"HEY, MA . . . . . almost as good as WOR's 135,000 watts, huh?"

Six 15-minute evening programs attracted more listeners than any others in Greater-New York during the months of October and November.*

Five of these programs are on WOR!

It becomes increasingly apparent that WOR's power of 135,000 watts** gives its sponsors that listening edge which attracts more listeners than its competitors; and gives these sponsors a bigger profit for their advertising dollar.

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*As revealed in the C. E. Hooper New York area audience check for October-November.

**WOR's unique directive-array concentration of power more than doubles the impact of its basic 50,000 watts.
There is no need for a third degree to “pin the goods” on WLS—
or any WLS advertiser—we’ve delivered the “goods” too often not to
be happy to talk about it. For example, Mr. Herbert McLaughlin (the
Manor House Coffee McLaughlins) recently stated:

“While our Manor House Coffee sales have steadily in
creased from year to year, the per cent of increase went
up decidedly when we again added WLS in November,
1939, to our advertising schedule, and this larger per cent
of increase has since continued.

“Our renewal of our contract this fall, taking more time,
shows our faith in the ability of WLS to produce sales.”

We repeat, we are always happy to talk about sales results from WLS
advertising. Just ask us or any John Blair man.
The KLZ Broadcasting Company announces the appointment of Hugh B. Terry as Station Manager, effective January 1, succeeding F. W. Meyer, resigned. Mr. Terry’s experience and training, as Commercial Manager of KLZ, Manager of KVOR, and as a member of the staff of WKY, assures sponsors and listeners alike an aggressive, efficient and productive management.

To F. W. Meyer, radio pioneer and manager of KLZ for many years, the KLZ Broadcasting Company extends best wishes for success in the operation of his own station, KMYR.

The KLZ BROADCASTING CO.
Denver, Colo.
Rating ourselves

as

25 NEW ACCOUNTS
ON THE BLUE

Axton-Fisher Tobacco Corp.  "25 Grand Salutes Your Happy Birthday"
Bank of America  "John Nesbitt"
Better Speech Institute  "Speak Up, America!"
Brazil, United States of  "Pearson & Allen"
Carter Products To be determined
Chemicals, Inc. (House "leaner"
Clapp, Harold, Inc. (Baby Food)  "Just Between Friends"
Emerson Drug Co. (Bromo Seltzer)  "Ben Bernie"
Grove Laboratories (Quinine)  "Sherlock Holmes"
Gulden, Charles (Mustard)  "Gulden Serenaders"
Howe, Lewis (NR's)  "Fame and Fortune"
Knapp Monarch (Electric Shavers)  "Ahead of the Headlines"
Land O' Lakes Cremeries  "Edgar "4. Guest"
Lever Bros. (Rinso)  "Grand Central Station"
Lever Bros. (Spry)  "Uncle Jim's Question Bee"
Miles Laboratories (Alka-Seltzer)  "Just Plain Bill"
"Mr. Keen, Tracer of Lost Persons"
Phillips, Chas. H. (Magnesia)  "Amanda of Honeymoon Hill"
Procter & Gamble (Crisco)  "Vic & Sade"
Procter & Gamble (Dr. Lyons Tooth Powder)  "Orphans of Divorce"
Wyeth Chemical (Cold Tablets)  "John's Other Wife"

8 CONTRACTS RENEWED

Colgate-Palmolive-Peet
(Shave Cream)
"Bill Stern Sports Review"
Jergens, Andrew (Lotion)
"Walter Winchell"
Jergens, Andrew (Soap)
"Parker Family"
Modern Food Process (Thrive Dog Food)
"Maytan Sisters"
Pacific Coast Borax
"Death Valley Days"
Ralston-Purina (Cereals)
"Tom Mix Ralston Straight Shooters"
Welch Grape Juice Co.
"Dear John"
Williams, J. B. (Shaving Cream)
"True or False"

19 CAMPAIGNS CONTESTS UNDER CURRENT CONTRACT

Adam Hats
"Madison Sq. Garden Boxing Bouts"
Anacin  "Easy Aces"
Anacin  "Just Plain Bill"
Bisodol  "Just Plain Bill"
Bisodol  "Mr. Keen, Tracer of Lost Persons"
Cal-Apirin Corp.
"Amanda of Honeymoon Hill"
Cummer Products (Energy)  "Manhattan at Midnight"
Howe, Lewis (Tuna)  "Pot O' Gold"
Ironized Yeast Co., Inc.  "Good 'til Next Hour"
Mystic Laboratories (Creams)  "John's Other Wife"
Phillips, Chas. H. (Magnesia)  "Amanda of Honeymoon Hill"
Procter & Gamble (Cranz)
"Pepper Young's Family"
Procter & Gamble (Chips)
"This Small Town"
Procter & Gamble (Crisco)
"Pie & Sada"
Procter & Gamble (Ivory)  "Mary Martin"
Reynolds, R. J. (Cameo)  "Lauchkemn at the Waldorf"
Sun Oil  "Lovel Thomas"
Watkins, R. L.  "Dr. Lyons Tooth Powder"
"Orphans of Divorce"
Wyeth Chemical (Cold Tablets)  "John's Other Wife"

6 CONTRACTS EXPIRED

Air Conditioning Training Corp.
"Sidney Walton Music"
Brown & Williamson  "Plantation Party"
Canada Dry Ginger Ale, Inc.
"Information Please"
Canadian Railways Association  "Canadian Holiday"
Gordon Baking Company  "One of the Finest"
advertisers rate us:

as indicated by their comings
and goings—chiefly “comings”

Things have been popping fast and furious ever since the creation of the Blue Network Sales Department last July. We’ve told you about the station improvements that we’re making, the programs that we’re building, the steps we’re taking to assure advertisers of greater co-operation than ever.

But the best criterion of the increased selling effectiveness of the Blue is the action of the advertisers themselves — those hard-headed gentlemen who have the experience and judgment to get the most for their advertising dollar. We present herewith the complete picture of what advertisers are doing on the NBC Blue Network—with no punches pulled.

Since June 1st, 1940, 25 new accounts, Lord bless ’em, have joined the Blue ranks. 8 old friends, we’re pleased to report, have renewed their contracts. 19 satisfied customers (and we’re going to keep them happy) are continuing under current contracts. 6 clients are no longer with us, and we’re sorry they’ve left.

But there’s still plenty of room for you, Mr. Prospective Advertiser, on the NBC Blue Network. And notwithstanding all the improvements going on over the Blue, two facts remain constant. First, the Blue still concentrates its coverage in the Money Markets, where the nation’s buying income is centered. Second, the famous NBC Blue Discount Plan still offers national coverage at the lowest cost of any medium. For example, you can buy a half-hour coast-to-coast, in the evenings, mind you, on the NBC Blue Network, 52 times a year, for less than $5000 a week. Amazing, isn’t it? Better call in that Blue salesman today.

NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service
A Banzai* to Broadcasting

...borrows from the Far East in extending felicita-
tions to Broadcasting Magazine on the threshold of a
New Year.

In the tongue of the Oriental Banzai means ten thousand
honors; not too many for Broadcasting, considering

- Its faithful, unbiased reporting of all that's news in the
  broadcast industry . . .

- The dog watch it keeps, the endless vigil it maintains out-
  side the doors of the F.C.C. . . .

- Its foresighted editorial policy; that has often pointed the
  way; many times called the turn . . .

- Its decision to go weekly so that we of the industry might
  have all these good things in spades . . . For these . . .

*Not a Happy New Year to Broadcasting but a Banzai, 10,000 of them, from
COMING EVENTS

WRTF 680 KC.
RALEIGH N.C.

NORTH CAROLINA'S No. 1 SALESMAN

FREE & PETERS, Inc.
NATIONAL REPRESENTATIVES
If for one reason or another you've never exposed yourself to Free & Peters service, you may be surprised to discover how fast we can move—how quickly we can furnish the dope you need—when you're faced with an emergency radio problem.

Not that we're miracle men! But we do spend our days—and many of our nights!—thinking, breathing, living radio. As pioneer radio station representatives, there's hardly a spot problem we haven't met before. And we're strategically located in six fully equipped offices throughout the country, ready to help you in any way, at any time.

Why not get acquainted with our services now—and possibly immunize yourself against some future emergency? Incidentally—just in case you don’t know it—our services don’t cost you a farthing!

EXCLUSIVE REPRESENTATIVES:

For a complete list of our offices, please refer to the chart on the right.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: 301 N. Michigan
Franklin 6373

NEW YORK: 267 Park Ave.
Plaza 5-1531

DETROIT: 111 New Center Bldg.
Trinity 2-8444

SAN FRANCISCO: 255 Sutter
Sutter 4333

LOS ANGELES: 650 S. Grand
Vandike 0569

ATLANTA: 132 Palmer Bldg.
Main 5667
Armed With BMI, Industry ‘Sits Tight’

By SOL TAISHOFF

CONFIDENT that the Government’s all-out legal assault against music pooling will leave the broadcasting industry virtually unscathed but will spell the demise of ASCAP’s domination of music performance, major elements in broadcasting have adopted a “sit tight” attitude under which ASCAP contracts would be permitted to expire as of the year’s end.

As this was written Dec. 30, the Department of Justice was poised to file criminal proceedings not only against ASCAP but also against NAB, Broadcast Music Inc., NBC and CBS. Action against the radio groups is premised upon alleged boycott of ASCAP music and on purported conspiracy by NAB and the major networks to eliminate competition [see page 54D].

BMI Gets a Trial

Victor O. Waters, special assistant to the Attorney General in charge of the ASCAP litigation, planned to proceed for Milwaukee as soon as Departmental approval of the proceedings was forthcoming, probably about Jan. 6.

With feeling high in the industry because of the sudden turn in the Government attitude, taken only after ASCAP had toyed with it for weeks on a consent decree, the broadcasting industry nevertheless was determined to give BMI a real trial and forego the use of ASCAP music beginning Jan. 1. There was no thought of a compromise or reconciliation, with the most important elements in the industry willing to take their chances on the criminal litigation.

Reports were rampant that ASCAP would make a sensational offer, permitting radio to use its music after Jan. 1 until some sort of reconciliation might be worked out. But the bulk of the stations, plus the major networks, were of the view that no last-minute negotiations could be effected. They were satisfied that BMI could carry the music load and that the litigating industry groups presumably will be aimed at the NAB, but not its individual directors or members; against the officers and directors of BMI and against specified officers and directors of NBC and CBS who were identified with the formation of BMI, Mutual, as a cooperative association, was not expected to be included, though it would be affected by virtue of the presence on the BMI board of an MBS officer, as well as the membership of MBS stations in BMI.

The Department had planned to initiate action against ASCAP before the end of the year, following up with the filing of criminal informations against the industry groups. The holiday period, however, is believed to have interfered with this plan. It was also clearly indicated that the Department, in its all-front onslaught on music, intends shortly to prosecute the American Federation of Musicians, dominated by James C. Petrillo, largely because of its enforced employment of musicians by broadcast stations, under the 1938 “Schedule A” agreement.

Next Issue of Broadcasting To Appear Jan. 13 as Weekly

WITH THIS issue Broadcasting terminates publication as a semi-monthly, and hereafter will appear as a weekly. The first weekly issue will be published under date of Monday, Jan. 13. Each Monday thereafter this newsmagazine should reach its readers as far west as Kansas City, with second-class mail delivery indicated for the remainder of the country on the following day.

Broadcasting inaugurates weekly publication after more than nine years as a semi-monthly, under the same ownership, management and publication policies. As the original trade journal of the industry, devoted entirely to the interests and welfare of broadcasting and broadcast advertising, it will continue to espouse full freedom of radio under the American plan of free competitive enterprise. It has no alliances with other publications or with any other medium.

There will be no change in format or outward appearance of Broadcasting as a weekly. The magazine, instead of averaging about 100 pages per issue, will run about 60 pages at the outset. Full coverage of all news developments in the business and conduct of broadcasting as an industry, along with advertising success stories and features, will be supplied as in the past. New departments, to be added, will emphasize business news, new campaigns and success stories.

Broadcasting gratefully acknowledges the wholehearted cooperation and endorsement given it by all segments of the broadcast and broadcast advertising professions during the more than nine years of its life. The last decade has seen the full flowering of broadcasting as an industry. Broadcasting hopes it has contributed in some way to this development and, as a weekly, pledges itself to continued vigorous support of wholesome operation of broadcasting for maximum service to the public.

PROSECUTING THE AMERICAN FEDERATION OF MUSICIANS
Another Boom Year Forecast for Radio

Normal Industry Progress, Defense Stimulus Bring Bright Prospect

BROADCAST advertising prospects for 1941 are bright. Never before have they been brighter.

And a few of the more cautious are wondering if they ever again will be as bright.

After a record-breaking year, the industry faces the prospect of another excursion into new high business levels—anywhere from 10 to 25% above 1940. The conclusion is based on a nationwide survey conducted by BROADCASTING.

This anticipated increase is fairly steady, for radio's business chart has settled to a consistent climb quite in contrast to the spurs of earlier years. For several years the volume of time sales has been mounting at a regular pace, and 1941 should maintain this rate, judging by prospects at the turn of the year.

But a few smudgy clouds hover on the horizon; they are war clouds, of course. They rise from a war that is stimulating current business which in turn stimulates advertising.

The clouds are sufficiently ominous to catch the wary eye of the business observer. They introduce a big IF into many of the recklessly optimistic predictions of conservative analysts.

On the Books

This IF is causing many timorous advertisers to hold back campaigns now waiting for a go-ahead signal. Yet business actually on the books indicates that all branches of broadcast advertising will start the year well ahead of 1940.

Inspiring the prevalent IF is one fear. It is a fear of priorities—that basic requirement of efficient production by which goods needed first will be produced first. Thus a thriving auto industry, for example, might find itself thoroughly crippled by a mandate from Uncle Sam to turn out needed defense materials. Or it might be unable to obtain parts needed on the auto assembly lines.

Defense stimulus to business in general is creating more jobs. The full impact has not yet been felt, since much of the early activity is devoted to plant construction. More and more jobs will be created; more and more payrolls will be swollen; more and more wage earners will be buying necessities and luxuries whose acquisition has been long deferred; more and more unemployed will be absorbed.

Increased Government taxes are causing many concerns to spend money for promotion and market exploitation, since these funds are classified as normal business expense. These firms take the position that improvement of product appearance, development of existing markets and opening of new trading areas for their products are likely to bring improved sales.

The complications of war can bring quick changes in the business complex. Inability to get luxury items; labor unrest; mounting Federal, State and local taxes; Government drives for funds; threat of an axis victory—all these and many other elements tend to deter the over-optimistic observer.

No Saturation Yet

As usual the industry hears from outside quarters that all good time has been sold and that only undesirable time can be bought. The saturation charge has been hurled at radio for many years, yet the industry's sales continue upward because sponsors want to use its facilities.

A good share of the increase in time sales comes from present advertisers, who are increasing their hookups. Scarcely an instance of sponsor cancellation is found. In fact, many new advertisers are joining the radio ranks. Old advertisers are spending more for time and less for talent.

Stations are learning how to apportion their time more efficiently. One midwestern station, for example, abandoned a long afternoon sports program despite the fact that it was sponsored. In its place it substituted a cooperative program that brings in much more revenue.

The 1940 increase in time sales was spread all over the field, from network to local business. Based on the first 11 months of the year, network sales were up 16.2% over 1939, almost the same gain that occurred the previous year [BROADCASTING, Dec. 15]. Spot also is gaining consistently but at a more rapid rate than network.

Some elements in the industry are inclined to belittle the local effect of defense orders. They take the position that most orders lead to other orders in other cities. Furthermore, most of the orders are placed in major markets.

Empty Shelves!

They will take cognizance of a defense boom only if dealers start to hound factories for more merchandise to fill shelves emptied by frantic spenders.

Army camps are markets for products used by men. Such items as cigarettes and shaving materials are bought by men in uniform.

In the current excitement, a trend has been observed toward placement of national advertising in cities under 50,000. Many national space and time buyers are inclined to pick out the large metropolitan areas for their campaigns. Within recent months they have been found devoting more attention to the smaller sections, though placement of advertising in a large group of small markets involves mechanical problems.

Analyses of radio business prospects in principal markets of the United States and Canada by BROADCASTING staff members and correspondents start on column 4, this page.

KGNC Seeks 50 kw.

A HAVANA Treaty shift, which would give it 50,000 watts on 860 kc., is sought by KGNC, Amarillo, Texas, applying for a Class 2 station FCC Dec. 23. Now on 1410 kc. with 1,000 watts night, 2,500 watts day, the station seeks a shift to 860 kc., which is a directional antenna for day and night use. The channel is assigned to Ontario, Canada, for use by a Class 1-A station.

SCRIPT CONFERENCE brought this group, representing sponsor, agency, network and talent, backstage following the initial broadcast of the weekly dramatic show, Point Sublime, which started Dec. 16, under sponsorship of Union Oil Co. They are (1 to r) Ed Barker, NBC Hollywood account executive; Robert L. Redd, writer-producer of the series; Robert Phillips, Union Oil Sales Co. representative; Arthur Stewart, vice-president of that firm; W. A. Newhoff, manager, Domestic Sales, Union Oil; and William Pringle, Lord & Thomas, Los Angeles, account executive. Seated is Cliff Arquette, star of the program.

NEW YORK

By BRUCE ROBERTSON

NO STARTLINGLY different developments in commercial broadcasting were in store for 1941, according to the more than 50 radio executives of advertising agencies, station representatives, organization executives and station managers interviewed late in December by the New York office of BROADCASTING.

While there was a general determination to look any farther ahead than the first quarter, for which time and talent commitments are already pretty well set, the consensus was that radio in 1941 will go on much as it has in 1940, showing a steady but not spectacular situation in volume, but with no particular trends with enough force to alter the general picture.

Steady Network Gain

Network radio's progress, as measured by time sales, seems to have developed a normal rising curve instead of the meteoric spurt that took place during the war. It was just being accepted as a primary advertising medium. Time sales for NBC, CBS, ABC and MBS combined for the first 11 months of 1940 were 16.2% over 1939 billings for the same period, an almost exact replication of its record-breaking history, with 1939's network time sales totaling just 15.9% over those for 1938.

Spot and billings, according to agencies and station representatives, are also approaching a normal curve in their rise from year to year, although still increasing at a more rapid rate than the networks. The wide variety of local situations entering into the spot picture makes it more difficult to draw general conclusions, but it seems true that while many major advertisers are buying spot radio for years, both as a primary medium and to supplement network campaigns, other advertisers are still more interested in the lure of broadcasting for the first time.

By and large, however, radio's increased revenue, both network and spot, is going through increased expenditures by present clients rather than from an influx of new advertisers. Furthermore, the growing scarcity of choice network time available has resulted in a tendency for advertisers to add more and more stations to the networks carrying their present programs rather than placing additional programs on smaller network hookups.

Another tendency, almost pronounced enough to be called a trend, is toward expending a larger proportion of the radio dollar for time, with a curtailment of talent costs. Dramatic programs are becoming more numerous, variety shows with special appearances so far as the spot field, rep rates report the greatest demand for announcements and then for news periods, with a relatively small number of regular programs of 15 or 30 minutes.

The national defense program does not appear to have had any
appreciable effects on broadcast advertising to date, except that by stimulating business and hence advertising expenditures generally, radio has undoubtedly increased expenditures for radio time. So far, however, these increases have been distributed rather evenly throughout the nation’s markets, with relatively little concentration in cities where factories are now working at top speed on defense orders.

Effect of Defense

As one agency executive expressed it: “Our clients feel that orders for ships or planes or munitions in any particular city produce other orders for shoes and overalls and tools in other cities, so that for the present, at least, their advertising continues to follow the line of distribution and to be concentrated in the nation’s major markets. However, we are watching the situation closely and it is probable that when more markets are added these defense payroll cities will be followed here.”

It seemed significant that no agency executive, in discussing the outlook for radio, mentioned the defense programs until it was suggested to him. Equally significant was the absence of any mention of the music situation which, while undoubtedly manufacturers of overalls and tools are ordering for ships and hence ad-

nergizing the music industry is being bathed in rose colors, but that is the Midwest picture.

The Tax Angle

Possibly the key to the expected 1941 increases in promotional expenditures by sponsors, even more important than the huge amounts of munitions and other defense monies being distributed, is found in corporation income and excess profit taxes. The increased taxation should result in a greater tendency on the part of sponsors to exploit more markets for their products, develop additional products, improve packaging and generally increase advertising appropriations. But defense money is not to be taken lightly, especially in the Midwest where a goodly share is being distributed. From the Gulf to the Canadian border the potential buying power will be felt. While at present the expenditures are being spent in the main for construction, capacity operation will be in force before the new year is well under way.

Perhaps one of the best specific examples of what is taking place at stations in areas directly profiting by increased production is found at WIND, Gary, Ind. Gross local business has increased 55% during the last six months over the corresponding period of 1939. WIND is among the stations serving the Calumet industrial area compris-
ing Chicago, Gary and other Indiana cities, as well as many Illinois communities at the lower tip of Lake Michi-
gan. Steel mills in this territory are working at full capacity. The buying of advertised goods is keep-

ing pace.

Surprisingly few sponsors have asked for “war clauses” in contracts for time. In a thorough sur-

vey on this subject, only a few scattered instances could be found. For the most part, when such special concessions were asked, they dealt with talent rather than with time sales. This lack of fear on the part of those who foot the bills is an encouraging sign. It is generally conceded that only a drastic world act — an attack on the U. S., the sending of troops abroad for actual participation in the conflict which has already affected the entire world, or a new conflict, or sudden peace — would throw business plans awry.

If England is successful in Africa, and if Greece is conclusively victorlous, it is felt that American business will prosper even more. There is a natural tightening period in progress at present. A good example of this is found in the gen-

eral delay in getting large national spot and network advertising cam-
paigns under way. Although they are spending, clients seem to wait with bated breath the latest war reports and seem to hedge somewhat in “letting loose with both barrels” although there is definite proof that many large campaigns have been in preparation for a long time and are ready to be released at a given signal. This may in part explain the general air of caution.

Plenty of Time

Estimated increases in local and national spot business in the Midwest for the coming year run from 10 to 25%. With but one exception, agency timebuyers, representatives and station executives kept within

(Continued on page 42)

LOS ANGELES

By DAVID GLICKMAN

CHALKING UP 1940 as one of the greatest years, Chalkers, as they are known, are most optimistic as to prospects for 1941. They look forward to a banner year.

Although no estimate is made here, how much radio business will be placed during the first quarter from the West Coast, many predict a new peak in spot broadcasting for 1941, maintaining the pace established in the last quarter of 1940. Recognizing the many business hazards, executives do not expect a new all-high in every branch of the broadcasting industry, including regional and national spot as well as network and local. There is scarcely a pessimist in the Southern California area.

A Slow Start

Unsettled business in general, due largely to the possibility of hostilities abroad as well as other factors, got 1940 off to a rather slow start on the West Coast, but with the return of prosperity, and a new spirit of enter-

prise, and hence ad-

vertising expenditures generally, it

was stimulating advertising

appreciable increases might be

out of the picture, in the opinion of many advertisers, if war continued beyond April 1. However, with the election year, prac-

tically every station on the West Coast came in for a goodly share of defense business, and although it was only helping to swell the total figures.

Some stations received additional political revenue from local elections. Odd policy, in fact, was that business did not come up to expectations and the boom would have been a reality even without the election. Pacific Coast regional networks got more political business than ever before because of the national and state issues, and at a better rate too, bolstering yearly totals.

Many new factors enter the radio advertising picture in the coming year and help explain the optimistic feeling that prevails on the West Coast. The new conviction is that the eastern network will greatly benefit from the national defense program. A total of 973 million dollars has been allocated to the defense budget. The percentage for defense measures, thus creating new employment for many thousands of persons.

These industries, concentrated largely in Southern California for the moment, will exert only a second-

dary influence on broadcast advertising in that area because they are not users of radio for exploitation purposes. The stimulus has increased the economic power of Southern California citizens and hence makes that area an even more important market than previously.

The economic upturn felt throughout the West Coast, national and regional manu-

facturers and distributors, as well as retailers, are going to cash in on the prosperity being created by this general accelerated economic situation. They are increasing advertising budgets for concentrated campaigns to attract the new money. Radio is to be in-

(Continued on page 88)
Congress Inquiry Threatened
In Sale of WMCA to Noble
Flamm Asks FCC to Reconsider and Dismiss But New Owner Goes Ahead With Plans to Operate

DESPITE rumblings of dire developments, including a Congress investigation into the sale of WMCA, New York, was slated to pass Dec. 31 from Donald Flamm to Edward Noble, Inc., owner and former government official, for the record cash price of $850,000.

With a final FCC approval given the sale, a contract called for transfer of the property at the year end. Rumors were rampant, however, that Mr. Flamm did not propose to consummate the transaction, and might not turn over title to the station. While formal statements were not forthcoming, Mr. Noble made plans to take over operation as scheduled. Refuting reports that he was buying the station for other financial reasons, Mr. Flamm said Dec. 27 that he was acquiring the station with his own money. "I am acting for or on behalf of no one, except myself in this transaction," he said.

Asks Reconsideration

Indicating his desire to kill the sale to Mr. Noble, Mr. Flamm asked the FCC Dec. 27 to reconsider his approval and dismiss the transfer application. Repercussions in Congress also were indicated with the receipt by Sen. Javits, Dec. 17, of a request from Rep. Wigglesworth (R-Mass.) for information on the transfer.

The unanswerable, who is a member of the House Appropriations Committee handling FCC funds, repeatedly has sought detailed information on station transcriptions, in the past having alleged "trafficking" in licenses. The FCC 1938 appropriation now is before the Commission, and a hearing on the justification of the FCC's funds are scheduled for Jan. 8.

The application, filed in his own name Dec. 23 recited that on Dec. 14 the FCC had requested further information on the application, and that it had been informed that before any action could be taken, it would be necessary to supply the additional information. On Dec. 17—the day of the Commission's approval—Mr. Flamm said that he had prepared a petition to dismiss the application, in accordance with FCC rules, but that before filing, informal notice of the Commission's favorable action had been received. Specifically, the FCC was asked to reconsider its action and dismiss the application for transfer.

The FCC, however, advised the FCC Dec. 27 that the matter had been finally agreed upon by the Commission and that the Flamm petition was "trivial".

Quick Action

Acting within a fortnight of the filing of the application, a 3 to 1 vote approved the sale on the basis of facts contained in the application. Commissioner T. A. M. Craven, it is understood, voted for a hearing. Casting affirmative votes were Acting Chairman, S. William Becker, and Commissioners Walker and Payne.

Because the transfer contract contained a proviso regarding payment of 90% of the purchase price, the sale was effective after the Jan. 1 date, when the property was turned over to the properties

Negotiations for acquisition of the station occurred during latter November between Mr. Flamm, president of Knickerbocker Broadcasting Co.; William Weisman, vice-president and attorney for the FCC, and William J. Dempsey and William C. Kolovitz, former general counsel and assistant general counsel of the FCC, acting as agents of Mr. Noble. The application for transfer was filed with the FCC Dec. 2.

The New Setup

The new WMCA owner, who holds large interests in a number of companies aside from his position as founder and chairman of Life Savers, plans to devote considerable time to WMCA operation, it is reported. It is presumed he will alter his plans and operations before announcing new policies and personnel changes. It is understood that Mr. Flamm will assume the position of president and former McCann-Erickson executive, will continue as the station's director.

More Muller Spots

C. F. MUELLER Co., Jersey City (macaroni), on Dec. 30 renewed the following participating programs: two announcements weekly on the Marjorie Mills program heard on the lowest time stations; five announcements weekly on Home Forum, KDKA, Pittsburgh; the Fleischman's Yeast program, On the Air, Rochester; Arthur Godfrey, WJSV, Washington; Home Chats, CKLW, Windsor. Sponsor also started Dec. 26 on WABC, New York, a daily quarter-hour news period, 9-9:15 p.m.

Hayes Given New Post

Mr. Hayes, when he was made WABC sales manager, the station for the first time started a regular local schedule and offered time to local advertisers. Previously it had had no market for local programming or sales, as WABC had been an urban program, sales promotion, public service and department, as well as the manager, has an indispensable list of advertisers using the station for New York campaigns.

Omar on 20

OMAR MILLS Inc., Omaha, on Jan. 6 and 8 started a 5-paper school schedule for a one-minute spot announcement five days a week on the following 15 stations: KSTP, WOAI, WILG, WHAS, KOIL, WSAA, WSBI, WSM, WTV, WOKY, KNCB, KOMA, WTV, WNAX, Kenyon & Eckhardt, New York, is the agency.

Vel Suds on Five

COCLEATE Palmolive-Per Co., Jersey City (Vel Soapless Suds) starts a campaign of undetermined length on Jan. 6, using one weekly one-minute synchronized announcements on WMCA, Kansas City; WBCM, WFL, WFLG, WOCB, WUNU, WEAU, WSAU, WTIQ, WBHL, WAOX, WIND, WCFL, Hays MacFarland & Co., Chicago, handles the account.

OKLAHOMA GROUP, WEAU JOINING NBC

FIVE Oklahoma stations—KADA, Ada; KWSC, Chickasha; KGB, Enid; KBIX, Muskogee; KGFF, Shawnee—will be affiliated of NBC-Blue Network Jan. 1, according to William S. Hedges, NBC vice-president in charge of stations. The stations will be available to advertisers only in Oklahoma, which will be optional to the Blue Southwestern group. The network group now pays NBC stations $200 per evening.

On Christmas day, WEAU, Eau Claire, Wis., will begin a single broadcast as a basic supplemental to both the Red and Blue networks, with a network rate of $800 a day. Mr. Addition of these six stations brings the total number of NBC affiliates to 25 sales, 7 of the year. WEAU will operate also as a unit of the Minnesota Radio Network.

Further network changes will take place around the first of the year when joint affiliates of the NBC-Red Florida group—WFLA, Tampa, and WOKE, St. Petersburg—both of which shared time on 620 kc., will begin separate fulltime operation. WEAU will remain on 620 kc., joining the NBC-Blue Florida group, while WFLA, as assigned to join the NBC-Red Florida group.
Treaty Nations Plan Early Sessions

Engineering Matters to Be Worked Out at Conference

TO WORK out final phases of the continental reallocation embraced within the Havana Treaty plan, a general engineering conference of the four principal signatories will be held in Washington about mid-February. The preparatory meeting Dec. 30 at the State Department, Invitations for a series of bi-lateral conferences, issued by the U. S. Government, have been accepted by Mexico, Canada and Cuba, but a single conference rather than a series of sessions now is likely.

With the reallocation slated to become effective March 29, it is thought this deadline can now be met. Clearing up of engineering conflicts, including settlement of a number of vexatious questions regarding the notorious Mexican border stations, will be the primary purpose of the engineering conference. Heretofore, some misgivings had been expressed over meeting the deadline, and there was talk of a possible postponement.

Border Problem

The Mexican Government suggested a general conference rather than a series of bilateral sessions, at which each nation would indicate to its allocation conflicts with this country. Both the FCC and the State Department agreed to the suggestion.

The actual date for the conference, which should constitute the final phase of the long drawn out diplomatic conversations governing the treaty, has not been designated. The Department is awaiting word from Canadian and Cuban officials on their suggested mid-January date. Because the Defense Communications Board holds its committee organization meetings during the week of Jan. 6, it is assumed that the allocation conference will not be held until the week of Jan. 13. The sessions are expected to last several days.

The conversations will be within the framework of the treaty. In other words, no new allocations departing from the treaty provisions can be considered. Clearing up of the border station situation probably will prove the most important phase of the conversations. These stations are definitely slated to pass out of existence under the treaty terms.

However, a gentlemen's agreement regarding certain of the channels had been entered into following ratification of the treaty, and the Mexican list does not indicate precisely when the Class I facilities assigned it for use in the interior of the country will be so shifted. Consequently, Mr. Rogers has been instructed by the State Department to determine what facilities would be taken over by several border stations until such time as provisions are made for their relocations to the interior.

This country is expected to insist that the letter of the treaty be adhered to and that the notorious border stations be eliminated as of March 29, assuming that date is met. One of the principal reasons for the New Agreement, consummated Dec. 13, 1937, was to root out such stations along the Mexican border, operated for the most part by American companies who had been denied facilities in this country.

There are few conflicts in allocations as between the United States and Canada, Cuba, however, originally submitted an allocation list disregarding many of the engineering considerations stipulated in the agreement. Its revised list, however, is expected to accord with the treaty terms.

It is presumed that the delegates from the signatory countries for the most part will be practical engineers. Since questions of treaty policy cannot be involved, the sessions are restricted to purely engineering considerations as specified in the agreement.

Naylor Rogers Is Named Head of WOV

Armstrong to WOCOP in Bulova Shift

WITH APPOINTMENT of Naylor Rogers, pioneer West Coast broadcast engineer and director, as general manager of WOCOP, Boston, completion of the top personnel reorganization of the formerly WOB stations has been accomplished, according to the official announcement Dec. 30, by Harold A. LaFont, general manager, representing Bulova outlets.

Ray Linton, program and sales representative, has been named general sales manager of WOV.

Mr. Rogers, for 11 years part owner and director of KNX, Los Angeles, returns to the East after having been identified with the Keystone transcription network venture. He was recently with International Radio Sales, heading its Chicago office. His appointment to WOV is the most important step in a general reorganization of the station, which early this year will begin operations with 10,000 watts power. Studios and offices to new quarters now under construction at 730 Fifth Ave.

Leaves Rep Post

Mr. Armstrong joins WOCOP after more than 12 years in radio and television work. He accepted the Boston post after having been with the Katz Agency in Chicago, representing broadcasting stations, newspapers and farm stations. He succeeds Gerard Slattery, who resigned recently for illness of illness.

