, vice-president, copy and radio; Olga Rummel, secretary, auditing and office management; Jay J. Keith, treasurer, client relations and space buying. Mr. Mace had been ill for a year. The agency has operated under his direction for 27 years.

Marketing Assn. Meeting

NATIONAL convention of the American Marketing Assn., to be held at the Stevens Hotel, Chicago, Dec. 26-28, has selected "How to Get More For Your Advertising Dollars" as its theme. Vernon H. Bentsy, advertising manager of Swift & Co., Chicago, has been named chairman of the advertising sessions, which will feature discussions on radio advertising, magazine and outdoor displays. Frank Sinton, research director of CHS, New York, will talk on the subject "Put More in Radio." Fred Dickerson, head of the Bureau of Advertising of ANPA, will discuss newspapers. Frank Bunch, of the Periodical Publications Assn., will speak on magazines, and F. N. McGehee of Outdoor Advertising Inc., will talk on outdoor displays.

Carroll S. Dejong

CARROLL S. DEJONG, 49, for the last 11 years account executive of the Phil Gordon Agency, Chicago, was killed Nov. 20 and his bride of a month critically injured in a collision when their car was struck by a freight train near Fowler, Ind.

Edith M. Lloyd


KXA, Seattle and KGY, Olympia, Wash., have appointed Burn- Smith Co. as national representatives.

FORMULA FOR STORES

WOR Survey Yields Tips on

How to Use Radio

SURVEY of the use of radio made by department stores conducted in 14 cities by John P. Neil, retail account executive at WOR, Newark, with Joseph Creaner, WOR promotion director, of "A Radio Formula for Department Stores," Broadcasting, Aug. 1, 1940, has been issued by WOR as a 24-page booklet, written and illustrated with the light touch typical of Mr. Creaner's promotion pieces.

In addition to the 3,000 advertisers and agencies to whom WOR sent the booklet, the National Retail Dry Goods Assn. is sending copies to some 4,000 department stores, according to WOR, which says this piece is the first on the subject ever issued by a station. Brochure's five-point conclusion follows:

"Radio, properly administered by a department store, sells goods, stimulates store traffic, creates goodwill and extends the store's trading area.

"The majority of successful department store radio programs are of the disc variety.

"The majority of successful department store programs using radio are buying time on moderate or high-powered stations.

"Radio must be given a fair trial Short term contracts are unfair to both the store and radio.

"Radio cuts the cost of other media by upping the effectiveness of those media."

MCA Radio Promotion Tique

MUSIC CORP. of America, along with the usual advance publicity brochures it sends to local agents or theatre managers when it books an engagement for its talent, is sending out a separate press manual of six half-hour radio scripts as promotion for the Benny Goodman band. The manual was originated by Hal Davis and Les Lieder, publicists for Goodman, and is titled Words About Music, also the name of the agent's program recently on WOR, New York. The manual is mailed to theatre managers or agents as a receipt of the scripts places them on a local station in conjunction with Goodman recordings, which the station would normally have on hand, a week or several days prior to the band's appearance.

Youngstown mills, operating at capacity, are enlarging to meet the demand. Cover this market of 350,000 best with...
A UNIQUE 15-minute news drama, "Stop That Story," has started on WCCO, Minneapolis, in a time-space exchange with the St. Paul Dispatch-Pioneer Press. Idea of Editor Russell Wiggins, the program is built around stories the newspaper was asked not to print. Roundtable discussions by civic leaders from towns around the Twin Cities on whether the story should or should not have been printed follows the drama. Publisher then explains the reasons for the newspaper's final decision.

Stumping the Imitators

NEW comedy quiz show, "Stumping the Imitators," is getting a big play on KOMO, Seattle. Sponsored by the Seattle Bowling & Recreation Center, the show brings bowlers off the alleys to imitate anything from a coyote howling an obligato to "Home on the Range" to an opera singer handling "Beat Me, Daddy, Eight to the Bar." Listeners are offered cash prices for usable imitation situations. The bowling audience is provided by its own bay. If an imitation is good enough to merit a cash prize for the imitator.

Dramatize Case Histories

KPX and KGO, San Francisco, are dramatizing case histories taken from the files of the San Francisco Chronicle in connection with that newspaper's annual "Nearest Families" campaign. The effort is designed to rehabilitate needy families rather than to give them relief. Families are recommended by Community Chest agencies and then investigated. The programs are released by KGO at 7:30 p.m. (PST) Wednesdays, and KPO, Fridays, 8:15 p.m.

Health and Time

DEVOTED to a discussion of the health aspects of the daylight saving plan now under consideration in Wisconsin, WTMJ, Milwaukee, has started a new series, "Daylight Savings and Health," produced in cooperation with the Wisconsin State Medical Society. Queries on the plan, solicited from listeners, are read on the program by James Kelley, executive secretary of the Milwaukee County Medical Society, and answered by "The Friendly Doctor," an anonymous local physician.

Christmas

WOW

590 Kilocycles
John J. Gillin, Jr., Mgr.

On the NBC Red Net

OMAHA, NEBRASKA

BROADCASTING • Broadcast Advertising
Building a Drama

WHEN the Listeners’ Theatre, produced by the Yale department of drama, starts its third season on the Colonial Network Dec. 16, a new format for the series will include discussions of each production by Prof. Walter Eaton and a group of student playwrights. Designed to add to the interest and academic background of this extra-curricular play plan of the drama department, listeners will hear the various reasons for the playwrights’ choice of what constitutes dramatic worth as well as a discussion of the problems faced in each production.

* * *

Quiz By Phone

KRE, Berkeley, Cal., recently started a new program titled The Telephone Ring, questions are asked over the air. Listeners are invited to phone in answers. Prizes by sponsors are offered, the correct answer is phoned in. Then the correct answer, the winner’s name and the prize are announced. Don Hambly and Emily West, of the KRE staff, work the show.

* * *

Man in Kitchen

HOUSEHOLD hints from the man’s point of view are offered during the five-minute, weekly quarter-hour commentatory program, Homer Griffith and His Radio Scrapbook, recently started on KRO, Los Angeles. Broadcast includes a hodgepodge of poetry, essays and short stories with listeners invited to send in suggestions and contributions.

* * *

Sassiest Stuff

GOSSIP and news, fashions, etiquette and other phases of society doings furnish the material for The Social Whirl, new weekly series on KPO, San Francisco. The program features Mildred Brown Robbins, society editor of the San Francisco Chronicle and Ruth Dunbar Burke, prominent junior league.

* * *

Housing Tips

TAKING advantage of current housing interest, KKOK, St. Louis, has started Your Time for Better Living, a series of informal talks by prominent realtors giving small landowners information and tips on property management and financing. The program is a three-way cooperation between the station, the St. Louis Real Estate Exchange and the St. Louis Star-Times.

* * *

Snow Use

NEW SERIES, Let’s Go To the Snow, presented on KRO, San Francisco, Thursdays at 8:15 p.m. (PST), covers reports of snow fall, snow sport conditions in Washington, Oregon, Idaho and California, prepared with cooperation of the U.S. Weather Bureau, Department of Commerce, and is narrated.

* * *

News For Bands

NEW oddity show, including unusual human interest stories from public prints and original reporting, is It Could Have Been You on WSB, Atlanta. The show, heard Wednesdays at 11:05 a.m., breaks up the usual dance band schedule Douglas Edwards, of the WSB news staff, narrates the program.

Good Night Nurse—Presto! Free Verse

The following from Maj. Edney Ridge, director, WBIG, Greensboro, N. C.:

Ordered to bed with laryngitis
It’s great to have BROADCASTING greet us...

My copy came to me early today
So I read what the broadasters have to say.

We always seem in a hellauss mess... but
It’s never bad as they say, I guess.

There’s just one thing to remember, and never forget...

John Q. Public’s the boss, and he owns the set.

If notify, and clever men try to deceive
There’ll be no one at that end to receive.

We hear about long fights and bitter...

Where to locate or place a transmitter.

It don’t seem to bother much... one way or another

For It’s the public that counts... not you, brother!

Radio’s famed for the way it speeds...

Rules, regulations, codes and creeds.

Everything done points to some prevention...

Maybe broadasters are wrong in taking their view
They’ve been doing a good job, I think. Don’t you?

So whatever is done in the way of solving...

We’ve had enough of meeting and resolving.

They are pretty fair fellows, down at the Commission.

And most of our faults are sins of omission.

This is a great country—the only one we are safe in

So let’s all get together and quit this strafin’!

Care For Sets

KLS, Oakland, Cal., recently launched a thrice weekly program in which tips on the care of receiving sets, use of gadgets, placement and other things touching on reception are given to those invited to send in suggestions and contributions.

* * *

Silent Screen Dope

INSIDE of the motion picture industry, news about the stars, directors, writers and producers and humorous happenings in filmdom’s glamorous city are revealed on the new Hollywood Roundup, on KNY, San Francisco. Leni White conducts the thrice-weekly feature.

Around the Tree

SHOPPERS’ guide to Christmas buying is the new Around the Christmas Tree series, heard mornings Monday through Friday on KGO, San Francisco. The feature is conducted by Virginia Lee, acting as the Christmas Shopper.

* * *

Old West Adventures

YARNS of the past and present, centering around the development of transportation, are narrated Sundays on the new Trails, Rails and Waterways on KLS, Oakland.

Wage-Hour Law Explained

THE NAB Labor Relations Department, headed by Joseph L. Miller, has published a pocket-size pamphlet, The Wage & Hour Act, explaining application of the Fair Labor Standards Act to the broadcasting industry. The pamphlet incorporates under one cover the various interpretations applying to specific industry situations, as adopted by the Wage & Hour Division of the Labor Department, and the text of the Wage-Hour Act itself.

Line Troubles in Mexico

MAJOR INAUGURAL COVERAGE

ALTHOUGH the three major networks had planned full coverage of the Mexican presidential inaugural ceremonies Dec. 1 from Mexico City, each ran into such confusion that the broadcasts resulted in utter bedlam. At NBC the lines from Mexico were crossed in some inexplicable way so the English translation of President Alvaro Camacho’s talk was transmitted to South America, while the speech itself was fed to the United States audience for the entire half-hour from 12:12:30 noon.

CBS reported a line failure due to the collapse of a telephone pole, and its broadcast scheduled for 12 noon was cut off at 12:16 p.m. Jack Starr Hunt, Mutual representative covering the event, reported to MBS headquarters in New York that the broadcast was halted by saboteurs at 12:16 p.m. His message read: “All telephones cut somewhere near Tamphiro by unknown party believed followers of Almazan” (opposing candidate for the election).
Extensive Music Index Being Compiled By ASCAP Has Few Broadcast Users

WITH THE MUSIC controversy between ASCAP and the broadcasters at white heat, at least one executive of ASCAP is bemoaning the fact of the broadcasters to take advantage of the availability of ASCAP's music title index. E. C. Mills, chairman of ASCAP's Administrative Committees and the originator of the ASCAP index, focused attention on this situation.

The index, originally offered in 1937, was favorably received by the broadcasting industry and in many quarters was labeled one of the few constructive tasks ever undertaken by the Society on behalf of its users.

In the more than three years that have elapsed since the original offering of the index, only 78 stations have asked ASCAP to send all installments as available, according to Mr. Mills, and only 237 stations of the roster of more than 800 have asked for any part of it. The index was offered to stations entirely free of charge, except the cost of transportation and files.

To Include All Catalogs

When the index originally was instituted, Mr. Mills said, he thought regardless of any future developments as to differences between the broadcasters and music copyright owners, such a service would be useful to the program building departments of stations. After careful studies and research to ascertain the most practical method of indexing musical titles, Mr. Mills evolved the plan of preparing the titles on perforated gummed sheets, to be torn apart and each title pasted on a separate index card.

The index was presented in installments, the first of which was made available in November 1937. Since that date 11 installments in all have been offered. To date the index includes 126,650 of the titles most used, until now, in broadcasting, and is stated on ASCAP's behalf that the index is a complete one, as far as the broadcasters average use is concerned.

The ASCAP official stated that it has been and is the plan to continue preparation of additional installments until finally the index would embrace practically all music, copyright and non-copyright, of which any reliable record could be found anywhere, in any catalogs, listings or indexes throughout the world. The index is not limited to compositions by ASCAP members, or controlled by affiliated societies, but is all-inclusive of each musical composition, copyright and non-copyright, of which ASCAP can find a record regardless of ownership. This is stated formally by ASCAP.

Further explaining the comprehensive character of the index, it was said that it is not only of the ASCAP repertoire but is intended to be an all-inclusive, accurate and informative index of all musical compositions, showing the title of the composition, the name of the author and/or composer, and of the publisher. It also shows, if ASCAP has the information, the owner of the small performing rights.

Still Available

Mr. Mills explained that since BMI completed its organization and began producing its own index, ASCAP invited it to send lists of works for inclusion in the index and it complied. He also advised that from its inception, the index has been offered to and accepted by the NAB. The index has been offered to Canadian as well as American stations.

Considered entirely apart from the current controversy between ASCAP and the industry, many broadcasters are understood to have found the ASCAP index of great service to them in their dealings with it. A number of the projects for creation of copyright clearance bureaus, on a cooperative basis, plan to use the ASCAP index as a guide.

The index, despite strained relationship between ASCAP and the industry, is still available to all stations on the original basis, according to Mr. Mills. A brochure issued by ASCAP describing in detail the scope of its index, is available for distribution. An estimate of the cost of complete installation of the index is given as approximately $700, including clerical cost of placing cards in the index in alphabetical order. ASCAP makes no charge for the material. The newest brochure, available by inquiry to ASCAP at 50 Rockefeller Plaza, New York, bears date of July 10, 1939.
FCC Seeks Increase in Fund To $4,250,000 for Next Year

A SUBSTANTIAL increase in appropriation for the 1942 fiscal year, which begins next June, is being sought by the FCC, evidently pertaining to a broadening of the entire radio regulatory base.

While details regarding appropriations for Governmental agencies are not filed until the actual appropriation bills are introduced in Congress, it is learned that the FCC is seeking upward of $4,250,000 for overall activities from July 1, 1941 through June 30, 1942. Base appropriations for the current fiscal year amounted to approximately $2,200,000. The Commission, however, received $1,000,000 from the President's special defense fund for wider expanded monitoring operations necessitated by the European War and subsequently got $175,000 for relocation of monitoring stations.

Personnel Increase

The new budgetary requests also are understood to include nearly $3,000,000 for national defense activities. However, it was recalled that a substantial portion of the national defense budget for the current year was for equipment and, therefore, is not a recurring expense.

It is expected the FCC will appear before the House Appropriations Committee, headed by Rep. Woodrum (D-Va.), during the week of Dec. 16, to justify the budget demand. The overall increase asked runs about $300,000 ahead of the current fiscal year's funds, including the special appropriations made after the original allocation. Increase for salaries and expenses of approximately $185,000 indicates the FCC proposes to expand its personnel base—perhaps in all essential departments.

With television and FM forging ahead, it is presumed the Commission will seek to retain an expert television engineer in the higher salary brackets. Presumably, the broadcast engineering staff also would be augmented with the retention of FM experts and equipment specialists.

With field operations for surveillance of propaganda activity vastly increased during recent months, signs point to a substantial increase in personnel in that field. All told, some 500 additional engineers, clerks and other functionaries have been retained by the FCC since procurement of the special defense fund early this year.

In the surveillance of propaganda originating abroad, the FCC has made elaborate plans. It is reporting, translating and transcribing foreign programs. It also has taken steps to record domestic foreign language programs and add "fifth column" and other activities viewed as inimical to the national defense. Beyond that, the work entailed has to do with intercepting high-speed code transmission.

Running down of unlicensed stations also falls in this sphere of activity. A staff of translators and of other specialized personnel for this work has been established and will be augmented if the funds are forthcoming. Moreover, the recent establishment by the President of the Defense Communications Board, for which no special appropriation has been made, will probably entail the time of a number of clerks and other assistants. The heavy policy work is handled by the FCC staff, or by experts of other Governmental departments having membership on this Board.

Primarily in the public utility common carrier field the FCC proposes to move to its Accounting Department. Additional attorneys and investigators are expected to be named to delve into qualifications of applicants for stations and to handle verification of citizenship and other matters. Special attorneys, specializing in investigation work, would be sent to the field, with a staff also maintained in Washington in the special investigation section created during the last year.

34,770 TIME SIGNALS

Navy Report Reviews Work in Communications

A TOTAL of 34,770 time signals were broadcast by the U. S. Naval Observatory in Washington and the Manila Central Observatory from July 1, 1939 to June 30, 1940, according to a Dec. 1 announcement in the annual report of the Secretary of Navy for the 1940 fiscal year. By means of radio control and a crystal clock at Mare Island, Cal., the Naval Observatory controls the broadcast time from naval radio stations at Washington, San Francisco, Oahu, T. H., and Bahia, P. I., providing time signals available for use by U. S. broadcast stations.

The Navy Department's report also declared that "naval communication operations and matériel have continued at high efficiency" and that communication facilities are adequate for the existing naval establishment. This is regarded as a noteworthy commendation, from both the then Acting Secretary of Navy Lewis Compton and Admiral Harold R. Stark, Chief of Naval Operations, for the Division of Naval Communications and its head, Rear Admiral Leigh Noyes, who is also a member of the Defense Communications Board.

Noting that 36 naval radio traffic stations have been in active commission during the last year, with five such stations maintained in an inactive status, the report indicated that additional communication facilities will be made available for the Navy to meet the increased requirements occasioned by the limited emergency and the naval expansion program.
Native Tongue Programs Enjoy Wide Following, Survey by FCC Reveals

AN ANALYSIS of answers to a recent FCC questionnaire reveals that a total of 109 domestic stations now schedule broadcasts in one or more foreign languages and 57 additional stations, while not now broadcasting in any foreign language, have done so in the past six months. There are 43 stations which broadcast 10 or more hours weekly in one or more foreign languages.

The information contained in answers to the questionnaire reveal that 31 foreign languages are represented on 1,721 current weekly programs, which amount to nearly 1,300 hours of broadcast time. Approximately three-fourths of this is in Italian, Spanish, Yiddish, and German — the proportion decreasing in the order listed.

The FCC says smaller stations appear to predominate in the foreign language field, 108 of the 199 stations having power not in excess of 250 watts. However, the Commission points out, a substantial number of stations which devote a large amount of time to foreign language programs have greater power.

The FCC said the answers revealed that the preponderance of stations using foreign languages are located in areas with large foreign born populations, and the stations assert that broadcasts in native tongues are popular with their listeners and their advertisers.

The Other Fellow’s VIEWPOINT

Editor Broadcasting:

There is an error in your story on page 69 of your Nov. 15 issue on “Time For The Fair.”

Your story states: “Regarded as a new high in continued promotion activity...” This amazing report of how much free time radio gave the New York World’s Fair should be headed “Regarded as a new high in continued chiseling activity...”

I am sure my sentiment on the chisel practices of the New York and San Francisco Fairs are echoed by many other station managers as well as the newspapers of this country which also got not a cent from either one of these projects. This fact is recalled most vividly when one considers that the New York World’s Fair would charge as high as 40c for a bottle of beer as well as all the other systems of extortion and high prices that drew so much unfavorable publicity everywhere.

I think it is also high time that your good magazine went after the chisel practices of movie companies which continue to try and flood the network with premieres and other such tripe on a free basis.

S. A. Cisler, General Manager, WGRF, Buffalo.

Buddy Arnold of the Betty and Buddy song team on WOR, Newark, has completed three songs just released by BMI and published by Peer Art. They are “There’s a New Moon in Honolulu,” “My Old Man,” and “Then I Love You.”

John M. Tiffany, chief engineer of WYKC, Cincinnati, is shown making a final adjustment on the new type of microphone built by Lee Bernhardt, a member of his engineering staff. The idea for the new mike was conceived by Jimmy Scribner, whose Johnson Family broadcasts are aired on MBS from the Time-Sterling station studios. It is used to simulate different voices in the script (all of which are done by Scribner), and for fades. The microphone stand is for a Western Electric 639B and is made to rotate by hand over 180 degrees, noiselessly. It is mounted on ball bearings both top and bottom with felt cushions to break the motion and to insulate it from bearing noises.

Fame for Singer

HAILED as another Mariann Anderson, Virginia Lewis, young Negro soprano of Philadelphia, saw her career take a Cinderella turn Dec. 9 when she sang at the White House for Mrs. Eleanor Roosevelt and guests. A WPA music teacher in Philadelphia, the 26-year-old singer is a protégé of Samuel R. Rosenbaum, president of WFIU and chairman of the Philadelphia Inner Hood Dell summer concerts. Through the White House negotiations, a Philadelphia Junior Miss Lewis gained enough recognition to be assured tutelage under an outstanding voice instructor.

10 Fold Increase of Power

WRVA COVERS RICHMOND AND NORFOLK IN VIRGINIA

WRVA Covers Richmond and Norfolk in Virginia

10,000 Watts 970 K.C.

For further information


WRVA Covers


NOW

1000 WATTS

970 K.C.

COLUMBIA AND MUTUAL NETWORKS
Man of Hobbies

There is nothing prosaic about Herman Berger of the WOR, Newark, engineering staff. For hobbies Berger (1) collects eyes—he has wide collection of animal optics; (2) has a home machine shop; (3) grows roses; (4) collects stamps. Berger was in the investment business before he became a radio engineer in 1933.

Hams Called to Service

Get Renewal Exemption

The FCC has suspended its regulations requiring proof of satisfactory service in connection with renewal of commercial and amateur radio operators licenses for persons called to military service. The blanket exemption will affect nearly 100,000 operators of both classes and will continue until Jan. 1, 1942.

General waiver of the provisions was considered at a conference of Commission officials with representatives of interested labor organizations, including the International Brotherhood of Electrical Workers, Commercial Telegraphers Union of North America, American Communications Assn., Maritime Committee of the CIO, National Federation of Telephone Workers, Federation of Long Line Telephone Workers and the Assn. of Technical Employees of NBC.

Reason for the waiver was a desire on the part of the Commission and the labor organizations to relieve those called to the colors of routine details.

In announcing the exemption, it was stated:

“...The Commission is aware of the importance of maintaining the present high standards of proficiency of licensed operators, and also guarding against a shortage of such skilled workers. It will, accordingly, continue to give this problems careful attention, and should experience indicate the need for change the Commission will act accordingly.”

No FCC Quorum

With the absence from Washington during the week of Dec. 9 of three of its members, the FCC functioned without a quorum during that week. Chairman James Lawrence Fly and Commissioners Paul A. Walker and George H. Payne attended the annual meeting of the National Assn. of Utility Commissioners at Miami Dec. 10-12. Also in the group was Chief Accountant William J. Norfleet.

Six Named RCAC V-Ps

Six executives of RCA Communications Inc. were elected vice-presidents at an RCAC board of directors meeting Dec. 6, according to W. A. Winterbottom, vice-president and manager. They are: John B. Rostron, vice-president and traffic manager; C. H. Brimmer, vice-president and chief operating engineer; J. H. Berger, vice-president in charge of research and development; E. M. Wozencraft, vice-president and general counsel; L. O. Hills, vice-president and controller; A. B. Tuttle, vice-president and treasurer.

Charles F. Hellman, 67, retired radio electrical engineer, died in Los Angeles, on Nov. 25.

Actually, she is one lovely girl, with one lovely voice. But thanks to broadcasting networks, she becomes twins, triplets, or hundreds—bringing songs to the corners of the country.

Bell Telephone engineers co-operated in making the first radio network. And since then, they have worked faithfully to anticipate the needs of radio. Today, the country is webbed with special telephone lines—designed to carry programs from one station to another. A well-trained corps of telephone people stands ready to guard and guide the network programs of the nation... And back of them stand the telephone engineers in Bell Telephone Laboratories still working on network problems of the years to come.
ENSCONCED PRIMLY behind the curtain, Helen Adams, home economist of KWK, St. Louis, answers questions on food problems posed by a regular listener to her "Let's Help You Keep House" program visiting the KWK booth at the Food Show held Dec. 1-7 in the St. Louis Municipal Auditorium. The KWK booth featured displays of 29 food sponsors of the station. More than 14,000 sheets of Miss Adams' recipes were given to visitors at the booth.

How to Sell Spots

SEEKING to set up its schedule of Christmas shopping spot announcements quickly and economically, WLVA, Lynchburg, Va., late in October started a five-week campaign built around a single mimeographed "business conditions" letter and five penny postal follow-ups. The letter and cartoon postcards, mailed at weekly intervals, served their purpose as door-openers for the WLVA sales staff, and five weeks before Christmas 98% of available spots during the 15-hour broadcast day had been reserved under contract and were on the air, according to the station. The campaign was particularly successful, from the viewpoint of the station management, since it allowed the program department to prepare December schedules in time to correlate the spots with the MBS network features which started on WLVA in November.

Virginia Buttons

WLVA, Lynchburg, Va., key outlet of the Tri-City Stations, to mark its 10th anniversary under direction of Edward and Philip Allen, has presented gold lapel buttons to executives and personnel of WLVA, WBTM, Danville, and WSLS, Roanoke. The buttons, designed as an equilateral triangle containing the call letters of the three stations and respective cities on a black enamel background, identify staff members from both advertisers and personnel of the individual stations.

Holiday Kits

RETAIL food markets throughout the Midwest are supplied with Christmas display kits to facilitate their cooperation with WLW, Cincinnati, in a campaign to popularize foods as Christmas gifts. Along with the special displays, a merchandising plan was distributed, giving suggestions to merchants for making up baskets of food gifts, assorted appropriately for mothers, fathers, brothers, sisters, employers, employees, etc. Baskets cover a price range of $2 to $8, with WLW-advertised foods featured. * * *

Likers of Chocolate

GHIRARDELLI CO., San Francisco (ghirardelli chocolate), has inaugurated a participating sponsorship on "Show of the Week," Don Lee-MBS program, which features a letter-writing contest. Winners will be judged on the most satisfactory answer, in 50 words or less, to the statement, "The thing I like best about Ghiradelli Ground Chocolate is..." Prizes will be five radio phonograph combinations, five shoulder strap portable radios and 92 $1 prizes—total of 101 prizes. Dealer prizes will also be given. Contest closes Dec. 18 and winners will be announced Dec. 22.

Now in Print

AFTER more than a year as a weekly multigraph publication, the "1420 house organ of WBSN, Columbus, has been transformed into a tri-weekly printed paper. The publication, with schedules of sponsored programs, both on CBS and locally, includes skits about program and studio personalities, and sponsors.
Mellowed Gags

AS PROMOTION for the Can You Top This? program, which started Dec. 9 on WOR, Newark, the station is mailing to radio stores a booklet of "shelf jokes," published way back in 1910 by Wehman Bros., New York. The joke books aren't needed by WOR, and are sent out by Harry Hershfield, Joe Laurie Jr., and Senator Ford, stars of the program, "as each of the boys knows thousands of gags."

Free Publicity

NATIONAL accounts using KFAR, Fairbanks, Alaska, receive free advertising space and stories in a monthly radio supplement to the Fairbanks Daily News-Miner. The paper is owned by the same interests that operate KFAR. The radio section consists of four pages, simulating the style of the regular section of the News-Miner.

Pensacola Pecans

AGENCY radio executives have received letters from WCOA, Pensacola, asking for their home address so the station may ship bags of pecans before Christmas. A postcard adds that "It's as easy to crack the Northwest-Florida market through WCOA as it is to crack one of these paper-shell pecans."

Port Support

TO PROMOTE its two five-minute programs on WOR, Newark, the Port of New York Authority is distributing match boxes and map folders containing references to WOR, its programs on the dial and the time of the PA programs. Tie-in also calls for signs pluggins the programs placed at the entrances of the Holland Tunnel.

BROCHURES

NBC-Blue Pacific Coast—Folder—On "The Five Edwards," radio family with trio weekly program available for sponsorship.