He was with WIBW, Topeka, from 1930 to 1934 and afterward with the Capper Publications' Chicago office.

Mr. Linton has closed his program and sales business to turn over his new sales duties at WOV.

After several years of local and sectional sales work in Chicago, Mr. Linton acted as Chicago representative for WMAA, New York, then entering the program field for the Chicago Sun and more recently in New York.

Miss Hyla Kiczales, manager of WOV for the last few years, will be left with WOB. She has been with Mr. Rogers in its reorganization.

While no details of the new sales plans have been revealed as yet, it is understood that a gradual switchover from the year foundation plan, in which WOB has been preeminent in New York, to a more predominantly English program schedule is planned.

Coca Cola Discs Wait Music Deal

Coste Claims ASCAP Songs Are Needed for Series

THE SUCESS or failure of ASCAP in getting stations to accept its music rights will perform its music will determine the future of the Singin' Sam transplant sponsored on more than 200 stations by local Coca-Cola bottlers. Felix W. Coste, vice-president of D'Arcy Adv. Co., agency for Coca-Cola, who has recorded programs, has informed the stations now broadcasting the series that it is up to them to continue this program without any ASCAP music.

Mr. Coste, in a letter sent out by BMI which explained that the Singin' Sam recordings contained some ASCAP music and that stations would be fined $100 for ASCAP licenses after Dec. 31. Mr. Coste stated that the letter was not true because many of the numbers used were "old favorites" which he has been singing for years. So far, he has not been able to reach any agreement with non-ASCAP music exclusively.

Mr. Coste pointed out that BMI is the only one operating in the music controversy. In fact, we are innocent bystanders. We sincerely hope that a satisfactory agreement can be settled before the first of the year.

In the programs which we have transferred to burns since the middle of the month of January, we have included some ASCAP music. Among public domain music, some BMI music, and some music from other sources, being able to provide the character of the program and the musical formula we have been following successfully for more than four years.

No Lady Is ANN:

IT'S PROBABLY happened before and it will probably happen again, but it's still worth a smile. An advertiser, new to radio, scrutinized the script of his first show on WTMJ, Milwaukee. He nodded approvingly at the beginning, and then he said, "What's that's idea of having a woman read all this?"

Three British Agencies Conducting Radio Drives To Help Victims of War

THE THREE British war relief agencies-Bundes for the British Empire, the Church of Scotland, and the British-American Ambulance Corps-are conducting separate radio drives for funds.

Both broadcast and screen, a special Bundle for Britain benefit program was broadcast from London, and a benefit special show was broadcast for the benefit of the same organization. The British War Relief Society is sponsoring a weekly quarter-hour variety program, also on WNEW, New York, time for which was donated by the stations.

Simultaneously, the British American Corps, which is currently producing the Friendship Bridge program, a weekly broadcast in three-weeks on WMCA, New York, has announced the formation of a Radio Wing of the Corps, which is expected to provide a wave of radio talent in the drive to purchase five amphibian airplane ambulances for the RAF.

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Status of Anti-ASCAP Laws Now Up to the Supreme Court

Highest Tribunal to Review Florida and Nebraska Statutes Restricting Monopolistic Activities

FINAL adjudication of the right of States to enact anti-monopoly laws is directly involved in the first series of State anti-monopoly cases such as ASCAP, will be undertaken by the U.S. Supreme Court in reviewing both the Florida and Nebraska anti-ASCAP statutes.

Following its action of Dec. 9 in accepting a review of the Nebraska law [BROADCASTING, Dec. 18], the court at its January 24 session Dec. 23 agreed to review the Florida litigation which differs from the Nebraska law under a Nebraska case, ASCAP has filed a cross-in the Florida case.

Florida Ruling

In the more significant Florida case, the three-Judge Federal District Court in Gainesville by Judge John M. Aughst held the 1939 revised statute unconstitutional, but only because of its conclusion that the bad provisions were not separable from the good, and therefore the entire statute had to fail. The court in substance held that the monopoly provisions of the State law were valid. It was because of this conclusion that ASCAP has filed a cross-in the Supreme Court.

The litigation has been bearing on the current ASCAP controversy because it will chart the future course of States in enacting anti-monopoly laws. The Florida case tentatively is scheduled for argument immediately following the Nebraska case, and the Florida case has not yet been made up, it is indicated the arguments will occur in late February or early March, assuming the parties can agree to a diminution of the record in the Nebraska case in ample time.

Whereas the Nebraska case, based on an action to determine the question of authorizing public performance of music after the original purchase price had been paid, the Florida case is held to be more clear-cut, since it deals directly with the question of monopoly. In the Nebraska case, the Appellate Court held that the State law violated the Federal copyright laws.

The litigation in Florida has been virtually non-existent since 1937. After the 1937 statute had been thrown out on jurisdictional grounds, a Supreme Court review was sought and while the court upheld the unconstitutionality of the statute, Associate Justice Hugo Black, in a strong minority opinion, held ASCAP a price-fixing monopoly with the power of life and death over users of music.

Afterward, the Florida Legislature amended the 1937 statute, removing those parts of it that were held unconstitutional. It was in this case that the three-judge court concluded that while the monopoly provisions of the new law were separable from the bad provisions, this opinion was regarded as one in which ASCAP came out second best.

Invalid Sections

The sections held invalid by the circuit court were those which sought to prohibit a combination of two or more owners of copyrights for the purpose of blanket licensing at blanket fees, unless the user was given an option to pay on piece prices, and a second which held that ASCAP must hold under blanket licenses similar to the so-called newspaper contract, with no payment on programs not using ASCAP music.

Among the other provisions of the statute which the court sustained were requirements that ASCAP file with the Controller of the State a list showing title, copyright number, composer, author and publisher and other essential information in connection with each composition; payment of a two-cent filing fee for each number; exhibit a restrictive and exclusive upon demand, a copy of all lists filed; payment on collection of compensation or license fees on numbers not filed; payment of a $3 tax per year.

Since the incumbent, Attorney General, George Cooper Gibbs, relinquishes his post Jan. 1, some speculation exists as to whom the State will appoint the new Attorney General. Gibbs has served as counsel to the Florida Attorney General since the initiation of the litigation.

ASCAP Expected to Appeal Decision Adjudging It to Be an Illegal Monopoly

BRANDING ASCAP an illegal combination in restraint of trade, a three-judge court in Tacoma, Wash. has ruled that the music combines its worst judicial defeat in the music history.

Denying ASCAP an injunction against the Washington State monopoly law, the court concluded that ASCAP did not have "clean hands" and was not entitled to equity relief. The decision tied into the charges made by the Federal Court of Appeals in the long-pending Sherman Anti-Trust Act lawsuit. Prior to the court's opinion, a special master had held that the Federal court could take jurisdiction in the case, since it involved more than the $3,000 statutory minimum. Afterward, however, the Washington State held that the court had the power to enjoin the enforcement of the anti-monopoly law through a consent decree. This action was opposed by Alfred J. Schweppe, professor of law at the U of Washington, and special counsel for NAB in the Washington-Montana litigation. Mr. Schweppe expressed surprise over the consent decree move, since he had not been invited to any of the conferences between State attorneys and ASCAP [BROADCASTING, Oct. 1].

The court opinion was rendered by Circuit Judge Bert Haney, of San Francisco; District Judge Lloyd L. Black, of Seattle and Tacoma; and District Judge John C. Bowen of Seattle.

Gene Buck, president of ASCAP, indicated a Supreme Court review of the Washington decision would be sought. He said that it was the first time in 36 years that ASCAP has lost a case in Federal court, to his knowledge, and that the issues were different than those in other pending litigation involving State anti-ASCAP laws.

Calling Washington State the "worst offender" against the copyright law, he said no user of music in that State has paid anything in royalties to ASCAP in four years.

"Clean Hands"

The Washington State opinion culminated litigation which began in 1937 when the first of a series of State anti-monopoly laws designed to prevent holders of copyrights from monopolizing the industry, to fix prices and issue blanket licenses. It called for registration and censorship—the doctrine espoused by broadcasters for a decade.

ASCAP initially appealed on the grounds of unconstitutionality. In the first test, the precluding judge held that the statutory minimum of $3,000 was not involved and that the Federal court therefore could not hear the case. When ASCAP appealed to the Supreme Court, that court indicated that the lower court had erred in not taking testimony from ASCAP, and ordered the case back to the district court. Subsequently, Archie Blair, special master for the district court, ruled that the statutory amount was involved and the case went to the three-judge court.

The three-judge court pointed out that ASCAP contended the Washington State was unconstitutional, but that before passing on that question, it was necessary to determine whether the ASCAP law may intervene in a court of equity.

"If a party has been engaged in illegal business and has been cheated, he cannot help him," the court said.

"In other words, before the plaintiff may invoke the aid of a court of equity, he must establish the court with clean hands. If the Society exists in violation of the Sherman Anti-Trust Act, it is not entitled to a decree for its benefit."

Then the court held there could be little question that the Society was engaged in violating the Sherman Anti-Trust Act, the court explained. Denying the scope of the Sherman Anti-Trust Act, the court explained the law applied specifically to rights or commodities. The statute is aimed at "restraints of trade or commerce" but not at the regulation of prices of trade or commerce, the opinion continued. "But rights may and are often the subjects of trade; and the Sherman Law limits restraints of trade in 'rights' as well as commodities."

"The restraint here is the power acquired by the Society's members to deal in a right acquired by copyright, and thus yield a contract for composition in restraint of trade."

ASCAP Coast Publicist

MORTON THOMPSON, Hollywood Citizen-News columnist, has been assigned to ASCAP's Los Angeles office.
Radio Highlights and Headlines: 1940

Major Events of Year as Chronicled in BROADCASTING

(See issues of BROADCASTING nearest 1st and 15th of month of each date given for full details.)

Jan. 5—FM Broadcasters Inc. formed under leadership of John Shepard 3d to promote commercialization of frequency modulation transmission.

Jan. 11—Mutual Broadcasting System announces expansion of its network through purchase of a 1937 national settlement plan and agreeing to permit its locals to negotiate individual contracts with stations in their communities. Action averts national strike.

Jan. 29—U. S. Supreme Court gives FCC freer hand in dealing with applications for new stations by eliminating all questions of superiority in deciding so-called Potts ville case.

Feb. 1—Gross time sales of broadcasting industry during 1939 reach an all-time record of $171,535,305, an increase of 14% over 1938. See 1940 BROADCASTING Yearbook.

Feb. 8—FCC starts new program "crackdown" era by referring Pot O' Gold and other programs to Department of Justice for action under anti-lobby laws. Department later drops cases as unprosecutable.

Feb. 15—Fighting between ASCAP and broadcasters waxes hot as Broadcast Music Inc. begins drive to build independent music source with $1,250,000 war chest. Gene Buck, ASCAP president, is arrested in Phoenix as fugitive from justice at request of Montana authorities. Case afterward dropped.

Feb. 16—Bill designed to redefine views of Congress against encroachment upon broadcasting by an "autocratic" FCC introduced by Rep. J. Wm. Dittric (R-Pa.).

Feb. 28—FCC approves limited commercial television as of Sept. 1. Subsequently rescinds action and launches attack on RCA that has reverberations in Congress and in White House.

March 12—Creation of annual public service award is announced for radio annunced by School of Journalism, University of Georgia, through George Foster Peabody Foundation. First awards to be made to broadcasters for outstanding public service provided by stations and networks in 1941 for outstanding public service during 1940.

March 21—ASCAP announces proposed new contract for broadcast stations and networks, boosting estimated royalties from $4,500,000 to $9,000,000.

March 25—Supreme Court gives FCC power to license new broadcast stations without regard for economic injury to existing stations in deciding so-called Sanders case. Holds Commission is given no supervisory control of programs, business management or policy of stations.

March 29—Havana Treaty is ratified finally by Mexico, making its terms fully effective in a year.

April 21—Westhouse announces formal termination of management contracts held by NBC for KDKA, Pittsburgh; KYW, Philadelphia; WBZ, Boston; WBZA, Springfield, effective July 1.

May 19—Department of Justice institutes new criminal action against ASCAP for purported violation of anti-trust laws, reopening five-year-old case pending in Federal District Court.

May 20—FCC gives FM green light by authorizing full commercial operation beginning Jan. 1, 1941.

May 27—FCC by unanimous vote relegates television back to experimental existence, scrapping rules announced in February which would have permitted "limited commercial operation".

June 7—Lenox R. Lohr resigns as FCC's first vice-president to become president of Chicago Museum of Science and Industry, after 3½ year tenure. Edgar Kobak, former NBC vice-president and former Lord & Thomas executive, returns to NBC as vice-president in charge of Blue Network.

June 12—FCC Network Monopoly Committee releases sensational report on pricing of broadcast stations and networks and what industry generally opposed as confiscatory control of contractual relations between networks and affiliates, proposing nonexclusive network contracts and banning of option time arrangements.

June 12—Senate Interstate Commerce Committee begins hearings on nomination of Thad H. Brown for new seven-year term on FCC. With Senator Tobey (R-N.H.) leading onslaught, investigation goes deep into FCC, RCA, NBC and CBS. Brown nomination finally shelved.

June 18—FCC issues revised rules governing television programming those originally issued Feb. 28.

June 19—Republican National Committee adopts free radio plank in its 30-point presidential campaign platform, marking the first time in the history of national political conventions that such action had been adopted.

June 22—John Shepard 3d, president of FM Broadcasters Inc., launches separate plan for formation of world's first FM network, designed to cover 40 major markets. Exploratory studies authorized.

June 22—FCC issues text of rules governing FM broadcast stations, authorizing commercial operation.

July 19—Democratic National Convention adopts FM radio plank, paralleling action of Republican Committee.

July 12—Niles Trammell elevated to presidency of NBC after two years as executive vice-president and after having served as manager and vice-president of central division in Chicago since 1928.

July 23—FCC official analysis of financial data for 1939 shows net time sales for industry of $130,000,000 or 11% more than preceding year.

July 25—U. S. Circuit Court of Appeals upholds right of stations to broadcast phonograph records without payment of license fees.

Aug. 2—Frank E. Mullen named vice-president and general manager of NBC, resigning as vice-president of RCA in charge of advertising and publicity.

Aug. 3—"Broadcasting Day" observed for first time coincident with short San Francisco convention with dedication of plaque to "free American radio" at both New York and San Francisco World's Fairs.

Aug. 5—Broadcast Music Inc. established as permanent organization to supply radio music's needs at NAB Convention in San Francisco.

Aug. 9—Color television development by Dr. Peter C. Goldmark announced by CBS.

Aug. 30—Plant investment in broadcast stations for 1939 placed at $64,425,000 by FCC in analysis of year's industry statistics.

Sept. 10—Reallocation of assignments of 777 U. S. stations, in accordance with Havana Treaty, announced by FCC, to become effective March 29, 1941.

Sept. 12—American Federation of Musicians agrees with National Independent Broadcasters to permit independent stations to negotiate on musicians' employment contracts with their union locals, rather than on national basis.

Sept. 12—Average weekly wage of $45.96 for 19,873 fulltime employees in broadcasting disclosed in FCC survey of broadcasting as best paying industry.

Sept. 24—Defense Communications Board created by President Roosevelt to plan relationship of communications in national defense. Board members are James Lawson, chairman, FCC; Rear Admiral Lee Noyes, Navy; Maj. Gen. Joseph O. Mauborgne, Army; Assistant Secretary of the Treasury Herbert E. Gaston, Coast Guard; Assistant Secretary of State Breckinridge Long.

Sept. 30—Sidney N. Strow, vice-president in charge of NBC's Central Division, Chicago, transferred to New York as vice-president in charge of programs. John F. Royal, former program vice-president, assigned to new activities and developments, and Harry C. Kopf, Chicago sales manager, named Central Division manager.

Oct. 15—BROADCASTING announces plan to begin weekly publication as of Jan. 13, 1941, after more than nine years as semi-monthly trade journal of the broadcasting industry.

Nov. 5—Radio establishes new high in presidential election coverage, turning over practically all of its facilities to reporting of Roosevelt-Wilkie balloting, as well as Congressional and State elections.

Nov. 15—Upwards of $2,250,000 reported spent by major political parties for increase of radio time during presidential campaign.

Nov. 26—Radio observes its 20th anniversary at birthday party in Washington, attended by 600 broadcasters, government officials and public figures.

Nov. 28—Suggested regulations to apply to network-affiliated station relations released by FCC on eve of final arguments on FCC Committee Monopoly Report. NBC, CBS and Independent Radio Network Affiliates oppose proposed regulations, lamenting that MBS supported them in principle.

Dec. 6—Threat to break down clear channels seen in split vote action of FCC in KOA-WHHD case.

Dec. 16—Supreme Court in FCC upholds right of broadcast stations to perform phonograph records without paying royalties to manufacturers or recording artists, by virtue of refusal to review decision of lower court in RCA-Whitman test case.

Dec. 17—FCC approves sale of WMCA, New York, by Donald, Standard and MBS supported them in principle.
BULOVA'S RECORD BUDGET

THE forthcoming advertising appropriation of the Bulova Watch Co., New York, will be the largest in the company's history, according to a statement by John H. Ballard, Bulova president. Adding that Bulova spent more for spot radio in 1940 than any other watch industry, Mr. Ballard reported that Bulova sales during 1940 reached $102,700,000, and annual gains were expected in 1941. Bulova time signals are now on 1,028 radio stations. The advertising budget is expected to be $2,000,000, the bulk of which is expected to be spent for radio in New York, it is the Bulova galaxy.

SOPRANO FIRMS

LOS ANGELES SOAP CO., Los Angeles, has announced a new product, Pinetop Pine Soaps), a heavy user of radio, currently sponsoring the five-week-quarter-hour program, News by KNOX MANNING, on 8 CBS West Coast stations (KKNX KARM KSFQ KNY KTCU KZL KROY KVOR). Monday through Friday, 2:30-2:40 p.m. (PST). On Jan. 6, the station joins the program, which originally started in 1939. The news program, costing $2,000 per week, is distributed every day on the American Broadcasting Co. week in New York.

SWAN SOAP CAMPAIGN

YOUNG & RUBICAM, New York, is buying announcements on some 75 stations throughout the East for "Lipton's Tea and other Lever Brothers products," contracts call for varying rates depending upon the size of announcements daily for 52 weeks. Although the agency refuses to discuss the matter, it is believed that the illustrations are being made when the commercial copy is sent out for broadcasting, beginning Jan. 6. This is the second Swan Soap, company's newest product, which is reported to be entering national distribution through different agencies, including Lever Brothers. The campaign, it is understood, will be introduced with an extensive radio and mail campaign, to be expanded coincidently with the distribution of the product, and with a continuing one-minute program until full national distribution has been achieved.

PAUL SWIFT TAKES THE WATSONS

A SERIES of transcribed spot announcements were cut by the WHN, New York, Transcription Service for Maurice Barrett, New York, who is managing the production department for the WHN production department produced the series.

WDSU OUTLINES STRIKERS' ACTIVITY

FORCED off the air Dec. 18 for a few early morning hours by strike activities at its transmitter, WDSU, New Orleans, returned immediately under regular operation, subsequently functioning "smoothly and normally," according to P. K. Lorette, station owner. It was reported that one WDSU operator who was off duty had called early in the morning at the transmitter house in Gretna, La., accompanied by five strangers, and "forced operator on duty, threats to FCC license off wall and get out."

TELLS OF "THEFTS"

According to Mr. Ewing, the operator returned to his post later in the day, although his mother subscribes to the theory that if threats if they didn't pull him and others off. Only two operators on WDSU staff quit, Mr. Ewing commented, and these were quickly replaced.

Commenting on the situation in his program, Mr. Ewing stated: "Entire affair surmise in radio circles here and considered had some, especially at present time and also in view of fact that union could only pull two men, one of whom says he has sent in resignation to the International Brotherhood of the Air, conditions, hours, vacations with pay and sick leave have all been given all our electrical employees and steady increases in pay have been constant since these two men took their present job with us. Our minimum scale higher than any other cities this section, but union wants it higher, and last Oct. 8 we offered them contract with existing scale for beginners. All other phases mutually satisfactory, but they apparently determined to get higher scale New Orleans than in other cities this section of U. S. A. December figures show New Orleans living costs to be among lowest in country."
**Industrial Advertisers Are Found Slight Users Of Broadcast Facilities**

INDUSTRIAL advertising funds are allotted to radio in small amounts, according to a questionnaire survey by the National Industrial Advertisers Assn., Chicago. The survey reveals that nine companies reported radio expenditures of 7.0% of their advertising dollar on broadcasting in 1940, as compared to 9-25% in consumer magazines, 6.6% in other media and the remainder on other types of promotion. Largest single item is the 51.6% spent on technical and industrial publications.

A breakdown of the composite advertising budget, the survey shows one firm with a sales volume between $200,000 and $500,000 spends half of its budget on radio; one firm between $500,000 and $1,000,000 spending 12.22% on radio; one firm between 5 and 10 million dollars, 1% on radio; six firms over 10 million, 4.16%. These nine firms are responsible for the 9.79% average expenditure reported.

The study is prepared annually, says the NIAA, to aid advertising managers in preparing budgets. It is based on reports from 345 industrial concerns, of which nine filled out the radio questionnaire perfectly acceptable at the NIAA offices, 100 E. Ohio St., Chicago, at $2, with discount for quantity lots.

**Networks Making Plans For Inaugural Coverage**

PRELIMINARY plans for comprehensive radio and television coverage of the 20 inaugural of President Roosevelt in Washington are being formulated by all three networks. A full complement of network observers and commentators will be on the air during the ceremonies, including Elmer Davis, Bob Trout and Albert Warner for CBS; Earl Snell, John Godwin and Carter Smith for NBC; and Bob Walters, Dave Driscoll, and Walter Comp- ton for MBS.

Report group points will be established along the path of the parade, up Pennsylvania Ave. from the inaugural stand and the front of the Capitol to the white House. MBS broadcast will be heard in Canada through the CBC, and will be heard through WRUL, Boston, while CBS and NBC also will shortwave their broadcast.

**Quiz Kids in Movies**

THE Quiz Kids, currently sponsored by Miles Laboratories, Elkhard, Ind., and NBC, has 46 NBC Blue Station, Wednesday-Saturday, 8:00-9:00 P.M. (EST), Dec. 21 was signed for one year by Paramount Pictures to make a series of short subjects. The first short subject, which goes into production early this year, is an animation of an incident in which Dorothy Gale, the heroine of the wizard of Oz, meets the Scarecrow, the Tin Woodman and the Cowardly Lion. It is the first and only in a series of live-action adventures of the characters from the L. Frank Baum stories. The series is produced under the supervision of Edwin J. Walter, Strand, New York. The series is handling is done by Wade Adv. Agency, same city.

**Jack Benny Leads Annual Talent Poll; Swing Is Ranked as Top Commentator**

JACK BENNY and his Jello-O program led all competitive talent and the annual poll of radio editors and writers conducted by the trade journal, Motion Picture Daily. Lucky Strike's Information Please topped the quiz programs, Don Wilson, the announcer, Late Radio Theatre, the dramatic shows.

Kate Smith and Bing Crosby were voted the most popular singer and female vocalist. Raymond Gram Swing followed by Lowell Thomas for their radio specials. The results of the poll follow:

- Champion of Champions—Jack Benny; Bob Hope; Fred Allen, Helen Hayes, Jack Benny; Fred Allen; Edgar Bergen (Charlie McCarthy); Eddie Anderson (Rochester).
- Scene's Outstanding New Star—Dinah Shore; Yvonne De Carlo; Helen Hayes; Carol Bruce, Wendell L. Willkie, tied.
- Comedians—Bob Hope; Jack Benny; Fred Allen; Edgar Bergen (Charlie McCarthy); Eddie Anderson (Rochester).
- Comedienne—Fannie Brice (Baby Snook); Grace Allen; Marie Dressler; Marion Jordan (Molly McGee); Jane Ace, tied.
- Comedy Teams—Fibber McGee & Molly; Burns & Allen; Brook's Bunkhouse; Abbott & Costello; Amos 'n Andy, Benny & Living- stoned, tied.
- Comedy Series—Alfred Family; Jack Benny; Bob Hope; Easy Ace, Fred Allen (Texaco Star Theater), tied.
- Male Vocalists (popular)—Bing Crosby; Ken Murray; Barry Morris; Lanny Ross; Frank Parker, Frank Mum.
- Male Vocalists (classical) — Richard Crooks; James Melton; John Charles Thomas; Nelson Eddy, Lawrence Tibbett, tied; Grace Moore.
- Film Players on Air—Edward G. Robinson; Don Ameche; Basil Rathbone; Bing Crosby; Bob Hope; Fred Allen, Fred Waring, tied.
- Dramatic Shows—Lux Radio Theater; Telephone Time; Ave Hurst; Godfrey Cambridge's Theater; Tonight, Tonight; Columbia Workshop.
- Dramatic Series—One Man's Family; Big Town; Aldrich Family; Castles of Caneva; America's Second Husband, Those We Love, tied.
- Daytime Shows—Vic & Sade; Big Sister; Golden Gate Girls; Babes in Arms; Children; Life Can Be Beautiful, O'Neill, tied.
- Dance Orchestras (popula)—Guy Lombardo, Fred Waring, Bob Hope, Dean Martin, Kay Kyser; Tommy Dorsey, Glenn Miller, tied.
- Dance Orchestras (swing)—Glen Miller; Tommy Dorsey; Benny Goodman; Artie Shaw, Benny May, tied.
- Musical Programs (popular)—College of Music; WLS;KDKA; The NBC Music Hall; Your Hit Parade, tied; Musical Comedy Shows, NBC, ABC.
- Quiz Programs—Information Please; Dr. I. Q.; Take It or Leave It; College of Music; WLS;KDKA; The NBC Quiz Show, NBC.
- Commentators—Don Wilson; Harry von Zell; Milton Cross; Ken Carpenter; Bob Trout, tied.
- Sports Announcers—Bill Stern; Ted Husing; Red Barber; Stan Lomax; Bob Trout, tied.
- Orchestras (classical)—N. Y. Philharmonic; NBC Symphony; Frank Black's Civic Symphony; NBC Symphony, George Szell; North Dakota Symphony; Palis's Musical Americana, The NBC Symphony, tied.
- Musical Programs (classical)—Ford Sunday Concerts; NBC Symphony; NBC Symphony, Voice of the Americas; Boston Symphony; Metropolitan Opera, Telephone Hour, tied.
- Children's Programs—Singing Lady (Irene Wicker), William Chappell (Milton Cross), Let's Pretend (Nila Mack), Goss, Allen, tied; Tom M's Straight Shooters.
- Educational Programs—American School of the Air (CBS); University of Chicago Roundup; Information Please; American Forum of the Air; American Town Meeting of the Air.
- Special Events—CBS; European Round- up: CBS, MBS; NBC; Conventions and Election Returns; CBS; Radio Spott- ing; NBC: War Coverage; NBC: Refus- ed Children Talks over WOR; CBS, MBS, NBC; NBC: War Coverage; NBC: Draft Draw- ings.

**Beechnut Gum Sponsors Woody and Willard in Canharie**

BEENUT Gum Sponsors Woody and Willard in Canharie, N. Y., on Dec. 31 started 2-week sponsorship of .5% hours nightly on the WNEW, New York, Dance Parade, a program of popular recorded music, from 10:30 p.m. to 12 midnight, Monday through Saturday. Under the new sponsorship for Beechnut, the program of recent standards will be presented. The program of the new program has been revised to include AP bulletin board music and interval music. Under the program, recorded selections of name songs will be played for a full week with three members of the WNEW staff handling the broadcasts. New Emmett Co., New York, is the agency.

**NBC Adding Four To Foreign Staff**

Bate and Jordan Will Return For Rest and Consultation

ADDITION of four correspondents to NBC's foreign staff and the transfer of two others in a general realignment of the network's setup abroad was announced by A. A. Schechter, director of NBC's news and special events division.

At the same time it was announced that Fred Bate, head of the London bureau, and Max Jordan, head of the Tokyo bureau, will return home for rest and consultation with the home office as soon as transportation can be arranged. Mr. Kierkegaard of NBC's Berlin office, will accompany them to New York for a vacation, following a trip abroad which had been arranged for December.

Others Transferred

Charles Lanis, Rome correspondent of NBC since May, 1940, will be transferred to Berlin in charge of a new staff to continue in Berlin as assistant. Mr. Lanis went abroad as a member of the NBC London Bureau. William Hotta, who has been the NBC broadcaster in Stockholm, has been transferred to the Bristol office.

Miss Denman, like Mr. Anderson a native Californian, is joining NBC as the new Stockholm broadcaster. A new office for the foreign staff is Grant Parr, American newspaperman, who represent the network in Cairo. Ricardo Canovas, who has lived in the Far East since 1937 and has been connected with the network's Tokyo Bureau, will be appointed as Tokyo correspondent. In Shanghai, Edward H. Mackay, graduate of the University of Wisconsin, and a writer of wide experience, takes over duties formerly handled by Joan Livingston, who is returning to the states.

Other NBC foreign representatives are: Paul Archinard, Vichy; Martin Aronson, Tel Aviv; Edmund Stevens, Athens; Helen Hiett, Madrid; Lovett Edwards, Belgrade; F. H. Suvard, Budapest; Sven Carlsten, Copenhagen; Philip R. MacKenzie, Lisbon; Frank B. Farnsworth; Herman L. Bich, Moscow; Dennis Sweeney, noted writer, handles NBC duties in Dublin.

Borden Cancels

DUE TO a change in its national advertising policy, Borden Co. has cancelled all its advertising coordination of all its dairy products, Borden Co., San Francisco, has decided to continue its advertising coordination of all its radio products, Borden Co., San Francisco, has decided to continue its cancellation of all its radio products, Borden Co., San Francisco, has decided to continue its advertising coordination of all its radio products, Borden Co., San Francisco, has decided to continue its advertising coordination of all its radio products, Borden Co., San Francisco, has decided to continue its advertising coordination of all its radio products, Borden Co., San Francisco, has decided to continue its advertising coordination of all its radio products, Borden Co., San Francisco, has decided to continue its advertising coordination of all its radio products, Borden Co., San Francisco, has decided to continue its advertising coordination of all its radio products, Borden Co., San Francisco, has decided to continue its advertising coordination of all its radio products, Borden Co., San Francisco, has decided to continue its advertising coordination of all its radio products, Borden Co., San Francisco, has decided to continue its advertising coordination of all its radio products, Borden Co., San Francisco, has decided to continue its advertising coordination of all its radio products, Borden Co., San Francisco, has decided to continue its advertising coordination of all its radio products, Borden Co., San Francisco, has decided to continue its advertising coordination of all its radio products, Borden Co., San Francisco, has decided to continue its advertising coordination of all its radio products, Borden Co., San Francisco, has decided to continue its advertising coordination of all its radio products, Borden Co., San Francisco, has decided to continue its advertising coordination of all its radio products, Borden Co., San Francisco, has decided to continue its advertising coordination of all its radio products.
CBS Latin Hookup Covers 18 Nations

New Shortwave Stations To Send Programs, Paley Asserts

FORMATION of a Latin American CBS network, comprising 39 long-wave and 25 shortwave stations located in 18 of the 23 Latin American republics to which the United States was sold on Dec. 23 by William S. Paley, CBS president, following his return from a seven-week tour of Latin America.

The new network of stations, which will receive programs from the CBS international stations in the United States and rebroadcast them for local consumption, will begin operation about Sept. 1, 1941, on the new CBS 50 kw. shortwave transmitters are expected to be in operation.

May Add Others

Haiti and Honduras are the only countries not included in the network, Mr. Paley said, adding that negotiations are underway to take them in soon. Contracts between CBS and the Latin American outlets are similar to those the network has with its affiliates in the United States, he declared, making them exclusive CBS stations which will carry both sustaining and commercial programs. He refused to comment regarding the imminence of a commercial schedule, stating that he had not yet discussed the question with American advertisers.

Contracts are generally for a five-year period, he stated, running from Sept. 1, 1941, to the same date in 1945, but several are for shorter terms, such as with OAX4A, Radio Nacional in Lima, Peru, a government station for which the government officials did not wish to make contracts for longer than their terms of office.

Explaining that his survey-tour had definitely established that most South Americans, like most United States citizens, listen to the radio, the regional differences more than they do to shortwave broadcasts from outside and that the local rebroadcasts would tremendously increase the audience for programs from here, Mr. Paley said his trip also showed the need for programs built in America that are specifically aimed at familiarizing the Latin American peoples with our culture.

More than that, he continued, the good neighbor policy can only be completely realized if we in the United States also become better acquainted with Latin American cultures. Therefore, in addition to arranging a Latin American network of outlets for American programs, he also made arrangements for programs originating in Latin American countries to be broadcast by CBS in this country.

New Transmitters

These programs from Latin America, in addition to being heard in the United States, will also be shortwaved back to the Latin American network, so that the southern republics will become better acquainted with each other. Programs from the southern countries which do not have shortwave transmitters powerful enough to insure and transmission to the United States will be brought up by the commercial communications companies, he stated.

The CBS shortwave stations, WCRX and WCRW, whose 50 kw. transmitters are now under construction at Brentwood, Long Island, will have eight directional antennas with a capacity of 15 different combinations of transmission service from each of the stations. With nine frequencies available and with the antennas instantaneously switchable from one transmitter to the other, CBS engineers believe they will produce as clear and strong signals as any shortwave stations in the world.

At each member station of the Latin American network there will be located specially designed receiving equipment to enable them to pick up and rebroadcast the CBS programs. A member of the CBS engineering staff, not yet selected, will leave shortly after the first of the year for a tour of the Southern network. Mr. Paley said, to act in an advisory capacity to the Latin American broadcasters in getting the new service up.

In the beginning, CBS will send about 20 hours a week of programs in Spanish and Portuguese to its Latin American affiliates, Mr. Paley stated. The make-up of the program schedule has not yet been completely worked out, he said, but it is definite that news will play a major part. Like listeners at home, South Americans are hungry for news, he said, and the news broadcasts have wide audiences. Dramatic programs have a wide popularity with Latin Americans, he reported, and the daytime serial dramatic type of program is becoming increasingly popular there just as it is in the United States.

Favorably Received

These program likes and dislikes will be carefully considered in building programs for Latin American consumption, he stated, and an independent program staff, entirely separate from the regular CBS program department, is being organized to devote itself exclusively to the production of the Latin American programs. Edmund Chester, recently appointed director of shortwave broadcasts for CBS, who was a member of Mr. Paley's survey party to Latin America and have full charge of these broadcasts as well as of the station relations and other operating angles of the new network.

Mr. Paley said that he had discussed his plan with officials of the United States Government before beginning his South American trip and that they had received it with enthusiasm. In the Latin American countries visited the plan was received with the same enthusiasm, he stated, by both government and radio officials. In some countries, the governments changed existing rules regarding broadcasting so the plan could be adopted, he reported.

In Chile, for example, a limitation (Continued on page 68)

Hickok Appointed Francisco's Aide

Young Gets Leave of Absence For Latin American Work

GUY HICKOK, program director of NBC's international broadcast stations, on Dec. 18 announced his resignation to become assistant to Don Franceschi, radio head of the Nelson Rockefeller organization for coordination of commercial and cultural relations between the Latin American republics. Mr. Hickok's successor at NBC has not been announced.

Simultaneously, Secretary of Commerce Jesse Jones announced granting of an indefinite leave of absence to James W. Young, director of the Bureau of Foreign & Domestic Commerce, to serve as chairman of the Communications Division of the Rockefeller organization. Mr. Young is in direct charge of press, motion pictures and radio, with Mr. Francischi. Mr. Hickok will work directly under Mr. Young on radio aspects of the Rockefeller Committee's work. New York offices of the organization are at 11 West 54th St.

Inspection Tour

Secretary Jones also announced appointment of Mr. Hickok as assistant director of the Bureau of Foreign & Domestic Commerce, as acting director. He succeeds the late assistant director, Joseph O'Brien, New York investment counsel, and was named special assistant to Mr. Jones on July 1, 1938. On Sept. 6, he was named assistant director of the Bureau of Foreign Commerce.

Mr. Francischi now is on a three-month inspection tour of South America, essentially in connection with coordination of radio programs, to interchange as part of the hemisphere solidarity program. During his absence, Mr. Hickok will work directly under Mr. Young on radio aspects of the Rockefeller Committee's work. New York offices of the organization are at 11 West 54th St.

MBS-Latin Exchange

CHRISTMAS in the Argentine and New Year's Eve in New York were the first Programs broadcast in exchange series by MBS with South American stations. The Christmas program, featuring a native choir and orchestra, originated at LR1, Radio El Mundo, Buenos Aires, and was broadcast in the United States by the Mutual exchange. Mr. Hickok's return broadcast, including the revelry in Times Square at midnight and the performance of the Lombard's orchestra, was shortwaved to South America and broadcast over LR1 and national shortwave stations and stations in other South American countries. Exchange was arranged by A. Fontechea Morales, radio director of LR1, Jesse Hickok, general manager of MBS, and Melchor Guzman, New York representative for the Argentine station.

BARBASOL Co., Indianapolis (shaving soap) has one-minute radio spots and transcribed announcements on about 20 stations shortly after the first of the year. F. W. Wessy, New York, is the agency.

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Government Suits Will Be Filed Shortly

(Continued from page 9)

networks or to its affiliated stations.

That pandemonium reigned in Times, Pan American, and radio stations, was John Elmer, ASCAP's general manager, Louis F. Fröhlich and Herman Finkelstein, and its new attorneys, Lieut. Gov. Charles Poletti of New York, and Milton Diamond, situated in the deadlock on the consent decree, though a substantial number of ASCAP's board members wanted to engage in litigation in that fashion, it is reported.

Assistant Attorney General Thurman Arnold, in charge of antitrust litigation, will brief the court on the all-front attack for what might be described as "public relations" reasons. Since BMI is on trial, an announcement on the ASCAP front was made the trial could not be taken against ASCAP without including the industry-created music operation. Moreover, the airings of all the world's best music from the print through gigantic propaganda splashes by ASCAP is said to have made it desirable from the Government standpoint to attack both operations rather than ASCAP alone.

Strategic Move

The most unusual aspect of the Department's action was its announcement by "press release" that criminal litigation would be instigated. It was fashioned on the ASCAP formula, and it was stated that action could not be taken against ASCAP without including the industry-created music operation. Moreover, the airings of all the world's best music from the print through gigantic propaganda splashes by ASCAP is said to have made it desirable from the Government standpoint to attack both operations rather than ASCAP alone.

Platters to Tars

CAMPBELL ARNOUX, general manager of WTOR, Norfolk, Va., has found the solution to two big problems: What to do with his old records and the equipment for playing the records.

ARNOUX has presented the station's complete library of ASCAP recordings, nearly 4,000 discs, to Rear Admiral Joseph K. Taussig, commandant of the Fifth Naval District. The recordings will be distributed to ships, hostess houses, officers clubs and Navy "V"s.

Library of 250,000 Musical Numbers Is Available to Subscribers of BMI

ASSURING its station members an adequate supply of the latest music, BMI has announced that its license gives its subs riders' choice of more than 250,000 songs. During all types of music. In the popular field, BMI has itself published 300 new songs and contracted for 150 more. In addition to its production schedule of 14 songs a week, BMI's affiliates, M. M. Cole Publishing Co. and Edw. B. Marks Music Corp., will add about 45 new popular tunes monthly.

Both in the world of lighter and lighter music of the last quarter-century is also available for broadcasting. Among the ASCAP catalog of songs, by Victor Herbert, George Gershwin, Rodgers and Hammer, Joe Howard, Gus Edwards, Edith Palmer, John Loehn, and Jacobs Bond and others of that class are among those which can be played, even though other numbers by these composers may be barred.

Library of 250,000 Musical Numbers Is Available to Subscribers of BMI

Familiar Songs

In the familiar song field, "Auld Lang Syne," "American Patrol," "Star Spangled Banner," "Londonerry Air," "Wearing of the Green," "Bill of Rights," "Loch Lomond," "Hail, Hall, the Gang's All Here," "She'll Be Comin' Ro'M the Mountain," "Good Night, Ladies," and "Jesu, Jesu" are only a small part of the list, but enough to indicate that all the familiar numbers do not carry the ASCAP label.

In the Latin-American field, BMI rights include more than 95% of all country music and about 90% of all records, with more than 65,000 rumbas, congas, and tangos. Modern music, lying outside the ASCAP domain, not only because major orchestral works are treated as "grand rights," in which ASCAP does not deal, but also because most serious composers have no connection with ASCAP.

The Marks catalog brought to BMI subscribers during the last five years records by name bands of popular tunes of the last 25 years. The Cole and Unitalis catalogs gave BMI of the largest collection of hillbilly, cowboy and folk music in the country. Of the world's great music, some 80% is in the public domain and the withdrawal of the ASCAP lists will have no noticeable effect on symphonic and operatic broadcasts.

Religious Selections

The new BMI hymnal contains nearly 500 standard church hymns, including the best-loved religious numbers, such as "Holy, Holy, Holy," " attrs. Jacoby Bond and others of that class are among those which can be played, even though other numbers by these composers may be barred.

Library of 250,000 Musical Numbers Is Available to Subscribers of BMI

that ASCAP would sign the consent decree, that Assistant Attorney General Arnold planned to appear personally. Three days later, Judge Milford Nelb of the Southern District of New York Dec. 24 to seek promulgation of the decree, terminating the six-year old anti-trust suit in that jurisdiction against BMI. On Dec. 23, however, the break came at a meeting of the ASCAP board, and Mr. Arnold was advised that the whole thing was off.

Immediately following this, Attorney General Jackson authorized the announcement on filing in Milwaukee of criminal suits, in lieu of the civil suit. The announcement was made. Originally, it is understood, the Department had not planned to make the formal announcement, but when word permeated the industry that such a step might be taken, presumably it was decided to issue the unprecedented "press release".

Industry Meeting

On the day following the Department's "press conference," meetings were held in Washington by industry representatives and attorneys to decide on strategy. Present at the Mayflower Hotel were such industry figures as NAB President Neville Miller; David Sarnoff, NBC chairman and RCA president; Niles Trammell, NBC president; Edward F. McGrady, RCA vice-president in charge of labor relations and at present serving as labor advisor to Secretary of War Stimson; Frank M. Russell, NBC Washington vice-president; CBS President William S. Paley; Edward Nash, CBS vice-president; Harry C. Butler, CBS Washington vice-president; Theodore C. Streibert, WOR vice-president and executive vice-president; Louis G. Caldwell, MBS-WGN counsel. Present for independent radio stations, was John Eimer, president of MCB, Baltimore. Representing BMI were President Miller and Executive Vice-President Sydney M. Kaye. In addition, attorneys for NBC, CBS and BMI were present.

Following the morning session,
ASCAP Bluff Called; Radio Holds the Aces... An Editorial

BECAUSE a money-grubbing ASCAP thought it could bring more radio dollars out of chaos in music, the charmed existence of Tin Pan Alley's "exclusive club" seems to be headed for the ashcan, via the anti-trust route. That now appears evident, whatever the outcome of the all-front legal attack launched by Trustbuster Thurman.

It appeared that ASCAP had terminated its series of colossal blunders, motivated by sheer bluff, when its attorneys in effect initiated a consent decree by which its illegal functioning of the last quarter-century would have been terminated. Instead of "consenting," its board of directors, in its generated emotional outbursts, threw months of negotiations overboard and decided to try again to bluff it out with radio.

ASCAP's bluff has been called for keeps this time. The fact that the Department of Justice, for reasons best known to itself, decided to announce criminal actions by press release against BMI, an industry element as well as against ASCAP probably will not seriously alter the result. When the smoke of legal battle clears, we venture that ASCAP will not be in a position to salvage as much as if it had acceded to a consent decree. ASCAP's utter destruction is not unlikely, whereas it might have surmounted a formidable competitor in the new music order.

We think the Department went overboard in seeking to tar BMI with the ASCAP brush. BMI was formed not to create a music monopoly for radio, but to introduce competition in arrangements were made for a conference with Assistant Attorney General Arnold and that afternoon the attorneys representing the industry held a protracted session with Mr. Arnold, Special Assistant Attorney General Waters and Hugh Cox, Mr. Arnold's chief assistant. While broadcasting industry elements as well as against ASCAP probably will not seriously alter the result. When the smoke of legal battle clears, we venture that ASCAP will not be in a position to salvage as much as if it had acceded to a consent decree. ASCAP's utter destruction is not unlikely, whereas it might have surmounted a formidable competitor in the new music order.

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appeared to be on the verge of success. Since their rupture, he said, the Department had no choice but to proceed with its criminal prosecution to protect the interests of the public in orderly competition in the distribution of music. ASCAP, its president, Gene Buck, in effect welcomed the action, particularly that among the industry groups. All of ASCAP’s properties has increased in volume and momentum week by week, has been directed against what it has characterized as the “radio monopoly.” Presumably the Department yielded to ASCAP’s complaint that the broadcasting industry proposed to “buyout” ASCAP. In the event of its possession of the exploitation medium, could effectively monopolize the music field.

It was this aspect of the Department’s action that caused serious concern and resentment in broadcasting circles. BMI, it was insisted, was formed only after BMI, and ASCAP unless “normal business competition” can be so described. The claims of controversy between ASCAP and BMI, has made arrangements to buy its music properties is as unmerited as the AAA that if any need for their services arises, the broadcasters will be glad to accept the associations offer. John J. Buck, in effect welcomed the general manager of ASCAP, replied verbally that ASCAP would accept the arbitration offer if BMI did.

Mark’s Catalog Deal

WLB Signs With BMI

WHEN WLW, Cincinnati, signed contract Dec. 30 with Broadcast Music Inc, it brought the total membership in BMI on that date up to 655 stations. WLW was the last of the 50-kilowatters to sign. Another last was also set by BMI, made by James D. Shouse, vice-president of Crosley Corp, in charge of broadcasting. WSAI, second Crosley to sign, was with BMI several weeks ago.

Pierce’s New Dis "And We Thought Music Had the Power to Sooth.”

ASCAP Loses One Publisher Member: Movies Pay Relative Pittance in Fees

ROBBINS MUSIC, Miller Music, Leo Feist and the Sam Fox group, including Sam Fox Publishing Co., Holm & Rowan, Warner-Chappell, and Music, have renewed their contracts with ASCAP for another ten years, according to ASCAP’s president, who stated that with the re-signing of these firms ASCAP has obtained all but one of its 141 publisher-members.

The exception, of course, is Edw. B. Marks, who had transferred its performance rights to BMI [BROADCASTING, Dec. 15]. All four companies are affiliated with motion picture firms, the former three with Metro-Goldwyn-Mayer and the last with 20th Century-Fox. During the summer negotiations had progressed nearly to the closing point for BMI’s acquisition of similar performance rights, but legal difficulties prevented completion of the deal.

New York Signatories

An immediate consequence of the renewal of ASCAP contracts was the acceptance of ASCAP licenses by WHN, New York, and by WNEW, also of that city, with a third New York independent station, WMCA, likewise expected to take out an ASCAP license in the near future.

WHN’s ownership affiliation with M-G-M made its station’s deal with ASCAP no surprise, while the competitive angle was held responsible for WNEW’s action in following suit. WHN’s contract is based largely on programs of phonograph records, to which ASCAP has not objected. Its schedule, WNEW was also concerned about the supply of recorded music which would be available under an ASCAP license.

Another New York station, WQXR, whose programs consist almost entirely of classical music, is a BMI member and is not signing with ASCAP, BROADCASTING was told Dec. 27. Since its schedule is composed of classical music, most of which is in the public domain, WQXR has less of a concern about graph record stations, its main problem being the avoidance of recordings using ASCAP arrangements of classical selections. WINS, Heard-owned station in New York, insists that it will also be "join BMI" as of Jan. 1, and that this condition will also apply to the New York Broadcasting System-wide network for which WINS is the key station.

NYC’s municipally-owned non-commercial station, has announced that both BMI and ASCAP have made it possible for the station to broadcast all of their music.

Miller Comments

Commenting on the action of WHN, Neville Miller, NAB president, stated:

"This move, expected by all radio stations, for the first time brings an end to the controversy between ASCAP and the movie industry. Station WHN is controlled by Associated Film Corp., a part of the movie industry which indirectly controls ASCAP. Last year 13 music corporations affiliated with the movie industry got 65% of the $2,500,000 that ASCAP collected from broadcasting and paid to ASCAP’s 136 publisher members.

"The movie industry has an annual income of more than $1,100,000,000. But ASCAP, which is partially controlled by movie corporations, charges the movies an annual fee of only $1,000,000 for all ASCAP music the movies want to use."

The radio industry has an annual gross income of only $120,000,000. But last year ASCAP taxed the radio industry $4,600,000 for the right to use ASCAP’s music on the air. Thus, for the use of ASCAP music the radio stations paid 41 times as much as the movie industry per dollar of income. And the 13 music corporations affiliated with the movie industry actually received from ASCAP $625,000 more last year than the total fees WJAC charged the entire picture industry for use of all ASCAP music during the entire year.

The following list of stations which have signed BMI contracts since the last issue of BROADCASTING.
UNDER lock and key for the duration go all ASCAP records and transcriptions at WDCR, Hartford, Conn., as Program Manager Walter B. Haase snaps the padlock on the music racks at the station. To be sure none of the ASCAP pieces got on the air since WDCR's ban on all ASCAP music on local commercial and sustaining programs went into effect Dec. 1, boards were fastened over the racks of ASCAP tunes, supplemented by heavy chains and padlocks. WDCR was an early BMI subscriber.

Pro-ASCAP Articles Answered by Rosenberg
IN FACE of several pro-ASCAP stories and articles appearing during the month in the Philadelphia Record, including an editorial in the Dec. 17 issue which summed up arguments that it will be "hard to sell the public the idea that the big choppers were getting their share for use of the music without which broadcasters would lose much of their audience," the newspaper opened its news column Dec. 20 to permit Samuel R. Rosenberg, president of the National Institute of Broadcasters, as a representative member of the industry, to present the side of the broadcaster in the controversy.

Under his own by-line, Mr. Rosenberg reviewed the incidents that led to the present impasse, explaining that "As part of the lump-sum business-tax, all-or-none, take-it-or-leave-it, arbitrary license-fee policy of ASCAP, all licenses granted by ASCAP to radio stations will expire Dec. 31, 1940. He also hit at the Society's "self-perpetuating inside group" with the result that "newcomer composers are always given a mere pittance and the old, established insiders get the lion's share."

"The business of broadcasting," he said, "has attained its maturity and has decided that the only reneging and denigration of ASCAP is to encourage the creation of new compositions by composers who have not yet signed their works to ASCAP. That has proved to be less difficult than it looked, because it now develops that ASCAP began to suffer from the same abuse of power within itself that every monopoly breeds."

ASSOCIATED Music Publishers, who has been involved in serious disputes with ASCAP, has added six popular vocal numbers to its catalog. One of these is "Remember—Why Don't You?" introduced by Abe Lynam on an NBC wartime program. Other numbers include "Are You Sure?" and "Fly From Midnight to Morn," introduced last summer by the Hotel New Yorker. Others are: "Skyline Waltz," "I'm Allergic to Love," and "Are You Sure I'm Sure Tonight." "Just Believe in Me" and "The Biggest Lith- ing Preview Is 262. The AMP has three more "pop" tunes in preparation for early release.

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"THIS YEAR, I WILL WIN YOU, M'DEAR!"

What are your intentions, Sir, toward our fair Iowa? Are they honorable . . . or are you merely playing with her affections?

Seriously, the way to win Iowa is to prove your purpose. Vague promises of "a big merchandising drive" are of no avail—too many suitors are already using WHO! Our Merchants here know that there's one sure way to reach all of Iowa, and that this one complete medium—WHO—costs a lot less than any combination of media which can even hope to approximate the same coverage. Therefore, if you're not using WHO your distributors and retailers may suspect that (1) you're either trying to kid them about the sincerity of your efforts, or (2) your wooing of Iowa needs more "oomph".

Neither alternative is calculated to inspire confidence.

WHO—alone—can enable you to win the Iowa market. If your New Year's Resolutions include such a project, let us give you the facts. Or just ask Free & Peters!

WHO + for IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC. National Representatives
Voorhis Bill Called Symptom Of Advertising Control Trend

Defense Program Is Utilized as Means of Imposing Regulation Impossible During Normal Times

UNOFFICIAL but well-informed quarters in Washington see the Voorhis bill—providing for a tax on the expenditure of all money for advertising over $100,000—as an outward manifestation of a subject that has been considered quietly in high places for some time. Reports that while attacks on advertising in some Administration quarters are not new, the present national defense program is being used as the springboard to plunge into the subject with renewed vigor.

Defense Measure
Assistant Attorney General Thurman Arnold, chief of the Justice Department's antitrust division, has often discussed what he calls under the economic advertising and has charged in the tobacco cases that successful advertising for the sale of an inexpensive commodity might constitute restraint of trade. A recent report to the Temporary National Economic Committee by Dr. Laub, Commissioner of Labor Statistics, touched on the "disparity" between the prices of advertised and non-advertised goods of drug store.

From another quarter it has been learned that at least one economist connected with the National Defense Advisory Committee is considering the possibility of restricting advertising expenditures—particularly on so-called non-essential items—as a defense measure. This would be based on the theory that advertising increases consumer demand for goods and in doing this takes away from productive capacity necessary for defense orders.

And while any thought of Government restriction of advertising through taxes or otherwise is scouted in Washington it is pointed out that Government controls which might be imposed under emergency circumstances can be imposed during an emergency.

"It is not seem destined for an early airing. The Ways & Means Committee did not hold hearings on the bill during the last session and it died without a call when the session ended. Rep. Voorhis (D-Cal) told BROADCASTING he wasn't sure whether he would introduce the bill during the session beginning Jan. 3. He said he feels this way about the measure: "If it is a tax, I don't think it's fair to leave gaps in the law. I don't think it's fair to tax some persons and not others. However, I think a proposal bill is particularly rough, but it could be used as a working base and could, of course, be smoothed out."

Mysterious Mr. Bell
Asked if he had any expression of opinion on resolution to the measure, which has attracted wide attention in advertising circles, Rep. Voorhis said, "Yes, a lot of heat." In reply to a question as to whether Mr. Voorhis had not been heard for and against the Treasury's position on the bill, Rep. Voorhis did not say directly whether the department was interested, answering, "Well, you know a bill introduced by request isn't taken very seriously."

The Congress introduced the bill at the request of Robert C. Bell, a 28-year-old graduate of Harvard Law School, Rep. Voorhis said he didn't know whether he is employed in the Government. Treasury officials took the position that it is a matter of business, commenting on the measure unless asked by Congress. It was said that there had been no official Treasury statement on the Voorhis bill and there would be none until or unless Congress requests an opinion.

The Advertising Federation of America, acting through its general counsel, Charles E. Murphy, told its members that the bill "has the possibility of having a deterring effect on the plans of advertisers and of media alike, for any taxation of advertising strikes at the heart of a business that produces sales and would obviously act as a sales deterrent."

FURTHER advance in the coverage of suburban areas through use of low-power booster stations was recorded Dec. 17 when the FCC granted C. T. Sherrer Co., Worcester, Mass., a construction permit for a fulltime 250-watt station on 1200 kc, along with three 100-watt amplifiers in Worcester environs.

The third grant of its kind, it is the first providing for more than one booster station to supplement an existing transmitter at the time the application of Worcester Broadcasting Inc. for similar facilities near two booster stations, was designated for hearing.

A Few Miles Apart
The three amplifying stations, to be located near Auburn, Whitingville and Marlboro, Mass., are all to be within a few miles of the main transmitter in Worcester, and are designed to provide coverage of areas which would not be covered by the main transmitter. The first grant of booster station facilities was made to the Newinl, Washington, which is now operating regularly and without any competition, another recently authorized Washington station, which is expected to be operating by spring.

This is broadcasting by the FCC that the booster station invention involves several unique engineering problems in which is the necessity of finding a site for the receiving antenna near the area to be served, where interference would be a minimum for retransmission. It is thought such amplifying stations will be built for the Three for $100 a month storage for sales areas of large populating areas ranging from 100,000 to 750,000, depending on location and topography, since larger cities could not be adequately covered by low-power stations and in certain large areas of the country, like the Midwest, propagation characteristics of the broadcast signal result in a wide service area.

WHEELING HOOKUP IS EXTENDED TO 91
WHEELING STEEL Corp., Wheeling, W Va., on Jan. 5 adds 40 MBS stations to its growing hook-up, the first being station WSPE, a 75-watt employ-family broadcast heard Sundays 5-5:30 p.m. With addition of new outlets the full network will number 91 stations, a new peak for the program which on Nov. 8, 1937, had its first broadcast on a single station, WWVA, Wheeling.

The program, conceived by Advertising Manager John Grimes, features talent selected entirely from the 10,000 employees of Wheeling Steel and members of their families. New stations added are WSPF, WNBH WATR WSBR WBCR WCNW WSRW WQHC WPPW KSSK KOL KALE KMO KTT KFJ KXOS KDK RXR KYY KXK KSN KELA KNYXZ KABC WMSL WJB WJRD WSFA WHBB, Critchfield & Co., Chicago, handles the account.

Quaker Oats Test
QUAKER OATS Co., Chicago (Aunt Jemima Pancake Flour), on Jan. 6 starts six weekly five-minute programs on WBBM, Chicago, Sherman K. Ellis & Co., Chicago, is agency.

Congress Inquiry Considered Likely
Senator White Drafting Plan; May Delay Action by FCC

INTRODUCTION early in the new session of a far-reaching resolution to study the entire communications regulatory scene is expected in Washington, possibly under the chairmanship of General Motors' Quadrennial Survey is expected in Washington, possibly under the chairmanship of General Motors' quadrennial study. Senator Wallace H. White, Jr., recognized radio authority from the Upper House, is drafting an all-inclusive resolution for a "facts-finding" commission to take evidence along with Chairmen Wheeler (D-Mont.) of the Senate Interstate Commerce Committee and Senator Brookings, its introduction as one of the first orders of business by that Committee. Such a legislative move, it is presumed, would automatically stay the FCC's plans for proposed far-reaching regulation of business aspects of broadcasting as a result of its provocative inquiry into network operations to discover monopolistic practices.

Extension of Time
Following oral arguments before the full Commission Dec. 2-3 [BROADCASTING, Dec. 15], the FCC had granted an extension from Dec. 16 to Dec. 24 for filing reply briefs, primarily on the question of the Commission's jurisdiction to invade business operations of networks and stations and write regulations governing them.

This action, it is thought, paves the way for Senatorial consideration of a fact-finding resolution along the lines of that projected by Senator White prior to final Commission action. [Network Monopoly Report. Because of the intense interest in Congress in radio, there is considerable doubt whether the national elections in which radio played so vital a part, it is thought that once such a resolution is introduced its investigation would be authorized speedily.

New Bosco Spots
BOSCO Co., New York (millamplifier) will air starting this week in New York, participating sponsorship of the CBS News of the World on Tuesdays and Thursdays at 10:45-11 p.m. Sponsor has purchased an early morning quarter-hour of recorded music on WCBS, New York, heard regularly 10-11 a.m. to 10-11 a.m. times a week from 8:30-7:45 a.m. and renewed for the third consecutive year. The series is a quarter-hour broadcast on WCBS, Newark. Kenyon & Eckhardt, New York, is agency.

Kuhner Packing Test
KUHNER PACKING Co., Muncie, Ind. (Snow-Light Lard), new to radio, on Jan. 20 starts a two-month test of WATO, WTO, and WATD, starting a half-hour Sunday afternoon program, participation in the station's home economics program. At its series, "Honest Louis E. Wade Inc., Fort Wayne agency, the test if successful will be maintained. Packed in Indiana territory where the company has distribution.
5000 WATTS DAY and NIGHT

NO RATE INCREASE UNTIL FEBRUARY 1, 1941

MORE MARKETS LISTENERS RESULTS

WXYZ DETROIT

KEY STATION—MICHIGAN RADIO NETWORK—Basic Detroit Outlet of NBC Blue Network.

National Sales Representative—PAUL H. RAYMER CO.
New Grants Bring
Year Total to 77

Four Locals Authorized as Year Draws to a Close

WITH four new local outlets in as many communities authorized for construction by the FCC, meeting Dec. 17, the total number of new station grants during 1940 reached an unprecedented 77. The new stations were authorized in Worcester, Mass.; Cairo, Ill.; Tucumcari, N.M.; and Powell, Wyo.

The new Worcester station was granted to C. T. Sherer Co., Inc., authorized to use 250 watts on 1290 kc., with amplifier stations to be located in Fall River, Mass., and Marlborough, Mass. The company is 100% owned by the R. C. Taylor Trust, of which Frank F. Butler, is trustee. Mr. Butler is also president of C. T. Sherer Co.; W. Robert Ballenger, account-

The Cairo station was granted to Oscar C. Hirsch, who also owns KFVS, Cape Girardeau, Mo. It will operate with 250 watts on 1500 kc.

The Tucumcari station was granted to R. L. LeTourneau, wealthy manufacturer of and contractor machinery with plants in Pecora and Tucumcari. Mr. LeTourneau also is 20% owner of WWMA, N. H., and is founder of the LeTourneau Foundation devoted to non-sectarian education. The new Tucumcari station will operate with 250 watts on 1420 kc.

The Powell, Wyo. station was granted to W. H. McCauley, local resident who for the last 14 years has been employed as a postal clerk. The station will operate with 250 watts on 1200 kc.

Hearings Ordered

At the same meeting the Commission ordered hearings on the applications of Butler Broadcasting Co., Hamilton, O., headed by David Rosenblum, local department store owner; for a new station there with 250 watts on 1280 kc. Old Colony Broadcasting Co., Brockton, Mass., headed by Mark Ackman, Brockton industrial engineer, and C. A. Lovewell, for 650 watts daytime on 1160 kc.; Worcester Associates, for 250 watts on 1200 kc., with 100-watt amplifiers at Marlborough and Whitinsville, Mass. The latter company has as equal stockholders Easton C. Wooley, NBC public relations man; Joseph Katz, head of the Joseph Katz Agency; C. Bennett Larson, of Young & Rubicam, New York.

Also ordered for hearing at a Dec. 18 meeting was the application of Thumb Broadcasting Co., Brown City, Mich., seeking 250 watts daytime on 600 kc. World Peace Foundation, Oakland, Cal., seeking a new developmental broadcasting station, also filed application for rehearing of its application which had been turned down last Nov. 20.

NEW'S SUBSCRIBERS REACH 726 TOTAL

PRACTICALLY every broadcasting station now on the air subscribes to one or the other of the news services, according to a compilation prepared for the 1941 Broadcasting Yearbook Number now in process of publication. In all, 726 stations subscribe to one or more services such as Associated Press, International News Service, Transradio Press and United Press. There are 852 stations operating or authorized for construction in the United States, 77 having been authorized during 1940—and many of these are not yet on the air.

The Yearbook compilation shows AP now serving 119 stations and having exchange of news agreements also with the major networks. INS has 156 station sub-

Stahnken Wants Station

FORMERLY a bitter opponent of radio, the onetime president of the American Newspaper Publishers Asn., James G. Stahnken, publisher of the Nashville Banner, is chairman of the board of Nashville Radio Corp., a newly formed company which has applied to the FCC for a new 1,000-watt station in that city on 1380 kc. President of the company is Sillman Evans, publisher of the Nashville Tennessean. Their newspapers, while separately operated, are published in a joint plant.

KELVIN TRAYNOR, 31, former an-
nouncer of CFGB, Calgary, Alta., is "missing and believed drowned" in the sinking of the Canadian freighter Lusine, it was announced in December. He left Calgary a year ago to join the merchant marine at Vancouver, after being a radio announcer in Calgary for 10 years. He was born in Vancouver, is survived by his widow in Calgary.

Page 22 January 1, 1941 BROADCASTING • Broadcast Advertising
Tie your 1941 advertising plans in the nation's 17th market to WGBI and you're in for a happy and prosperous New Year. That's matter of fact. For WGBI is the only regional or clear channel station serving the 652,000 persons in this prosperous Scranton-Wilkes-Barre Market. It's the only station heard throughout this market. Daniel Starch and Staff discovered that 98% of the daytime listeners and 96% of the nighttime listeners in the biggest county in this market tune (and stay tuned) to WGBI.

A CBS Affiliate
880 kc • 1000 Watts Day
500 Watts Night

WGBI
SCRANTON, PA.

JOHN BLAIR & COMPANY
National Representatives

SCRANTON BROADCASTERS, Inc.

Frank Megargee, Pres.
Protests on 830 kc. Decision Portend Fight to Guard Clears

Group of I-A Stations Seeks Right to Intervene in WHDH Case in Effort to Argue Entire Issue

PORTENTS of a vigorous battle to thwart the plan of a majority of the FCC to break down clear channels for East Coast duplication were in evidence during the last fortnight with the filing of petitions with the Commission to throw out the framework of the 830 kc. wave, on which KOA Denver, is dominant station, through granting of full-dupe for WHDH, Boston.

The first attack came with the filing of a petition by 14 Class I-A stations, occupying 13 channels, to intervene in the KOA-WHDH proceeding. Formerly known as the Clear Channel Group, these stations sought permission to file exceptions to the majority proposed order and to argue orally before the FCC the whole issue of clear-channel coverage. NBC, licensee of KOA, also filed an intervention petition, but asked that the WHDH application be dismissed.

Strong Dissent

In its proposed decision announced Dec. 6, the FCC majority actioned allowed the KOA-WHDH application for fulltime on 830 kc., with 5,000 watts. The channel is specified as a clear wave, unduplicated at night, under the rules, and the majority proposed amendment of the existing rules to reduce the number of channels from 26 to 25. Voting in favor of the proposed decision were Commissioners Walker, Thompson and Payne. A strong dissent was filed by Commissioners Craven and Case, with Chairman Fly not participating.

The proposed decision was seen as the forerunner of a long-anticipated effort by the FCC majority to break down virtually all clear channels that they feel are an obstacle to West Coast duplication and possible placement of a third station in between the coastal outlets [Broadcasting, Dec. 15].

Stations participating in the clear channel group intervention petition are KPI, WSM, WLW, WGN, WSB, WJR, WBAF, WFAA, WHAS, WWL, WHO, WAM, WOAI Louis G. Caldwell, Washington attorney, filed as counsel for the group. The NBC petition was filed by Philip J. Hennessey, counsel for NBC.

The clear-channel group supported the minority report of Commissioners Craven and Case. They supported an amendment to the proposed grant should be denied because it is inconsistent with the rules allocating specific channels and unduplicated operation at night.

It was also held that the WHDH application, when originally filed in 1935, was no more than a request for an amendment of the clear-channel rule, to reduce the number of such channels. At no time since, it was contended, has there been any request for such an amendment, on the contrary, WHDH "regularly and consistently expressly negatived any intention to make such a request or to seek such amendment."

The proposed decision of Dec. 6 was the first action in the case in which any way sought to reinstate the issue of amendment of the WHDH application according to the petition. The clear-channel stations said their petition to intervene is in the public interest because the issue involved turns out to be tremendously important to the maintenance and future improvement of broadcast service over large areas of the country, particularly in rural or sparsely settled regions.