NBC-Blue—Folder, "Alma Kitchell's Streamline Journal," promoting program of the same name.

NBC-Blue—Large, illustrated, blue and white folder, explaining a series of recent innovations and behind-the-scenes procedure in the Metropolitan Opera Saturday afternoon broadcasts from New York sponsored by the Texas Co. (Texaco products.)

WIRE, Indianapolis 42-page brochure complete with pictures of staff, local and network programs and personalities. Booklet being distributed through the station's sponsors.

THREE figures of the radio industry broke into television in a novel way Dec. 8 when the Sunday comic page, "Joe Palooka," by Ham Fisher, worked into its continuity John F. Royal, NBC vice-president in charge of new activities and sports, by William S. Paley, CBS president, and Donald Flamm of WJDX, New York. The cartoon strip also picture an interview between Mr. Flamm and Knobly Walsey, ubiquitous manager of Hero Palooka.

NATIONAL, Youth Administration for New York City has begun the development of a Radio Communications Unit at 31st and Eleventh Ave., as a part of the NYA national defense activities. The Unit will house the transmitter of the chain of more than 40 NYA-operated shortwave transmitters throughout the country.

PROMOTING RADIO 'MOVING DAY'

RCA to Use Broadcast Campaign and Other Types Of Promotion Prior to Reallocation

PREPARATION for the radio servicing center's moving day (March 29, 1941), when all U. S. radio frequencies above 730 kc. are to be reallocated, is well under way at RCA Tube and Equipment Division, whence comes a booklet being supplied to 100,000 radio service-men and dealers.

Entitled Radio's Moving Day, the booklet outlines what RCA is doing to assist in the servicing of the nation's new electronic equipment. The book is addressed to radio and television service-men, and to sell such other things as complete checkup, alignment, new tubes, new antennas, etc.

New territories. The children, many other accessories and services they are in a position to offer. RCA will make available special test instruments to make pushbutton realignment of radio sets, in which it may be checked against local stations so that the resetting job can be done quickly whether the stations are on the air or not.

Also announced is a booklet showing the frequency ranges of push-button of many popular receivers, and containing information available at no other single source. There is a direct-mail campaign to be provided to the services of the individual service dealer. Finally, it is revealed that RCA is considering plans to place consumer advertising on the radio and in national magazines directing attention to the necessity of having the resetting service performed by a competent service man.

Sues Irving Berlin

ALFRED H. AARONS, 80-year-old Hollywood songwriter, through his attorney, Harold David Geffen, has filed suit in the U. S. District Court for the Southern District of New York, charging Irving Berlin with plagiarism in connection with authorship and publication of the song, God Bless America. Named as cos-defendants are Irving Berlin Inc., MBO, CBS, ASCAP, Kate Smith, and 1,000 John Does. Aarons is asking the court to fix damages. The plaintiff declares that God Bless America was plagiarized from his song, America, My Home So Fair, which he claims he wrote and copyrighted in 1915.

THE VOICE OF MISSISSIPPI

MISSISSIPPI OFFERS NEW POSSIBILITIES!

1500 census reports show a population gain of 5.3% in Jackson . . . an overall increase of nearly 10% in WJDX primary coverage area.

Two U. S. Army Training Divisions at Camp Shelby, Mississippi, bring 60,000 extra listeners within range of WJDX.

Put WJDX-Mississippi's Dominant Radio Station on your 1941 schedule.

Note: WJDX, WFRG and WAML after for $800 Advertisers. Rates reasonable.

Member of South Central Quality Network

WJDX . WBO . WMSH . MARK WKEW . KTHS

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December 15, 1941

Q/1734

ataz

The Blackstone

The Drake

In LOS ANGELES

The Town House

In BELLEAIR, FLA.

Bellevue Biltmore

KWOS Studios Burn

STUDIOS of KWOS, Jefferson City, Mo., were destroyed Dec. 4 by fire of undetermined origin. However, there was no interruption in service, programs being fed through an emergency setup at the station's transmitter, west of the city. No announcement has been made as yet of the amount of damage nor of future plans for rebuilding the studios. The fire was discovered by a night watchman shortly after midnight and Bremen worked until 5:30 a.m. to extinguish the flames. The studios were housed in a remodeled mansion built in 1884.

Deluxe Disc Recorder

Designed for Radio Use

A DELUXE disc recorder, incorporating nearly a score of features new to equipment of this type, has been announced by the RCA Mfg. Co. It is built to provide the highest quality instantaneous recordings for broadcast purposes, and is designated as Type 73-A.

A precision device which meets the exacting requirements of the recording art, the new unit is unusually versatile. It records at 33 1/3 or 78 r.p.m. and from either the outside in or the inside out without changing leadscrews or gears. It is cut 96, 112, 120, 136 or 154 grooves per inch.

The recording head has a frequency response of from 30 to 10,000 cycles, and operates with higher amplitude and lower distortion than ordinary types of heads. A newly developed stabilizer prevents modulation resulting from "flutter" in the cutting head.

The speed and groove adjustments are easily and quickly made by turning a knob, there being no bothersome gears or belts to change. An improved cutter head lowering mechanism is operated by one hand, and is designed to protect against damaging stylus or record.

LEADING figures of public life, society, and radio were present at the fourth annual dinner of the McCovery-Hersheyfield Cardio Foundation in the grand ballroom of the Plaza Hotel, New York, Dec. 7 and broadcast over WMAA, New York, 10-10:30 p.m. The Foundation, founded by Alfred J. McCovery, president of WOR, Newark, and chairman of the board of MHS, and Harry Hersheyfield, cartoonist and radio humorist, gives cardiac aid to adult conveeptants.

$241 IDEA FREE TO TELEGRAM USERS!

Just by having Postal Telegraph survey telegraph costs, one firm (name on request) saved $241 on telegrams last year! Ask for this free telegraph cost analysis and see how you save! It uncovers huge waste and provides easy-to-follow plan to stop it!

For information about free telegraph cost analysis—wire collect: C. B. Allsopp, Postal Telegraph, 253 Broadway, N. Y. C. No obligation.

Postal Telegraph

KIRKEBY HOTELS

BROADCASTING • Broadcast Advertising
At Army Camps

A REGULAR portion of Your Hit Parade on CBS will originate from various Army camps. The program, started in January, Jerry Lester as m.c., a name band of the week, has been participating in the program. The broadcast, which will start about 3:30 p.m., will continue until about 4:30 p.m. It was previously broadcast as the wisest adults. The visiting Omaha adults are Miss Burnett, broadcast, linked to early talk and some of the station building.

PASSION'S, Philadelphia sporting goods and men's clothing store, has added a Pot O' Gold type of feature to its nightly news-sports and sports periods on WPIL, Philadelphia. In spite of the late hour, the broadcast carried for a quarter-hour at 12:15 p.m. telephone calls are made to listeners. Only five calls are made during the program, and with $25 in the opening pot, the first answered call receives half of the total pot and the remainder goes to the studio building.

WCAU, Philadelphia, was visited by its third largest throng of visitors in a single month during November, in an attempt to garner the interest of the 30-day total reached 22,831 persons. The number of visitors. Previous record crowds at WCAU in a single week were 37,000 during the month of November, for the first three weeks of the Monday through Saturday period that started in 1934, and 52,000 during the Open House period (Saturday and Sunday) of the Bowes auditions, election programs, the WCAU Aviation Ground School and other public affairs programs that contributed to a general swing in activity and equipment use.

A NEW musical weekly, The Chicago Concert Hour, with Henry W. Boccardi, 1500 WCAU, will appear on the air at 7 p.m. Wednesday, Dec. 16, 11-11:15 p.m. Col. Robert R. McCormick, publisher of the Chicago Tribue, will speak on each broadcast.

WDRC, Hartford, celebrated its 16th birthday anniversary yesterday. General Manager Will J. Starnes, said the station is the oldest in Connecticut and one of the oldest in the country. The program scheduled for the entire week of Dec. 8 was set aside for the celebration which featured special programs.

MEMBERS of the cast of Oxyno's Dean Was Perkins program celebrated the seventh birthday of the show on NBC Dec. 1. The group, Blackett - Sample - Hummert, agency handling the program, entertained at a dinner in the Racquet Club, Chicago. Broadcast is sponsored by Procter & Gamble Co., Cincinnati, on 75 NBC Red stations.

THROUGH a special tieup of six North Central Broadcasting System stations, Midland, Iowa, and receiving a unique morning weather service, starting at 10:00 a.m. each day except Sundays, the WCOI, Dubuque, Iowa, opens the broadcast with a 90-second review of temperature, wind velocity, road conditions, and the daily weather. The service is tied to the five other stations for weather data at these points. The entire hook-up reports in less than 10 minutes on the daily forecast service. The participating stations are KABB, Aberdeen, S. D.; KRMC, Jamestown, N.D.; KDLK, Dovilla Lake, N.D.; KGRO, Minot, N.D.; KLPM, Minot, N.D.; WOC, Chicago.

WHOM, Jersey City, has been added to the list of 17 stations carrying the Sunday afternoon show Father's hymn by the Red Cross. The program is sponsored by the Red Cross.

BOOKS RECEIVED in response to Phil Cooke's annual Christmas Book Drive on his Morning Almanac program on WAB, New York, last year. The 1949 edition will be sent this year to the various Army camps as well as to shut-ins in hospitals. Arrangements were made through the War Department to turn over this book to the Red Cross for distribution to the military personnel now arriving from listeners at CBS headquarters in New York, the home of the program.

WHP, Harrisburg, Pa., is mailing regular listeners of its Sunrise Roundup in the first week of the Farm Almanac, standard rural hand- book for the last 110 years. The program, announced by the late Light of the West, will be broadcast by the University of Pennsylvania State Department of Agriculture, who along with other officials appear in the show.

GENE CLARK, sales promotion manager of KPG-KGO, San Francisco, has assigned editorial duties for The Loud Speaker, semi-monthly house organ of the stations, to the mail and guest center. David McHard, the new editor, assisted by Jack Ulrich, Neil Shaver, Bill Emery, Joe West, Bob Gray and Harry Mayhew.

WMJ, Cordele, Ga., has opened additional studios in America. Features include: 1. An hour of the America studios three hours daily. 2. KSCJ, Sioux City, Ia., expects to open out of daily studio within the next few weeks. In the meantime, blank mike program from tourists. 3. WCKY, Cincinnati, has signed a contract with United Press for news service begins immediately, according to an announcement by Robert R. Timwy.

WXAN, Chicago, has added programs, The Face on the Floor, and Elmo Ellis, of the continuity staff. The program is carried at 11:15 p.m. Saturday nights. It consists of the usual dance and concert band routine.

KSTP, St. Paul, is broadcasting the Athens Big Band with the standard hour program and a road service series for early morning listeners. Special bulletins to the cities of St. Paul are broadcast at 6:15, 6:45 and 7:30 a.m., with further bulletins later in the morning.

STUDENT FORUM on current events, Bull Session, held locally in Chicago during the week. Students, including those returned to CBS with a discussion by six Northwestern students, "How to Be a Good Neighbor," based on relations between the Americas.

ROBERT T. CONVEY, president of KPCO, Chicago, has recently been appointed a silk guide to Capt. John Caseby, commanding officer of the 125th Field Artillery of the National Guard, on behalf of the station. KPCO broadcast the presentation ceremonies.

WEAF, New York, key outlet of NBC-Red, was forced off the air for seven minutes Nov. 30 when a current transformer in its new transmitter at Fort Washington, L. I. began to burn.

WLS, Chicago, on Nov. 25 started a weekly quarter-hour educational series under the direction of Howard Young, educational director, featuring choral groups of Chicago high schools.

H. C. LORBER, New York, has been added to the list of 15 stations carrying the Weather Service weekly program Father's Jasny's Radio Hour, one of the oldest foreign language programs on the air, presented in Polish from Buffalo.

MAUROBINE INVENTS
Defense Official First to Send
2-Way Plane Radio

MAJOR - GENERAL Joseph C. Mauborgne, Army Chief Signal Officer, and a member of the Defense Communications Board, was revealed as a radio inventor in his own right during the meeting of the National Inventors' Council in Washington Dec. 7. Designated the army representative on the Council, which is evaluating inventions of a national defense character, Gen. Mauborgne was disclosed as the inventor of the first radio apparatus to communicate between aircraft and ground. He has produced many radio inventions and now holds 21 U. S. patents.

The first apparatus to provide air-ground communication was developed by Gen. Mauborgne in 1912 when he was a lieutenant. The plane in which the equipment was installed was piloted by Maj. Gen. H. H. Arnold, Deputy Chief of Staff for Air, also a lieutenant at the time. In 1914 Gen. Mauborgne constructed the first apparatus to provide two-way communication between plane and ground.

MORE THAN 40% of all adult males four and older have tuned in a month to the CBS Major Bowes Original Amateur Hour, according to a survey conducted by Elmo Reper in charge of Fortune magazine surveys. Mr. Reper estimated that the weekly audience of Major Bowes, sponsored by the Chrysler Corp., Detroit, is in excess of 37,000,000 persons.
Central American Pickups of Programs On CBS-Arranged by Akerberg on Tour

HERBERT V. Akerberg, CBS executive, in charge of station relations who is currently in Mexico following a flying visit to that country to arrange agreements with a number of stations in Nicaragua, Guatemala, Costa Rica and San Salvador for broadcast of CBS shortwave programs, according to CBS officials in New York. Exact details of the agreements and the terms of the contract with CBS, negotiated by William S. Paley, president of the network, was not made known until Mr. Akerberg's return to New York shortly after Dec. 16. Leaving New York, Mr. Akerberg, along his Southern swing, Mr. Akerberg arranged for the transmission of the Sunday afternoon broadcasts of the New York Philharmonic Symphony Orchestra to XEQ, Mexico City, via land wire, and these programs have been sent to XEQ each Sunday since Dec. 1 for broadcast in the Mexican capital. Programs are also broadcast on the shortwave transmitter, XEQ. Both XEQ and XEQQ are owned by Emilio Azcarraga, who is also President of the Mexican Assn. of Broadcasters.

Sustaining To XEQ

These Philharmonic broadcasts are probably the forerunner of a more extensive sustaining program service from CBS to XEQ and XEQQ, it was explained. CBS has already obtained FCC permission to feed these programs to the Mexican outlets on a temporary basis and has filed an application for permanent authorization for such service. The inclusion of commercial programs in this schedule is a possibility, it was added, but not a likelihood within the near future.

Reports from Mexico that Mr. Akerberg signed up a number of Mexican stations as exclusive CBS affiliates to receive both sustaining and commercial service from the network, which would act as their sales representative in the United States, were neither confirmed nor denied by CBS officials. It was said no comment would be made until they had heard from Mr. Akerberg, who did not himself report any such negotiations and whose trip was planned as a purely exploratory visit.

A report from Bogota, Colombia,

that HJCS, 50 kw. station belonging to the Radio Stations Co., is to be the most powerful transmitter between Mexico and Buenos Aires, has been an agreement, contract with CBS, negotiated by William S. Paley, president of the network, was made known at the request of New York officials. Mr. Paley, with Mrs. Paley, Paley, White, CBS director of public relations, and Mr. Lew Companion, director of international broadcasts, is making an aerial tour of South America which is being described as "purely exploratory".

According to the information from Bogota, CBS will send new broacasting material and has been accompanied by network engineers who will supervise its installation and early operation. The contract, becoming effective Sept. 1, 1941, approximate date set by CBS for the completion of negotiations, runs for five years and calls for the rebroadcasting of a number of programs from the CBS schedule, the letter stated. HJCS is represented in the United States by Pan American Broadcasting Co.

Expanded Service

With the greatly increased interest in Latin America on the part of the United States as a result of the hemisphere solidarity plan, it is expected that CBS will eventually be able to establish a true broadcast service to the audience of the South and Central American countries, with programs originating in New York, and beaming via shortwave to the south will be picked up and rebroadcast by number of stations, and members of this service has already been announced by NBC [BROADCASTING, Dec. 1]. But CBS executives disclaim any knowledge at this time of the extent of this program service or of its commercialization.

Joliet, F. Royal, NBC vice-president in charge of international broadcasting, was expected to report to NBC, although this trip was made to Mexico and Guatemala, during which he arranged for another Azcarraga station, XEW, Mexico City to broadcast the world premiere of the NBC Symphony Orchestra, which it receives by land wire.

It's a Myth

SALUTED for its outstanding exploitation of the NAB-sponsored 20th Birthday of Broadcast Advertising, is the Michigan Broadcast Advertisers Assn., Detroit, which recently received a mythical letter award. The letterorigination was from an ad agency, and if there are not more than 20, the name business and home address and citizen number. The usual broadcast class shares held, and percentage of total outstanding voting stock held by each. If more than 20, this information is required for any person owning, controlling or voting 5% or more of the voting stock. The original form required detailed information for up to 100 stockholders, rather than 20.

Apart from elimination of the requirement, the report of results or proceedings, this division of the application form was further modified to throw greater emphasis on the informative nature of the report in Federal court involving the applicant. Instead of being required to submit copies of pleadings and proceedings, he may now simply identify the court and indicate where records may be obtained.

The financial section of the application form has been modified to require only of persons owning 25% or more of the capital stock, rather than all shareholders, annual financial statements and information on yearly income for each of the preceding four years, along with detailed estimates of the annual expenditures and initial costs of installing the proposed station, is required. Under provisions of the act, required annual report, statement of bank balances at the end of each of the four preceding years, as well a month-end balances for the preceding 12 months, and a statement of who may draw on the account for what purpose.

Applicant's Careers

Instead of a full-career account of the business or financial enterprises engaged in by parties to the application, only a review of the last 10 years is required, with only a general statement of their activities required for persons furnishing more than 25% of the finances. There is a revealing statement summarizing provisions of contracts or agreements relating to the station, along with the substance of and parties involved in correspondence, negotiations and arrangements relating to financing the station. Copies of all pertinent contracts are required.

In the "applicant's interests" section, the required disclosure of individual holdings in the radio field became involved in anything being a "substantial interest", defined as 10% or more, within the last 10 years. The list includes officers, directors, members of the governing board, directors, principal stockholders, and members of the immediate family who have such holdings. Formerly this extended to "any relatives, present or former associates of applicant, or other parties", and constituted an endless field of research.

More specific information - equipment and technical operation of the proposed station also is required, although terminology has been simplified to some extent.

Some WOV Strikers Back

SOME of the announcers who struck against WOV, New York, when the Communications Assn., CIO union, ordered its members at the station out on Nov. 19 (BROADCASTING, Dec. 16), have returned to work and others have requested their old jobs back, WOV-Advertising. Although there are no signs of settlement of the differences between station management and unionized workers, however, the CIO Office, New York Labor Relations Board, with whom ACA lodged a complaint against the station and the New York office of the National Labor Relations Board, with whom ACA lodged a complaint against the station and the New York office of the
Holiday Features Mark Station and Network Programs

Music, Drama, and Charitable Broadcasts Are Arranged

With the approach of Christmas and New Year's Day, the three national networks are planning their annual holiday programs of Christmas music and drama, and international broadcasts of goodwill. Individual stations, along with the NAB, also are conducting special program and promotional features for the holiday season.

CBS, in its “Christmas Caravan,” offers a group of programs covering the annual ceremony of lighting the White House Christmas tree in Washington; the return of Lionel Barrymore in Dickens’ Christmas Carol, an annual feature of the Campbell Playhouse program Dec. 20; a repeat on the Columbia Workshop program Dec. 22 of Norman Corwin’s “Plot to Overthrow Christmas,” as read by the Salt Lake City Tabernacle Choir, the Bach Choir and the Madrigal Singers from Protected Areas which falls on Christmas Eve, has scheduled persons unable to go home for the holidays as participants. And on Dec. 22, a CBS Special, “Christmas in the Americas” is planned, including music from Canada and Latin America.

Little Diplomats

In addition to the numerous special broadcasts during Christmas week, NBC on Dec. 20 will carry on the Blue and via shortwave the ninth annual International Christmas Party, presenting 43 children of diplomats from Washington. On Dec. 24 NBC will feature a special program between NBC in New York and the network’s foreign correspondents across the world. Christmas Day, NBC-Blue from 1-3 p.m. will present “Christmas Greetings to England” from London by Miss Helen North and Chicago, with 75 leading stars of screen and radio participating. The morning NBC-Red will broadcast an exchange of greetings between refugee children in Canada and their parents in England, and in the afternoon a Vatican Christmas program with a description of the celebrations in Rome.

An annual feature of NBC’s year-end coverage will be the Dec. 29 broadcast of the ten biggest news stories of the year 1940, as selected by NBC representatives under the direction of A. A. Schechter, NBC director of news and special events.

Also on Dec. 29 MBS will broadcast an hour of the newswaves of the events of 1940, recreating the stories by the use of recordings made at the actual time of the news break or of speeches by such notable persons as President Roosevelt, Churchill, Chamberlain, Daladier, Hitler, and Mussolini.

Other special MBS programs scheduled are a dramatization of Dickens’ Christmas Carol Dec. 19; lighting of the White House tree Dec. 24; F. B. Pierce’s VJ’s speech on the “Christmas Under Fire” broadcast from England on Dec. 25, and the same day a musical program from the Santa Barbara

WMCA Seeks Harmon

Gridiron Star Refuses to Act

TOM HARMON, U of Michigan football luminary who recently on Eddie Cantor’s program, may become a radio sportscaster with his own program on WMBC, New York. If a tentative deal drawn up by Donald Flamm, president of WMBC, goes through. The plan was suggested by Douglas Hertz, owner of the New York Yankees football team, and submitted to Harmon. Hertz brought Harmon to New York to discuss a pro football contract, but the latter declared he would rather return to radio, whereupon the conversations with Flamm were arranged. While Hertz is not acting in the capacity of Harmon’s manager, interest in the Michigan star’s radio aspirations centers around the fact that a New York radio contract would bring Harmon to New York, during which time he might reconsider pro football duties.

Harmon also conferred with CBS and NBC officials while in New York, but indicated that action might have to wait until graduation next June.

Mission, with music by the Padre Choristers.

Drive to Sell Sets

The NAB reports that stations all over the country are pushing its radio-promoting drive, “50,000,000 Gifts by Christmas,” with special announcements furnished by the NAB to emphasize radio sets as Christmas gifts. Cited as typical of the interest in the drive is participation of four Washington stations—WRC, WMAL, WOL, WWJ—and a football giveaway which has scheduled the announcements several times daily straight through Christmas.

Local stations who are carrying various special Christmas features. The holiday schedule of WMBC, New York, includes a Christmas Day party for refugee children, with Bob Emory as m.c., which will be shortwave to England; Dec. 15 college students from foreign countries, some of them war refugees, were to broadcast their personal Christmas messages to their families in Europe and South America on WGAE and WACO; General Electric shortwave stations in Schenectady.

WROK, Rockford, Ill., under sponsorship of W. T. Grant Co., is carrying a series of Saturday morning half-hours on which youngsters visiting the sponsor’s store talk to Santa Claus at the North Pole via radio. WGL, Fort Wayne, Ind., again this year is broadcasting Christmas carols from atop the local Lincoln Tower, claimed the highest point in Indiana, featuring the Van Meter church choir and carol groups.

Four Washington stations are cooperate in a promotion campaign to obtain food, clothing and toys for needy children and families—Calvin Coolidge, Hittman, Victorian’s Doll House; WMAL and the Washington Star, Christmas House; WJJS, They Need Shoes; WOL, Art Brown’s Country Store. WOR, Newark, on Dec. 21 will hold its 12th annual Christmas party for children of staff members.

Case histories of the county’s most needy families are carried on the holiday Good Neighbor series of KFRU, Columbia, Mo., KVOC, Tulsa, Ok., on Dec. 1, started its annual Poor Kids’ Christmas campaign to secure broken and discarded toys to be repaired by the WPA toy group, distributed by United Family Service, a Community Fund agency. Departing from the usual Santa Claus appearance, KZL, Denver, is presenting Skipper Jim, a one-man show in which the Skipper acts as personal representative for St. Nicholas, tells stories.

A recent survey of Buy Way, WLB merchandising paper, devoted a full page to the Christmas display of WLB-advertised food products and methods for their use, part of a food promotion campaign. In a number of cities local trade associations are distributing display material, with WLB field representatives handling the job elsewhere. A special quarter-hour WLB program, No Greater Gift, has been arranged for Monday nights to promote food gifts.

BENJAMIN MOORE & CO., New York (paints) on March 1, starts its annual spring campaign, resuming its Better Air campaign in NBC and ABC Red stations. Saturdays, 10-10:45 a.m. Account is placed direct.

In Chicagoland

300,000 Lithuanians Listen and Respond to THE LITHUANIAN HOUR

Over 5,000 Watt WHIP

10:00 to 11:00 A.M. daily

A few facts:

1. Rated No. 1 program by 87% of people conversant with WLB

2. Drew 53,221 letters in December, 1939

3. Five current participants have been represented a total of 19 years

for participation details, write

SALTMIERAS

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CHICAGO, ILL.
Mr. Murphy, formerly with WHIS, Bluefield, W. Va., has been named general manager of WJLS and program director of WSIB, Ogdenburg, N. Y., program director; Roy C. Wrence, formerly with WHIS and WPAR, Parkersburg, W. Va.; chief engineer; James Fryer, from WHIS, sales and special events; Bob Provence, from WMNN, Fairmont, W. Va., and Frank Shaffer, announcers; Allen Christopher and Tom Moore, engineers. Station is RCA-equipped throughout with a 500-foot lingo tower. Its owner is H. C. Greer, West Virginia industrialist and publisher.

GROUND has been broken and actual construction started for the new home of WSOC, Charlotte, N. C., to house new studios, transmitter plant and offices. About five acres of ground were purchased and a new 400-foot antenna is to be erected.

Department Stores' Public Contacts
Offer Aid for Radio, Says Hirschmann

INTIMATE acquaintance of large department stores with the needs and desires of the general public places them in a position to aid materially in the development of the broadcasting art, according to I. A. Hirschmann, vice-president of Bloomingdale Bros., New York department store, who is also vice-president and general manager of Metropolitan Television Inc., jointly owned by Bloomingdale's and by Abraham & Straus of Philadelphia. Metropolitan Television has recently been granted licenses for both television and FM station.

"We are now chiefly concerned with technical problems which must be solved before our studios, to be located atop the Pierre Hotel in mid-Manhattan, can begin operation," Mr. Hirschmann stated, "but we have already made program studies which have proved to our own satisfaction, at least, that we can make a definite cultural contribution to the public as well as utilizing the tremendous merchandising powers of sight and sound broadcasting for our stores."

Prior Experience

"Our experiments with an inter-store wired television system showed that with the cooperation of the trained personnel of the stores we could easily create and produce programs on receipt of signals for radio, the selective power of clothes, the culinary art and similar topics of interest and importance to housewives and mothers. Approximately 100,000 persons a day visit each store, and through our contact with them we have had a great deal of experience in finding out what the public wants."

A member of the Board of Education of New York, Mr. Hirschmann has a practical background to his program of television, FM and eventually, he hopes, FM radio. He is also planning to provide extensive musical fare for his station's audiences, aimed at pleasing while they entertain. Television, he believes, can show people how music is made and how good music differs from bad in a way that would be impossible with either sight or sound alone. And here, too, he has a practical background, for he is founder and president of the Mid-Manhattan Guild of Musicians, a non-profit organization designed to advance the scope of musical knowledge in America. This organization has made extensive use of broadcasting in its work and its Sunday evening concerts are a regular feature of the Blue Network.

Mr. Hirschmann's own acquaintance with radio goes back to the early days of broadcasting when he was instrumental in putting the first symphony orchestra on the air on WOR, himself acting as program commentator. To maintain its successful position as a medium for merchandising and advertising radio and television, he feels that the success is based on its broad public service, he declared, and that any deflection of the field into technical service will inevitably be reflected in the medium's commercial value to advertisers.