Deemed Ineligible

NBC, in its petition for KOA, brought out that the station has operated as a clear-channel outlet since 1926. The WHDH application, it was argued, is ineligible under the Commission's rules governing clear channels. KOA explained that its request to intervene in the proceeding in 1939, but that the petition was denied by order of Commissioner Payne and a petition for review of the Payne action was subsequently denied by the Commission. A motion to dismiss the WHDH application, filed later, also was denied.

Granting of the WHDH application as proposed by the FCC majority, NBC contended, would cause prejudice to KOA's signal; violate the FCC rules as well as the terms of the Havana Treaty reallocations; result in modification of the Commission's regulations without having afforded KOA an opportunity to be heard, contrary to the Commission's rules; and result in a degradation of service which would be prejudicial to the priority rights in the United States allocated under the Havana Treaty, because of the Pan-American Treaty.

Commissioner Claude M. Craven, presiding at the Motions Docket Dec. 21, granted both the clear-channel group and NBC a postponement until Jan. 17 on their petitions after referring them to the FCC for action. The Commission, he explained, does not plan to meet again until Jan. 7.

M.K Disc Series

MANTHO-RADCO, Inc., Clinton, Ill. (M-K For Colde), Dec. 18 started a schedule of five-weekly one-minute transcribed announcements on KXOK, St. Louis. On Nov. 18 firm started the same schedule on WLS, Chicago, and WBHF, Rock Island. Station list will be extended in the near future by Kircher Co., Chicago, placed the account.

DYNARRIES Corp., Council Bluffs, la. (cereal), is placing a series of 26 five-minute time announcements through Buchanan-Thomas Adv. Co., Omaha.

Called to Duty

MAJOR JOHN HOLMAN

Maj. Holman to Report For Signal Corps Duty

Maj. John A. Holman has been called from his position as general manager of KDRA, Pitts-burgh, to report for active duty with the War Department. He will leave his present position to report to the Chief Signal Officer. No decision has yet been made as to his location, but it is expected that he will be assigned to a key position in the War Department.

KXOK Now Basic Blue; KWK Transfers to MBS

Bringing Network to 168

MAKING effective plans devised several months ago, two St. Louis outlets begin operation with new network affiliations as of Jan. 1. Coincident with its relinquishment of affiliation with WBC-Blue, KWK, a pioneer St. Louis outlet, now operates on 1580 kc., and holds a construction permit for 5000 watts fulltime. It is an affiliate for 50,000 watts on 880 kc., however.

FIVE new stations in Louisiana, Tennessee and Alabama also join the program. The tieup allows these stations to share in presentation of NBC's national programs. The tieup is expected to result in increased listenership and public interest in the network, which in turn will benefit NBC-Blue affiliates.

RKO Plans Film Tieup

For "Scattergood Baines"

IN ONE of the largest commercial tieups ever made, R.Wigley Jr. Co., Chicago (Spearmint gum), has arranged a one-hour program "Scattergood Baines" to be shown on 76 CBS stations, and is working out a deal with Pyramid Pictures Corp., in which TV stations will have the option to change the picture by title that now being produced by the latter company.

Under the arrangement Wigley will spend $280,000 for 1,400,000 theatre tickets. These will be distributed to select radio and newspaper through the United States for admission to theatres when the picture opens. The network tieup, starting Jan. 6 the picture will be plugged consistently for 20 weeks, starting Jan. 6 and running through May.

The tie-in will be made with the daily script. Guy Kibbee is featured in the film version.
FROM THE MUTUAL DON LEE BROADCASTING SYSTEM...

Happy NEW Year!

DON LEE'S INCREASED FACILITIES MEAN NEW OPPORTUNITIES FOR ADVERTISERS...

STUDIOS
Don Lee's brand-new, $500,000, Hollywood studios include new equipment, increased facilities for program production and three auditoriums for audience participation.

POWER
Power increases to 5000 watts full time on three Don Lee key outlets—Los Angeles, Portland, San Francisco—further insure Don Lee's dominance in these major markets.

COVERAGE
Don Lee adds two new stations to guarantee complete coverage.* More than nine out of every ten Pacific Coast radio homes are within 25 miles of a Don Lee station.

*Latest figures show Pacific Coast population increased to nearly 10 million!

BUSINESS
Don Lee chalked up a 78% increase in regional business over last year... more than twice as much as all other Pacific Coast networks combined. Advertisers know Don Lee coverage pays—at the cash register.

5515 MELROSE AVE., HOLLYWOOD, CALIF.
THOMAS S. LEE, Pres.
LEWIS ALLEN WEISS, Vice-Pres. and Gen. Mgr.
JOHN BLAIR & CO., NATIONAL REPRESENTATIVES
BROADCASTING SYSTEM

THE NATION'S GREATEST REGIONAL NETWORK
Dispute Over Service Music Settled; No Union Musicians Will Be Dropped

FOllowing conversations involving the national networks, the War Department and the American Federation of Musicians and its president, James C. Petrillo, the question of when and where service bands may play was finally settled. According to the accords reached, all networks giving assurances no union musicians would lose work because of service bands, the AFM agreed to allow military bands and other service music organizations to participate in broadcasts from training camps. The Army objects

The agreement climaxed a heated controversy arising after Petrillo had refused to allow the 104th Engineer Regiment band to appear Dec. 15 on the first program of a WOR-MBS series originating from Fort Dix. It included the new series eliminated the band's participation in the initial program from the training camp and substituted bugle calls and solo musical numbers by camp talent. The following day, after quick protests from Army officials, Mr. Petrillo conferred with officials of the War Department in Washington to determine whether the incident was the result of service band appearance on the air. After the conference, Petrillo issued a statement that service bands would be permitted to broadcast, so far as AFM was concerned.

Gen. Samuel T. Ansell, AFM general counsel, also met with officials of the War Department in Washington to discuss settlement of the dispute. The War Department cited its policy governing appearances by service bands, set out in 1936, and indicated that this policy still maintained (see story on this page).

While the initial program of the This Is Fort Dix series, heard on MBS Sundays, 2-2:30 p.m., was being set up, a release for the band's appearance was released by Mr. Petrillo by Capt. William Cook, former adjutant of WBNB-Buffalo, and public relations officer of the 44th Division aiding Thomas Slaters of the ORR announcements. In the ensuing exchange of letters Petrillo praised the idea of the service camp broadcasts, but held that the use of Army musical talent would throw union musicians out of work, finally stat- ing that he would not grant the release.

Camp officials at Fort Dix were openly resentful of the Petrillo ban. Maj. Gen. Clifford R. Powell, commanding general of the post, declared the controversy was "entirely a matter of whether to have the bands at this post and the scores of good musicians, and the folks at home who subscribe to them. They are a part of our military organization."

After conclusion of the incident, it was pointed out by one observer that even if the ban had remained in effect, it would have made little difference in the musical content of the programs, since most martial music played by the service organizations, such as the Army, Navy, and Air Force, was furnished by ASCC and automatically would be from the networks January 1.

Army Regulations

no music in the air

Appearnces of U.S. military bands are rigidly controlled in accordance with a statement of policy set out Oct. 14, 1936, by order of the Secretary of War. The War Department policy, effectively prohibiting service bands' participation 'on purely civilian occasions,' remains today the same as in 1936, it was stated. Text of the policy, as enunciated in 1936, follows:

A. Bands or individual musicians may be furnished on the following occasions without a release, since no competition is involved:

1. All military uses and occasions: that is, whenever and wherever a service band functions as part of the nation's military forces.

2. Any occasion on which arm and naval reservations, military and naval, are involved (e.g., places or circumstances where a band is on duty with service forces).

3. Any occasion attended by the superior officers of the Government or of the Army, Navy and Marine Corps in their official capacities and in the performance of official duties; but such occasions do not include social occasions and entertainments, such as dinners, luncheons, etc., sponsored by civilian or civic associations with such officers as guests.

4. Any occasion where civilian musicians will not be furnished on the following occasions, even though a release is obtained:

a. For civic parades, ceremonies, exhibitions, conventions, entertainments, local baseball or football games, activities and celebrations, and the like.

b. For the K emeralds, presumably not for service bands.

c. By any organization that is partisan or sectarian in character or purpose.

d. For civic clubs, societies, civil or fraternal organizations.

5. Any similar cause, purpose, or for a local, sectarian, or partisan purpose, the nature of which is not of the national character.

6. Any occasion where there will be in fact or in appearance any competition with civilian musicians.

7. For individual musicians may be furnished, after a duly executed release has been secured from the proper official of the Military Department or its authorized local representative on questionable occasions, non-sectarian, patriotic character, or for musical programs at any United States or Canadian post, for the entertainment of its inmates, or for charitable and benevolent purposes such as the Army Relief, the Red Cross, and other organizations.

Under the same circumstances, bands may also be furnished for public concerts, for service music purposes in aid of educational and charitable institutions, for public concerts for entertainment and no admission fees are charged.

Kellogg Spots on 25

KELLOGG Co., Battle Creek (breakfast foods), has placed on 25 broadcast stations in the Twin Cities, one-week announcements, transcribed from one, a series of nationally syndicated, 30-50 second announcements. One week, have also been placed for Pepsi-Cola on the same number of stations. Sponsor has also purchased two chain breaks a day on WOR, Newark, for All Bran, Kenyon & Eckhardt, New York, is agency.

Ronson List

ROUS METAL WORKS, Newark (Ronson lighters), are using a series of both live and transcribed five minute dramatic sketches and 30-50 word one-minute spot announcements on the following stations: WGN, Chicago, WFCB, WPAC, WMAQ-Chicago, WJZ, WXYW, WOR, WNYC, WJZ, WINS, WOR, WFCB, WOR, WINS, WINS, WINS.

Lorillard Buffalo Test

P. LORILLARD & Co., New York, has been testing a program of synchronous Buffalo Spokes, recorded interviews with local personalities, on WBNB, Buffalo, as a test in the new King Size Beechmont cigarettes. The program is handled by Jim Wells, who interviewed people in all walks of life, using portable tape recording apparatus. Agency is Len- neman & Mitchell, New York.

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BROADCASTING

Broadcast Advertising
WRVA GIVES YOU THE EXTRA LONG REACH WHICH BRINGS RESULTS IN BOTH RICHMOND AND NORFOLK, VIRGINIA! CBS AND MUTUAL. 50,000 WATTS DAY AND NIGHT.

C. T. LUCY
General Manager

PAUL H. RAYMER CO., National Representative

WRVA 50,000 WATTS

RICHMOND "VIRGINIA'S PREMIER RADIO STATION" NORFOLK

BROADCASTING • Broadcast Advertising

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THE HAT...THE FACTS

QUESTIONNAIRE

Please check the publication receiving your attention:

[ ] Here can you advertise
[ ] How can you advertise

[ ] Page size and cost
[ ] General type of advertising

[ ] Types of advertising
[ ] Special types of advertising

[ ] More pages available
[ ] To get the best page for the effect

BROADCASTING
The Weekly Newsmagazine of Radio
Broadcast Advertising
THE HAT: The manager and commercial manager of the Chicago station* were in a fact-finding mood when BROADCASTING's man arrived. Sure, they were interested in trade paper advertising. But they wouldn't concede that BROADCASTING or any other publication was "tops" for station advertising value until they found out for themselves. BROADCASTING's man offered to bet one Stetson that any survey to determine radio news reading preference among advertising agency executives would prove BROADCASTING the winner. The bet was accepted.

* Name and additional data on request.

THE FACTS: Questionnaire letters were mailed to 71 selected top-flight agency radio executives, asking in which of seven listed advertising trade publications "our advertisements would most likely be seen by you". Sixty replies were received. BROADCASTING's man won the hat . . . BROADCASTING WON THE SURVEY.

MORE FACTS: (1) Transcription Company Survey:* 1000 national advertiser and agency executives were picked at random from McKittrick's. BROADCASTING got nearly as many votes as the second, third, fourth, fifth and sixth choices combined. (2) Station Representative Survey:* BROADCASTING was the dominant first among three leading advertising trade publications carrying this firm's campaign. (3) West Coast Station Survey:* BROADCASTING was voted the No. 1 MUST MEDIUM for radio station advertising by agency executives the country over. Twelve magazines were included.

* Names and additional data on request.

THE WEEKLY: When BROADCASTING goes Weekly January 13 its value soars even higher as the No. 1 medium for radio station advertising. The Weekly is tailor-made for advertiser and agency readership. Expanded news, increased staff, new agency and advertiser features, new index page, more success stories . . . all these guarantee BROADCASTING peak preference among the men who buy time. For you that means . . . buy BROADCASTING in 1941.
**The 1941 Business Outlook: Survey of Key Centers**

**PHILADELPHIA**

WITH almost one-seventh of the defense work in the nation concentrated in the Philadelphia area, radio looks forward to the biggest year in its history in 1941. That projection is based on the heels of the biggest year in the history of Philadelphia radio.

According to all available estimates, radiation for the super-fulltime and four-part-time stations in the Philadelphia area, including WIBG, Glenisle, Pa., and WCAM, Cambridge, were approximately $3,000,000 for the 1940 year, approximately 25% of the total figure represents local advertisers.

Foresee 10% Gain

For the new year an increase of about 10% is expected, with local advertisers accounting for the heaviest share.

The fact that the National Advisory Defense Commission has awarded 1½ billion dollars in defense contracts, more than the geographical share, has pointed up employment and has contributed to a new year for building construction. Radio will thus enjoy an audience of industrial workers who must be at work before 8 a.m. An expansion of listening audience in the later evening hours is expected because of many plants in the area are working on 16 and 24-hour shifts.

Defense orders in this territory area, which are due to fall to the exclusion of consumer goods. For the most part, defense orders are in the ship-building trades.

While there are no indications as yet of any new type of advertiser turning to radio for the first time because of the situation, the biggest increase in radio budgets is expected from concerns selling commodities on the deferred-payments plan. Many merchants have already increased their radio budgets, pointing out that when a person can look forward to a regular payment, the listening audience is greater to money in advance for long-deferred purchases of both essentials and luxuries. Moreover, the risk on the loan or purchase is minimized.

That the mail-order department of the local plants is swamped with orders from the Eastern Seaboard is an indication, according to many agency executives, that the national defense effort has started a spending spree that may break records. The same optimism was manifested during the Christmas shopping season.

**Amusement Business**

To an appreciable degree, local amusement centers are expected to show up prominently in 1941 radio billings for the first time. Since radio ratings from amusement places are practically lacking, hotel rooms and night clubs have been spotty users of radio. Roller skating rinks use radio to the exclusion of newspapers. With money "freer", amusement interests will find a more compatible listening audience and already severalsar sales managers, station representatives, agency timebuyers and advertisers in the San Francisco area.

Not a Pessimist

There wasn't a pessimistic note among all of us group that forecasted the large national defense appropriations for the San Francisco Bay area—some $500,000,000—will reflect favorably on the business charts of the radio stations in added advertising appropriations. But that was not the only reason for their optimism.

Rather it was based on success of a long campaign to prove radio the appropriate medium to move goods from shelves of store and other local merchants. San Francisco has been notoriously slow in recognizing the potentialities of radio and has halted a strenuous educational campaign, led by the four network stations. That through the years this medium has recently been to bear fruit. The final quarter of 1940 saw more department stores and specialty shops using radio in the history of the medium here. A number of these stores, now completely sold on radio, have increased their radio budgets considerably for 1941.

The closer collaboration of press and radio in cooperative promotion

"freer", interest audiences will find a more compatible listening audience and already severalsar stations have indicated that time-for-movie-swaps are contrary to station policy.

That radio advertisers must literarily "stand in line" at the local stations is not merely "wishful thinking". The swing to radio gained its momentum in 1940 and will remain unimpeded. The year 1941, in the unanimous opinion of both radio and agency forecasters, represents a peak centered on the coming summer. The belief that there must be a seasonal lull was blasted in 1940, when Philadelphia radio experienced its best summer in history.

**SAN FRANCISCO**

By J. CLARENCE MYERS

STATION managers in the Golden Gate city, who just a few years ago believed 1940 would be a record-breaker in business, saw that forecast come true, in most cases far beyond their fondest expectations. From every indication 1941 will be phenomenal.

"Commercial hours of operation were 25% ahead of 1940."

"Our station had the biggest 12 months in its 15-year history."

"We were 39% over '39."

"Our agency placed 50% more radio time than we did in '39."

"We bought six times as much radio in 1940 as we did in the preceding 12 months."

"Those were but a few of a number of optimistic reports heard from station managers, station representatives, agency timebuyers and advertisers in the San Francisco area.

Likewise has added to the roller outlook.

As an example of the increase of local commercial production, Lincoln Dellar, general manager of KSFPO, CBS affiliate, stated that his station in 1940 showed a 350% increase in commercial sale of local talent over 1939. "KSFPO's local and regional business for 1940 showed an approximate 12% increase over the preceding year," Mr. Dellar stated.

"And this was despite the heaviest network commercial schedule in our station's history. From present indications, we have agreed our efforts in building radio programs that were adaptable to local merchants and consequently cashed in heavily. We will continue this policy in 1941."

Still Behind

Al Nelson, who pilots KPO and KGO, the NBC Red and Blue outlets, maintains that the West is still far behind the rest of the nation in recognizing radio as an advertising medium. He stated that station managers here feel that the local advertiser are beginning to reap rewards for the broadcasters here. He proved that point only recently when the following radio broadcast production before 600 business leaders and signed a number of them on contracts after wards, some of them entirely new to radio.

The combined revenue increase for KPO and KGO in 1940 was 39% over 1939 and was the biggest year in the history of these stations," Mr. Nelson stated. He added, "From present commitments our stations will show an increase over '40 of approximately 35%."

"We expect our new million dollar NBC building, scheduled to be completed in September, will make all San Francisco more radio conscious than ever before. This will have a direct effect on advertisers who will not help not KPO and KGO, but every San Francisco station."

Consistently Upward

Ward Ingrim, Northern California sales manager for the Don Lee Mutual network, and William Pateh, San Francisco manager, agreed that the new year will be a record-smasher for KFRC. "There has been a consistent up- ward trend for the past six months," Mr. Ingrim reported. "We look for this trend to mushroom in 1941, giving KFRC its best year. This station showed a 23% increase last year over 1939 in commercial time sold and an increase of 30% in network origina- tions for KFRC were way up over '39 and we anticipate an even greater increase in the coming months."

"A number of the network's most important regional accounts, including Standard Oil Co., Langan- dorf Baking Co., En-Chep Soupe, Roma Wine Co., Roos Bros., are originating from San Francisco. These are enjoying a healthy situation and all advertising media will get the benefits."

Of the independent Philip L. Lasky, KJBS; C. L. McCarthy, KQW, were highly optimistic for the coming season. Of the same mind were Harold G. Coates, KXYA, and S. H. Patterson, KSN.

Mr. Lasky, whose station is in Oakland, across the bay from San Francisco, reported KROW had the biggest year in its 15-year history and that it is looking for an even greater increase during the next 52 weeks. Like some of the San Francisco managers, he has been engaged in a concentrated educational campaign among the local merchants to acquaint them with the possibilities of radio.

KQW, 50 miles south of San Francisco, at San Jose, successfully went after accounts that had not used its medium, with the result it showed an approximate 15% increase in revenue over the preceding 12 months. C. L. McCarthy, general manager, stated:

"California Tomato Co. signed with KQW and is using radio in this region for the first time in eight years. Increased football and basketball schedules sponsored by Tide Water Associated Oil Co. and such new accounts as Los Angeles Soap, Par Soap, Folger's Coffee and Billing Products, considerably increased the take for the year."

**Timebuyers Busy**

Marigold Cassin, radio director of Irwin, Wasey & Co.'s San Francisco office, stated she had contracted for increased local radio more during 1940 as in 1939. All contracts called for programs.

Frank Newton, radio timebuyer at Gerth-Kohnlin agency, said his firm placed at least 50% more ra-
dio last year than in 1939 and that many more accounts are contemplating use of the medium in 1941. The cash volume of business placed by Beacon & Holman in San Francisco radio was greater in 1940 than in any previous year. The agency anticipates an even better year in 1941, according to Richard Holman, radio director.

Similar reports came from McCann-Erickson, one of the largest of the agency's New York offices, which placed many more accounts in 1940 than in 1939, according to James W. Thomas, Briscacher, Davis & Staff, Allied Advertising Agencies, Botsford, Constantine & Gardner, Sidney Garfinkel, Long Advertising Service, J. Walter Thompson and others.

The general business trend in the San Francisco area is indicated in the Federal Reserve Bank of San Francisco report which showed that department stores had a sales gain in November of 12%, the best of the year. Apparel stores showed a 14% increase in dollar amount compared with November, 1939.

Comedy Now Dominates Maxwell House Series

WITH Dick Powell having withdrawn, as m. c. and featured vocalist in 1941, according to the New York (Maxwell House coffee), has revamped its weekly half-hour Maxwell House Hour on NBC Radio. The show is now more of a comedy vehicle, and the vaudeville tradition is emphasized. Powell, who will continue to appear on NBC's Red. There will be less vocal music and more stress on comedy. Inability to agree with Powell on terms of his contract renewal, was reported in Hollywood as reason for Powell's withdrawal.

Mary Martin, featured with Powell in vocal numbers, also withdrew on the same day. They have decided to try for more time to film work. Frank Morgan, M-G-M comedian, rejoins the cast Jan. 1. Fanny Brice and Harlan Stafford play Baby Snooks and Daddy skit, with Meredith Willson as musical director. Maxwell House Chorus also remains and Don Wilson announces. Mann Holliner is agency producer, with Dave Elton representing NBC.

Detroit

RADIO prospects in the Detroit area are bright, but tinged with uncertainty. Stations, representatives and advertising agencies are of one voice in reporting the outlook to be excellent. However, they will qualify their remarks with a substantial "if," and the "if" invariably refers to the war and its effects on the internal economy and production program. Naturally the automobile industry is the focal point of Detroit activity, and this industry is especially vulnerable to the implications of the defense program. As the turn is made into 1941, auto production is at one of its highest rates on record, and through the fourth quarter of 1940 sales records were set at retail for that period.

Priorities?

Ostensibly the picture is one equivalent to the banner showing of 1937. But a large and black shadow is cast by the possibility that priorities of materials or men or both may impede output. In such a case auto manufacturing might shrink to very small levels. There was a general consensus that if this occurred—some thought thought might be given to such a condition—that advertising budgets would be curtailed in line.

An opposite viewpoint to this was expressed late in 1940 by an official of Pontiac Division of General Motors, who said that in no case would advertising be cut down. However, this appears to be a minority rather than a general viewpoint.

Meanwhile, station representatives report a slightly larger number of inquiries than usual from this area in regard to available time, and they say that other such signs point to an excellent year—perhaps one of the best in radio history.

As for the radio stations themselves, managers in this area assembled late in December at Detroit for a BMI meeting and had a rather common viewpoint on the situation now was good, that immediate prospects were good, and that continuation of the prospects would depend on continuation of control on utilization of the British fortunes, and on the further development or curtailment of defense measures. The feeling is that the defense program is a stimulation of the first degree, alleviating the normal uncertainty that the general business benefit and narrowing of which would reduce economic activity.

Local Business Boom

One development appears fairly positive in Detroit: Local radio advertising appears positive to increase. This again stems from defense plans. In Detroit today are set up facilities to put to work by midsummer about 100,000 men—jobs which for the most part never before existed. It is expected that advertising indexes will gain far over previous all-time highs.

Retailers are already laying plans that advertising will be a large factor in Detroit's growth. In this connection the remarks of Ivan Frankel, buyer of the Michelson Brothers, are significant. "The economy is understood to be the largest buyer of retail time in Detroit," said Frankel. "Retailers are getting busy, and there is a growing confidence in radio to do a retail selling job."

He went on to declare that in Detroit the local ad market area big city agency had placed about $250,000 in time business during 1940—an advance of 50% from the previous year's total. He added: "We expect to increase this figure another 60% during 1941."

companies, frequent users of radio in the past few years, appear to have little in prospect in the way of new network show but the dear World is not so satisfied with what they now have. The Major Bowes show for Chrysler, and the Sunday Evening Hour for Ford, major 1941 shows. The full head of sponsors. This type network shows has doubled in 1940 over 1939.

Practically every agency executive told of requests for time from advertisers who did not use radio in 1940, and some stated a number of advertisers were increasing their 1941 appropriations. Under rulings of the Department of National Revenue, advertising appropriation for income tax purposes may be increased by the normal amount, this ruling having been, however, issued because of the wartime increase in corporation income tax and excess profits tax (75% if earnings exceed the past four-year average). An increasing use of radio is foreseen by manufacturers of electrical appliances, automobiles, radios, and phonographs. The music industry has developed a new program in which recorded as produced in the past has relied mainly on visual appeal. With the "freezing" of new models by Gov- ernment order, the radio advertisers of these lines must rely less on eye appeal when the picture (Continued on Page 31)

ARCH OHLER, Hollywood writer-director of the NBC Theatre series, sponsored by Proctor & Gamble Co. (Oxydol), is being featured by Warner Brothers in a picture of short length. Film is based around a hilarious rehearsal of his original play, The Laughing Buddha, which starred Charles Laughton and Eleanor Lancaster. The Rudy Vallee radio comedy team was featured on the NBC Rudy Vallee Show, sponsored by National Dairy Products Co. (Sealtest). It is also based on a Pathe short.
THE BUSINESS OUTLOOK: LOS ANGELES
(Continued from page 11)

cluded in most of these advertising
appropriations.

Although cautioned to "soft ped-
al" comment, agency men also
pointed out that sales vary with
tax in mind, are increasing adver-
tsizing budgets and radio is to get
its share and more. Also to be
be taken into consideration are the
recent census figures which give the
Paciﬁc Coast states a 26% of the
total population, with California,
Washington and Oregon showing an
addition of 20% over the report
of 1930. California has had the
largest population increase, with
the ﬁgure reported as 6,907,387.
Los Angeles county alone has 2,785,643
of that total. These ﬁgures,
agency men declare, must be held
in mind when judging increased
consumer capacity for planning
advertising campaigns.

Retail Sales Up
Further attention is called to the
fact that retail sales on the West
Coast for October 1940 were 109
higher percentage than in
1939. New passenger car regis-
trations for October reached a
new high, showing an increase of 26%
for the ﬁrst time since 1939. General
index ﬁgures show the in-
tempo increase of manufacturers
and retailers. The Coast was
beaten as the largest industrial
area, with more than two billion dollars
brought into the local treasuries.
The anticipated for 1941 is
even greater.

With such prospects of prosper-
ity and basic war, the United States
involvement in a foreign war, ex-
cutives of Los Angeles and Holly-
wood agencies and those of sta-
tions too, are conﬁdent that changes
which will occur will be for the
better. Many advertisers, they say,
are substantially increasing ap-
propriations for spot broadcasting
as well as regional and national
network time. They are conﬁdent that
every spot for which time is now
important will still be so on the
air, and placed from the West Coast,
will continue.

Many stations already have com-
mittals for ﬁrst quarter 1941. A great
many of these are renewals. Others
are for the ﬁrst time, are including radio
in their advertising budgets, falling in line with
competitors. Many of them have been
in and out of radio over a period of years. Extensive an-
ouncement and quarter-hour trans-
smission agreements, augmenting
live talent networks, shows will swell
the volume. The ﬂexibility offered
by spot radio, it was said, will con-
tinue to attract many such adver-
tsers. Food, tobacco, and drugs are
among the leading classiﬁcations.

New Campaigns
Several agencies report clients are
planning extensive spot cam-
paigns to take advantage of the
early spring, depending on market
and world conditions. There are
several short campaigns on the
books to start in late January and
early February. Many advertisers
will use their ﬁrst radio in a local
test before expanding regionally.

Several accounts placed from
Hollywood are planning to use
spot radio only, will go regional
network starting in early January.
One advertiser, who has been using
networks for the past three years,
will discontinue the latter on Pa-
ciﬁc Coast stations in favor of addi-
tional spot radio, because it will
concentrate its spot radio in West
Coast areas where the networks
are not heard.

One advertising policy in-
augurated in 1939, stations rep-
resentatives in Southern California, besides concentrating on estab-
lished accounts, are going after
new business, advertisers who have
never before used radio. Some are
new ﬁrms with no agency to guide
them. Others have few radio spots on
outlet. They have devoted their efforts to news-
papers or magazines. Test cam-
paigns have led many of these ad-
vertisers into concentrated spot
broadcasting. Reports say they have many
inquiries regarding radio from ac-
counts new to the medium.

West Coast agency executives are
reluctant to release deﬁnite sched-
ules on old or new accounts, pend-
ing close approval to broad casting. Practically all de-
clarations of clients currently using ra-
dio will continue and in many in-
stances, will increase appropriations,
though some clients were reluctant to
discuss budgets or plans for the
coming year, being too busy with current business. In every case, recommendations have
been made for radio increases.

Music No Worry
Station managers on the West
Coast, Southern California in par-
speciﬁc, express little worry on out-
come of the music situation. They
all feel conﬁdent that the broad-
casting of music is still just as
desirable and as popular as ever.
It was pointed out that the trend
was away from musical shows, at
least locally, with more stress on
spot newscasts and short auditions.

Interest in the war has increased
lately in Los Angeles. It is said
was shown, are turning to newscasts to
tell their products. Los Angeles
Soap Co. (White King Soap), cur-
rently sponsoring News by Knox
Manning on 8 CBS West Coast stations,
through Raymond R. Morgan Co., Hollywood, on Jan. 3
will augment this with a similar
five-minute weekly newscast on SF Pacific Coast Don Lee net-
work stations. The network will also
continue to use spot broadcasting
in other West Coast areas. Smith
Bro. Co. (cough drops), also spon-
soring Manning in a ﬁve minute
newscast over the CBS Paciﬁc net-
work four nights weekly. Richﬁeld
Oil Co., Los Angeles, sponsoring
Radio Quiz Time on Don Lee net-
work weekly on 6 NBC-Paciﬁc Red sta-
tions, on Jan. 13 adds four Arizona
stations to its previous three.

Thrifty Drug Co., Los Angeles,
operating about 68 outlets in South-
ern California, devotes a major
portion of its radio advertising ap-
propriation to newscasts on stations
in that area. In addition the ﬁrm is
a heavy user of spot announce-
ments. Bathkewit Corp., is spon-
soring Bob Garrel Reporting on the
CBS Paciﬁc network twice a week, with Mennen Co., taking over
its sponsoring this week. Walter Paul
Inc. (gum), also sponsors a ten-minute version of that program on
the CBS Paciﬁc network three
weekly.

Other Types
Many advertisers desire other
forms of medium-priced programs.
Colonial Dames Inc., Los Angeles
(cosmetics), sponsored the weekly ﬁve-minute colonial character,
Find the Woman, on 7 CBS Paciﬁc
network. Union Oil Co. recently
started the drama series, Point Sublime on 14 NBC-Paciﬁc Red
stations. The commentator, John
Sills, heard weekly on NBC-5 Paciﬁc
Blue stations, under spon-
sorship of Bank of America, was
recently renewed for another 12
weeks.

J. W. Marrow Mfg. Co., Chicago
(shampoo), has contracted to spon-
sor Hollywood Whispers, with
another half hour, with Don Lee
stations twice weekly. The quarter-hour program is to be re-
peated on ﬁve Mutual stations.
Sponsors, as a whole, continue to
show a partiality toward spot, both
live and transcribed; time signals
and transcribed shows, with no
increased interest in early morning
and late afternoon participation
programs.

Checkout with Hollywood network
executives reveals there are few, if
any, year-end expirations or ter-
minations. To the contrary they
say, 1941 will be a year of more
number of commercial programs
emanating from the West Coast
before. Addition of outlets to
networks already established will ex-
aggerate broader scope on the part
of radio advertisers. The three
networks, CBS, NBC, Don Lee Broad-
casting, are supporting their regional network accounts as “in the
bag” and ready to start shortly
after Jan. 1.

WHEN the Army dispatched Lt.
Col. Walter M. Harrison, Intelli-
telligence ofﬁcer at Ft. Sill, Okla.,
who are currently in the conditions at the Oklahoma camp,
where 1,200 Colorado ofﬁcers and
men have been stationed, it was only nat-
ural that he should be interviewed on the air. And it was only natural
that Walter M. Harrison Jr. (the
24-year-old son), should do the interviewing, since he is the regular newscaster of KLZ, Denver. Col. Harrison is the
well-known managing editor of the
Oklahoma and Times, and is on
leave of absence to serve his coun-
ty. Walter Jr., incidentally, has a
low selective service number and may
be called soon to active duty.

A brief review of 1940 is inter-
esting from the standpoint of Pa-
ciﬁc Coast radio achievements in that Don Lee, the West Coast outlet of Mutual, stabilized its operation by moving from
downtown Los Angeles to new and
modem quarters.

The network is now housed in the
former NBC western division head-
quarters building, which were
recently remodeled and renovated.
A steady swing of national and re-
local advertisers to that network
forced Don Lee to expand its capacity for accommodate and service programs.

CBS also made improvements to
its facilities by adding two large
conferences, the cost of which was
about $250,000. NBC broke ground
Nov. 14 for its million dollar build-
ing in San Francisco which will
serve as the high-ﬂying and executive
offices of KFO-KGO. With the
upswing in business during the past
year, it is interesting to note that prac-
tically every state in the South-
ern California area made improve-
ments to their facilities or ex-
pressed plans to do so.

Fewer ‘Big Names’
With decline of one-hour network
shows, there was less money spent
on Hollywood “name” talent dur-
ing 1940 than in 1939 in the opin-
ion of several agency men. Even
less money will be spent on such talent during 1941, they
clai.

It was pointed out that several Hollywood origin-
commercials during the past several
months have eliminated high-priced talent, cutting down production costs
considerably.

Other sponsors with expensive
network shows have the same
thought in mind. Agency men say that the “biggest star is on the wane, and the trend today is
definitely toward medium-priced
programs, with low talent costs and
better showmanship.