Stating that they want to start broadcasting as soon as possible, Mr. Hirschmann said that Dr. Frank G. Earnest, chief of the broadcast division of Washington Institute of Technology, and Allen B. Du Pont Laboratory, for research and manufacturing in the television field, have been acting as advisors, and that the company was ready to begin engaging its own technical staff. There is a lot of experimental work to be done in connection with Channel 8, 162,000-108,000 kc., developing proper tubes etc., he said.

Video Station Returns

NBC's television station, W2XBS, New York, resumed operations Dec. 1 after a six-day shut-down, during which engineers put the transmitter back into normal operating condition following several weeks of tests in cooperation with the National Television Systems Committee. During the recent tests technicians installed a filter which allows the antenna for FM transmission as well as television. Formerly the FM station W2XGW used a separate antenna on the east side of the Empire State Bldg. transmitter site for both FM and television.
IBEW Claims Progress on West Coast
In Campaign to Organize Technicians

INTERNATIONAL Brotherhood of Electrical Workers in the West has been active in the past two months in organizing engineering and maintenance staffs in California, Oregon, Washington and Nevada, and securing contacts from stockholders.

IBEW reported an agreement with KLX, Oakland, Cal., carrying pay increases of about $50 a month retroactive to Sept. 1. Negotiations at KHUB, Watsonville, Cal., under way several months, were concluded with increases of $40 per month and hiring through the union. The management at KQW, San Jose, agreed to eliminate competition in the West.

IBEW announced that it has signed a contract with KXU, Seattle, Wash., for radio engineers, managers, and apprentices. The contract includes increments of $10 per week retroactive to Aug. 25, bringing the base to $45.50 per week.

The union reports difficulty in negotiating an agreement with KPMC, Bakersfield, Cal., claiming that the management refused to recognize the union. A complaint has been filed with the National Labor Relations Board and KPMC has been placed on the unfair list of the IBEW.

Organizations of the Los Angeles area are making a fast move in organizing the area, and KFRC, a station in the Los Angeles area, has been organized. The management of KEVR, the largest station in the area, has agreed to recognize the union.

At Seattle the IBEW recently celebrated its first anniversary with the Electrical Workers. The union reported that over 100 members have been organized and that the membership is growing rapidly.

In any transmitting system, there are numerous places where installation of Lapp gas-filled condensers will improve transmission efficiency by reducing losses, cost of operation, and security of operation.

To every application the Lapp condenser brings notable mechanical and electrical advantages: practically zero loss, minimum space requirement, non-failing, puncture-proof design, constant capacitance under varying temperature conditions. Fixed, adjustable and variable types in three voltage ratings and capacities, 100 to 4000 mfd—54 models in all, price $75 to $500. Descriptive literature is available on request.

LAPP
INSULATOR CO., INC.
LERoy, N. Y., U. S. A.
Fourth NAB District Endorses BMI, Hears Report of Music Group Activity

ENTHUSIASM over the prospect of a running start on Jan. 1 for BMI music was registered by broadcasters of NAB District 4 at a meeting in Washington Dec. 13. With copyright the theme of discussion, the full-day meeting featured an appearance by Carl Haverlin, station relations director of Broadcast Music Inc., during which many members of the microphone and radio networks, including those of the Clear Channel Group, expressed interest in the new BMI. BMI hopes to set up a card distribution system in the area.

Other speakers included C. O. Langlois, manager of Langlois & Westwater Teleprinters and transcription firm, and NAB President Miller. John A. Kennedy, president of West Virginia Network and chairman of District 4, presented the case for BMI. Mr. Haverlin outlined the procedure for obtaining a BMI license, and answered questions from the audience. As of Dec. 13, BMI had signed up 535 stations. BMI has the support of West Virginia Network, and is working to sign up more stations.

Mr. Haverlin also discussed the implications of the new BMI license system. He explained that BMI will provide a central licensing service for member stations, and that they will pay a royalty fee to BMI on a per-program basis. The fee will be used to cover the cost of BMI's operations and to pay royalties to BMI's members. Mr. Haverlin also discussed the benefits of joining BMI, including access to BMI's network of licensed stations and the ability to use BMI's services to negotiate有更好的 royalties for BMI's members.

Clear Channel Meeting
A SPECIAL meeting of the Clear Channel Group comprised some 14 Class I-A stations, will be held in Nashville Dec. 16 at the call of E. W. Craig, WSM, chairman. The meeting will consider the proposed decision of the FCC majorly [see page 24] under which the 800 kc. clear channel, occupied by KOA, Denver, would be broken down through a fulltime grant to WNEW, Boston. The proposed decision is viewed as a threat to all clear channel stations and to rural service. The Group, through At- torney L. G. Caldwell, will fill a petition with the FCC seeking to intervene in the 880 kc. case through a re-hearing.

WCLE Asks Fulltime
WCLE, Cleveland; sister station of WINS, on Dec. 15 filed with the FCC an application for fulltime operation on 600 kc. with 1,000 watts, directional daytime and night. The station now operates daytime only.

RKO Shortwave Series
RKO Pictures, New York will broadcast three shortwave programs to South America, Jan. 7, 14, 21, 8-10:30 p.m. over NBC stations WAGA and WNWO Des. Arnaz, Cuban stage and screen star, will handle the program, which was arranged by Mr. Millman, director of NBC's international division, and Phil Reisman, RKO vice-president and export manager.

Union Oil's New Show
UNION Oil Co., Los Angeles (petroleum products), after sponsoring musical and variety shows for several years on Dec. 16 replaces the weekly half-hour program, Where and When on 14 NBC-to-Pictures stations, Mon- day, 8:30-9 p.m. (FST), with a dramatic-comedy serial, titled Point Sub- fice, formerly feature Arquette and Jane Morgan. Robert L. Reid is author-director of the serial, with Ben Alcoff, former NBC news man, director. Charles Dant is musical direc- tor. Agency is Lord & Thomas, Los Angeles.

A Radio Formula For Department Stores

Selling Their Merchandise by Radio Requires Time, Care, Staff

By JOSEPH CREAMER and JOHN P. NELL

October 3, 1940

Mr. Martin Codel
Broadcasting Magazine
National Press Building
Washington, D.C.

Dear Martin:

If you've ever entertained a doubt about your "render response", this ought to give you a lift or two...

About six days after my department store article appeared in your August issue the country began to stir.

First - Fox's, in Hartford, which was mentioned in the piece, phoned to report that it had received approximately 100 letters from radio stations, department stores and others asking for further information. Second - Taylor's, Kansas City, pulled about 76 letters and Edward's, Syracuse, pulled 6 inquiries regarding their radio work. Letters also straggled into WOR from Dallas, Rochester, San Francisco and Seattle.

Maybe this isn't unusual. I don't know. But if your book makes a habit of doing this, you ought to tell people about it.

As always,

Joseph Cremmer
Promotion Director

WOR
Bamberger Broadcasting Service, Inc.
New York, New Jersey
New York Business Office: 1440 Broadway, New York, N.Y.

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Broadcasting • Broadcast Advertising

(Continued on page 56)
NITRATE CAMPAIGN MEETS LEGAL SNAG

CHILEAN NITRATE SALES Corp., New York, which on Nov. 24 started its annual fall campaign of half-hour spot announcements on a small group of Southern stations, is seeking a declaratory judgment in New York Supreme Court to restrain Gronbach Productions, New York, from filing suit against the stations carrying the series.

Gronbach sent a letter and a wire to the stations prior to the opening of the campaign warning them that injunction proceedings would be brought against them, claiming that Chilean Nitrate in transferring the recording contract this year from Gronbach to Trans-American Broadcasting & Television Corp., had violated Gronbach's property rights to the series titled Uncle Natchel.

Chilean Nitrate also claims that it created the character "Uncle Natchel", Trans-American is understood to have advised the stations, while total about 15, that it will assume the obligation of defending the threatened injunction cases brought by Gronbach in various southern courts. First hearing of Chilean's application for the declaratory judgment was held Dec. 11 before New York Supreme Court. Agency handling the Chilean account is O'Dea, Sheldon & Canaday, New York.

The program and its progress have been discussed on the program and his experiences in the Marital Relations Institute, of which he is director.

THE MAYFLOWER

WASHINGTON, D.C.
R. L. Pollio, Manager

Page 94 “December” 15, 1940

Drive on Clear Channels

(Continued from Page 91)

Case and Craven ran to pages. They attacked the majority conclusions on all scores. They said the implementation of Sections 3.22 and 3.25 of the regulations, dealing with clear channels.

A frontal attack on the Commission's denial of petitions from KOA and other stations on 800 kc. to participate in the hearing was made by the minority. Changing a basic rule of the Commission in a specific case while at the same time denying parties who may be affected adversely the right to participate in the hearing, the dissenting opinion said, "is questionable legal procedure".

Furthermore, it said, such a procedure cannot safeguard the interests of the public, when all evidence which may have a bearing on the important phases of this national problem cannot be available in the record on the hearing.

The contention of WHDH that its nighttime operations would not cause interference with KOA was challenged not on the basis of the evidence, the dissenting opinion analyzed testimony of the consulting engineer and the FCC engineering expert, to dispute this claim. It said there was disagreement in the testimony with respect to the effect of operation of stations in adjacent channels. It concluded that upon the consideration of all of the evidence, the operation of WHDH as proposed "would cause interference to the public in the reception of service rendered by KOA in its extended service area".

Clears Are Vital

Pointing out that many listeners must not only rely upon secondary service from clear-channel stations for the only broadcast service available to them, but also that millions of listeners now rely upon a low grade of secondary service in order to enjoy any program whatever, Messrs. Craven and Case declared the most important problem confronting the Commission is to provide an improved service to sectional and handicapped in its future solution of "its most important national radio technical problem".

An 'Unsound Policy'

While fulltime for WHDH might enable the station to survive with less effort under the strenuous competition for the Boston, Masses. Case and Craven stated, the FCC should not fail to consider the weight of the issues affecting the public of the hearing a right to protest against the use of that channel in a like manner by other nations.

By duplicating clear channels, the United States would be certain that the technology handicapped in its extended service area.

"An interesting example of the use of spot broadcasting to meet an emergency and, incidentally, to overcome an embarrassing situation, is that of a national advertiser operating a chain of retail stores. A special sale event was scheduled; a throw-away was printed and distributed, when to the dismay of the advertiser it was found that the printer had not included the list of the metropolitan districts of Boston, already enjoying radio service from many stations, that it would be impossible to listen on an average throughout the year, for four hours a day longer to the service of WHDH," it was stated.

Aside from the technical dangers precipitated by the clear-channel breakdown, the minority held that favorable action in the WHDH case would constitute a step toward finally ultimately in the establishment of an "unsound policy for the nation as a whole". Such a policy obviously would not serve the listening public. They warned, and furthermore, "this deterioration of radio service is bound to result in repercussions against the entire broadcasting industry".

If the Commission desires to "de- crease the many thousands of the few clear channels left," Messrs. Case and Craven argued, it would be far better to do so in a way which benefited handicapped in the rural population, rather than any metropolitan center "already sur- feited with radio service".

BOOM IS INDICATED IN NATIONAL SPOT-

McConnell Sees Banner Year As Upward Trend Continues

NATIONAL spot sales for the third quarter of 1940, as represented by the NBC Spot and Local Sales Department has gone beyond $4,000,000 during the last year, accord- ing to Mr. McConnell, manager of the department, who has just returned from a swing of the network's spot stations coast to coast.

He said this represents a 29% increase over last year. He added that this, plus the consistent upward trend and commitments already booked well into the new year, suggests that 1941 will be a banner year for spot broadcasting.

Selected Markets

"In the beginning spot broadcasting was limited to New York. It has now been fully applied to given situations," Mr. McConnell stated. "Of course, every spot station is constantly attempting to provide broadcasting service to sectional and semi-national advertisers, as well as a selected group of exclusive advertising to national advertisers whose sales problems require special attention in market conditions."

"Network broadcasting and all other advertising media have benefited by the increased use of spot radio. The problems now being solved by spot broadcasting are innumerable. For example, consider the sales manager who wants to capitalize still further on his company's network campaign in selected market competition which is particularly strong. He may supplement local drives with messages directed to produce special sales offers, contests, etc. Again the sales manager may have established a chain of stores and transferred his line to another. Spot broadcasting will aid greatly in quickly establishing a new franchise or a new identity in a given market."

"An interesting example of the use of spot broadcasting to meet an emergency and, incidentally, to overcome an embarrassing situation, is that of a national advertiser operating a chain of retail stores. A special sale event was scheduled; a throw-away was printed and distributed, when to the dismay of the advertiser it was found that the printer had not included the list of the metropolitan districts of Boston, already enjoying radio service from many stations, that it would be impossible to listen on an average throughout the year, for four hours a day longer to the service of WHDH," it was stated.

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The Mayflower
WHEELOCK ENTERS COLGATE ACCOUNT
WARD WHEELOCK Co., Philadelphia, has been appointed to handle advertising for Palmolive soap, according to an announcement Dec. 12 by E. H. Little, president of Colgate-Palmolive Presto Co., Jersey City. This appointment completes the new division of the C-P-P advertising among New York, Chicago, Chicago, and Charleston, in the United States, New York, and Sherman & Marquette, Chicago, are the others, following C-P-P's withdrawal from Benton & Bowles, New York [BROADCASTING, Nov. 1]. All appointments become effective Jan. 1, 1941.

Carroll Rheinstein, vice-president of the Wheelock agency, will head the new account, executive, on the Palmolive soap account. The Bates accounts include Colgate dental cream, Palmolive shave cream and Palmolive shaving cream, Octagon soap products and Kleek package soap. Sherman & Marquette handle the handling of the former orange halving the number of frames per second from 30 to 15, thereby permitting scanning with the former orange halving the number of frames per second from 30 to 15. This permits the 441-line RMA standard, which has been the result of the study of a new division of the Allen Randolph on NBC-Red; Sports News over on NBC-Blue; and the seven Colgate Ads Ask It-Basket; Strange as It Seems, Woman of Courage, Myrt & Marge, From Hollywood to Kings' Orchestra and Stepmother.