Advertisers are still fascinated by
the “magic name of Hollywood,”
but they have learned that it takes many “names” to make a
successful show and sell mer-
chandise. Sponsors are no longer
will-

ing to experiment. They have found that they want the shows they
received for money expended. The
preference, according to consensus, is toward idea and dramatic shows.

Not only are they becoming cheaper,
but also the music worry is elimi-
nated. They ﬁnd it sound business
economy.

Movie of ‘Gangbusters’
IN A deal closed recently, Uni-
iversal Pictures received from M-G-M ﬁlm rights to the radio serial
Gang Busters, sponsored by
Dr. E. W. Warner Co. (M-G-M’s Li-
ment), on NBC-Blue. The series
will be the basis of Universal’s next
major adventure picture to be pro-
duced under guidance of Henry
MacRae. It will have a star name
cast and be produced on a scale
parallel to that of the company’s
°Mighty Death Valley,” just completed.

NBC Chicago’s mobile transmitter
will be placed in Illinois license number 670-570 to move Dec. 1941. The transmitter will bear the name for the two
NBC-owned Chicago stations, WMAQ and WENR, respec-
Page 32 • January 1, 1941

BROADCASTING

Radi<br>
ARIZONA’s pioneer station, KTAR, Phoenix, Arizona, steps out with another big attraction for your advertising dollars. To its regional channel of 620 kilocycles is now added a power increase to 5,000 watts. Thus, KTAR’s service to its Southwestern listeners continues to improve.

The Western Electric transmitter, housed in a new air-conditioned, modernistic building, utilizes a directive antenna system with two self-supporting series-fed towers, one 400 feet and the other 300 feet high. With this new development KTAR becomes more than ever, Arizona’s Nearest Neighbor!

KTAR

KEY STATION OF THE
Arizona BROADCASTING CO., Inc.

Represented Nationally by
PAUL H. RAYMER COMPANY

New York  Chicago  Detroit  San Francisco  Los Angeles

AFFILIATED WITH THE REPUBLIC AND GAZETTE
those figures. The almost trite phrase, "There's no more good time available," has been proved false. A study of Saturday availabilities on the Midwest, with the exception of the 6:30-10 p.m. block, that less than 15% of the time is under sponsorship. As long as the keen competition exists among manufacturers for the consumer's dollar, stations will find time available to enhance this competition.

There is always a saturation point, however, and a definite trend is on—whether the point will ever be reached or not—to combat it. The increase of participation shows is the answer. The national picture offers the best example of this trend, although it is equally true on almost every station in the Midwest. CBS recently announced that its managed and owned would no longer carry educational broadcasts. WBBM, Chicago key station of the network, then built a two-hour Saturday afternoon feature which is proving to be a band and outstanding performers.

This was offered for sponsorship on a quarter-hour basis. Thus, whereas one station formerly bought a two-hour daily strip (as in the case of baseball), or a two-hour Saturday block of time, now eight spots are accomplished under a half-hour-one quarter-hour each—at approximately an 185% increase in revenue for the stations. Not only do these particular benefits (providing the time is sold) but other stations, usually smaller ones, which did not have baseball revenue previously, now have a chance to bid for it.

Where local participation programs are built to be sold in quarter or half-hour lots, it is found that cost of production does not greatly exceed that of an individual spotter program. The advertiser with a small advertising budget an opportunity to buy a portion of a specially-built program, enrolling outstanding personalities. The station then satisfies more sponsors and its over-all income is greatly increased.

Better Programs

No longer is there "undesirable" time on stations. Wisely, the so-called "undesirable" time has been improved by the spotting of outstanding local and network shows. This trend was reported many months ago and it has increased like a conflagration. It is almost impossible to find a period on any network station that is not bordered by a well-known program or personality. Local stations have built acceptance by outstanding sustaining shows. Radio has mastered the problem of utilization.

It is the consensus of those in Midwest radio that the increase in demand for time in 1941 will not be due to the increase of presentation in order to cram in all possible advertisers. Rather it will result in a higher level of entertainment and production. Radio has reached the point—or will, shortly—where it can reject all it does not consider top flight in entertainment and educational value. Competition among sponsors to have the best will make the station's problem comparatively simple. Stations will, however, use more discrimination than in the past.

Educational broadcasts, which have grown tremendously in public acceptance during the last year and which have been given guaranteed time more wholeheartedly by stations and networks than ever before (Broadcasting, Dec. 15), are keeping pace with production progress and should reach new heights during the next 12 months. The year 1941 will see a new locale of presentation for many of the network and local shows. Starting within a few weeks, the American Tobacco Co.'s Your Hit Parade will originate in various Army training camps throughout the country. It is reported by Midwest timebuyers that many clients have expressed an interest in this market. Quantity buying by trainees, although by individually small amount, is proving extremely important. This is especially true if it involves in rapid turnover. In addition, the novelty of presentations from these camps should garner many additional listeners.

News in Demand

In the Chicago territory—and it is more than likely true in other sections as well—news is most in demand. Some have expressed the opinion that news is a fickle salesman: when the news is good, it sells; when news touches on the catastrophic, it balks. Nonetheless, it is expected that news will continue as one of radio's leading salesmen during 1941. If the Allies gain a decided upper hand, news will become even more important as a salesman.

Radio Pays

THERE'S NOTHING like using your own medium to advertise any spare real estate you want to sell. NBC Central Division executives have decided following the recent sale of the WMAQ, Chicago, transmitter property at Downers Grove, Ill., to the Great Lakes Carbon Corp. Chicago. Two special broadcasts over WENER, featuring Ransom Sherman and Everett Mitchell, were made from the old transmitter site to advertise the property. Arthur Rubloff & Co., Chicago, served as broker. The new owners plan to convert the building into a research laboratory.

Many phases must be considered when drawing conclusions after analyzing the gross income of stations for the first 11 months of 1940, in comparison to the same period of the preceding year. It is the general upward trend that is the important factor to the advertiser. Harry Kopf, manager of the NBC Central Division, expressed the sentiment that "true results can be gained by analyzing the variance in station revenue when he explained the WENER-WMAQ situation. "Gross income of WMAQ increased 48.6%," he said. "The gross income of WMAQ increased 8% and we had to sell early morning and late evening time to accomplish that because the station was already solidly booked with commercials or non-cancellable sustaining from 7 a.m. to approximately 11 p.m. In addition, our local and national sales department announces a 22.4% increase in spot sales for other stations represented by NBC."

WGN, Chicago, reported an increase for local commercial sales by dollar volume of 17.4% for the first 11 months of 1940 over the corresponding months of 1939. The last five months, inclusive, showed a 24.2% increase. Of the 1941 model will have become too well known. This entertainment will be used to sell merchandise.

The wartime 25% excise tax placed on electrical appliances and radios has not affected the demand for models of any kind from the United States will lead to greater selling pressure. Curtailment of consumer buying in recent reports will not mean a drop in radio advertising, radio men feel, but a necessity to reach those now working who have not had jobs for many years.

Programs will carry more entertainment, with music shows on the wave. Few stations will increase the number of newscasts now carried, observers believe, and Government use of stations on a paid basis for war needs will be expanded as finance drives continue. A definite trend toward more custom-built French show. When the Quebec stations is noted, a natural development hastened by the heavy industrial war program in Quebec province.

So far no advertisers have dropped programs or stopped using radio because their war contracts have tied up consumer production. Only two cases of cancellation are known—both at the outbreak of war because of possible lack of merchandise. Advertisers are not likely to stop using radio because of war orders, since that kind of mistake took too long to overcome after the last war.

Canadian business is good. More money is being spent than at any time since the war, and radio stations are getting their share.

Kirkman Soap Discs

KIRKMAN & SON (sub. Colgate-Palmolive - Peet Co.), Brooklyn (Soap Flakes and Borax Soap), will start shipping in a series of Betty and Bob on WEAF, New York. Program will be heard Mondays and Thursdays at 9:30 p.m. N. W. Ayer & Son, New York, is the agency and NBC Radio-Recording Division cut the discs.
Goldsmith Named For IRE's Award

Dr. Alfred N. Goldsmith, prominent consulting engineer, will be presented the Medal of Honor for 1941 by the Institute of Radio Engineers at the annual convention to be held Jan. 9-11 in New York. The award is in recognition of "his contributions to radio research, engineering and commercial development, his leadership in standardization and his unceasing devotion to the establishment and upbuilding of the Institute and its proceedings."

Headquarters of the 16th annual convention will be the Hotel Pennsylvania. Under the IRE's new plan the annual convention will be held each year in January in New York, with a summer convention to be held elsewhere in June.

List of Papers

Twenty-eight papers will be delivered during the three-day session.


C. M. Janisky Jr., well-known consulting engineer, will preside at the afternoon session Jan. 11. Among papers will be "Drift Analysis of the Crosby Frequency-Modulated Transmitter Circuit", by E. S. Winblad, RCA; "Commercial 50-Kilowatt FM Broadcast Transmitting Station", by H. P. Thomas and R. H. Williamson, GE.

Goldsmith

Dr. Goldsmith

FRANK QUENIERT, owner of Radio Specialties Co., San Jose, Cal., heads a new company which has applied to the FCC for a new 250-watt station in that community on 1560 kc.

Many Service Tests on current installations, reveal frequency drifts of less than one cycle in a year or more

- Has the forthcoming change in your frequency created a problem? Why not put an end to your worries, by installing the Gates 25-A Frequency Control Unit? Once and for all you eliminate all chances of being off frequency. This automatic unit contains two crystals, two ovens, and is a self-contained unit with oscillator, first and second buffer stages and power supply. Actually it is a 7 watt transmitter in its own right, attachable to any other, regardless of size or make, by a simple link arrangement.

This automatic control unit provides you with dual crystals that assure constancy of frequency and eliminates danger of shutdowns. $373 is a small price for such protection.

Write today for descriptive technical Bulletin "B-1".
KXOK is a Basic Station

Blue Network

Picture of

- 96 COUNTIES
- 3,531,700 POPULATION

K

630 Kilocycles

ST. LOUIS

OWNED AND OPERATED BY
ST. LOUIS S

AFFILIATED WITH KFRU, COLUMBIA, MO. * REPRESENTED BY WEED & COMPANY
A Steady Climb

THE NATIONWIDE buzz of prosperity, with its stimulating effect on all branches of business industry, is bringing broadcast advertising, too. A survey by Broadcasting staffmen indicates that 1940 was a banner year. It also indicates that 1941 will be even better, judging by business already on the books of networks and stations.

The remarkable part about all this prosperity, from a radio standpoint, is that the volume of broadcast time sales is increasing steadily from year to year. The volume of time sales has settled down to a steep curve on the charts, in contrast to the spurt in a decade ago.

Yes, it looks like a good year for broadcast advertising. Plenty of business is under contract. Much more is planned but awaits dispensing of fear among those who hesitate because of the exigencies of war. More advertisers are entering the radio fold and present advertisers are enlarging their budgets.

Fears of complications arising from the war are natural. Outstanding is the dreaded "priorities" bogey. But the thought that when the nation's production is geared to defense needs, many consumer products widely advertised by radio will be made in diminishing quantities.

Encouraging to those who fear that firms shifting from production of consumer goods to defense items is the situation in Canada, where wartime restrictions have been in force for well over a year. All business is good in Canada and a bright 1941 is expected.

With war orders tying up consumer production in many lines, advertising are continuing their radio promotion though directly affected. These advertisers remember the lesson learned in the last war when abandonment of promotional efforts during time of hostilities found them at a disadvantage when the war ended—a mistake that in some cases required years to correct.

The Voorhis Bill

FOR THE PRESENT, at least, the Voorhis advertising tax bill is reposing restfully in a Capitol Hill pigeonhole. Let's hope it stays there—where it rightfully belongs. However, there need be eternal vigilance on the part of the advertising industry, for all types of media would suffer under this drastic measure whose aim, judged to the lowest common denomin-

tor, seems to be to hamstring the advertising industry as a whole.

Elsewhere in this issue we print an interpretive story that should be read closely by all connected with advertising, especially those in radio. It points out that there is an undercurrent of support in Washington for a measure, if not like the Voorhis bill, then one approximating its aims. True, this support comes from a fringe of Government officials with their own peculiar ideas of economics. But let no one be fooled into thinking that many more would not climb on the bandwagon once such a move gained a start.

Reversing the Order

NEW YORK (AP)—The Columbia Broadcasting System's correspondent at Belgrade reported today... NEW YORK (UP)—The National Broadcasting Co.'s shortwave listening post heard today... NEW YORK (INS)—The Mutual Broadcasting System announced today that its correspondent in Berlin... MANY TIMES a day sentences like these are emblazoned across the front pages of the nation's leading newspapers. Reversing the order, they mark a new and radical departure in journalism. For it was only a few short months ago that the major news services had an ironclad policy against even attributing a speaking to radio. Now with war raging over three continents, radio is one of the most consistent news sources of the press—properly accredited, of course.

In fact, the three major wire services now have clauses in their contracts with the networks for an exchange of news. This is the same agreement they have with the newspapers of the country. What a contrast to the not-so-distant past when radio wasn't even able to buy the reports of the wire services!

The reason for this amazing change is simple. Radio has inaugurated a new form of reporting. Millions of American homes hear the world-shaking news from Europe directly from the radio in corresponding times. And this new form of reporting has opened wide new vistas for American news gatherers. They supplement rather than compete with the wire services and the big metropolitan dailies. They can and do concentrate on obtaining a different story from what appears in your newspaper. They hear it from a source and they say, but a look at the record is enough to impress even the most doubting Thomas.

For example—radio's front line reporting gave the American press England's declaration of war on Germany many minutes before the cables; radio gave the press and the American public a tremendous "beat" on the sinking of the Graf Spee; radio reporters flashed the first news of the Munich pact in 1938 and the French armistice in 1940... the list is long, too long to enumerate here. But the lesson to be gained from this imposing record is one that we have consistently pointed out in these columns:

Radio needs the press; the press needs radio.

Radio Pan-America

DURING THE LAST 20 years, radio, more than any other single force, has battered down barriers of sectionalism in the United States. Now radio will undertake the job on a hemispheric basis, through regular interchanges of service with our 20 Latin-American sister republics.

With commendable foresight, the broadcasting companies in the United States have taken steps to expand network operations through Latin and South America. CBS, after a tour by President William S. Paley, already has announced plans providing for such network service on a regular basis. NBC soon can be expected to follow suit.

In the meantime, when the dictator nations are putting out unvarnished propaganda in South America, directed against the democracies, the network expansion move is particularly significant. Obviously, the CBS move is to promote better relations with Latin America in harmony with the policies adopted by our Government. Yet the commercial possibilities are there—through promotion of United States commodities, particularly brand name products. On the long haul there should be a worthwhile return for American advertisers.

Kilowatts and FM

WITH THE ADVENT Jan. 1 of FM as a full commercial broadcast service, radio advertisers and time-buyers appraising this new radio medium must radically revise their methods of judging station coverage. In the standard broadcast range, power and frequency are the real factors. In FM they mean almost nothing.

The FM yardstick will be square miles of coverage, not watts or kilocycles. At present a radio advertiser is prone to run down the watt-column in selecting his stations for a campaign. With FM, a station may have 1,728 watts, and his competitors several times that output. Yet the 1,728-watt, by virtue of location, antenna height and antenna gain might do a far better coverage job. The most progressive station in the area might well be one that has 1,728 watts, but selected the most desirable location and took advantage of engineering factors. For example, a station, by doubling its antenna height, actually increases its coverage, or power equivalent, by four times.

The point we make is that buyers of time for FM must orient themselves to this new coverage formula. Power is not FM. It doesn't mean any more than the number of watts input to light the lamps in your home. It's the area covered that counts.
KARL OTTO WYLER

WAY BACK in 1929, on Aug. 22, Karl Wyler was strumming his ukulele for broadcast purposes during the inaugural ceremonies of KTSN, El Paso, Tex. Today Karl Otto Wyler is vice-president and general manager of KTSN.

When you step into his sumptuous office at the station or run into him in New York, Chicago or Washington, you don't think of him as a one-time ukulele coddle, though the ukule represents an important phase in the career of this young radio veteran.

Karl Wyler's broadcasting career really started when he was 16—that was about 1921. He was born in El Paso April 5, 1906. His father was Swiss and came to El Paso in the '80's. His mother was a native of Missouri. Although the family moved around a bit in Karl's infant years, they always returned to El Paso. Karl gravitated back to El Paso. In 1909 they moved briefly to Douglas, Ariz. and shortly after returning pulled up stakes again in 1911 and went North to Grants Pass, Ore. After returning to El Paso once more, young Karl attended the local schools. Meanwhile, father Wyler, a mechanical engineer, operated the Wyler Industrial Works, an iron foundry.

The career really began in 1921 when Karl directed his four-piece orchestra, "The Merrymakers", in their first radio appearance on WDAH, one of El Paso's pioneer stations. A year later on KFXH, another early El Paso station, he was singing as "The Happiness Boy". Between appearances he was busy trying to keep his ukulele program sold to a sponsor as well as executing all sorts of general functions around the station. These jobs provided little more than spending money, and when he began to take a serious interest in music, he decided it was time to get down to brass tacks in a business way.

Accordingly, he left in 1926 for Dallas where he entered the office equipment business, ultimately picking up some valuable experience in selling. And in June, 1929, he married Miss Harper. By 1929 radio in El Paso was getting firmer legs, a process Karl Wyler had watched with keen interest. In that year, when plans were being evolved to open KTSN, he returned to El Paso to help with the groundwork. When KTSN took to the air in August, 1929, he was one of its four employees—listed as an announcer, he really had duties in practically all the departments. His interest in radio grew apace, and to make his foundation more complete, he became a ham operator. In 1930, when Karl became program director of the station, he developed an act called "Kari the Cowhand". Although he could not yodel in true cowboy style—his father had tried in vain to teach him—another character called "The Admiral" and a mythical Texas burro named "Gar- mortal". But the people of El Paso and listeners would have to hear again.

By 1931 Wyler had become sales manager of the station and two years later, June 1, 1933, he was appointed manager. At this time the staff included eight persons. The station had no transcription service, no regular news service. These gaps were filled one at a time, but in a steady stream. The WBS transcription service came in 1934. The next year Transradio news was added, and the staff had increased to 12, with proportionate expansion of office space. In 1937 a new 250 - watt transmitter was installed. In January, 1938, KTSN affiliated with NBC.

The history of KTSN and Karl Wyler go hand in hand. Both developed together. When KTSN joined NBC, it followed a policy of giving increased attention to locally produced programs. In its junior year department, dramatic staff and new local entertainers were added, and within two years the regular full-time staff numbered 28. To serve national advertisers as well as local accounts a fulltime merchandising department was added. Climax of the station's current progress came the night of Oct. 1, when the station went on the air with its new 500 - watt RCA transmitter and 310 - foot Trueson tower and switched from 1510 to 1550 kc. Karl Wyler is vice-president and minority stockholder in the licensee Tri-State Broadcasting Co. He acquired his interest in the company in 1934. President and majority stockholder is Mrs. Frances W. Brederg, now living in a Texas ranch.

Recognized leader in industry circles, Karl was one of 11 broadcasters chosen by the NAB as the committee to draft the NAB Code. He is also a director of the Texas Association of Broadcasters before it was dissolved in favor of NAB District 13. He is past secretary and director of the El Paso Rotary Club, a director of the local Chamber of Commerce, a director of the Family Welfare Society and of Friends of Mines, a booster organization for the Tri-State College. Among his interests are fishing, hunting, writing and radio. He is a member of Kailo, the Tri-State station and of the West Texas Amateur Association.
FLAVIUS DANIEL, traffic manager of CKAC, Montreal, has been promoted to director of the publicity and news department. Paul Gallais has been assigned to take the charge of the radio page of the Montreal LaPresse, replacing Pierre Ranger who has joined the Ministry of Information for the duration of the war. Roger Nadeau, news editor, and Joan Donata, sales editor, the former in charge of news and censorship, replacing Francois LeRoche, now private secretary to Hon. Hector Perrier, Quebec's new Provincial Secretary.

BOB SEAL, production manager of KFD-KGO, San Francisco, has been elected president of the NBC Athletic Assn. Harry Mayborn was elected treasurer.

ELLIOI MILLER, announcer, formerly of WORL, Boston, and WLAW, Lawrence, Mass., has joined the staff of WORC, Hartford.

JIM PRICE, announcer of WCAM, Camden, N.J., and Ruth Murren, one of the Three Rhythmettes, singing group on KYW, Philadelphia, announced their engagement on Dec. 13.

THOMAS FREEBAIN - SMITH, Hollywood assistant to Crane Wilbur, producer of the CBS Big Town series, sponsored by Lever Bros. (Cal.), has been made an honorary member of Gamma Beta Alpha, the College Broadcasters of America's fraternity.

ROBERT PURCELL, announcer of WCFL, Chicago, on Dec. 6 became the father of his second child, a girl.

Vice Versa

BOB LINK, first staff member of WKBN, Youngstown, O., to volunteer in the U. S. Navy, seems to be following in the footsteps of his Dad, Wally Link, WKBN commercial manager. The senior Link at one time was connected with the Navy, subsequently entering radio. The son is reversing the order.

BETTY TROWBRIDGE, formerly staff photographer of Earl Carroll's Theater Restaurant, Hollywood, has been appointed chief hostess of Don Lee Broadcasting System, Marjorie Adenauser, formerly Southern California Auto Club secretary, has joined the staff of Wilbur Eckelberg, sales manager of the network, in a similar capacity.

CHARLES ANDERSON, formerly of KOA, Denver, has joined the announcing staff of KFI-KECA, Los Angeles.

BETTY ROIOPELLE has joined the Detroit office of CKLW, Windsor, Ont.

ANITA GIBSON, formerly of C. F. MacGregor Co., Hollywood, transcription concern, secretarial staff, has joined ABC, Beverly Hills, Cal., in a similar capacity.

HOWARD T. CRISSEY, engineering stock clerk of NBC, Chicago, on Dec. 14 chucked up a perfect 300 game while bowling with the NBC major team in the Merchandise Mart league.

JAMES A. WEHRHEIM, formerly of the guest relations staff of NBC, Chicago, has been granted a leave of absence for military service. He has been replaced by Gordon Creider, new to radio.

MARY McCONNELL

KOB, Albuquerque, is proud of its woman's editor Mary McConnell. And well it might be! Miss McConnell has been in broadcasting for two years and is considered one of the pioneers in the field of home economics. Through her varied activities she has become one of the best known women in New Mexico. In addition to her radio work Miss McConnell is an accomplished actress, being the leading lady of the Albuquerque Little Theater Group. Besides being woman's editor of KOB, Miss McConnell is also the head of the station's continuity department. Popular socially, Miss McConnell frequently addresses various women's organizations and at present is creating a hit in radio at the U of New Mexico.

JUDITH WALLER, educational director of NBC, Chicago, recently wrote in her free time that she had become an honorary member of Zeta Phi Beta, national professional speech arts fraternity. The initiation took place at Northwestern U.

ELAINE JEANNE GOULD, has transferred to the music department of WFIL, Philadelphia, in charge of title clearances. She was formerly secretary to Fred Dodge, assistant to Roger W. Clipp, general manager. Later she was publicity of the Rodelle Johnson advertising agency, fills the vacated secretarial post.

CHARLES ARLINGTON, formerly of WJZ, Detroit, has resigned from the announcing staff of WFIL, Philadelphia, to join WCAU, replacing Charles Wood, who resigned to devote his time to two commercial programs. Emilie Rupell was made secretary to assistant manager Ruth M. Lafferty; Peggy Lowrey was named diemaker of copyright to supervise music clearance; Verna Hassett was made studio receptionist; and Elaine Hill was added to the office staff.

TOM FRANDESSEN, announcer of KFI-KECA, Los Angeles, is now a full-fledged private pilot.

WILLIAM STRINGER has joined the staff of WQAM, San Antonio. Lucile Garza has joined the WQAM continuity staff and Lucile Myrick has been added to the merchandising and promotion staff. Dwight Bourn, in charge of music at WQAM, on Dec. 18 married Louise Clow.

BILLY HERSON, announcer of WBAL, Baltimore, has had his song "Business in Baltimore" accepted by BMI. Orchestral arrangements and sheet music were released Dec. 4. The song's title was taken from WBAL's slogan.

PHIL KALAR, formerly head of community service department of WLS, Chicago, has been placed in charge of the music department. Ray Ferris, has been transferred to the production department from the music department.

DOUGLAS CARTER, formerly of WBCS, Chicago, has joined the announcing staff of WQHS, Springfield, Ill.

HOWARD LONDON, sometime New York announcer for the KNX transmission department, has taken over as personal manager and more recently engaged in radio program production, is the father of a girl born Dec. 12.

BOB HALL of CBS Hollywood junior staff, has been promoted to a post in the KNX transmission department. His position of junior staff acting program director has been taken over by Michael McBean. Gilbert Messan has become junior staff production manager, the post formerly held by McBean.

VAN C. NEWKIRK, Hollywood program director of Don Lee Broadcasting System, will participate in the MBS coordinators meetings in New York, Jan. 1 to 5. En route he will stop in Washington to visit relatives.

WENDELL NILES and Arthur Q. Bryan, Hollywood announcement and actor, respectively, on the CBS Al Pearce Show, sponsored by R. J. Reynolds Tobacco Co., have been signed as commentators on a forthcoming Warner Bros. television show.

GEORGE MCCOY, announcer of WHOM, Jersey City, on Jan. 1 is to join WEAP, New York, where he will work co-op with the NBC Interviews show, heard as a nightly feature on WOR radio, 18 months.

GENE GODT, of the news staff of WHO, Des Moines, on Dec. 21 married Bettye Frances Vick.

CARLTON E. MORSE, Hollywood correspondent of the One O'Clock Family series, sponsored by Standard Brands Inc., (Dennis the Hine) has had his picture added to the collection of famous men's photographs at Sacramento's Senior High School. He is a graduate.

MARTIN TOBIN, formerly of Kan- sas City, has joined the KOA, Denver, announcing staff.

BILL GOODWIN, Hollywood announcer-actor, is recovering from pneumonia.

GEORGE FISHER, Hollywood commentator, and Nica Doret, film actress, were married at Las Vegas, Nev., Dec. 14.

BOB PROVINCE is the latest addition to the announcing staff of WMN, Fairmont, W. Va. He has been campus commentator for the U of West Va., working from the station's Morgantown studios.

RUTH SMELTER, of WICO, Bridge- port, on Christmas Eve announced her marriage in August to William Nielsen.

Early in 1941

FULL TIME on 160 kilocycles and 50,000 watts means business in Baltimore

Page 40 • January 1, 1941
Burke’s Background

JAMES F. BURKE, recently appointed assistant director of the CBS program service department, has a wide background in the various phases of network broadcasting. A cum laude graduate of Williams College, he successively served in the CBS news department as secretary to Paul White, CBS director of public affairs, and in a similar capacity to Mr. Lawrence W. Lownan, vice-president in charge of operations. In 1936, he was appointed head of the program information division, and was later placed in charge of program ideas. Before coming to CBS in 1938, Mr. Burke was with the New York Times.

Maxey to New WDEF

OVELTON MAXEY, former manager of WRTD, Richmond, and recently manager of WSPF, St. Petersburg, Fla., has joined WDEF, Chattanooga, as commercial manager. At the new station, which goes on the air Jan. 1, using 250 watts on 1370 kc., he will be associated with Fred Bugg, whom he succeeded at WSPF and who is now manager of WDEF. The Chattanooga station is owned by Joe Engel, local baseball club owner and big league scout. Eugene Wilkey, formerly with WDDO, Chattanooga, is program director of WDEF, and J. V. Sanderson, formerly of WAPO, Chattanooga, is chief engineer.

SINCE 1924, we’ve watched thousands of youngsters like these grow up... go to the State University or Agricultural College... marry... establish homes of their own. Now new generations are turning their dials to "580"... seeking the guidance of WIBW’s friendly voice and neighborly personalities.

We’re mighty proud of OUR FAMILY... over five million fathers and sons, mothers and daughters... equally proud that we enjoy the whole-hearted confidence of 1,238,890 homes.

Let us take you into these homes... introduce you as our friend... tell them the merits of your product. Thousands of advertisers have found this the quickest, surest way to get FAST, PROFITABLE RESULTS throughout Kansas and adjoining states.
THE BUSINESS OUTLOOK: NEW YORK
(Continued from page 11)

plained by an agency handling the advertising for both an auto and a watch manufacturer.

Army camps are providing a new market for cigarettes, foot-ache remedies, shaving preparations and similar masculine products and a number of station representatives reported receiving inquiries from advertisers about stations whose signals cover the various campsites, although not much such business has been actually placed as yet.

Army camps may also become important as program origination points. Already American Tobacco Co. has lined up a number of camp broadcasts of the Hit Parade and Ray Kyser programs and the Voz Pop programs sponsored by Penn Tobacco Co. are shifting their locales from hotel lobbies and street corners to army camps. Although there are no definite plans for doing so, it is expected that other sponsors of audience participation shows will find the camps logical spots from which to bring their programs.

The war in Europe has had little effect on broadcasting here, except as it has inspired the defense program, which in turn has increased advertising generally. If all European ports were closed and exports of war materials to America shut off, the advertising of these watches would of course be canceled; but to date a sufficient quantity of movements is being received to maintain advertising and sales at a normal volume.

Nor has the demand of national defense on industry curtailed the production of consumer goods sufficiently to influence broadcast advertising of these goods.

More Local Programs

Several station representatives reported a trend toward an increased use by national advertisers of stations in markets of less than 50,000 population, which had been included on very few national lists before. As an example of this trend one firm reported that it represents a newspaper in such a market and occasionally takes orders for the paper's station as well although it does not represent the station.

"In 1939 this over-the-transom business, for that's all it amounts to, brought us commissions from this station of $27. In 1940 the station paid us nothing, not as a result of any increased effort by us, but entirely from orders placed by agencies. The only conclusion we can draw is that radio is proving such an effective medium that advertisers are finding it profitable to use second and third markets as well as major markets in their radio campaigns.

"A similar trend was expressed by C. C. Witten, NBC's president in charge of Red Network sales, in explaining that the Red's increasing sales in 1940 have been due chiefly to the inclusion of more stations in the networks used by advertisers. "The real basis of all radio increases," he stated, "is the increased appreciation by advertisers of broadcasting as a producer of sales."

Fame for Editors

THE MILLENIUM has arrived for hard-working radio news editors—by lines at last. WBBM, Chicago, has inaugurated the policy of giving its news editors air credit for stories they have written independently of the station's wire services. The special dispatches are inserted in regular news periods and also are used separately at various times during the day. WBBM listeners now hear: "And now here is a special dispatch written especially for this program by (editor's name) of the WBBM news bureau."

Sponsors for Comments

Of Fulton Lewis jr. on 30 Stations Last Year

THIRTY stations have carried sponsors for the Fulton Lewis Jr. Washington news commentary broadcasts on MBS during 1940; according to Mr. Lewis' manager, William B. Dolph, manager of WOL, Washington. At present 19 stations carry the program on a local sponsorship basis. The 1940 sponsors and stations were listed as follows:


CJB Sued Over Old CKGW

CANADIAN Broadcasting Co. is being sued at Toronto for $250,000 damages for alleged breach of lease by Goodherm & Worts Ltd., former operators of the 5,000-watt CKGW, Toronto, which the CBC, its predecessor, the Canadian Radio Broadcasting Commission, leased in 1933 and operated as CRCT. Hearings in the case started after several postponements on Dec. 18, and were held over until Jan. 21 to Jan. 30. When the CBC built the present 50,000-watt CBL at Toronto, the equipment of the former CKGW was reportedly returned to Goodherm & Worts Ltd. The firm in 1936 was ready to put up a 50,000-watt station to replace the leased station but was beaten into a license, it was pointed out in court.

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

Vancouver, B. C.
National Representative
Joseph Hershay McGillivray

WFBL Pulls 21 Extra Counties
Beyond 8-County Primary Area

AGAIN WFBL proves its PLUS pulling power by drawing inquiries from 21 extra counties beyond its primary 8-county area—responses from 231 cities and towns in 29 counties. And more—WFBL pulled these inquiries from an announcement broadcast over a Columbia Network Daytime Show with duplicate coverage throughout the state.

The advantage of WFBL's extra coverage—it means extra customers. Let WFBL help you reach more people and step up volume sales. Write or wire WFBL, Syracuse, New York, or Free & Peters, Inc., National Representatives.

WFBL SYRACUSE
Here's Proof of Plus Coverage That Means EXTRA Sales . . .

ONONDAGA RADIO BROADCASTING CORP.
Syracuse, New York
MEMBER BASIC NETWORK COLUMBUS BROADCASTING SYSTEM
National Representatives, Free & Peters, Inc.
CLYDE COOMBS

CLYDE COOMBS, for the last three years CBS account executive in San Francisco, has been named vice-president and general manager of KARM, Fresno, Calif. The appointment was made by W. W. Gardner, manager of the George Harn Estate, owners of KARM, a CBS affiliate.

Mr. Coombs is a graduate of the University of Utah. After leaving college he joined General Electric in Schenectady as an engineer, specializing in broadcasting. He was among the engineers who set up the engineering department of RCA at Camden. Later he went to the Pacific Coast where he was in charge of engineering and sales for the broadcast division of RCA. His next step was to NBC in San Francisco, where he became an account executive. Then he transferred affiliations to CBS in the same capacity. He succeeds Jerry Kilgore, resigned.

Power Boost to 50 kw.

Given WKBW, Buffalo

ANOTHER 50,000-watter was added to the country's roster of maximum power stations Dec. 17, when the FCC granted the application of WKBW, Buffalo, a boost in output from 5,000 watts on 1480 kc. A CBS outlet, the station will operate as a 1-B transmitter, duplicating with KOMA, Oklahoma City. The stations, the under HVV, reallocated slated to become effective March 29, will move to 1520 kc.

At the same meeting, the FCC also approved an increase in power for KGNC, Amarillo, from 2,500 watts day to 5,000 watts night to 5,000 watts day and 1,000 watts night, full time. WLOG, Logan, W. Va., was given a license modification authorizing full time operation in lieu of day time only, with 100 watts on 1290 kc.

WELI, New Haven, was given a construction permit to increase night power from 250 watts to 500 watts, and day power from 500 watts to 1,000 watts, on 930 kc.

KLRA Asks 50 kw.

KLRA, Little Rock, now has pending before the FCC an application for 50,000 watts on 1010 kc, under terms of the Havana Treaty reallocation. Now assigned to 1390 kc. with 5,000 watts unblanketed time, the station seeks a shift to the 1010 kc. channel, which becomes a Canadian Class A under the treaty. KLRA is owned 63% by A. L. Chilton, 16% by the Little Rock Gazette, and 10% by E. R. Stueber.

WGEC Asks Fulltime

FULLTIME operation, with an increase in power to 5,000 watts on 1560 kc., is sought by WGES, Chicago, in an application filed Dec. 23 with the FCC. The station now shares time with WSBT, South Bend, recently given fulltime on another frequency.

MUMMERS’ PARADE CANCELED BY WIP

FIRST repercussions in Philadelphia to the ASCAP feud came when WIP canceled its broadcast of the traditional New Year’s Mummers' Parade Jan. 1. For years, the station has broadcast the colorful parade. This year, faced with the problem of carrying disputed tunes from the more than two dozen bands, the station decided to pass up the event to escape any possible trouble.

At WFIL, Philadelphia, several program changes were necessitated because of the music situation. Daily remote and Saturday night pickups of the Sleepy Hollow Gang, Hillbilly group broadcasting from Pennsburg, Pa., were canceled making it necessary for the rural entertainers to come into the city and do their broadcasts from the studio so musical selections could be checked. In addition, it was necessary to change the format of two half-hour Saturday morning shows devoted to a Philadelphia high school and a suburban high school.

FIRST prize in a contest sponsored by Glamour for the best department store window design went to Louise Steffens, receptionist at KWX, St. Louis. The design was to serve as a means of emphasizing that the store carried clothes featured by the magazine. Miss Steffens gets her choice of any dress featured in the current issue. The prize winning design will probably be used by a St. Louis department store shortly.

STATE & MADISON?

NOPE—JUST FIRST 'N MAIN!

Many a visitor to Fargo has marveled at the big-city busy-ness of this town of 36,000 souls. The answer is easy: Fargo is the buying center of a million-and-a-half other Red River Valley people—prosperous people who account for 46% of all retail purchases in North Dakota, South Dakota and Minnesota [excluding the counties containing Minneapolis and St. Paul].

Isn’t it important, then, to use the only station reaching all the Valley—the only NBC station within 100 miles?

WDAY, INC.

N. B. C.

FARGO, N. D.

940 K. C. • 5000 WATTS, FULL TIME

Affiliated with the Fargo Forum

FREE & PETERS, Nat'l Representatives
KPO, San Francisco
Rogal Amber Brewing Co., San Francisco, weekly, thru M. E. Harlan, San Francisco.


Southern Pacific Co., San Francisco, 5 spots, thru Lord & Thomas, San Francisco.


Art Metal Works, Newark (Fusion lights), 5 weekly, thru Cecil & Peshey, N. Y.

KGO, San Francisco
Gernhardt-Strohmaier Co., San Francisco (stores), 2 weekly, direct.

Kilpatrick's Bakery, San Francisco (chain), 5 weekly, thru Emil Reinhardt, San Francisco.

Moore's Ltd., San Francisco (men's wear chain), 5 weekly, thru Long Service, San Francisco.

Sonotone Co., San Francisco (hearing aids), 3 weekly, thru M. E. Harlan, San Francisco.

KECA, Los Angeles


Occidental Life Ins. Co., Los Angeles, weekly, thru Heine's, Pickering & Co., Los Angeles.

KNX, Hollywood
Sears, Roebuck & Co., Los Angeles, 52 thru Mayers Co., Los Angeles.


California Green Sugar Group, San Francisco (sugar), 0 weekly, thru Bethlehem, Constantine & Gardner, San Francisco.

KFWB, Great Falls, Mont.
Grove Bros. & Co., Great Falls (Bromo Quinine), 6 thru, J. Walter Thompson Co., Chicago.

American Inns Chain (Chicago (but- ter)), 350 thru, Lord & Thomas, Chicago.

United Drug Co., Boston, (Revil), 12 thru, Spot Broadcasting, N. Y.

WKRK, Cincinnati
Little Crow Milling Co., Warsaw, Ind. (Coco Whistles), 6 weekly, thru Rogers & Smith, Chicago.

WHN, New York
King David Memorial Park, New York, 4 spots, weekly, thru Raymond Spector Co., N. Y.

Morris Plan Industrial Bank, New York, 6 thru, 10 weeks, thru Gotham Adv. Agency, N. Y.

Bonfils Stores, New York (clothes), daily, 4 thru, Neff-Rogow, N. Y.


Pollock in Inc., Chicago, 3 thru, thru in, hale, aspirin, 12 thru, thru Lake-Spie-Elserman, Memphis.

Gottfried Baking Co., New York (Hanscon and Golden Crust bread), 6 thru, 52 thru, ideas, thru Ideas Inc., N. Y.

KHIJ, Los Angeles

Dr. Hais Clinic & Classified Shoes, Los Angeles 4 thru, thru Foot Health Adv. Alliance, Los Angeles.


Foltman & Curme Shoe Stores, Los Angeles, 2 thru, thru Advertising Arts Agency, Los Angeles.

Mastorco, Cleveland (Mastorco & Zeno), 5 thru, thru Erwin, Wasey & Co., N. Y.

Duquesne Brewing Co., Pittsburgh, thru Heintz, Pickering & Co., N. Y.

Eckert Brewing Co., Los Angeles (beer), 6 weekly, thru Chas. H. Mayne Co., N. Y.

KXOK, St. Louis
Peter Paul Inc., Naugatuck, Conn. (Tetron gum), 5 thru, thru Platt-Forbes, N. Y.

American Dairy Growers, Chicago (institu- tional), 5 thru, thru Lord & Thomas, Chicago.

Folger Coffee Co., Kansas City, 5 thru, thru R. J. Potts & Co., Chicago.

Standard Oil Co. of N. J., New York (Ny-Jal), 6 thru, thru McCann-Erickson, N. Y.


Meithe-Kremo Co., Chicago (K-Muck spots), thru Albert Kircher Co., Chicago.

KFI, Los Angeles


California Green Sugar Group, San Francisco (sugar), 0 weekly, thru Bethlehem, Constantine & Gardner, San Francisco.

KCBS, St. Louis
Thompson-drake Co., St. Louis (stoves), 3 thru, thru Heintz, Pickering & Co., N. Y.


WICC, Bridgeport, Conn.
Continental Baking Co., New York (Wonder bread), 20 thru, thru Benton & Bowles, N. Y.

Packard Motor Car Co., Detroit, 14 thru, thru Young & Rubicam, N. Y.

Ford Motor Co., Detroit, 4 thru, thru McCann-Brooks, N. Y.

National Carbon Co., New York (Freestart), 20 thru, thru J. M. Mathes & Co., N. Y.

Miami Co., New York (wax), 20 thru, thru W. T. Tracy Inc., N. Y.

WGN, Chicago

Belden & Oster Co., New York (men's clothing), daily thru Neff-Rogow, N. Y.

KOA, Denver


WMCA, New York
Dime Savings Bank, Brooklyn, 8 thru, thru Austin Adv., N. Y.

Howard Inches Products, Chalfont, Pa. (vitamin and health foods), 5 thru, thru W. I. Tracy, N. Y.

Mastorco, Cleveland (Mastorco & Zeno), 3 weekly thru, thru Erwin, Wasey & Co., N. Y.

Daw Publishers, Brooklyn (religious publications), thru Blackstone Co., N. Y.

Fairmount Baking Co., Omaha, (dairy products), 3 thru, thru Plaza Adv., N. Y.

Reid Manufacturing Co., Chicago (Monarch foods), 6 thru, thru Arthur Research Co., Chicago.

Grove Labs, St. Louis (Bronco Quin- ine), 8 thru, thru J. W. Tracy, N. Y.


Packard Motor Car Co., Detroit (auto show), 8 thru, thru Young & Rubi- cam, N. Y.

Optical Membership Plan Inc., New York, thru, thru, thru.

Madison Personal Loan Co., Jamaica, thru, thru.

Continental Baking Corp., New York (Wondr bread), 24 thru, thru Benton & Bowles, N. Y.

WNEW, New York
American Fruit Growers, New York (Blue Goose Fruit), thru, thru, thru.

Monarch Wine Co., New York, 6 thru, thru Arthur Rosenbom Co., N. Y.

Crocker Distributing Corp., New York (radios), 3 thru, thru.

Smith Bros., Poughkeepsie, N. Y. (cough drops), thru, thru.

Rum & Maple Tobacco Corp, New York, thru, thru.

Beaumont Labs., San Francisco (me- dicines), thru, thru.

Garcia Wine Corp., New York (wine), thru, thru.

WINS, New York
Madison Long Island Personal Loan Co., 21 thru, thru, thru.


KDAL, Salt Lake City
General Cigar Co., New York (Van Dyke), thru, thru.

Sold Out
Messer Candy Co., Cincinnati, bought 15 spot announce- ments on WCKY, extol the virtues of its Mayfair chocolates as Yule gifts, listing dealers.

Two days before Christmas, the sponsors behind the campaign in question asked to use the remaining spots to wish its customers a Merry Christmas out of Mayfair chocolates and hard candy," he said, "and now we're getting ready for a record Easter business."
EGOFOAM PRODUCTS Co., New York (shampoo), which had done no advertising of any kind prior to a recent 13-week participation in Lda Bailey Allen’s Homemaker’s Hour on WMCA, New York, is reported considering a half-hour variety program on a New York station. Distribution of product is at present confined to the metropolitan area. Body Productions, New York, handles the account.

STANCO PRODUCTIONS, New York, makers of Mistol, Nujol and Mistol’s Ornament, have cast their programs in a wide range of formats, including the series “Carol of Alice Blair and Meet Miss June,” an off-28, with advertising plans for Jan. 14-15. McCann-Erickson, New York, agency on the account, expects to retain its position in the new campaign, however.

HAROLD PIHERN Inc., Springfield, Ill. (Dodge and Chrysler dealer), is sponsoring a three-week Past Card Auction on WOCB, Springfield. Program is written by Briggs-Hoffman features, St. Louis.

WIEDOLT STORES, Chicago (department chain), on Dec. 23 renewed for 52 weeks its three-weekly half-hour Musical Clock series on WMAC. Chicago, Agency is Needham, Louis & Broyce, Chicago.

WILSON & Co., Chicago (Ideal Dog Food), on Jan. 15 starts a six-weekly 10-minute news period on WOW, Omaha, and on Feb. 1 starts six weekly spot announcements on KDKA, Pittsburgh. Both contracts are for 52 weeks. In addition on Dec. 23 firm renewed its six-weekly five-minute news period on WMAC, Chicago, U. S. Adv. Corp., Chicago, handles the account.

JOHN MORRELL & Co., Ottumwa, Ia. (Dog Food), on Dec. 10 started a five-weekly 10-minute news period on KMBM, Kansas City. On Jan. 1 the firm renewed for 52 weeks “Doppe Dan” on WMAC, Chicago. Henri, Hurst & McDonald, Chicago, handles the account.

MODERN FOODS Inc., Los Angeles (Hasty Pastry Pie Crust dough), recently organized, is sponsoring three-weekly participation on Sunrise Station, KXK, Kansas City, for nine weeks ending March 14. Agency is W. C. Jeffries Co., Los Angeles.

SECURITY-FIRST NATIONAL BANK, Los Angeles (bank and investments), in a Southern California campaign, on Jan. 1 starts using night stackers to automate a weekly “Meet Missie” series. Contract is for 13 weeks. Agency is Dana Jones Co., Los Angeles.

STANDARD OIL Co., of California, one of the oldest users of radio time signals in the West, Jan. 2 renewed for 52 weeks its time signal broadcasts on all the major stations in the key markets in six Western States—California, Washington, Oregon, Utah, Arizona and Idaho. Standard thus enters its eighth year as a consistent user of time signal announcements. Agency is McCann-Erickson, San Francisco.

ROMA WINE Co., Lodi, Cal. (wines) recently expanded the list of stations carrying its three-weekly What Do You Think, Monday, Wednesday, Friday, 6:45-7 p.m. (PST), to a total of 24, when it added Utah stations—KLO, Ogden; KEUB, Price, and KOVO, Provo. Three stations in Arizona 13 and 17 in California remain in regular program. Agency is handled by Cesana & Associates, San Francisco.

MASTER PHOTO FINISHERS ASRN., Los Angeles, new to radio, on Dec. 22 started sponsoring a weekly one hour audience participation program, titled Swingo, on KFWB, Hollywood. Contract is for 52 weeks. Participants secure game cards from neighborhood drug stores or other concerns using the sponsor’s service. More than 130 prizes are awarded weekly. Al Jarvis conducts the program, with musical interludes supplied by Leon Leonovitch’s orchestra. A different nationally known composer is also featured each week as special guest. Smith & Hall Adv., Los Angeles, is the agency, with John Cohan, account executive.

HOFFMAN CANDY Co., Los Angeles (wholesalers), using two spot announcements weekly on KNX and KFCA, and one each week, KFJL, during the holiday season, plans to continue its campaign through January.

SANTA FE VINTAGE Co., Los Angeles (wines), new to radio, in a six-week test started Dec. 7 is using five spot announcements weekly on KFJL, that city. Firm plans to include other Southern California stations in January, Agency is West & Associates, Los Angeles.

Clipper Craft Drive
TRIMM CLOTHING Co., Boston (Clipper Craft Clothes), will start a spring spot campaign on about 40 stations about March 15. One-minute transcribed dramatized announcements will be used, staggered on a basis of three times a week to once a day in various markets. Sponsor has recently purchased on WLW, Cincinnati, a quarter-hour news commentary heard Sundays from 11-11:15 p.m. Emil Mogul Co., New York, is agency.

DODGE DEALERS of Chicagoland in mid-December moved the weekly half-hour Hall of Sparet from WGN, Chicago, to WBBM, same city. The program features a board of sports experts who answer questions submitted by listeners, and is placed by Ruthrauff & Ryan Inc., Chicago.

WINCHARGER Corp., Sioux City, low. (windmills and antenna towers) is sponsoring a three-times weekly series on KSCJ, originating in the company’s factory. Announcer Charles Sebastian visits a different department of the factory for each broadcast.

TO PLUG the picture, “Lore Thy Neighbor,” starring Fred Allen and Jack Benny, Paramount Pictures, New York, purchased a quarter-hour on WOR, Newark, Program, which originated in front of the Paramount Theater, New York, the night of the premiere, consisted of interviews with screen and radio celebrities. Buchanan & Co., New York, is the agency.

CHASE NATIONAL BANK, New York, has renewed on WJZ, New York, for another 13 weeks starting Dec. 24 the Tom Powers 10-minute commentary, titled But That’s Not New York, Tuesdays and Thursdays, 7:30-7:40. Albert Frank-Guenther Law, New York, is the agency.

CICLOQUIP CO., Chic., Ill. (Cicloquip Club), on Dec. 25 started a 13-week schedule of 15 spot announcements weekly on WGN and WCFL, Chicago, and WIND, Gary, Ind. Schwimmer & Scott, Chicago, is agency.

HEILEMAN BREWING CO., LaCrosse, Wis. (Old Style Lager), uses radio for the first time in sponsoring five weekly spot announcements on WGN, Chicago, effective Jan. 1. L. W. Ramsey Co., Chicago, is agency.

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY
TODAY, neither medicine nor merchandising can diagnose wisely from mere surface indications. That’s why we consider it our job to dig for the basic factors affecting any spot-broadcasting situation. and to present them without color or bias.

JOHN BLAIR & COMPANY

National Representatives of Radio Stations

CHICAGO
NEW YORK
DETROIT
ST. LOUIS
LOS ANGELES
SAN FRANCISCO
520 N. Michigan Ave.
341 Madison Avenue
452 Paul Brown Bldg.
341 Madison Avenue
4125 Chestnut
680 Russ Building
341 Madison Avenue
341 Madison Avenue
4125 Chestnut
Douglas 3100
SU/Parker 6569
Murray Hill 6-5081
Madison 7889
Prospect 3394

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Clear All Wires

KIDO, Boise, Ida., claims a real radio first and defies anyone to dispute it. The Rocky Mountain Syrup Co., a new concern, has purchased two 25-word announcements on the station. But the sales manager of the firm was so enthusiastic about his new radio “program” that he purchased space in a Boise paper to inform listeners that Rocky Mountain was on the air. The ad read: “Rocky Mountain Syrup Company’s Sourdough Syrup on the Air over KIDO Monday and Saturday between 7 and 8 a.m.”

REGAL AMBER BREWING Co., San Francisco (beer and ale) has renewed for 52 weeks its quarter-hour Regal Ambrosia, featuring Herb Caen, Chronicle columnist, on KPO, San Francisco. Mondays, 5:15-5:30 p.m. Agency is M. E. Harlan, San Francisco.

NOTE: When the account. Dave Young and the agency.

ROBINSON LABORATORIES, Philadelphia, has cut a series of 24 transcribed announcements for Parismian Tailors, Philadelphia, for use on the tailoring concern’s nightly Night Club of the Air on WPEP, Philadelphia. Announcements were by Tom Livesty, of the station.

BRAUN BAKING Co., Pittsburgh (bakeries goods), is currently sponsoring three-weekly quarter-hour programs featuring the Dream Weaver on KDKA, Pittsburgh. For the second consecutive season the firm is sponsoring the Pittsburgh portion of the Mutual cooperative program Show of the Week on WCEM-W. E. Long Co., Chicago, is agency.

AGNEW-SURPASS SHOE Stores Ltd. (chain) has expanded its weekly half-hour Fun Parade on CFRH, Toronto, by recording the show, the transcription starting Dec. 12 on GKL, Kirkland Lake, Ont.; CKSO, Sudbury, Ont.; CKOB, Timmins, Ont. Account was placed by Dickson & Ford Ltd., Toronto.

BREAKFAST CLUB COFFEE Inc., Los Angeles (coffee), formerly a conscious user of West Coast spot radio, on Jan. 17 started sponsoring a three-weekly quarter-hour early morning program on KNX, Hollywood. Program details are now being worked out.

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Our Pledge for 1941: GUARANTEED TIME For National Spot Advertisers in BALTIMORE

NOTE: Right now there are several popular “five talent” shows available for sponsorship. Write for details or see the Petry representative.

A MONEY MAGNET!

WAIR advertisers CASH IN on the magnetic force we’ve built in this money-making, money-saving territory. Better hurry up and JOIN—

WINSTON-SALEM, North Carolina
National Representatives
International Radio Sales

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Right to Perform Records Sustained

Supreme Court Refuses Plea To Review Whitman Case

BROADCAST stations are free to perform phonograph records without fear of monthly fees to the record manufacturers or performing artists by virtue of the refusal Dec. 15 of the Supreme Court to review the decision of the U. S. Circuit Court of Appeals in the RCA-Whitman test case.

By declining to grant certiorari, the highest tribunal in effect sustained the opinion of the Circuit Court rendered last July 25, in which it held that a broadcaster may buy ordinary phonograph records and use them on the air without the necessity of paying a monthly fee to either the manufacturing company or the recording artist. Thus, the appellate court's decision represents the law in all States save Pennsylvania, where a different rule was followed in the State Supreme Court decision in the Waring vs. WDAS case.

RCA and the National Assn. of Performing Artists sought to have the Supreme Court review the appellate court's decision. The appellate court had reversed an opinion of the Federal District Court in New York, which had held that both manufacturing company and artist possessed restrictive rights.

Possible State Suits

Whether there will be new litigation on this issue, of primary importance to independent stations, is conjectural. So far as could be ascertained, RCA Mfg. Co. will not attempt further litigation, for the present at least. NAPA, formed for the specific purpose of seeking revenue for recording artists if their words are performed in the air, has filed additional suits in New York and probably in other areas, in an effort to establish the rights of the performers against purported record competition.

The NAPA procedure, as is understood, probably will be to bring actions in State courts rather than in Federal tribunals, and establish State laws which will give protection against over the strong decision of the Federal appellate court.

While the Supreme Court did not hand down a written opinion in re-fusing certiorari, NAPA spokesmen maintain the view that the refusal to review was based on the conclusion that no Federal question was involved and that the matter is purely one of New York State law.

Following the opinion of Federal Judge Vincent B. Gibbons in August, 1939, holding that the manufacturer and artist possessed restrictive rights, RCA proceeded on the licensing plan under which stations would pay royalties for performance of records, ranging up to $250 per month. When WNEW, N. Y., appealed the case, RCA held in abeyance its licensing plan. Other record companies adopted similar licensing arrangements but suspended activity once the appeal was noted. NABA filed the appeal and litigation for Whitehead. The WNEW expense was underwritten by NAB, and retained Stuart Sprague and Col. Joseph M. Hartfield of New York as special counsel.

COLUMBIA Recording Corp. has completed arrangements with Lang-Worth Feature Programs to record all of its 600 programs of songs and music at CRC's studios in New York, according to William A. Schubert, general manager of the CRC transcription division. Some 400 of the Lang-Worth basic library selections were recently recorded by CRC and the balance, comprising some 1700 numbers, are mastered recently reprocessed by CRC from which new pressings have been manufactured.

ROY ROGERS Inc. Hollywood production unit, has filed articles of incorporation with the California Secretary of State in Sacramento. Firm, temporarily established in North Hollywood, has been organized to produce motion pictures, live and transcribed shows, and phonograph recordings. Personal management of talent is also included. Roy Rogers, cowboy film actor, is listed as president, with Lou Pulten, free lance writer-producer, vice-president, Cecil Schiley is secretary-treasurer, and Sam Houston Alton, counsel.

VARIETY INVESTMENTS PVT. Ltd., Melbourne, Australia, with headquarters at 250 Collins St., has taken over studios and equipment of the recording division of the Victorian Broadcasting Network. Although incorporated as a separate company, it will function for the network, and in addition engage in general recording business. David F. Syme is managing director, with R. A. Pitts, general manager and chief engineer.

RADIO HOUSE Inc., new radio production unit, has opened offices at 38 E. 50th St., New York. Martha Jayne Rountree, former advertising agency executive and Walter Rayson, formerly with NBC, head the organization. Telephone number is Eldorado 5-1800.

FCC Actions

CRAZY WATER Co., Mineral Wells, Tex., has been ordered by the Federal Trade Commission to stop alleged misrepresentations in advertising, via radio and other media, for Crazy Mineral Water, CRAZY WATER Crystals, and Crazy Water Crystals, according to a Dec. 21 FTC announcement. Charles H. Phillips of the company, New York, also has been cited to stop certain representations in radio and other advertising for Phillips' Milk of Magnesia Cleansing Cream and Texture Cream; Primrose House Sales Co., New York, ordered to stop certain representations via radio and other media for Delo skin cream. The FTC has issued complaints, alleging misleading advertising claims against The Thomas Management Corp., Chicago, for hair preparations, and Allied Chemical and Hy-Pen Corp., Mataoka, W. Va., for Hyphen, proprietary. Parker Pen Co., Janesville, Wis., and W. A. Shear- fer Pen Co., Fort Madison, Ia., recently cited for alleged misrepresentations in advertising for their calculators and pens.

December answered the FTC complaints, maintaining that the pens will last for the life of the purchasing if he avails himself of the provisions of the advertised guarantee. Fram Corp., East Providence, R. I., has stipulated to stop certain representations for the Fram Oil & Motor Cleaner.

With the development of the new 88-A, 50 watt recording amplifier, Presto offers you for the first time a completely calibrated instantaneous recording system. The frequency response of the 88-A amplifier is matched to the characteristics of both the Presto 1-C cutting head and the Presto recording disc. Changes in response due to varying groove diameter are taken care of by the Presto 160-A automatic equalizer.

Using this complete system you can make Presto instantaneous recordings which will reproduce a frequency range from 50 to 9000 cycles, uniformly, from start to finish.

A selector switch on the 88-A control panel pre-emphasizes the high frequency response to match the NBC Orthacoustic or either of the two high fidelity lateral reproducing systems now standardized in most broadcasting stations.

The 88-A amplifier has a gain of 85 db providing all the amplification necessary between your program line or preamplifiers and the cutting head. The power output is 50 watts with 1% distortion. It mounts on a 14" x 19" rack panel and has a built-in power supply. List price is $250.00.

Add the 88-A amplifier and Presto 1-C cutting head to your recording installation. The results will be a revelation to you. Complete specifications are given in a new Presto catalog sheet just issued.
Broadcasters in Canada to Consider Plan for a Permanent Paid President

By JAMES MONTAGNES

THE Canadian Assn. of Broadcasters will appoint a permanent paid president at its annual meeting in Montreal Jan. 29, according to Harry Sedgwick, of CFBP, Toronto, CAB president for five years.

"CAB business has taken an increasing amount of time in the past few years," Mr. Sedgwick said, "and the directors at our recent meeting in Montreal considered the selection of a person suitable to carry on the full time job of president, with its frequent trips to Ottawa to discuss matters with the Canadian Broadcasting Corp., to handle an increasing amount of details with agency executives, and an increasing amount of executive work in dealing with problems presented by the station members."

Rapid Growth

The CAB has grown under Sedgwick’s guidance from a small group of station owners to an organization embracing practically all privately-owned stations. Problems of operating a privately-owned system and a government-owned system as the CAB, which also has control over the private stations, continue to grow. With the advent of FM, coast to coast duties of the CAB president have increased materially.

Canadian broadcasters have not yet been fully acquainted with the plan, except as discussed by the CAB directors representing eastern and western Canadian stations. The directors have looked over the field but no announcement of position or increase in duties has been made. The CAB president has increased materially.

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Canada Seeks Tourists

The Ontario government will spend about $200,000 in the next six months advertising the province as a haven for United States tourists, according to an announcement by Provincial Premier Mitchell Hepburn. The campaign will be in conjunction with that of the Canadian federal government and other provincial governments. Just how much of the campaign will be spent on radio has not yet been decided, Broadcasting was told Dec. 20 by Douglas Oliver, director of the Ontario Travel & Publicity Bureau. The British Columbia provincial government has allotted $146,556 for tourist advertising in the coming year, according to a report from Vancouver.

Hovde Heads AMA

DR. HOWARD T. HOVDE, assistant director of the American Marketing Assn., at the Wharton School of Finance & Commerce of the U of Pennsylvania, Dec. 28 was elected president of the American Marketing Assn., at the association’s annual convention in Chicago. He succeeds Dr. Donalo L. Cowie, director of commercial research of Republic Steel Corp., Cleveland. Other AMA officers elected at the meeting were Archibald M. Crossley, of Crossley Inc., vice-president, and Robert F. Elder, Lever Bros. Co., director.

Ruthrauff & Ryan has signed a five-year contract for Radio Coverage Reports which, according to Edgar Felix, director of the service, is the largest contract ever signed in the broadcast field. C. T. Ayres, business manager of the agency’s radio department, handled the deal.
SUPER FM PLANNED IN WINSTON-SALEM

A SORT OF “super” FM station, which would have a primary coverage area of 70,000 square miles embracing about 5,000,000 population, is proposed in an application filed with the FCC Dec. 19 by Gordon Gray, broadcaster and newspaper publisher of Winston-Salem, N. C. Mr. Gray is the licensee of WSJS, and is also identified with the Reynolds tobacco interests.

The application is for location of a 50,000-watt FM transmitter on Clingman’s Peak, 6,600 feet above sea level in the Mt. Mitchell area of North Carolina. The top of the antenna would be the highest point in the United States east of the Rockies, towering 5,875 feet. The 70,000-square mile area encompassed in the estimated coverage includes part of the Southern Appalachians, the cotton and tobacco Piedmonts and the Tennessee Valley basin. Service would be rendered to portions of seven States—North Carolina, South Carolina, Georgia, Tennessee, Virginia, West Virginia and Kentucky.

Mr. Gray states he proposes to operate the station primarily in the particular interest of the region and believes it would be an important factor in accelerating Southern industrial development. Associated with him in an advisory capacity is Lewis Windmuller, of Washington, who has been identified with radio since 1920. Engineering aspects of the project are under supervision of Glenn D. Gillett, consulting radio engineer, and Reed T. Rollo, Washington attorney, is counsel.

FCC Grants Extensions For Licensees of FM

DESIGNED to facilitate FM’s transition from experimental to commercial operation, the FCC on Dec. 19 announced it will authorize, “on appropriate request”, a 60-day extension of experimental FM licenses due to expire automatically Jan. 1. The plan was announced after it was indicated more time would be needed in some cases to switch from an experimental to a regular program basis.

The Commission indicated it would deny permittees’ requests for temporary authority to broadcast commercially unless it is shown the permittee has compiled substantially with the terms of his permit. However, special temporary authority will be granted for bona fide technical experimentation in connection with construction of FM stations, the FCC stated. At the time of the announcement, the FCC had granted a total of 25 commercial FM licenses, with 33 experimental FM licenses outstanding.

FM Shown Police

WHEN the American Police Communication Officers met in early December at Orlando, Fla., FM played an important part in the convention. GE engineers staged a demonstration of interference-free service. Members of APCO heard description of GE field tests showing FM coverage, readability, lack of noise and interference as well as operation of stations on the same channel. Police and utility FM equipment were on display.

FM HISTORY was made recently at W2XOR, FM adjunct of WOR, Newark, when the first contract for an FM commercial broadcast was signed on behalf of Longines-Wittnauer Co. In the W2XOR control room, presumably to carry out the symbolic impression, J. R. Poppele (left), WOR chief engineer, and Theodore G. Stuehr, vice-president and general manager of the station, watch as Fred Cartoun, vice-president of Longines-Wittnauer, applies the fine Spencerian flow to a contract calling for Longines evening time announcements on W2XOR for the year 1941.

FM for Deaf

INTERESTING sidelight of FM reception is the fact that many persons hard-of-hearing find that FM’s high-fidelity characteristics enables them to hear programs with much less effort, according to FM Broadcasters Inc. Although unable to enjoy much of ordinary radio broadcasts, poor hearers may actually hear a considerable portion of FM broadcasts without effort. This results from a condition in many types of deafness where the shriller notes are more readily detected by sub-normal hearing. FM, with a tonal range approximately three times that of ordinary broadcasting, provides these higher notes, which are sheared off in regular broadcasting.

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We're Not Braggin'...much!

If you believe in surveys — and you should believe this one because KFH had nothing to do with it, paid out no money for it — then look over the most recent 1940 Audience Survey for the state of Kansas. Note particularly that in Wichita — that booming market in Kansas — that more than twice as many people prefer KFH to any other Wichita station, that KFH is the preferred selection of more people than the other two stations combined. From that there isn't much figuring to understand why KFH should be included on your schedule. Wire for availabilities on "The Wichita Station with the Programs!"

That Sailing Station for Kansas
K FH WICHITA

To 1 MV/M

CBS • 5000 DAY • CP 5000 NIGHT • CALL ANY EDWARD PETRY OFFICE

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BROADCASTING • Broadcast Advertising
From Virginia Bases

AIRED from various military bases in Virginia, and featuring talents of soldiers, sailors, marines and other service men, "Okey, America" has been started by WRVA, Richmond.

Guest stars from "Time Out Talent Time" also are occasionally heard on the program, broadcast before audiences of service men.

Unpromptu entertainment by WRVA takes its toll on each broadcast. Joe Brown presides as M.C.

Thine is Mine

INSPIRED by the recent destroyer-base deal between the United States and Great Britain, the British Broadcasting Corp. has started a new series, "Your Good Name Is Mine.

If you're a subscriber to a recording van to various communities after which the over-age destroyers have been named, all of which have the same name as an American town, and there records interviews with local citizens.

Camp Talent

COLOR and human interest of army life are reflected in the new "Soldier-All Talent" feature, originated by "Camp Ord, near Monterey, Cal., by KFRC, San Francisco, for Don Lee-MBS.

The entire program is built around talent selected for troops stationed at Camp Ord. The "San Francisco Examiner" is sponsoring the local presentation on KRC.

Title Clues

LISTENERS to the Musical Mysteries weekly quiz program on WINS, New York, can win prizes and tickets to future broadcasts if they correctly solve a dramatized mystery, with the clue contained in the title of a popular tune played by the orchestra. Patricia Ellis, screen star, is "mistress of quiz" for the program.

Folksy Stuff

SPONSORED by Georgia Power Co. as an institutional project, "Just a Folksy Stuff" on WGST, Atlanta, is a five-weekly dramatic serial stressing the honey angle. Scripted and produced by Amanda H. Barnes, the series uses Atlanta talent only. After eight weeks on the air, the feature drew more than 2,500 letters, in a name-the-twins contest offering a $100 first prize.

From the Street

AN ORCHID is a day away on a series sponsored daily by Brunswick Floral Shop on WCLE, Cleveland. Sponsor each day selects the outstanding local personality in the news and sends him the daily orchid by special messenger immediately after announcing the name on the program. The five-minute daily program features recorded music and talks on flowers. Gregory & Bolton Adv. Agency, Cleveland, handles the account.

Maestro's Moments

A NOVEL feature of the WOR, Newark, daily Danceband program recorded music, conducted by Eugene King, is a weekly Saturday afternoon forum called "Off the Record," in which three top orchestra leaders or men from their bands are brought together for an informal roundtable session. The music men swap anecdotes, criticize each other's recordings, and comment on new trends in popular music.