White Tube Is Developed
For Du Mont Television REFINEMENTS in the Du Mont delay-screen television tube, which eliminates flicker, the transmission of one frame halving the number of frames per second from 30 to 15, thereby permits the 441-line RMA standard, which has been the result of the study of a new division of the Allen Randolph on NBC-Red; Sports News over on NBC-Blue; and the seven Colgate Ads Ask It-Basket; Strange as It Seems, Woman of Courage, Myrt & Marge, From Hollywood to Kings' Orchestra and Stepmother.

Code for Nets and RWG
FOLLOWING preliminary conversations between network officials and the staff of the Radio Writers Guild concerning a code of standard practice governing advertising for radio writers, the RWG is drafting its code, which is to be submitted for consideration of the attorney's of NBC and CBS. It is understood that the conversations preceding the drafting of a general code that as soon as the legal language can be settled, contracts will be signed by the networks and the guild.

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NOT EXACTLY a uniform but the newest craze among the women folk at WHK-WCLE, Cleveland, are the jumper suits so effectively displayed here. Manager H. K. Carpenter rubbed his eyes and registered bewilderment when one day recently six feminine employes came to work wearing variations of the same theme. Cuddled on a studio divan are the jumpers by Lenore Steppke, sales department secretary; Eleanor Daniels, continuity writer; Mrs. Virginia Baker, program department secretary; Elma Kendall, music department secretary; Carol Decker, service department supervisor.

NAB Resumes Monthly Time Sale Data With Breakdowns of Industry Business
MONTHLY analysis of broadcasting industry time sales was resumed by the NAB in its Dec. 6 issue of the NAB Reports. First of a kind collected and analyzed in several years, the new report is based on "advertising units" instead of the dollar volume basis formerly used.

With a one-page explanation and nine pages of tables, the report represents a step forward in carrying out instructions of the NAB convention in San Francisco last August. The data are based on September figures from 265 reporting stations, 10 stations having submitted data too late for inclusion.

Committee to Scan
Appraisal of the new research underlining will be undertaken Jan. 10 at a meeting of the NAB research committee, Paul F. Peter, NAB research director, will explain the problems involved in compiling the report and outline plans for its expansion and improvement. He expects to have a second report, coveringOctober time sales, ready by that time.

Two main classifications of business are analyzed—retail and general. The retail analysis, including time placed by businesseis selling directly to consumers, covers various types of retail lines. The general classification, it is explained, is primarily an analysis of products advertised by businesses engaged in selling to others for resale rather than direct to the consumer.

The general groups, each of which is broken down into several items, are: Agriculture, alcoholic beverages, amusement, automotive, building materials, clothing, educational, financial, groceries, hotels and resorts, housing equipment and supplies, industrial, insurance, jewelry and silverware, medical, miscellaneous, political, professional and service, public utilities, publications, religion, radio, sporting goods, tobacco, toiletries, requisites, transportation, wearing apparel, watches, and MBS locally sponsored, with totals.

Retail items are: Amusements, automotive, bakeries, book stores, boots and shoes, building supplies and contraries, clothing stores, dairies and department and dry goods stores, drug stores, educational, electric and gas appliances, food and supply, furniture and home furnishings, groceries and food stores, heating and plumbing, hotels and restaurants, jewelry, merchantized chains, miscellaneous, musical instruments, office equipment, radio, records, restaurants, retail food stores, stationers, toilet goods and beauty shops, with totals.

What Is a Unit?
Four tables are included in the operating report. Table I is a brief analysis of national network, regional network, national non-network and local sales; broken down by retail and general groups, with each of these split into program units and announcement units. A program unit is defined as one minute of program time. An announcement unit equals one minute unit; the announcer Mere is a minute and-a-half or longer, when it is counted to the nearest full minute.

Table II is a breakdown of retail advertising units by the four types of industry operation, split into program and announcement groups, along with a similar breakdown of general advertising units. Table III covers station broadcast advertising (other than national network) by type of sponsoring business and by class of station, for retail and for general advertising units. Table IV analyzes advertising units by type of sponsoring business and by station metropolitan district or city population. A

Sponsors Supply Programs to GE
Latin-American Beams Carry Mere Mention of Concerns
THE United States moved ahead another step in its plan for extending its shortwave radio service to South and Central America when the General Electric Company announced the sale of Spanish and Portuguese programs over WGEO and WGEA, Schehendady. The Schehendady station, carrying Spanish and Portuguese programs provided by Republic Steel, Tide- ways Affiliated, American Furniture Express and Mohawk Carpet Mills.

The new setup evolved from a de- sire on the part of the government for GE shortwave and FM stations, to improve program service to Latin America. He con- trolled firms doing extensive business in Central and South America and worked out a plan whereby these companies would furnish the programs while GE would transmit them. An institutional announcement is made before the New Year with a renewed at- tention to the company.

Trade Angles
The value of trade between the Americas is emphasized in the monthly Mohawk Carpet program, with speakers listing briefly materials imported from South America for carpet making and similar manufacturing. However, the bulk of the program will be devoted to music.

Both Tidewater and Republic Steel have purchased newspaper space in South America to announce their Spanish programs, and are paying a number of South American postman stations to pick up and cast them.

The Tidewater programs, heard Sundays and Wednesdays at 8:45 am, and arranged by Henry L. Weibel, manager of the export di- vision of the G. M. Basford Agency, New York, up to now have concentrated on Northern South America, but Dec. 18 the Wednesday period will be devoted to a news summary, pre- pared by the New York World. Republic's programs are devoted to the stories of American industrial output and are extended from 13 to 26 weeks. American Express programs contain announcements calling attention to tourist attractions in the United States.

list of stations which supplied data according to this report.

The total number of units carried by 206 stations in September was 5,328,486, the report shows, of which 81,293 were carried by 1,938,928 units, regional networks 100,652, national network 364,139 and local 97,787.

The first report naturally includes no comparisons with past months or years, but these figures will be like in the following months. It is also planned to project the figures to show industry totals on the basis of reports from all exporting stations. Comparisons with other media also are planned.

An explanation of how to use the data from the tables is given by the editor, and is included in the report. This will show how to obtain helpful conclusions from the tables. These conclusions involve tips on how to seek "missing business" and hints on competitive ad- vertiser accounts.
professt from his listeners on MBS, the international shortwave station WRUL, his American Commentary series carried monthly by British Broadcasting Corp., and various re-broadcasts. Chronicling his rise in radio after an outstanding career as a foreign newspaper correspondent, the writers observed, “Swing has the sharpened patriotism of the American who, having lived abroad a long time, has rather wide-eyed rediscovered his country and found it to be good.”

AP Tests New York ASSOCIATED PRESS has started serving an experimental radio report, prepared from the full AP news report on two East Coast stations, WNYC and WNEW. If the tests continue satisfactory for the next few weeks, the report will probably be extended to stations outside the metropolis within the first four months. Increased radio activities are expected to follow the meeting of the AP board of directors, to be held in New York Jan. 7.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of Qualified Radio Engineers Dedicated to the SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

There is no substitute for experience


HECTOR R. SKIFTER Consulting Radio Engineer FIELD INTENSITY SURVEYS STATION LOCATION SURVEYS CUSTOM BUILT EQUIPMENT SAINT PAUL, MINNESOTA

CLIFFORD YEWWAL Empire State Bldg. NEW YORK CITY An Accounting Service Particularly Adapted to Radio

Radio Engineering Consultants Frequency Monitoring

APPLEBY, Inc. Radio Consultants & Engineers Munsey Bldg. Republic 5452 WASHINGTON, D. C.

FCC Applications (Broadcast, FN & Television) Prepared & Filed

Help Wanted

Announcer——excellent opportunity for con-scienious man; recent experience preferred. Send full particulars including references, Box 94, Broadcasting.

Announcers, Writers, Salesmen, Operators, Directors——investigate our national placement service. Central Registry, Orpheum Bldg., Wichita, Kansas.

Announcer——experienced. In position to forward transcript or appearance personal interview in Detroit. Give complete facts concerning yourself and salary expected. Box 107, Broadcasting.


ANNOUNCER—Eastern Pennsylvania Network. Box has opening for experienced news caster and announcer with MC experience. Apply Box 98, Broadcasting, enclosing photograph, personal description, experience, education and salary desired.

Program Director—For well established Regional station in fine Southern city. Desire man with ideas, experience and above all character and executive ability in handling men and department. Box 109, Broadcasting.

Frequency Measuring Service EXACT MEASURMENTS ANY HOUR—ANY DAY R.C.A. Communications, Inc. 66 Broad St., New York, N. Y.

RAYMOND M. WILMOTTE Consulting Radio Engineer Broadcast Engineering Special Equipment Designing Down Bldg. 6 WASH., D. C. O.A. 9718

PAGE & DAVIS Consulting Radio Engineers Munsey Bldg. District 8456 Washington, D. C.

PAUL F. GODLEY Consulting Radio Engineer Phone: Montclair (N. J.) 2-7859

A. EARL CULLUM, JR. Consulting Radio Engineer Highland Park Village Dallas, Texas

Help Wanted


Sales, Promotion, Production, Publicity, Public Relations, Bureau Manager. Top flight money earning position. Ten years experience. Box 104, Broadcasting.

Chief Engineer—established as such for 15 years. Now employed—licensed—bureau—settled—reliable. Exceptional reasons for seeking change. Not a starter, but a finished product. Box 103, Broadcasting.

Announcer-Operator—desires connection Pacific Coast station, but go anywhere. 12 years experience (announcing, operating, writing, contacting, producing). Employed network outlet. First class telephone. Move two weeks notice. Box 102, Broadcasting.

Station Or Sales Manager—young man under 45 desires position preferably West Coast station; excellent plus commission. Fully experienced all phases of business, metropolitan and rural stations. References supplied. Box 99, Broadcasting.

CHIEF ENGINEER—This station is now under the management of an experienced chief engineer, and offers to the right man an exceptional opportunity to work under him. Box 93, Broadcasting.


WANTED TO BUY

Small Station—in market of not less than 25,000, in good financial condition, at a price. Has all details of present financial condition, date of beginning operation, etc. Box 99, Broadcasting.


CONSOLIDATED ROYAL CHEMICAL Corp., Chicago (Vitaminized Yeast, Foam tablets) on Dec. 15 starts Hidden Stars on 52 NBC-Blue stations, Sat., 5:30-6 p.m. Agency: Stock-Goble Adv., Chicago.


ANDREW JERGENS Co., Cincinnati (Woodbury soap, cosmetics), on Jan. 1, replaces Hollywood Playhouse, on 64 NBC-Red stations, Wed., 8-8:30 p.m. (rehearsal, 11-11:30 p.m.), with Tony Martin, singer, 8-8:15 p.m., and How Did You Do? audience participation show, 8-8:30 p.m. Agency: Lennen & Mitchell, N.Y.

Renewal Accounts:


SKELLY OIL Co., Kansas City, Mo., on Dec. 16, renewal 52 weeks Can- ten Herme Speaking on 16 NBC Red stations, Mon. thru Fri., 7-6:45 a.m. Agency: Hurst & McDonald, Chicago.

J. B. WILLIAMS Co., Glastonbury, Conn. (shaving cream), on Jan. 6, 1941, renewal 52 weeks Tree or False on 23 NBC-Blue stations, Mon., 5:30-6:30 p.m. Agency: J. Walter Thompson Co., N.Y.

RENSCH SPEECH INSTITUTE of America, Chicago, on Dec. 22, renewal for 13 weeks Speak Up America and with 5 NBC-Blue stations making a total of 49 NBC-Blue stations, 6:30-7 p.m. Agency: McFunkin Adv. Co., Chicago.

Purepac Spots

CONSOLIDATED ROYAL CHEMICAL Corp., Chicago (Vitaminized Yeast, Foam tablets) on Dec. 15, starts for 52 weeks Richfield Reporter on 1 NBC Arizona stations (KTAR KVOA KGLU KUMI), Mon. thru Fri., 10-10:15 a.m. (MST); Sat., 9-9:15 a.m. Agency: Frank will continue on 6 NBC Pacific Red stations, thru Fri., 10-10:15 a.m. (PST). Agency: Hiscox-O'Donnell Adv., Los Angeles.

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Printed, illustrated commercials... while you speak

LARGEST PUBLIC DOMAIN RECORDED LIBRARY IN THE WORLD

WASHINGTON'S 1st 24-HOUR STATION!

WASH., D. C.

WOL

1000 WATTS National Representatives INTERNATIONAL RADIO SALES

WASHINGTON'S 1st 24-HOUR STATION!

Affiliated with Mutual Broadcasting System

1000 WATTS National Representatives INTERNATIONAL RADIO SALES

WASHINGTON'S 1st 24-HOUR STATION!

WASH., D. C.

WOL

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WOL

1000 WATTS National Representatives INTERNATIONAL RADIO SALES

WASHINGTON'S 1st 24-HOUR STATION!
All Groups in Industry Ready to Operate Under BMI

(Continued from Page 15)

ing music for several months pro-
grams.

"Even with themes there is no particular lack of suitable ma-
terial," he continued, "but the diffi-
culty has been convincing the
advertiser who want a new tune that sounds just like his present theme that he can use one without incurring infringement suits. Usually the theme has no par-
ticular tie-up with either the com-
pany or its products and it is not
hard to create a more appropriate
theme and moreover one which will
become the permanent property of the
advertiser in the same way that his
trade mark is, and not subject to call by ASCAP or any other
group or person.

The programs in which a dance or orchestra supplies all or part of the
entertainment present no par-
ticular problem, Mr. Pumphrey
said, as there is a reasonable
amount of new popular music and an
unlimited amount of public do-
main numbers which can be given
modern treatment. "Orchestra
leaders with musical knowledge and
imagination will have no trouble
in preparing their programs," he
dered.