JOHNNIE O'HARA

6,812 quarter hours of sportscasts for four consecutive years with KWK — and not one* of them sustaining.

A Feature Personality of ST. LOUIS KWK

WPTF going 50,000 watts, soon!

RALEIGH, in the Center of North Carolina

FREE & PETERS, Inc., National Representatives
FRED BECKER, onetime production manager of KROY, Sacramento, and more recently in charge of sales promotion and special events announcer of KARM, Fresno, has been appointed radio director of Heints, Pickering & Co., Los Angeles agency.

JACK GALE, formerly account executive of Iver F. Wallin & Staff, Los Angeles agency, has joined Chas. H. Mayne Co. in a similar capacity.

M. F. THOMAS, formerly of Brown & Thomas Adv. Corp., New York, and Harvey Kneeland, formerly with Williams & Saylor, New York, are president and vice-president, respectively, of a new advertising agency, which has assumed the name of Husband & Thomas, dissolved some two years ago. Offices are at 350 Madison Ave., New York; telephone is Vanderbilt 6-0935.

JACK VAN VOSTRAND, Young & Rubicam Inc., New York production supervisor, is in Hollywood for conferences with Gershall Tylor, agency producer for the CBS Silver Theatre, sponsored by International Silver Co.

TOM LEWIS, radio production manager of Young & Rubicam Inc., New York, is in Hollywood to check on sponsored programs serviced by that firm, and also for conferences with Joe Stuefen, agency manager in that city.

JERROLD C. ARNOLD, has been named executive vice-president of Logan & House Inc., Los Angeles. Miss Van Davis has been named a vice-president, moving up from account executive. The agency also announces that it has taken over the entire 14th floor of Pacific Finance Bldg.

LORRY R. NORTHROP, for the last two years account executive of Ruthrauff & Ryan, Chicago, and previous to that with BBDO and Chase Daniel Frey Co., Chicago, on Dec. 16 was appointed manager of the Chicago office of Erwin, Wasey & Co. The new move reunites Mr. Northrup with which he was connected with for 12 years, 1918-30. Mr. Northrup succeeds W. L. Marshall, resigned.

DIANA BOURBON, New York producer of Ward Wheelock Co., was in Hollywood to produce the Dec. 20 CBS Campbell Playhouse, under sponsorship of Campbell Soup Co. The pre-Christmas program, for the sixth consecutive year, featured Charles Dickens’ A Christmas Carol, with Lionel Barrymore in his traditional role of Ebenezer Scrooge.

HELEN L. EKNI, for the last seven years the San Francisco office of N. V. Ayer & Son, has joined the Leon Livingston Adv. Agency, San Francisco, as head of radio, newspaper and magazine copy.


S. G. ALEXANDER, radio director of Weiss & Geller, New York, is the father of a daughter, born Dec. 15 at the Brooklyn Jewish Hospital.

DIvid D. Chrisman, formerly director and commercial manager of the Miller Broadcasting System, New York, tape recording firm, has been appointed vice-president of Raymond Spencer Co., New York, and director of the agency’s radio activities.

ALBERT P. ZABIN has been appointed vice-president of Jasper, Lynch & Fishel Inc., New York. The firm of Albert P. Zabin Advertising Agency, New York, of which Mr. Zabin was president, has been dissolved.

H. J. RichardsoN, for a number of years vice-president in charge of sales of the Chicago Recording Co., early in December was appointed assistant to Freeman Keyes, president of Russell M. Seeds Adv. Agency, Chicago.

C. JERRY SPAULDING Inc. is the new name of the agency formerly known as Otis Carl Williams Inc., Worcester. Miss Mary Heintz, former account executive, was purchased some years ago by Mr. Spaulding but the name had never been changed.

E. J. Huber, former partner of Huber & Creedon, Boston, has joined Glaser-Gottschaldt Inc., that city, as production manager. Mr. Huber came to Boston originally from New York to join the P. F. O’Keefe Adv. Agency.

Joseph KENNELLY, formerly in the western division headquarters of Coca-Cola, has been transferred to New York as advertising manager.

Joseph H. Caro, the last week in December was appointed a vice-president of Earl Ludgin Inc., Chicago. Mr. Caro has been associated with the agency as an account executive.

James W. Bridge, for the last five years production manager of BBDO, Chicago, on Jan. 1 was given the additional duties of space buyer. Assigned to Mr. Bridges is Joseph C. Lich, who joined the Chicago sales staff of Good Housekeeping.

Gerald M. Helman, for the last three years copy chief and account executive of L. W. Ramsey Adv. Co., Chicago, on Jan. 1 becomes vice-president of Lane, Benson, McClure, Chicago agency.

Alex Ruben, former promotion and merchandising manager of KFWB, Hollywood, has joined United Service Adv. Agency, New York, as manager of its radio department.

H. C. SKINNER, manager of the Winnipeg office of Norris-Patterson Ward agency, is recovering from a severe illness.

GETCHELL VICTIM OF LONG ILLNESS

J. STIRLING GETCHELL, 41, president of the advertising firm bearing his name, died in New York Dec. 18 of a streptococcus infection which had confined him to the hospital since last March. Mr. Getchell in 1931 organized his agency, which eventually developed into one of the ten leading agencies in the country.

A veteran of the World War, Mr. Getchell got a minor agency job when he was mustered out of the Army in 1919, thereby starting his meteoric rise in the advertising field, which included associations with Lord & Thomas J. W. Skinner Thompson Co., and Lennen & Mitchell. Mr. Getchell is survived by his wife, the former Miss Sarah Paschall Davis, daughter of Norman Davis, chairman of the American Red Cross, and by three sons, the youngest born Oct. 19, 1940.

RyAn NAMED TO CAB

F. B. (Barry) Ryan Jr., vice-president of Ruthrauff & Ryan, has been appointed a member of the governing committee of the Cooperative Analysis of Broadcasting. Mr. Ryan was appointed by the American Ass’n. of Advertising Agencies, raising the AAAA membership on the committee to 13.

Mr. Ryan, controls the CAB’s operations on behalf of advertisers and agencies with the determination of the relative popularity of commercial radio programs. The six members now include D. F. Smelser, Procter & Gamble Co., chairman; C. H. Lang, General Electric Co., and A. Wells Wilbur, General Mills, representing the ANA; George H. Gallup, Young & Rubicam; L. D. H. Waid, McCann-Blickman; Mr. Ryan, representing the AAAAA. A. W. Lehman is the CAB manager.

Mr. Ryan, was appointed chairman of a committee of advertising men to study means to extend the Hooper survey service on the Pacific Coast. Plans are being mapped for a report covering a two-month average. At present the Hooper service on the Coast covers a three-month average.

WFMJ

WASHINGTON’S 1st 24-HOUR STATION! Affiliated with Mutual Broadcasting System 1000 WATTS INTERNATIONAL RADIO SALES WASH., D. C.
Hixson-O'Donnell Opens
In N. Y. With Sinclair
And Richfield Accounts

WITH Hixson-O'Donnell Adv., Los Angeles, having been appointed to
service accounts of Sinclair Refining
Co. (H-C gasoline and Opaline
motor oil), and Richfield Oil Corp.
[Offices New York], the
agency on Jan. 2 will open New
York offices in the
International Bldg., 19 W. 50th St.

Incorporated under the firm
name of Hixon-
O'Donnell Adv. of
Delaware, officers Mr. Hixson
are G. K. Breit-
enstein, president; Robert M. Hix-
son, vice-president; Sylvester M.
Morey, vice-president and general
manager; W. G. Carman, secre-
tary-treasurer, and Thomas E. Orr,
assistant secretary. Morey was
formerly advertising manager of
Sinclair, and Orr his assistant.
J. M. Nichols Jr., and L. B. Van
Doren, joining the agency in execu-
tive positions and as directorate
members, were account executives of
Federal Adv. Agency, New York, which
formerly serviced the Sin-
clair account.

Julian E. O'Donnell is also a di-
rector of the agency. Hixon-
O'Donnell Adv., maintains its Los
Angeles offices as a California cor-
poration, servicing among its ac-
counts, Richfield Oil Co. on the
West Coast. The latter firm spon-
sors the six-weekly quarter-hour Richfield Reporter on 6 NBC
Pacific Red stations, and on Jan. 13 adds a NBC-Arizona stations to its list. New York division of Richfield Oil Co. currently sponsors Behind the Scene on WOR, that city.

L & T Volume Up

EMPLOYEES of Lord & Thomas,
New York, received a Christmas bonus of a half-month's pay, ac-
cording to Edward Laker, first
vice-president and general man-
ger, who stated, "Our volume in
1940 was between $20,000,000 and
$30,000,000, and from preliminary
budgets we have prepared for next
year—baring a general depression—
our volume should be at least as
large." The firm also recently an-
nounced that all employees called by
the draft would receive three
months salary together with an
assurance that whenever possible
their jobs would be made available
on their return to civilian life.

ANA Spring Meeting

ASSOCIATION of National Adver-
tisers, New York, will hold its spring meeting at the Westchester
Country Club, White Plains, May
14 15, 16, 17. The annual meeting
will be held Oct. 22-25 at the
Home-
stead, Hot Springs, Va., it was
announced by H. W. Roden, chairman of
the board.

SUBCOMMITTEES of the NAB
agency committee and the AAA radio
committee met Dec. 20 for a discussion of
standard order forms for use by
agencies in the purchase of spot time.
No conclusions were reached, and
another meeting is scheduled for Jan. 7.

NORTHERN Broadcasting & Publishing
Co., Ltd., Timmins, Ontario, oper-
at CRGB, Timmins; CJKL, Kirk-
land Lake; CJRH, North Bay,
Ont.; CKVD, Val d'Or, Que., has
opened a representation office in
Montreal in the Dominion Square Bldg.,
with R. A. Leslie in charge.

WING, Dayton, O., has named Paul
H. Royster, Co., Chicago, as its
national representative.

KOOS, Marshall, Ore., has appoint-
ed Burn-Smith Co. as national repre-
sentative.

GEORGE ROESLER has resigned as
Chicago manager of Radio Advertis-
ing Corp., which has moved to 307
1 will no longer represent WCRN,
Youngstown, and WCAR, Pontiac.

HOWARD WILSON Co. announces
that after Jan. 9 it will no longer
represent KITE, Kansas City, and
WINN, Louisville.

INTERNATIONAL RADIO SALES has
added the following stations to its list:
WSOB, Columbus, S. C.; WSNJ,
Bridgeton, N. J.; KZRC, Cebu,
Philippines Islands. It also represents
WLWO, shortwave adjunct of WLW,
Cincinnati, on the West Coast.

PAUL F. ADLER, manager of the
New York office of Sears & Ayer, sta-
tion representatives, was married Dec.
14 to Miss Beryl Sheer.

CJRQ, Rouyn, Que., has appointed
Hovacee N. Bowin, Toronto, Montreal
and Winnipeg, as exclusive represen-
tative as of Dec. 15.

THE unique case of an advertising
agency itself buying an hour of
time on a local station to extend
Christmas greetings to its clients,
was presented Dec. 24 over WGI,
Fort Wayne, by Louis E. Wade
Inc., which handles various local
accounts and also Allied Mills Inc.,
Chicago (Wayne Feeds). The
agency's script writer set the scene
around a Christmas tree, with each
effort drawing a gift package sup-
gesting a musical tune. Nine ac-
counts were thus saluted.

The Wade agency reports that it
has achieved considerable success
with the Wayne Feeds account,
which started to use weekly pro-
grams and spots recently on
WOWO, Fort Wayne; WLS, Chi-
cago; WLW, Cincinnati; WBT,
Charlotte; WHO, Des Moines;
KPAF, Lincoln; WNAX, Yankeet;
WHIO, Dayton. The schedule will
continue through Easter, and later
expansion is planned.

Stanley H. Hamberg

STANLEY H. HAMBERG, 30, space
buyer for Frank C. Naiber Inc., Chicago,
was found dead of heart failure in his automobile
near the Lake Shore Athletic Club on
Dec. 13. Before joining the newly for-
mer Frank C. Naiber agency in June,
1939, Mr. Hamberg was space buyer of
Kirtland-Engle Co., Chicago, and
prior to that was connected with the
media department of Prinw. Wisey &
Co., Chicago. He is survived by his
wife, Virginia, and an adopted
son, 18 months old.

WIS points the way to greater sales
in the Columbia area . . . one of the
favored spots in retail business.
Moreover, WIS influences the buying of
all South Carolinians. For instance, the
WIS 1/2 millivolt daytime contour in-
cudes more of South Carolina than the
sum total of the areas receiving equal
service from all the 10 remaining South
Carolina stations.
The radio towers shown here exemplify three highly desirable Blaw-Knox characteristics—pleasing appearance, great coverage, low maintenance cost. Every station operator knows that these are profit-factors. Every station engineer knows that they are the result of able engineering and long experience. Blaw-Knox engineers will gladly discuss your antenna problems with you.

WHEC Chief Engineer, Maurice Clarke, Killed
MAURICE H. CLARKE, 39, chief engineer of WHEC, Rochester, and technical consultant of the Gannett Newspapers radio group, was killed the morning of Dec. 15 when his car crashed into a railroad underpass in Rochester. He was found lying unconscious in his demolished car about 4:15 a. m., and died while being taken to a hospital. It appeared that he had fallen asleep at the wheel while driving home. The accident closely paralleled that which took the life of John J. Long Jr., chief engineer of WHAM, Rochester, in May, 1940.

Mr. Clarke, who started in radio as an amateur in 1922, had been chief engineer of WHEC since its founding in 1922. He was associated with Lawrence Flicker in the development of early local stations WABO and WHQ. Recently he was named to the engineering committee of the NAB. He is survived by his parents, two brothers and a sister.

MARKETABILITY
A vital word to producer and advertising agency!

WBOC
SALISBURY, MD.

Is an ideal laboratory!

Nearly 100 miles from a chain station. It's area income increase is far above national average, yet not mushroomed by U. S. defense expenditures.

KTUL
Awarded Armour Plaque for Most Outstanding Merchandising Job!

Tulsa's
5,000 Watt Fulltime CBS Station

Page 54 • January 1, 1941
Federal Operation of Stations Is Called Objectionable by Fly

Ethridge Points to Flaws in Regulatory Methods;
Sarnoff, Maj. Armstrong Peer Into Future

THE OCTMENTIONED suggestion that some Federal and private stations in competition with private broadcasters—the Tennessee Valley Authority idea carriage—has been endorsed by FCC Chairman James Lawrence Fly in an article which will be published Jan. 10 in The Annals, publication of the American Academy of Political & Social Science. The latest issue of the publication will be entirely devoted to a study of radio with articles by leading figures in the industry. It is edited by Dr. Herman S. Hettiger, of the faculty of the Wharton School of the U of Pennsylvania, and well known economist specializing in radio.

In discussing the TVA proposal, Chairman Fly says: "This, it shall be, will secure a fair presentation of facts and a hearing for both sides. It must be recognized, however, that the two assumptions involved in this theory are open to question. One is that private broadcasters and the Government necessarily will have different viewpoints and opinions. The other, more fundamental, is the belief that diversity of opinion cannot be secured unless there is an equal representation of different groups. This latter assumption may be shown to be nonexistent.

Radio and the Press

In another section of his article Chairman Fly discusses the difference between radio and the newspaper in the concept of "freedom of the press" must be distinguished from "freedom of the air". The FCC head says that "one who ignores the difference between the two is working with shadows, not substance. A 'free press' means an unfettered editorial page. Parenthetically, the question may be raised whether public opinion will long tolerate editorializing in news columns. But in neither case can total freedom of the press be literally applied to the broadcaster."

My own view is that a free media in ideas over the air can be attained without special interest stations and without the creation of a multitude of 'propaganda' stations," Mr. Ethridge wrote.


Only One Side

Mr. Ethridge presides his article with the statement that most broadcasters sum up their relationship with the network in question: "I don't want to be regulated, nor run."

"Broadcasters feel," writes Mr. Ethridge, "that the Commission does not have sufficient regard for the economic and competitive factors. The feeling is perhaps a little stronger that the Commission does not have sufficient regard for the economic and competitive factors. The feeling is perhaps a little stronger than it has to be in the interest of the Corporation."

The former NAB president writes that the Commission "in pursuance of that rule" has refused to allow intervention by stations already existing to present their viewpoints and their opposition to the granting of more licenses in their own communities.

"When the Commission refuses to allow stations already in a community to make protests, it is in effect hearing one side of the case, and thereby the whole point of the rule is to provide the greatest and the best possible coverage by radio and that it is not concerned with the economics of the situation."

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KSTP School Meeting To Hear Famous Speaker

A MAN who for eight years was program director of the British Broadcasting Corporation will address the students and faculty of KSTP's Fourth Annual Conference on Educational Broadcasting. He is Dr. Charles A. Steelman, now at Harvard U, who will talk on the special significance of radio. Another speaker will be Judge Ethridge of New York, the educational chief. The principal address will be given at the opening exercises Jan. 17 by Dr. James Rowland Angell, NBC educational counselor.

New Union Affiliations

BROADCAST Engineers in New York who formerly belonged to the Associated Broadcast Technicians Unit of Local 013 of the International Brotherhood of Electrical Workers, AFL union, now have their own chapter, IBEW Local 1215, in New York City. Membership currently includes technical employees of ABC, NBC, CBS and WQXR. Officers are Paul Wiltig, president, and Harold A. Dorschung, secretary, both employees of WABC.

WIP's Rolling Studio Is Used to Pick Up Concerts Of Famous Symphony

UNIQUE is the 1,000-pound studio on wheels, designed by Clifford H. Hardman, technical director of WIP, Philadelphia, and used by the station to pick up Philadelphia Orchestra concerts for MBS.

The studio is constructed on the room-within-a-room principle, the inner walls completely suspended. Two MM-250 microphones in front enable production man, operator and program commentator to hear every word of the conductor and orchestra. Special program guests are interviewed from the booth also.

A few minutes before broadcast time the booth is wheeled from back-stage at the Academy of Music to a point in the right wing. Although the unit was built especially for the Philadelphia Orchestra broadcasts, WIP engineers believe it will prove invaluable for remote broadcasts.

PROCEDURAL RULES AMENDED BY FCC

PROCEDURAL RULES AMENDED by FCC to its rules and regulations dealing with applications for a license to operate a radio station. New regulations were announced Dec. 27 by the FCC, following action taken at its meeting in December. The amendments, in full text follow:

The Commission, on Dec. 17, 1940, amended Section 1.72 of its Rules and Regulations to read as follows, effective immediately:

§ 1.72 Defective applications.—(a) Applications which have been received for filing but which are not in accordance with the Commission's rules, regulations or other requirements will be considered defective. If an applicant by specific request of the Commission is required to file any documents or information, it will be considered that a prescribed application form, a failure to comply therewith will constitute a defect in the application. Such non-filing applications will not be considered by the Commission.

The Commission, on Dec. 17, 1940, amended Sections 1.75 and 1.77 to its Rules and Regulations, reading as follows, effective immediately:

§ 1.75 Withdrawal of papers.—The granting of a request to withdraw an application does not authorize the removal of such application or pleading from the Commission's file. A request to withdraw an application once officially filed shall be returned unless the Commission shall, for good cause shown, authorize such return.

§ 1.77 Failure to prosecute applications not designated for hearing.—The following provisions shall apply to applications which have not been designated for hearing. An application to prosecute the proceeding shall in itself constitute a request that the application may require the dismissal of same without prejudice. An application shall be dismissed without prejudice, unless a paper showing good cause for the return of any application which has been officially filed will be considered. An application shall be considered as dismissed without prejudice. Any application which has not been designated for hearing and by which reason of failure to respond to official correspondence or otherwise is subject to dismissal for non-compliance will be dismissed without prejudice.

New FTC Chairman

COL. CHARLES H. MARCH, a member since 1929, has been elected Chairman of the Commission to serve as chairman during the calendar year 1941. He succeeds Judge Ewin L. Davis under the plan of rotating the chairman annual. Col. March was FTC chairman in 1933 and 1936. Commissioner William A. Ayres was named first vice-chairman.

Col. March, a native of the state of Minnesota, was appointed to the Commission by President Coolidge in 1929 and reappointed by President Roosevelt in 1938 for a seven-year term, expiring in 1942.
Revival Forecast Of Federal Shifts

Advisory Group Expected to Submit Proposal Shortly

FOLLOWING congressional action sustaining President Roosevelt’s expected veto of the Logan-Walter bill, possibility of legislation along similar lines at the coming 77th Congress remained problematic.

With the Army-Navy General Counsel’s report, Washington, D.C., note tailing the necessary-two-thirds majority to override the veto. Injunction of the Federal Communications Commission for future proposals of this nature was given in President Roosevelt’s veto message on 15th.

“I am convinced that it is an invitation to endless and innumerable controversies at a moment when we can least afford to spend energy on such Governmental or private effort in the luxury of litigation.”

Although the Logan-Walter proposal see some hope for legislation in the expected recommendations of the Attorney General’s Committee, it is assumed that the Administration-sponsored investigation of Federal agencies will bear a pro-Administration flavor sufficient to forestall attempts to institute a concerted action on any proposal at this preaching as the Logan-Walter bill.

Republic Steel Extends GE Shortwave Series

REPUBLIC STEEL CORP., beginning Jan. 1 will add 13 more programs to its shortwave series now heard over WGOE, Schenectady, according to Mr. Henry W. Weltch, head of the company’s export department, Basford Co., which directs Republic’s export advertising.

Mr. Weltch said the first series of programs had met such an enthusiastic reception in Latin America that Republic had decided to extend the series.

The series is planned primarily along institutional and as a series that will build up to an industrial program. It is to be played in the development of the American.

The series is planned primarily along institutional lines and as a series that will build up to an industrial program. It is to be played in the development of the American.

Biow Co. New York agency, said they will add a two-week Christmas bonus to all employees.

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BROADCASTING • Broadcast Advertising

Radio, Film Industries To Coordinate Activity On Behalf of Charities

AN AGREEMENT to coordinate charitable endeavors of the industry has been executed by Southern California broadcasters and the film industry. Pledge of cooperation was made Dec. 17 by representatives of the Southern California Broadcasters Association, headed by Samuel Goldwyn, Hollywood film producer, and chairman of the Council of the Birmingham National Charity Committee. Members of Southern California radio stations, with representatives of the production supervisory, and executives of NBC, CBS and Don Lee Network, as well as heads of various divisions of the major film industry, attended the luncheon.

A general committee for the health, industry, consisting of Don E. Gilman, NBC western division vice-president; Donald W. Thorburn, CBS Pacific Coast vice-president; Lewis Allen Weiss, vice-president and general manager of Don Lee network; Harry Maitzlik, manager of KFWB, and Calvin Smith, manager of KFAC, was appointed by Harry W. Witt, president of the Broadcasters Association.

Witt is also CBS Hollywood sales manager.

Since it was reported that a liaison group will be formed to meet regularly with the film studio’s personnel, it was emphasized that radio, like the film industry, has been under great pressure for time and talent, from a great number of activities calling for its appearance. He declared Southern California broadcasters were anxious to help in every possible manner, that benefits that end in a deficit rather than in an important contribution to alleviate human suffering.

Weekly Bulletin Planned By NIB; Activities for Past Year Are Reviewed

IN AN ANNUAL report to its membership Dec. 24, National Industrial Bulletin, Inc., since its organization as a permanent unit in September, 1939, NIB activities are confined to its headquarters, which is the point where it is now recognized as the spokesman for independent, non-network stations. It’s the source of the quarterly bulletin, which it will issue in February, March and April, and which is said to contain a fair amount of information that is of interest to independent station managers.

The bulletin is said to contain information on the activities of NIB during the last year, summarizing accomplishments viewed as an important contribution to alleviate the burden of station management. These were participation in efforts toward amendment of the transcription rules, rates, and revision of the broad stock. Applications were filed in all negotiations with the FCC, and all new rules, order and all rights being covered by the station, were announced in the ASP.

PEPSI-COLA Co., Chicago, on Dec. 19 started a four-week campaign of ads promoting WCFL, Chicago, besides varied campaign on WGN, same city. D. T. Campbell Inc., Chicago, placed the business.

LOCAL AND NATIONAL RATES

By John F. Pearson
National Representative, KWTW-AM, Springfield, Mo.

SOT radio's hottest subject and No. 1 headache today is how to best handle the subject of local and national advertising.

We have interviewed scores of station owners and managers, local and national salesmen, agency time buyers, and retailers, and as a result of many of these on the subject and have come to the conclusion that no strait-jacket rules will completely eliminate or solve the problem.

To most stations have the power, prestige, or "must" market to demand and receive all their advertisers, lower than that of "wholesale" accounts.

Glorified Hamburger Emporium or the Nation's biggest national advertising firm, price for any given amount of time.

There are so many ramifications to the subject that you could easily talk yourself into a gathering of radio men without getting anywhere. I'm sure every radio station has its own particular constant problem would like very much to "do something about it"—yet, most of the stations have never had a formula that even meets the problem half way.

Retail and Wholesale

After considerable research and experimentation on the subject, KWX, KGBX, Springfield, Mo., have come to the conclusion that most stations really define "local" and "wholesale" accounts, respectively. All radio stations like to think that their local accounts are very valuable. Many constant problem would like very much to "do something about it"—yet, most of the stations have never had a formula that even meets the problem half way.

Retail and Wholesale

After considerable research and experimentation on the subject, KWX, KGBX, Springfield, Mo., have come to the conclusion that most stations really define "local" and "wholesale" accounts, respectively. And in any radio market, we have an argument that a strictly "retail" account deserves a rate somewhat lower than that of "wholesale" accounts. After due consideration of the problem over a period of years as it exists today in the market, we have finally set a definite policy regarding local and national, or retail and wholesale. We define "local" accounts as those that must be handled strictly on its merits, as applied to the market situation.

Our policy, therefore, is as follows:

1. Any retail store or stores located within the primary coverage area.
2. Any product manufactured and sold within the primary coverage area.
3. Any product sold by local merchants within the primary coverage area and not handled through an accredited agency.

VICTOR A. HOFF, president of Trace, Committee on Broadcast Advertising, CIBC, Winnipeg, C.I.R., and ABC, New York, signed as first vice-president, director and member of the Canadian Press, at a meeting of the association by President Rupert Daines on Dec. 17, 1939. Mr. Hoff, the executive officer of the Canada Defence, Ottawa, George V. Ferguson, managing editor of the Winnipeg Free Press, was elected president, which CIBC is to handle through interlocking directorates, successor Mr. Sifton on the CP.

Chip Off the

A FREEMAN, who was being aud- tioned for an announcer's job with WHA, Madison, the college station, was told by the personnel department to voice sounding vaguely fam- liar. "It sounds," the official told, "like the voice of David Ross." Unimpressed, the student replied, "Nothing unusual about that, I'm Da- vid Ross Jr."

Radio, Film Industries To Coordinate Activity On Behalf of Charities

AN AGREEMENT to coordinate charitable endeavors of the industry has been executed by Southern California broadcasters and the film industry. Pledge of cooperation was made Dec. 17 by representatives of the Southern California Broadcasters Association, headed by Samuel Goldwyn, Hollywood film producer, and chairman of the Council of the Birmingham National Charity Committee. Members of Southern California radio stations, with representatives of the production supervisory, and executives of NBC, CBS and Don Lee Network, as well as heads of various divisions of the major film industry, attended the luncheon.

A general committee for the health, industry, consisting of Don E. Gilman, NBC western division vice-president; Donald W. Thorburn, CBS Pacific Coast vice-president; Lewis Allen Weiss, vice-president and general manager of Don Lee network; Harry Maitzlik, manager of KFWB, and Calvin Smith, manager of KFAC, was appointed by Harry W. Witt, president of the Broadcasters Association.

Witt is also CBS Hollywood sales manager.

Since it was reported that a liaison group will be formed to meet regularly with the film studio’s personnel, it was emphasized that radio, like the film industry, has been under great pressure for time and talent, from a great number of activities calling for its appearance. He declared Southern California broadcasters were anxious to help in every possible manner, that benefits that end in a deficit rather than in an important contribution to alleviate human suffering.

Weekly Bulletin Planned By NIB; Activities for Past Year Are Reviewed

IN AN ANNUAL report to its membership Dec. 24, National Industrial Bulletin, Inc., since its organization as a permanent unit in September, 1939, NIB activities are confined to its headquarters, which is the point where it is now recognized as the spokesman for independent, non-network stations. It’s the source of the quarterly bulletin, which it will issue in February, March and April, and which is said to contain a fair amount of information that is of interest to independent station managers.

The bulletin is said to contain information on the activities of NIB during the last year, summarizing accomplishments viewed as an important contribution to alleviate the burden of station management. These were participation in efforts toward amendment of the transcription rules, rates, and revision of the broad stock. Applications were filed in all negotiations with the FCC, and all new rules, order and all rights being covered by the station, were announced in the ASP.

PEPSI-COLA Co., Chicago, on Dec. 19 started a four-week campaign of ads promoting WCFL, Chicago, besides varied campaign on WGN, same city. D. T. Campbell Inc., Chicago, placed the business.
WKBB Protests Grant in Dubuque
Asks Court to Prevent New Station From Operating

CHARGING that the action of the FCC in granting the Dubuque "Telephone" for a franchise of a construction permit extending the station's hours of operation from daytime only to 24-hour operation, extending its power from 600 to 1,000 watts was "arbitrary and capricious," the owners of WKBB, Dubuque, on Dec. 27 filed an appeal with the U. S. Court of Appeals for the District of Columbia asking for a stay of operation of the station pending the appeal.

The latest move in the long drawn out legal battle between the newspaper and the owners of WKBB occurred when attorneys for the station filed their notice of appeal with the court.

WKBB charged this was "contrary to the Fifth Amendment of the Constitution and the Communications Act of 1934.

In his appeal, Attorney Louis G. Caldwell contended that the FCC erred in 12 instances in granting the modification of the construction permit, requiring unlimited time and an increase in power. This was granted without a hearing.

The case is pending with the United States Supreme Court as a result of the granting of the original construction permit. In that opinion the Court ruled that granting of a license for another station in Dubuque would rule it out as too large for the market and not large enough to support two stations. The FCC, however, has held that the license and the station had appealed. The Supreme Court, however, had ruled in favor of the FCC, citing the economic law "survival of the fittest," and establishing free competition.

Later the Telegraph Herald asked the FCC for a modification of its original construction permit, requiring unlimited time and an increase in power. This was granted without a hearing.

Vance Resigns

HAROLD C. VANCE, radio engineer associated with RCA Manufacturing Co., Camden, and former head of the RCA transmitter sales office in Chicago, on Dec. 26 announced his resignation to engage in radio consulting work in the East. Temporarily headquartered at 309 Redman Ave., Haddonfield, N. J., Mr. Vance plans to locate soon in Philadelphia. Well known in radio engineering circles, Mr. Vance during the last two years has specialized in facsimile and other new radio engineering developments.

Kent State's On 15

INTERNATIONAL Celcotton Products Co. (Kleenex) starts a 13-week varying schedule of chain radio, one-minute transcribed announcements to 15 on 15 stations in five cities. Stations selected are WIE and WFOM, Indianapolis; WAVE, WJR, WBC, WGRG, Louisville; WLW, WKRC, WSAI and WCKY, Cincinnati; WTTA, WHK and WGBA, Cleveland; WBNS, WHKC and WCOL, Columbus. Lord & Thomas, Chicago, is the agency.

New Appeal Filed In WAPI Ruling

Assignment Case Is Shifted After High Court Decision

CARRYING forward its appeal from an FCC decision of 18 months ago denying the voluntary assignment of WAPI, Birmingham, from Alabama State University of Alabama and Alabama College to Voice of Alabama Inc., the four participating stations submitted an appeal with the U. S. District Court for the Northern District of Alabama.

The case was bound for the first action with the recent dictum of the U. S. Supreme Court, and a stay of decision in a case involving the transfer by lease of KSFO, San Francisco, to CBS, specifying jurisdiction in Federal district courts for cases involving voluntary assignments of station licenses [Broadcasting, Dec. 1].

Appeal Filed

The case, which recently was withdrawn from the U. S. Court of Appeals for the District of Columbia where it had been filed previously and whose FCC decision of May 16, 1939, in denying transfer of the WAPI license to the Alabama stations had expired on Dec. 26, 1939 (and in 1950 at that article).

The appeal took the case to court after the FCC had recently denied a request for rehearing and oral argument. The complaint was filed in the Alabama Federal court by William G. Lawless, Attorney General of Alabama and attorney for the Alabama stations currently owning the station, and Duke M. Patrick, Washington counsel for Voice of Alabama Inc.

The plaintiffs argue that the FCC's action in denying the petition for rehearing amounts to denying any hearing whatsoever on their application for transfer of license and therefore denies them due process of law. Setting out a long list of allegations concerning the FCC order of May, 1939, the complaint further charges that the commission's action is based on provisions of the lease agreement relating "solely to business affairs" of the plaintiffs and that in various ways the commission has acted in dispensing of the case, among them attempting to "place illegal and unwarranted restrictions upon the right of assignment conferred upon all licensees of radio broadcast stations by Section 315(b) of the Communications Act of 1934."

The denied application involved a 15-year lease of the 5,000-watt station, the station having been sold by the three educational institutions, to Voice of Alabama Inc., under whose name it has been known, with a 15% stockholder; Ed Norton, Birmingham businessman and controlling owner of WMBR, Jacksonville, Fl.; a 35% stockholder; and Thad Holt, manager of the station, holder of the remaining 15% stock. The station at present is under management by the three educational institutions, to Voice of Alabama Inc., under whose name it has been known, with a 15% stockholder; Ed Norton, Birmingham businessman and controlling owner of WMBR, Jacksonville, Fl.; a 35% stockholder; and Thad Holt, manager of the station, holder of the remaining 15% stock. The station at present is under management by the three educational institutions, to Voice of Alabama Inc., under whose name it has been known, with a 15% stockholder; Ed Norton, Birmingham businessman and controlling owner of WMBR, Jacksonville, Fl.; a 35% stockholder; and Thad Holt, manager of the station, holder of the remaining 15% stock.