"Only a few days ago Glenn Mil-
er included in one of his Chester-
field broadcasts a swing arrange-
ment of 'The Anvil Chorus' that
might easily become one of the top
favorites with swing addicts. Fred
Waring, Guy Lombardo, Wayne
King and almost all of the well-
known orchestra leaders have the
talent to produce enjoyable, even
outstanding performances, of any
basically good melody, regardless
of when it was written.

Plenty for All

"It is the leader with no imagi-
nation, who can get by only by
playing the tunes which the best-
known bands have made popular, who
will have trouble when the ASCAP
catalogs are withdrawn at the first
of the year. Fortunately, there are
few such on the air at all, and
practically none on commercial pro-
grams."

Discussing artists and programs
requiring a particular type of ma-
terial, Mr. Pumphrey said that
but a very few were finding an am-
ple supply of the kind of songs
they like outside the ASCAP realm.

"In fact, for example, has con-
sistently used a large proportion of
different public domain numbers on
his programs.

Georgia has available all of his
own numbers written before 1939 (when he joined ASCAP) in
the Cole catalog which is now li-
enced by BMI. He also has a
large repertoire of cowboy songs
written by Smiley Burnett and others;
Renfro Valley Folks, Na-
tional Barn Dance, Pipe Smoking
Time and other programs of that
type, featuring hillbilly and folk
songs, use little ASCAP material even in their programs. Since those
phone Hour and the Ford Sunday
Evening Hour find their material
largely in the field of public dom-
ain.

Religious programs, such as
Hymns of All Churches, will find
most of their music outside of
 normally BMI. Most church music is in the public
domain and BMI is in the process
of issuing a hymnal of available
material which BMI has also com-
posed to the American Catholic
Hymnal and to that of the Ameri-
can Conference of Christian Radio.

Among the few programs which
have presented problems as yet
unresolved are Waltz Time and
American Album of Familiar Mu-
sic, produced by Frank Hummert
of Blackett-Sample-Hummert, who
asked the FCC to intervene so that
the radio audience may continue
to enjoy all of its own American
music. Approximately half of the
selections used on the American Al-
bum during the past two weeks
will be available for broadcasting
after Jan. 1.

A Few Problems

The Alka-Seltzer program fea-
turing Alec Templeton presents a
different type of problem. Temple-
ton's improvisations and his varia-
tions on familiar themes are more
than arrangements and might be
considered original compositions in
which case their broadcasting
rights would be under the con-
trol of ASCAP, of which Temple-
ton is a member. Since the same
numbers comprise his main radio
contribution, it is possible that this
program may be forced off the air
after Jan. 1.

A lesser problem will be faced
by Major Bowes in selecting talent
for his Amateur Hour. Many of the
musicians who are amateur people
whose one tune is usually the
most popular songs this
may mean that for the first few weeks the music of the amateurs will
want to play ASCAP numbers,
which they could not do on the air.

Thomas Belviso, manager of
ASCAP's music library division, is
charge of all arranging and
composing, music program advis-
ors, music rights, music reference
and research as well, told BROAD-
CASTING that by and large the
withdrawal of ASCAP music was
presenting few real problems, but
a great deal of confusion. "The
chief difficulty," he said, "is that
so many people are involved—ad-
vertising managers of companies
spending programs, members of
their departments, self-securing
executives and their staffs, inde-
pendent programs, singers and or-
chestra leaders and their agents.
They can't get together with one man in
authority we can usually solve his
particular trouble in short order."

Mr. Belviso is reason to doubt the
outlook of an out-of-town client for whom
ASCAP has prepared and recorded
three numbers for his consideration for
three weeks. All three a
announced with an explanation from
the contact that the advertiser didn't
like them at all. Finally he came
to NBC and in less than a half
hour he had approved one of the
themes, played with a different
vocal treatment than had been given on
the record.

Easily Solved

"That illustrates my point," Mr.
Belviso declared, "that when the
problems are clearly understood
they are easily solved. We thought
a certain musical quiz show would
be tough to work out, but when we
got into it with the producers it
proved relatively easy. The con-
ductor of a program of semi-
classical music came to us in a fren-
zy of excitement, but when we ex-
amined the actual content of his
past programs we found that a
majority of the tunes he had been
using were not-ASCAP and that it
would not be at all difficult to make
his programs completely so.

Lack of complaints is no fault of
the ASCAP publicity force, which
has been branching out into
daily mailings on letter heads print-
ed in red, white and blue and deco-
rated with the covers of 22 of
ASCAP's best-known songs, rang-
ing from "God Bless America" to

"Sweet Adeline," which, says the
standing captions are being "Black-
listed and Boycott" by the
Broadcasting Barons who control
CBS, NBC and ABC. The recent re-
lease pictured a group of religious
songs, with the caption "Sacred
music banned from the air."

Another, headed "Watch the Irish
get their Irish Up," showed a collec-
tion of ASCAP Irish songs with a
story stating that "under the BMI
system Irish music will be replaced
by Nazi and Fascist songs through
recent deals 'not disapproved' by
the Hitler and Mussolini propa-
ganda ministries, which regard mu-

They Stoop To

A number of broadcasters have
expressed mixed reactions to these
attempts to inject religious and
racial feelings into the issue, a
consideration blending ASCAP's
with pleasure at the realization that,
as one broadcasting executive
put it, "When ASCAP is so des-
perate that it has to resort to tactics
like this, it is practically conceding
victory to the broadcasters."

Another ASCAP release that
backfired was the announcement
that 44 new members had been ad-
mitted to ASCAP, raising the to-
total membership to an all-time high
of 11,600. In addition to 1,160 composers and
authors and 140 publishers,
listing Aaron Copland as out-
standing among the new members.
Days before the release appeared in
the press, Mr. Copland, who is head of the
American Composers Alli-
ance, wrote in a column to the
ASCAP president, Gene Buck, that if the announce-
ment of his name as an ASCAP
member were made "under the
present circumstances I shall of
course repudiate such membership and
would consider the announce-
ment an unethical attempt to
barrage me with the hundreds of
serious musicians whom I repre-
sent."

Copland Socks ASCAP

When the announcement ap-
peared, Mr. Buck again wired
Mr. Copland, repudiating the member-
ship and charging that "your
announcement was designed to ob-
sure the real attitude of ASCAP
towards the serious musicians and
the serious music of America. The
American Composers Alliance
which I head has tried in vain for
over two years to obtain from you
and your organization a genuine
consideration of the needs and
problems of composers of serious
music. Neither you nor the ASCAP
committee which is nominally sup-
posed to be considering this prob-
lem...
Of the 140 publishers currently members of ASCAP, 125 have signed renewal contracts, with only five still unsigned for after Dec. 31, ASCAP announced, adding that those of the five are expected to sign shortly. A new publisher is Georgia Music Corp.

ASCAP announced the addition of 21 stations to its membership roster in the past two weeks, with an even more accelerated flow of additional stations expected before the end of the year. New BMI stations are: WAIK, Winton-Salem; WEED, Rocky Mount, N.C.; CNY, Juna-nea, Alaska; WKEU, Griffin, Ga.; KPFC, Cheyenne; KTRI, Sioux City; WODD, Chicagoan; WHBZ, Scranton, Pa.; WCBT, Roanoke Rapids, N. C.; WLSL, Roanoke, Va.; KEUB, Price, Utah; WQG, Great Bend, Kan.; WCOT, Montgomery, Alabama; WCBT, Athens, Tenn.; KORN, Fremont, Nebr.; WAXX, Waycross, Ga.; WAGA, Atlanta; WCOL, Columbus, Ohio; WDFD, Spartanburg, S.C.; WFFM, Plattsburg, N. Y.; WGBI, Scranton, Pa.

Reports that the AFM intended to intervene in the controversy were denied to Broadcasting by James C. Petrillo, president of the national union. "The AFM has no plans for intervening," he declared, "and so far no one has approached me for any suggestions regarding the situation." He added that developments would be carefully watched, however, to see that the interests of AFM members were not affected.

A plan for picketing broadcasting stations in retaliation for their "boycott" of ASCAP music has been announced by Irving Caesar, president of the Songwriters Protective Assn. SPA members will cease playing songs from ASCAP stations and any other songs from messages by their sound trucks stationed outside radio studios in major cities, he said, following the entertainment with a speech on the radio's "diluted" treatment of the composers of American music.

Picket Plan

Estimating a total of 1,500 such picketing units, Mr. Caesar said that about 100 would operate in New York, Chicago, Los Angeles, Hollywood, and the remainder distributed among the larger United States cities. He anticipates no trouble in obtaining permits from the city officials, he declared. He also reiterated previous statements that BMI is unfair to songwriters crisis, featuring a group of "anticipated releases" to give subscribers with their regular Dec. 15 and Jan. 1 releases some 75 tax-free selections, comprising all types of music. Public domain, BMI, SESAC and other music which can be broadcast without obtaining additional performance licenses is included. With present tax-free Thesaurus selections, subscriber to this service will have more than 2,000 such musical works by Jan. 1, the announcement stated.

With its continuity revamped to incorporate Thesaurus feature from broadcasting after Dec. 31, the service is adding several new programs and interesting hours of continuity from 21 1/2 hours. Stations are also receiving lists of Thesaurus records and selections which can and which cannot be broadcast after Dec. 31, together with a new card file for tax-free music with two sets of cards for filing by both title and talent.

The Sociedad Argentina de Autores y Compositores de Musica of Buenos Aires has assigned its performing rights to BMI as of Jan. 1, giving to radio some 30,000 selections, the best of Argentine tango music. Announcement states that the Sociedad is "listed as ASCAP as its first affiliate and that at this announcement, with those already made, insure that most of the best Cuban, Mexican and South American music written during the past 25 years will be available for broadcasting after Jan. 1.

War Unlikely to Upset Radio System, Says Fly

FCC CHAIRMAN James Lawrence Fly said in an interview, printed in the Miami Daily News Dec. 10, that broadcasting companies are doing their part so well during the present national emergency that he does not believe they would be taken over in event of war. In Miami to attend the National Assn. of Broadcast & Utility Commissioners convention, he said that radio is contributing materially to the success of the U.S. defense program by keeping the public informed of the state of the nation.

The FCC chairman commended broadcasting for its accurate and reserved manner in which they are handling news of the war. He said: "Radio was ahead of the public demand in moderating the dramatizing of war news. At the outset there was a tendency towards flash news interruptions of programs but now the broadcasters have settled down to a thorough, yet interesting coverage of the war."

Chairman Fly revealed that any early decision is expected in the monopoly investigation.

MBS in Latin America

MBS has announced the appointment of Roberto Riglich, journalist of Hungarian birth, as its Canadian representative in the Pan-Airway Air-ways, as its South American representatives. The station is one of the largest in Latin American, will complete a survey of Latin American broadcast facilities, confering with Government officials and sounding out broadcasters on exchange programs.
**Courses in Radio**

**SIXTY-FOUR engineering colleges in 35 states, the District of Columbia, and Puerto Rico have announced 250 short courses, including radio engineering, designed to fill the shortage of engineers for service as designers, inspectors, and supervisors in industry and government agencies engaged in the National Defense Program. Prospective students must have the required technical training and experience to understand and to be employable in defense work.**

AAAA Hears About FM

**MAJ. E. H. ARMSTRONG, inventor of the described system of broadcasting**, demonstrated at the radio session of the regional meeting of the A.A.A. held in New York, November 13. A discussion of the differences between this system of broadcasting and that directed in measuring radio listening by the coincidental and recall methods was given by C. E. Rainey, director of the research laboratory of the National Broadcasting Company. The demonstration of that name, and his technical contributions to the development of FM broadcasting was conducted by A. K. Spencer, of the Walter Thompson Co., acting for C. E. Midgley, BBDO, chairman.
Late Personal Notes

William H. Lewis, has resigned as contact man with Lord & Thomas, New York, and will join the staff of How Co., New York, in a similar capacity.

Addison Smith, director at Beaton & Bowles, New York, of the Ad-Club Brakeman program, sponsored on CBS by Colgate-Palmolive-Peet Co., Jersey City, N.J., will continue the program with Ted Bates Inc., New York, when Colgate shifts its account to that agency after the first of the year.

George Richardson, former account executive for Lord & Thomas, New York, has joined the staff of J. Walter Thompson Co., New York.

James F. Burke is in charge of new ideas in the CBS program department for several years, has been made assistant director of the CBS program department to work with Francis C. Barton Jr., director of the division, creating, servicing and selling programs.

Robert C. Durham, former general manager of Lady Esther cosmetics, Evanston, Ill., and a former de-Lisser, formerly with Benton & Bowles, New York, has joined the staff of Robert Donald, Inc. to handle radio publicity and promotion. Offices are located at 18 E. 50th St., New York.

Gordon E. Ewing, former Boston sales manager for the Westinghouse stations, has joined the advertising staff of the National Sportsman, Boston.

Leg Potter Jr., formerly a salesman for Foreman, Ford & Co., Minneapolis, has been added to the sales staff of WCCO, Minneapolis, replacing Tom Tom, who joined the staff of the Chicago office of the Radio Sales Division of CBS after four years at WCCO.

Lewis Buddy, in charge of Paramount Pictures news in Europe until a few months ago, has been named manager of the television station to be operated next spring in Los Angeles by Television Productions Inc.

Harry Findley, formerly merchandising head of WIS, Columbia, S. C., has returned to join the Army Air Corps. Robert Ellison new to radio, succeeds him at WIS.

Caldwell Jine, formerly of WHJ, Charlotte, has joined the announcing staff of WIS, Columbia, S. C. Patti F. Proctor, former receptionist, has been promoted to the continuity department. Miriam Anderson has been named new receptionist.

Art Hill, formerly in Southern California radio, has joined the sales staff of WRC, Washington, D.C., as assistant to Harry Leo Mawhiney, associate editor of Arizona Farmer and farm program director of the Arizona Network news department. Vic Chilton, former news director of KSUN, Bisbee, Ariz., has joined the KOY engineering staff.

Bill Karl, former of KPNX, Pampa, Tex., KOMA, Oklahoma City, and WFAA, Dallas, on Dec. 16 is to join the announcing staff of WLS, Cincinnati.

Mary Jeanette Bachtold, heard as Dorothy Day on KSAL, St. Paul, Minn., who broke her knee-cap recently, is conducting her two daily shopping news broadcasts on the station from her bedside.

Julius Colby, drama critic of WMC, New York, Dec. 16 took over the chairmanship of the Footlight Forum program, featuring opinions on current events.

Harold Karpainen, page boy at WCCO, Minneapolis, has volunteered for Army service in the Army. Jim Harris has been added to the page boy staff to fill the vacancy.

Stanley J. Quin Jr., radio personality of WCCO, Minneapolis, has joined the staff of KOMA, Oklahoma City, where he will have an executive position in the radio division of the agency's Springfield branch. With him is his bride, the former Roberta Thorburn Stover, who was married shortly before sailing.

Kenneth W. Sparrow has been named manager of the Hannibal, Mo. studios of WTAJ, Joplin, Mo. Ted Lee, former manager of the Hannibal station, has been shifted to the Quincy studio.

Sterling Fisher, CBS director of education and radio talks, has been inducted into membership in The Philosophical Society of Texas.

Robert Berger, of WRC, Washington, in charge of advertising, has been transferred to the technical department.

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Richard E. Smith, executive assistant of the Southern California Edison Co., Los Angeles, died Dec. 8 after a prolonged illness. Associated with that firm since 1917, Mr. Smith was advertising manager of NBC at 1992 when he was made executive assistant. Surviving is his wife, Mrs. Rhoda Smith.

The Bleily Electric Company, manufacturers of well-known Bleily Quartz Crystals, is prepared to supply new crystals for standard broadcast stations at temporarily reduced prices.

Naturally, Bleily low temperature-coefficient plates are approved by the F.C.C. Beyond the requirements for approval, however, correct engineering and precision work will be done, as these manufacturers facilities guarantee fully reliable operating characteristics.

This takes the opportunity to install precision-made crystals in your transmitter. Get ready for your year-end early and select your crystals as carefully as you would any other component vital to the operation of your station.

For information concerning recommendations and prices, contact your local Bleily Distributor or write direct.

Bleily Electric Co. . . ERIE, PA.

Quartz crystals for broadcast frequency reallocation . . . .

The Bleily Electric Company, manufacturers of well-known Bleily Quartz Crystals, is prepared to supply new crystals for standard broadcast stations at temporarily reduced prices.

Naturally, Bleily low temperature-coefficient plates are approved by the F.C.C. Beyond the requirements for approval, however, correct engineering and precision work will be done, as these manufacturers facilities guarantee fully reliable operating characteristics. This takes the opportunity to install precision-made crystals in your transmitter. Get ready for your year-end early and select your crystals as carefully as you would any other component vital to the operation of your station.

For information concerning recommendations and prices, contact your local Bleily Distributor or write direct.

• Resolution for a Happy New Year

- "... to equate myself with the aid of CREDI advanced technical training for a better radio job.
- "The use of Radio is so great that last year's outlook to this year is his.
- "To me the looking-glass has been one in which I have seen myself as a man in over 300 broadcast stations and found that CREDI home-study course in Practical Radio Engineering are of definite value. It will pay you in education and read our few books sent on request.

Capitol Radio Engineering Institute

124 Jackson Ave.
University Park, Md.

Broadcasting • Broadcast Advertising

December 15, 1940 • Page 101
**Regulatory Bill Slated for Veto**

**Presidential Kill Is Expected For Logan-Walter Plan**

PROSPECTS continue slight, at least so far as the 76th Congress is concerned, for any statutory control restricting abuses committed by Federal regulatory agencies, including the FCC. Despite final passage of the Logan-Walter Bill by the House and Senate, it appeared increasingly certain that the measure, designed to facilitate judicial appeal from actions of Federal agencies, would be vetoed in its present form by President Roosevelt. Even proponents of the bill indicated scant hope of obtaining the necessary two-thirds support to pass the measure over the veto in the closing days of the session.

Next Session, Perhaps

After the Senate on Nov. 26 had passed the Logan-Walter proposal, 25 to 25, the House was in session amid scathing Dec. 2, clearing the bill's stormy existence in the 76th Congress. Although the 10-day veto period expires Dec. 18, it was expected that President Roosevelt would return from his Caribbean cruise time to deliver the expected veto message. The action of Administration leaders in Congress, as an attempt to toss the measure, in allowing unexpectedly fast action once the bill gained the House, indicated their reliance on a Presidential veto to kill the proposal.

However, it is expected that legislation along similar lines will be taken up at the coming 77th Congress, but under Administration auspices. A bill that had failed to win a measure, had succeeded in bottling up the legislation since its 297-79 passage in the House last April [BROADCASTING, May 11] by pursuing action along similar lines, premised on a study of administrative agencies conducted by the Attorney General's Committee on Administrative Procedure headed by Dean Acheson.

Early in 1946 this committee published a report, including one on the FCC, covering procedural shortcomings of various regulatory agencies [BROADCASTING, Feb. 15]. Recommendations based on these findings were advanced to several individual agencies at that time.

Meanwhile the Acheson committee has been attempting to reach some sort of agreement on legis- lative recommendations to remedy the situation attacked by proponents of the Logan-Walter Bill. Continued delay of the committee's report covering such legislative recommendations has been taken as an indication that membership is split on what form these recommendations should take. According to prevailing reports, recommendations are expected about mid-December, and probably will constitute the core of some legislation to be considered at the coming session.

**THE EMPIRE STATE TOWN MEETING**

Weekly half-hour forum conducted at the Union College Chapel in Schenectady via transcription on WEVD, New York, Fridays, 10-10:30 p.m. Programs are made available to one station in each broadcast area by the Committee on Adult Civic Education.

**WGN CRASH SCOOP**

*Mobile Unit Brings News From Airliner Crash*

WGN, Chicago, through alert use of its mobile unit, scored a scoop Dec. 4 when an airliner crashed at Chicago airport. Ten persons died as a result of the crash and six were injured. Coverage of the accident by WGN began when the first bulletin was received shortly after 6 p.m. A flash announce- ment was put on Capt. E. D. C. Lee news in Chicago and the mobile unit sped to the scene of the crash. Hampered by thou- sands of onlookers, police cordons, fire trucks, and ambulances milling about the wrecked plane, the mobile unit was ready for action at 8:45 p.m.

With Guy Savage at the micro- phone, a 10-minute recording, in- cluding descriptive details, state- ments of eyewitnesses, and a complete list of dead and injured, was made. At 9 p.m., an additional five minutes was recorded. WGN listeners heard the broadcast at the first available spot on the schedule, 9:15-9:30 p.m.

Tom Foy, director of special events of WGN, supervised the broadcast, assisted by Bob Hibbard. Jack Pearce, engineer, was at the controls of the mobile unit transmitter. WGN was the only Chicago station to cover the tragedy at the scene of the accident.

**NAB Convention**

(Continued from page 18)

Since the NAB reorganization in 1939, the annual budget has averaged between $180,000 and $230,000.

Because of the intense interest in the music situation, the board authorized NAB headquarters to issue daily copyright bulletins from Washington. The first of these went out preserving presumably will continue until current contracts with ASCAP expire at the end of the year.

On the heels of the board sessions a number of district directors immediately arranged district meetings to gear station operation to ASCAP-less performance effective Jan. 1. The board devoted virtually all of its time during the two-day sessions to music. District meetings were called in Philadelphia, Dec. 9; in Orlando, Fla., Dec. 10; in Worcester, Mass., Dec. 12; in Washington (4th District), Dec. 13. All of these are to be conducted by NAB President Neville Miller.

Miller on Defense Board

Other district meetings scheduled include the 8th in Detroit Dec. 19, with the adjacent 7th planning to join the session in Detroit. On Dec. 20 the 2d District, comprising stations in New York State, plans to meet in Syracuse.

The board authorized President Miller to represent the NAB on the domestic broadcasting and international broadcasting committees of the Defense Communications Board. The DCB, composed of high Government officials to plan national defense operations in relation to communications, invited various companies and entities in the broadcasting field to designate their members. It is presumed Mr. Miller will serve as chairman of both committees. The entire board membership of 26, says Gene O'Fallon, KFEL, Denver, was present at the sessions. Niles Trammell, NBC president, and Edward Klauber, CBS executive vice-president, also participated.

**RUFUS C. MADDUX HEADS WOR SALES**

SUCCEDING Frank Braucher, who resigned Dec. 1 to become president of the Periodical Publishers Assn., WOR, Newark, has appointed Rufus C. Maddux as vice-president in charge of sales. Mr. Maddux, now managing director of the New Jersey Council on a State promotion agency with headquarters in Trenton. His home is in Princeton, and he will assume his duties Dec. 23.

Mr. Maddux is 30 and a native of Chase, Okla., and was graduated from Washington & Lee U and the Harvard Graduate School of Business Administration.

Before joining the New Jersey Council he was successively assistant sales manager of the Vacuum Oil Co. of America, sales manager of the Pan-American Petroleum Co., New England, and director of Advertising of the Yale University Council, official promotional and development organization for the six New England States.

WOR also announced appointment of a sales committee consisting of Gene Thomas, sales manager; Joe Creamer, junior sales manager; Otis Williams and George Schmidt, salesmen, to meet with heads of various departments each Friday for discussion of commercial problems.

**Four Stations Honored for Armour Campaigns**

DUE TO THE exceptional promotional activities of four stations carrying its "three-weekly" eight Newscasts series, Armour & Co., Chicago, on Dec. 15 announced that bronze engraved plaques, bearing a suitable station's call letters instead of three stations as originally planned. The station merchandising campaign was in conjunction with the Mink Coat Contest for listeners in which five $1,000 mink coats and 250 $250 series were awarded.

Winning stations were WLW, Cincinnati; KMOX, St. Louis; KXNO, Yankton, S. D. Ten stations won certificates of honorable mentions. They were: KGO, KBSG, WRC, KSJO, WRCN, WABC, WOR, KNX, WKBW, Richmond, Va.; KTSA, San Antonio; WSBY, Syracuse.

The complete list of stations carrying the program, in behalf of Treet, totaled 54 at the time of the contest. Lord & Thomas, Chicago, handled the account.

Socody's Newscasts

SOCODY-VACUUM OIL Co., New York, is sponsoring "Every Clay, WCAT, Phila- delphia, starting Dec. 16, 11, ten- minute daily newscasts, two spot au- dience drives daily, with two five-minute daily news spots, Sundays, 11 a.m. and 2:30 p.m. Sponsor also has renewed on "On Your Job," a five-minute, one quarter-hour news periods daily. J. Stirling Getchell, New York, is the agency.

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**BROADCASTING • Broadcast Advertising**
WLW is a most powerful sales-stimulator in our territory. We have noticed that the demand for a product will increase very substantially as soon as it is broadcast over WLW. Consequently, whenever we receive notice that a product will be advertised over WLW, we make it a point to increase our supply of it and notify our salesmen to see that the retailer is well-stocked.

The Kauffman-Lattimer Co. travels nine salesmen in 55 counties.

GEO. H. KAUFFMAN, Pres. & Sales Manager,
KAUFFMAN-LATTIMER CO., Wholesale Druggists,
Columbus, Ohio

THE KAUFFMAN-LATTIMER COMPANY HERE

WLW Here

INDIANAPOLIS
COLUMBUS
CINCINNATI
LOUISVILLE
CHARLESTON


WLW THE NATION'S most Merchandise-able STATION
HUNDREDS OF RCA-891-R S AND 892-R'S IN DAILY SERVICE IN LEADING BROADCAST STATIONS TESTIFY TO THE SOUND ECONOMY OF OPERATION MADE POSSIBLE BY THESE POPULAR RCA AIR-RADIATOR TRANSMITTING TRIODES. LOWER FIRST COST—SIMPLIFIED INSTALLATION—NO WATER-COOLING WORRIES—AMPLE OUTPUT FOR GENERAL BROADCAST REQUIREMENTS!

SIMILAR IN CONSTRUCTION TO WATER-COOLED UNITS, THESE TUBES ARE EQUIPPED WITH HIGHLY EFFICIENT AIR RADIATORS WHICH PROVIDE GREAT COOLING AREAS IN A MINIMUM OF SPACE. ANODE HEAT IS DISSIPATED QUICKLY AND EFFICIENTLY.

DOUBLE-UNIT FILAMENTs PERMIT OPERATION FROM TWO-PHASE A.C., thus minimizing hum. FILAMENTs USED IN THESE TYPES OPERATE AT LOWER-THAN-ORDINARY TEMPERATURES AND CONTRIBUTE MATERIALLY TO EXCEPTIONALLY LONG TUBE LIFE. ASK THE STATION THAT USES THESE TUBES!

Both the RCA-891-R and 892-R are designed for class B and class C services. The 891-R may also be used in class A. Amplification factor of the 891-R is 8; the 892-R, 50. Maximum ratings of the 891-R for plate modulated class C telephone service are: d-c plate voltage, 8,500 volts; d-c plate current, 1 ampere; plate input, 8 kw; plate dissipation, 2.5 kw. Typical power output is 3.5 kw. Net replacement costs compare favorably with water-cooled tubes of equal size.

Complete technical information gladly sent upon request. Write to RCA Mfg. Co., Commercial Engineering Section, RCA Manufacturing Company, Inc., Harrison, N. J.

NEW!

This Triode Takes its Full Rated Input of 50 Watts up to 500 Mc.

Outstanding engineering features make the new RCA-1628 Transmitting Triode unrivaled in its class. A double-bulb filament has a center-tap lead that is brought out of the bulb through a separate seal. By connecting the three filament leads in parallel through r-f by-pass condensers, it is made practicable to minimize the effect of filament lead inductance at ultra-high frequencies. Double grid and plate leads, also brought out through separate seals, simplify neutralization in r-f amplifier service at the ultra high frequencies. Close spacing of grid and plate decreases electron transit time, thereby improving efficiency at high frequencies.

Data bulletin on request.