New York Court Fixes Jan. 13 for Disc Trial

SUIT of the Chilean Nitrate Sales Corp., New York, against Grombach Productions, New York, has been set for trial Jan. 13. Company is seeking to restrain the transcription firm from instituting proceedings against the 18 stations now broadcasting the "Una Nelkeles" serial for which ownership of which is claimed by both parties [Broadcasting, Dec. 15].

In the meantime, Stanley M. Lazarus, attorney for the Grombach organization, filed counterclaims, alleging breach of contract and plagiarism, and fraudulent conspiracy in inducing talent to breach contract with Grombach. Named in the action are O'Dea, Sheldon & Canaday, New York, the Chilean agency, and Transamerican Broadcasting & Television Corp., now producing the series. At the same time, Mr. Lazarus announced that he was starting suits on behalf of his client in Alabama, Georgia, and Louisiana courts against stations in those states which are currently broadcasting the program.

MUTUAL Broadcasting System, through its key station WON, Chic- cago, is reported as contacting Hollywood film studios for cooperation on a new radio program that would serialize motion pictures on the air. They are asking for name talent to accompany each show. Paramount is said to be the fill company used originally, and is lining up the script of "Whispering Smith," which Sol Siegel will produce.

BROADCASTING • Broadcast Advertising January 1, 1941 • Page 54-C
Opposing Elements in Music-Feud State Positions

Dept. of Justice Statement

HERE is the text of the Department of Justice statement announcing its plan to institute criminal proceedings in the copyright situation: Attorney General Robert H. Jackson, who has just returned from the Far East where he had authorized Thurman Arnold, Assistant Attorney General in charge of the Antitrust Division, to institute criminal proceedings under the Sherman Act against the American Society of Composers, Authors & Publishers, Broadcast Music Inc. the National Broadcasting Co., and the Columbia Broadcasting System. The proceedings will be brought in Milwaukee, Wis., immediately after the close of the January term, and will be based on the following charges:

1. Illegal discrimination against use of copyright music.
2. Illegal discrimination against composers of music included in the catalogues of ASCAP or Broadcast Music Inc.
3. Withholding music from public use by agreements between the Department and ASCAP.
4. Restraining composers in their rights and income for the sale of their own music.
5. Requiring users of music to pay fractional fees on programs in which no music is played.
6. Mutually boycotting by ASCAP and the radio broadcasting companies (Broadcast Music Inc.) in an attempt by each of them to get their way in the Department by threatening to boycott and restrain and obstruct the rendition of the music.

Monopoly Practices

Explaining the Department's decision, Assistant Attorney General Arnold said:

For many years the Antitrust Division has received constant complaints against the activities of ASCAP and Broadcast Music Inc. ASCAP was one which the Department recognizes as an intimate, i.e., collective action to protect its members from piracy of their copyrights. Activities which further this purpose have not been questioned by the Department, and are not attacked in these proceedings.

"However, the Department for many years past has frequently called to the attention of ASCAP practices which went far beyond the necessity of protecting the interests of ASCAP's members, i.e., these practices threatened the public's right to use copyrighted music and secured a monopoly control over the supply. Specifically, these are the practices of ASCAP which have been described as a means by which ASCAP has sought to control the supply of broadcast music and thereby secure for itself an absolute control over the radio broadcasting companies. The Department of Justice has been told by the broadcasters that ASCAP was one of its major sources of income for many years and that it was the only source of revenue to many stations.

"In closing, it is the purpose of the Department of Justice to bring into public knowledge the facts which show that ASCAP and Broadcast Music Inc. have been in violation of the Sherman Act and the antitrust laws.

Neville Miller's Statement

Following is the statement of NAB-BMI President Neville Miller, released in New York Dec. 26 following the Department of Justice announcement and trend to half of NBC and CBS as well as the trade association:

The Department of Justice is on the right track in bringing criminal charges against the American Society of Composers, Authors & Publishers. For many years broadcasters have sought relief from the grip of this association. Now the Department has had pending an antitrust action against ASCAP for more than six years and it is also true that for many weeks now the Department has had pending an antitrust action against ASCAP for more than six years and it is also true that for many weeks now the Department has been investigating the activities of ASCAP and Broadcast Music Inc. It is the intention of the Department to bring criminal charges against ASCAP and Broadcast Music Inc. for their monopoly practices.

The Assistant Attorney General's announcement to finally go into effect, it is the intention of the Department to bring criminal charges against ASCAP and Broadcast Music Inc. for their monopoly practices.

Finalizing Waived

The breaking down of the negotiations between the Attorney General and ASCAP have been brought about by the illegal practices of ASCAP with the result that broadcast companies are to be able to buy music from ASCAP in a competitive market, giving ASCAP no monopoly over the music for radio broadcast.

Gene Buck's Statement

Gene Buck, president of ASCAP, issued the following statement Dec. 26:

Attorney General Jackson's announcement to proceed to indict ASCAP is regrettable but does not come as a shock to me or my associates. We composers and authors of the nation have long grown used to the power and influence of the broadcast companies in the field of music. But the Department of Justice's announcement is the start of a major revolution in the music industry.

The Department of Justice has made it clear that it will not be satisfied with bringing charges against ASCAP and Broadcast Music Inc. for their monopoly practices.

The Assistant Attorney General's announcement to finally go into effect, it is the intention of the Department to bring criminal charges against ASCAP and Broadcast Music Inc. for their monopoly practices.

Sesac Statement

The following statement was issued Dec. 27 by Leonard David Cullaban, general counsel of Sesac:

In view of the friendly contractual relations with the broadcasting industry, Sesac has no basis for its protest. We have been able to reach an understanding with the NAB and long term license agreements with 700 radio stations which have been issued by special order to all states in 1937. The Statutes were declared invalid by 12 Federal District Courts, each of the States having been upheld in one State, namely Washington, on Christmas Eve by three judges.

The Supreme Court has agreed to review three cases. The cases will be argued the latter part of next month, the Court will be sitting for the first time. In view of the desirability of obtaining an authoritative ruling on the basic issues involved, Sesac continues to believe that the Department of Justice has reached a fair decision in this case and that the issues are evidently erroneous. Inquiry at Department of Justice today by Sesac's counsel disclosed a refusal to reveal the location of the reference in the newspaper article.
CHRISTMAS gifts to the trade covered a wide range of gadget items and novelties. The donations included radios, record decks, desk pieces and a tiny aspirin box. Among gifts received by BROADCASTING were:

**WPHI, Philadelphia—Radio; cigarette container.**

**WQAM, Miami—Tropical jelly.**

**WIP, Philadelphia—Letter opener.**

**WFAN, Dallas—Graphite.**

**WSFD, Toledo—Circular pocket knife.**

**WNEW, New York—Beverage.**

**WON, New York—Beverage.**

**WGA, Cleveland—Desk organizer.**

**WLAW, Lawrence, Mass.—Birdstream letter opener.**

**WCAI, Philadelphia—Everyday desk pad.**

**WPN, Philadelphia—Pop-up cigarette container with lock.**

**WISO, Fort Wayne—Zipper lighter.**

**WNE, Baltimore—Window lighter.**

**WDAY, Fargo, N. D.—Pencil calendar.**

**WBOI, Bozeman, Idaho—Desk calendar.**

**KEDY, Salt Lake City—Fenwick.**

**KBAT, Phoenix—Oval.**

**KFRL, Denver—Cerity.**

**KIRK, Little Rock—Rogel.**

**George Hallefberg & Co.—Sausage, bacon.**

**Standard Radio—Time dial.**

**Major Bowes—Aquitex.**

**Oklahoma Pub., Co.—Missiletone.**

**BRSAC—Desk calendar with clock.**

**G. L. (Ted) TAYLOR STATIONS—Grapefruit.**

UP Promotes Features

TO PROMOTE supplemental news features on the United Press radio wire, the service is issuing weekly color brochures explaining each of the seven features released each week and the three released on Sundays. Each feature is aimed at definite listeners such as sports fans, women buyers, farm publishers, etc., and the brochures will be used by the stations as sales presentations, or as a means of surveying station use of the features.

Transit Displays

WIRE, Indianapolis, has made a year-round deal with Indianapolis Railways Inc. for the constant display of two display cards in each of 576 street cars and buses. In addition, station will use outside promotion cards on the vehicles.

**FOOTBALL CONTEST**

**Fort Worth Interested in Picking Favorites**

IN CONNECTION with its exclusive broadcasts of the District 7-AAA high school football games in the Texas Intercollegiate League, this fall, KFJZ, Fort Worth, conducted a "Popular Player Contest" among Fort Worth high school players which drew interest from the entire community. The contest was conducted on KFJZ under sponsorship of C. H. Norris Food Markets, one of the co-sponsors of the football series. Zach Hurd, KFJZ sports commentator, originated and handled the contest. At contest end in December, $24,007 was tabulated, each vote representing a purchase at the C. H. Norris Food Markets. No advertising was used to promote the contest except the regular announcement each football broadcast, explaining the voting system. After a purchase was made, listeners were invited to vote on the back of the sales slip. Votes in the contest trade purchases averaging $1.84, with some of the stores running as high as $2.42 per person, according to an analysis by KFJZ. Winner of the popularity contest with 144,934 votes was Ray Coulter, star end of the Macon Son Home team.

**CHNS**

**HALIFAX, N. S.**

**THE KEY STATION OF THE MARITIMES**

One of the leading radio stations in the Nova Scotia area is within twenty-five miles of our antenna, two-thirds of which are within our primary coverage area. No advertiser can afford to overlook this field.

Representatives:

WEDD & COMPANY
350 Madison Ave., N. Y.

**BROCHURES**

**WOR, New York**

WOR, listed as a Newark station since its advent, officially will become a New York City station if an application filed Dec. 23 with the FCC is granted. While its transmitter is located on the Jersey side, the station seeks removal of its main studio from Newark to its New York headquarters at 1440 Broadway. Station location is determined by main studio site, rather than transmitter site.

WCKY, Cincinnati—12-page booklet brochure for studio visitors featuring complete list of promotion activities of the station.

**MILLION DOLLARS FOR HOUSING**

**50,000 Watts**

**KWKH, Shreveport, Louisiana**

People are BUYING in Canada's Golden West

- A splendid opportunity for increased sales is waiting in Western Canada this year. A Record Wheat Crop on a firm and rising market, together with tremendous war orders, is putting millions of dollars of new money into circulation among Canadian farmers, cattlemen, fruit ranchers, miners and oilmen.

**THE CANADA-WEED FOLLIES SHOW**

(All Series CBC Stations)

**First in Listener Preference**

**Wide for Audience Figures**

**CORK, Regina, Sask.**

**CHAB, Moose Jaw, Sask.**

**CJCC, Lethbridge, Alta.**

**FAC, Calgary, Alta.**

**CJCA, Edmonton, Alta.**

**CJAT, Trail, B.C.**

**CKOV, Kelowna, B.C.**

Representatives:

U.S.A. - WEED and COMPANY
CANADA - All Canada Radio Facilities Limited
This is the typical 50-HG installation of seven cubicles placed side by side to form a single attractive unit. WKBW's new 50-kw transmitter will consist of nine cubicles, arranged in line. The two additional cubicles house the rectifier and antenna phasing equipment.
**GOES TO 50,000 WATTS**

...selects Westinghouse 50-HG for fidelity, economy and reliability of transmission

Soon ten million listeners, from Maine to South Carolina, will be within range of Station WKBW. Present listeners in the densely populated area of Western New York, Western Pennsylvania, and Eastern Ohio, will welcome the increased signal strength, the new high quality of transmission.

National and local advertisers, alike, will welcome the added power of this Buffalo station.

This is the third station receiving a 50-kw construction permit since January 1, 1940, which has selected the *W*estinghouse 50-HG Transmitter. Only four such construction permits were granted in this period.

That these three stations have each chosen the Westinghouse Transmitter is more than a coincidence. For here is a transmitter that is the last word—in economy, convenience of operation, fidelity and reliability.

This transmitter is designed on the basis of experience gained in actually operating radio stations—W*estinghouse owns and operates the first, as well as several of the most powerful, radio broadcasting stations.

It is built by craftsmen who have been manufacturing radio equipment since the earliest days of broadcasting.

It is backed by the ONLY company that manufactures, under its own name and own responsibility, ALL equipment needed for complete radio transmitting station operation.

**WITH THESE OPERATING ADVANTAGES:**

- Air-cooled tubes in all stages.
- Extremely low operating costs.
- Metal rectifiers throughout, except main high voltage rectifier.
- Inductive neutralization of the power amplifier.
- Equalized feedback.
- Compressed gas condensers.
- Complete elimination of fuses.
- Spare rectifier tubes at operating temperature.
- Ease of adjustment.
- Unit construction throughout.
- Full automatic control.
- Relatively low plate voltages.
- Conservative operation of all tubes.

Broadcast Equipment
Defense Activities, Progress of Radio Reviewed by FCC

Minimum Interference with Communications Plan
In Case of Emergency, Says Annual Report

IN ITS FIRST "streamlined" report to Congress, covering major activities for the entire calendar year 1940 rather than only the fiscal year, the FCC Jan. 2 told of its vastly increased functions, particularly because of national defense requirements and new developments in broadcasting and other phases of communications.

The FCC advised Congress that in prescribing certain general defense curbs, its action is "precautionary rather than disciplinary". The Commission said it was "proud of the patriotic and cooperative response of operators and industry both". Particularly mentioned was the collaborative spirit of the broadcasters.

Treaty Switchover

Alluding to the broad powers given the President under Section 606 of the Communications Act to commandeer communications facilities, the report said the Commission does not want to interfere with communications "any more than is necessary for the national protection". It desires particularly, said the report, "to preserve the present linking of radio facilities through the land for efficient and instantaneous communication".

In a section devoted to the impending reallocation under the American-British Broadcasting Agreement, the FCC pointed out that the Havana pact "contains no provision for continued operation of high-powered stations just across the Mexican border". It stated that the chief noticeable difference to the average listener, once the reallocation becomes effective as scheduled on March 29, 1941, will be that his favorite station above 730 kc. will occupy a slightly different place on the dial, usually higher.

Explaining the sharp decrease in the number of hearings on broadcast applications, the FCC attributed this largely to changes in the method of handling, pointing out that in the past it has been the practice to designate for hearing, without seeking additional information from the applicants, applications which upon their face did not contain sufficient information to warrant the Commission in finding that grants would meet the statutory standard.

The FCC said that during the past year particular effort was made to obtain in detail additional information without the necessity of hearing. New application forms were adopted with a view to eliciting, so far as possible, all pertinent information from the first instance, thus eliminating the necessity of requiring applicants to file additional material.

Right of Appeal

Defending this procedure, which has been under sharp attack, the Commission said ample protection is afforded through petitions for reconsideration, re-hearing and appeal. It referred to action taken by the courts, provided by statute. The principal beneficial result of eliminating unnecessary hearings has been to provide broadcasting service where needed, without long delay, according to the report.

Procedure in handling complaints and investigations, often a subject of Congressional inquiry, was covered in detail by the FCC.

The Commission enters complaints on advertising content, where the action of the station appears to be against public interest, receiving complaints alleging unfair trade practices to the Federal Trade Commission. In matters involving refusal of time on the air, the report said, complainants are informed that stations are expressly declared by the Communications Act not to be common carriers. It was emphasized that the Commission has made no regulation or condition interfering with the right of coin or radio station to make such agreements.

Engineering Standards Are Published by FCC

COPYES of the FCC's Standards of Good Engineering Practice Concerning Standard Broadcast Stations have been printed for the first time by the Government Printing Office. In announcing publication of the rules in printed form, the FCC indicated that it would send copies free only to broadcast licensees, although others may get copies for 30 cents each from the Superintendent of Documents, Government Printing Office, Washington.

The standards interpret and elaborate on the rules and regulations, which form the basis of good engineering practice as applied to the standard broadcast band, and represent the consensus of the broadcast industry as expressed in conferences with engineers and manufacturers, augmented by extensive field surveys conducted by the Commission's field staff, according to the FCC. First made effective Aug. 1, 1939, the compilation has been revised to July 20, 1940, in the printed edition.

FCC in Recess

UNLESS there are unforeseen developments, the FCC will not hold another meeting until Jan. 7, 1941, 40 days after the regular pre-holiday session on Dec. 17. Chairman James Lawrence Fly has been vying with his Florida headquarters and does not plan to return until after New Year's. Commissioner Norman S. Case has been Acting Chairman since early in December.
WBOS Soon to Begin Regular Latin Service

WBOS, 50,000-watt Westinghouse international broadcast station in Boston, on New Year's Day will start regular scheduled service to Latin America, according to a Dec. 26 announcement by Lee W. Wallees, Westinghouse manager of broadcast ing. Service on the 900-kc. band to start later, it was announced. WBOS, known as WPIF before it was moved from Pittsburgh to Hull, Mass., will broadcast daily from 4 to 11 p.m., carrying two hours in English, three in Spanish and two in Portuguese.

The station operates on six frequencies—6140, 9570, 11870, 15210, 17780, 21540 kc. During the first weeks of operation, the station will be supervised by F. P. Nelson, Westinghouse director of international broadcasting, but subsequently it will be in charge of W. C. Swartley, manager of WBZ-WBZA, Boston-Springfield. Occupying studio and office space adjoining WBZ quarters in Boston, WBOS is independently staffed, with R. F. Brock as studio supervisor. The 50 kw. plate- modulated transmitter is claimed to be the first air-cooled shortwave unit in the country. The station's two directional rhombic antennas are located in an oceanside salt marsh at Hull, near the WBZ transmitter.

RCA to Expand Plants

To Handle War Orders

EXPANSION of manufacturing facilities of the RCA plants in Camden, N. J., and Indianapolis is provided under a $2,370,000 contract awarded the company by the Navy Department.

The contract calls for the acquisition, construction, and installation of additional plant and equipment and modification of the present facilities at the company's Camden factory. The contract also provides for new land, additional machinery and equipment at RCA's new plant in Indianapolis.

The Navy said that types of radio equipment being manufactured comprise apparatus for battleships, cruisers, destroyers, submarines, and auxiliaries as well as planes.

In announcing the contract RCA said the Navy's procurement program has not interfered with the development and manufacture of radio apparatus for broadcasting home entertainment, or the usual commercial fields.

RAT LYON, head of the WOR, Newark, recording division, observed his annual Christmas season custom of playing Christmas music for his neighbors.

WBOS Antenna Array

LOCATED in an ocean-side salt marsh at Hull, Mass., this directional antenna array is the heart of the newly scheduled regular operation of WBOS, Westinghouse's 50 kw. international station with studios in Boston. The station starts regular service to Latin America Jan. 1, with European service coming later. The rhombic antenna is 700 feet in overall length and is mounted on four 90-foot poles, with a similar but separate antenna system set up for the European operations.

The Pioneer Voice of Kansas

5,000 Watts

1050 kc.

WICHITA

1941

Sincere Wishes for a Prosperous

FROM THE MAKERS OF

LEHIGH VERTICAL RADIATORS

LEHIGH STRUCTURAL STEEL CO.

17 BATTERY PLACE, NEW YORK, N. Y.

PLANT AT ALLENTOWN, PA.

OFFICES IN PRINCIPAL CITIES

January 1, 1941 • Page 59
Mullen Reorganizes Promotion Staff
Of NBC Under Direction of Ken Dyke

REORGANIZATION of the NBC promotion department, establishing individual promotion managers for the Red and Blue Networks and for national spot and local sales, with a director of promotion who will supervise and coordinate all promotional activities of the company including those at division offices and M & R stations, was announced Dec. 27 by Frank E. Mullen, NBC vice-president and general manager.

Ken R. Dyke, formerly sales promotion manager, has been appointed director of promotion, in which capacity, according to the official announcement, he will "supervise and coordinate the budgeting, planning and production of all promotional activities of the company and will be responsible for the maintenance of proper policy and advertising standards of all NBC promotional work." He will report to the vice-president and general manager.

Other Changes

Charles Brown, recently brought to New York as manager of station promotion from Hollywood, where he had been promotion manager of NBC's western division (Broadcasting, Oct. 15), has been appoint-
ed Red Network promotion manager by Roy C. Witmer, vice-president in charge of Red Network sales, to whom Mr. Brown will report. E. P. H. James, formerly advertising manager of NBC, becomes Blue Network promotion manager by appointment of Edgar Kolak, vice-president in charge of Blue Network sales, to whom he will report. H. J. Hauser, who has been working on Blue Network promotion, will continue as assistant to Mr. James.

C. Roux, who has been handling promotion for WEAF and WJZ, key stations of the Red and Blue Networks respectively, in New York, has been appointed national spot and local sales promotion manager by William S. Hedges, vice-president in charge of relations with stations. In his new capacity, Mr. Roux will report to James V. McConnell, manager of national spot and local sales. The promotion managers of the network's concert service and the radio-recording department will continue to be directly responsible to their respective department heads, and all activities will be coordinated by Mr. Dyke.

Morgan to Head Office

Clayton T. Morgan, previously in charge of institutional and promotion activities and development, has been transferred to the president's office as assistant to the president, where he will "assist the president and the vice-president and general manager in such matters as are assigned to him from time to time." Phil Kerby and William Webb, who previously prepared NBC's institutional announcements under Mr. Morgan's supervision, will continue their activities as before, but are now transferred to the promotion department, reporting to Mr. Dyke.

Also reporting to Mr. Dyke under the new setup are H. M. Beville, manager of the radio division; J. M. Greene, manager of the circulation division, and Harold Binson, in charge of promotion production. "All other promotion activities," the announcement concludes, "including those of the press, television, shortwave departments, program and talent sales, public service and guest tours, will continue under their respective department heads. The director of promotion will handle the work of the activities as are not provided for in the departments and will be responsible for the coordination of all others."

WRNL
ALWAYS RINGS THE BELL
IN RICHMOND, VIRGINIA
NBC BLUE • 1000 WATTS

IT MADE no difference to Pep Boys, auto accessory chain, when WIP went 100% BMI Dec. 25. Their all-night Dawn Patrol goes on as usual, and has just been renewed for a third year. WOL, Washington, also carries an all-Dawn Patrol for Pep Boys. Here Adolph Strauss, Pep Boys executive, signs the 1941 WIP contract for 1,794 hours of sponsored record music. Watching (1 to r) are Maj. Edward A. Davies, WIP sales vice-president; Mort Lawrence, announcer of the Patrol; Thomas Hankins, president of the Hankins Agency, handling the account.

NAB District Sessions
Hear Copyright Methods

NAB DISTRICT meetings held during the last month to acquaint broadcasters with the copyright modus operandi when current ASCAP contracts expire, brought together broadcasters in 24 States, the District of Columbia and Puerto Rico, according to the NAB. NAB President Miller, C. E. Arney Jr., his assistant, and Carl Haverlin, BMI public relations director, addressed practically all of the sessions.

Meetings included District 5 in Orlando, Dec. 10; District 1 in Worcester, Mass., Dec. 12; District 4 in Washington, Dec. 13; District 9 in Chicago, Dec. 18; combined Districts 7 and 8 in Detroit, Dec. 19; District 2 in Syracuse, Dec. 20.

APPROXIMATELY 30,000 musical selections available for broadcasting are listed in NBC's new 929-page catalog compiled under the supervision of Thomas Helvico, in charge of NBC music. Catalog is now being distributed to NBC stations, advertisers and agencies.

(U.P.)
THE MARK
OF ACCURACY, SPEED
AND INDEPENDENCE
IN WORLD WIDE NEWS
COVERAGE
UNITED PRESS
Mediation Denied
(Continued from page 18)
ASCAP, had been made generally available.
"ASCAP continues its fratic
attempts to stumptle the public into
believing that it will make
a
of familiar music on the air
Jan. 1 unless radio stations
sign a contract with
ASCAP."

This is a myth.
during the past few
months that the advertisers whose money
supports radio would with-
draw that support if they for-
biden the use of ASCAP music.

Their case would be more con-
vincing, however, if the agency in
charge of the program could
be expected to strike any
bearing on the cancellation.
The ASCAP version is that Jes-
ica Dragoneet, engaged as guest
star in the "Bob Hope Show" of Dec. 26, wanted to sing "Sibo-
ney", but that the agency insisted
that she do "Practically Make You Per-
fet". Her refusal, the story goes,
stirred up such a row that a W. G. 
R. Anderson, chairman of the
company, decided that a series of such occurrences
would be more trouble than the
program was worth, and that the
continuation of the program
forthwith. The pay-
off to this story is that if
ASCAP had not moved in
Dec. 31 to Dec. 23, the row would
have been averted and the program
renewed.

What Really Happened
The explanation of Fuller &
Smith & Rose-Westinghouse agen-
cy, is much more prosaic, being
simply that the distribution com-
mitttee of the sponsoring, including
representatives of its various
manu-
facturing divisions which are each
paid a pro-rata share of the pro-
gram's cost from its advertising
budgets, decided that they would
rather spend their money for direct
sales advertising in 1941 than con-
tinue the institutional program.

This decision, the agency
states, was made long before the purported
rumpus is alleged to have occurred.

Categorically denying the AS-
CAP story, A. Wright, vice-
pre-
ident of the agency, who per-
sonally handled the engagement
of Miss Dragoneett for the program,
told Broadcasting that at the be-

The ASCAP Divy
The statement goes on to analyze
the make-up of ASCAP, with its
self-perpetuating board and its
beloved non-distribution of
that about half of the net, after
expenses and operating costs are
deducted, goes to ASCAP members, with the remainder going
to the writers for whose "protec-
tion"
that ASCAP claims. Citing the sworn testimony of
ASCAP's president, Mr. Miller
states that in 1938, 31% of the
creative artists' share went to about
280 members (selected by the self-
perpetuating board of directors) and 32% went to about 550 mem-
bers. Briefly, then, 137 publishers
pooled 31 cents out of every dollar
when their music was used. The
point is that what ASCAP calls 'protec-
tion'.

Another fruitless attempt to
mede leve the controversy was made
by the National Music Council,
does not include the
music publishers. That is what ASCAP calls 'protec-
tion'.

PROCTOR & GAMBLE, Cincinnati
(American Family soap) on Dec. 30
renewed for 22 weeks five-weekly
Gospel Singer and Painted Dreams on
WGN, Chicago.

NO SUN—NO PAY
WSTP Spots Are Free When
"Old Sol Is Hidden"

WTSP, St. Petersburg, which
claims it "Covers Tampa Bay like
the Sunshine", has made a standing
provision in its national rate card that
it will not charge for national spots on
days when the sun fails to
shine in its territory.

The Evening Independent, also
located at St. Petersburg, has had
renewed.

WTSP will use the Independent's
payoff as its criterion. If the sun
comes out after their press time,
spontaneous announcements for
that day will be free. The offer
will also stand even though the sun fails
to shine in St. Petersburg but does
shine in Tampa, Sarasota or other
parts of WTSP territory.

NBC Cufflinks
TAKING a leaf from the
"cufflink club" formed by
President Roosevelt among
former associates at the Navy
Department when he was As-
sumed to have been the
head of the Navy Division, the
NBC station relations staff sent
to the trade sterling cufflinks.

The links simulate various
microphones with the NBC
titles on each side.

New Morgantown Local,
WAJR, Is Dedicated
MORE than 1,000 persons inspected
the new WAJR studios when they
were formally dedicated Dec. 15,
according to C. H. Murphey Jr.,
general manager. The new Morgan-
town, W. Va. local was formally
dedicated by local and State digni-
taries, including U. S. Senator M. M.
Neely, who is Governor-elect of
West Virginia. Also present were
officials of the new Du Pont plant
being erected in Morgantown.

John Goers, program director,
arranged an opening day schedule
featuring local talent exclusively,
with the single exception of a tran-
scribed salute by the Five Keys
from WHIS, Bluefield, W. Va.
where Murphey was formerly gen-
eral manager. Operations began
Dec. 8 with eight hours of com-
mercial programs the first week.

Craig Stewart, veteran New York
radio actor, is the latest addition to
the staff. The complete station per-
sonnel includes: C. H. Murphey
Jr., general manager, formerly with
WJS, Beckley, W. Va.; Jon
Goers, from WSLB, Ogdenburg,
N. Y., program director; Ray
chief engineer; Ken Wilson, from WSLB,
Frank Shaffer, from WCMI, Ash-
land, Ky., and Craig Stewart, an-
ouncers; Horace Atwood and Tom
Moore, from WPAR, Parkersburg,
W. Va., and Olan Christopher, en-
ineers; James Fryor, from WHIS,
Bluefield, and James Flenniken,
sales; Charles Stewart, from WHIS,
Bluefield, continuity; Miss Clara
Mutter, Bluefield, bookkeeper; Miss
Elise Thomas, receptionist.

MAIL! MAIL! MAIL!
During the past year, over half a million letters were
picked up by this giant, friendly personality throughout Iowa, Nebraska,
Kansas and Missouri.
Paul's 500 letters—practically one from every home
he visits—contains over $75,000 cash—more than
400,000 proofs of purchase.

No wonder so many advertisers ask him to tell his friends in these
homes about their products. No wonder their sales show the
improvement. These $75,000 buying families have confidence in—and act on—the
recommendations of KMA—The Paul Bunyan of the Farm Belt.

LETTERS MEAN LISTENERS
"The Number One Farm Station In the Number One Farm Market"
Representative: Free & Parent

MAILMAN for 644,000 homes

KMA
The Paul Bunyan of the Farm Belt

BROADCASTING  •  Broadcast Advertising
January 1, 1941  •  Page 61
CBS Plans Latin Hookup
(Continued from page 18)

TUCUMAN, 6,000 watts on 880 kc.; LV11, Radio San Carlos del Rocio, 1,000 watts on 1770 kc.; L7T, Radio Provincia, 1,500 watts on 1340 kc.; Radio San Rafael, San Rafael, 500 watts on 1450 kc.;

Bolivia—CP6, Radio Illimani, La Paz, 1,000 watts on 1600 kc. Also short wave station CP4, La Paz, 1,000 watts.

Brazil—PRBS, Radio Nacional, Rio de Janeiro, 25,000 watts on 980 kc.; RR, Radio Record, Sao Paulo, 25,000 watts on 1050 kc.

Chile—CBSN, Radio Sociedad Nacional de Agricultura, Santiago, 15,000 watts on 670 kc.; also short wave station CMK, Santiago, 1,000 watts; CBGB, Radio Sociedad Nacional de Agricultura, Valparaiso, 1,250 watts on 900 kc.

Columbia—WGBG, Radio Continental, Bogota, 30,000 watts on 922 kc.; HSJRS, Radio La Voz del Valle, Cali, 1,500 watts on 1100 kc.; KAM, Radio de Colombia, Quibdó, 4,000 watts on 1340 kc.; short wave station HDJ, 1,000 watts; HSJAP, Radio Manizales, Manizales, 4,000 watts on 1950 kc.; also short wave station CMJH, Manizales.

Costa Rica—TDRG, Costa Rica Radio & Broadcasting Co., 4,000 watts on 625 kc.; also short wave station TIGA, 2,500 watts on 1260 kc.

Cuban Network Linked
Cuba—CMGY, Radio Habana, Havana, 25,000 watts on 590 kc.; also short wave station COGI, 1,000 watts; also those affiliates of the Cadena America-Blue Network—the only Cuban network connected by ground broadcasting, as in the United States; CMHI, Radio Habana, Santa Clara, 10,000 watts on 850 kc.; also short wave station WOHI, 5,000 watts; CMJF, Habana, 1,000 watts on 850 kc.; CMKV, Radio Habana, Higueron, 1,000 watts on 870 kc.; also short wave station CMJK, 1,000 watts; CMKH, Radio Habana, Santiago, 500 watts on 840 kc.; also short wave station CMJK, 500 watts.

Dominican Republic—HDZ, Ciudad Trujillo, 260 watts on 550 kc.; also short wave station HRA, 500 watts.

Ecuador—HCJAI, Radio Panamericana del Ecuador, Guayaquil, 2,500 watts on 1590 kc.; also short wave station HCZT, 1,000 watts; HCQR, Radio Quito, 500 watts on 1380 kc.; also short wave station HQXG, 250 watts.

El Salvador—YSP, The Voice of Cuscatlan, San Salvador, 500 watts on 780 kc.; also short wave stations YSP-B and YSP-A operating with 300 watts power each.

Guatemala—7GW, Radio Radiofónica de Guatemala, Guatemala City, 5,000 watts on 1590 kc.; also short wave stations TGWA, 10,000 watts on 1340 kc.; TGWC, 10,000 watts; TGWD, 10,000 watts; TGWA, 10,000 watts.

Haiti—HAG, Radio Panamericana, S. A., Miami, City, Miami, 50,000 watts on 738 kc.; also short wave station XBQG, 10,000 watts.

Nicaragua—YNOW, Voice of Central America, Managua, 500 watts.

Panama—DOC, Radio Star and Herald, Panama City, 500 watts on 1400 kc.; also short wave station HPSA, 2,000 watts.

Paraguay—ZFS, Radio Paraguay, Asuncion, 150 watts on 1385 kc.

Peru—CMQ, Radio Nacional, Lima, 12,000 watts on 884 kc.; also short wave stations OAXC, 15,000 watts; OAXG, 15,000 watts; OAAX, 15,000 watts; OAKX, 15,000 watts; OAKX, 15,000 watts on 500 kc.; also short wave stations OAXD, 350 watts; OAKD, 350 watts; also short wave station OAKH, 350 watts; OAKI, 350 watts.

Uruguay—CX16, Radio Cuve, Montevideo, 10,000 watts on 850 kc.; CX9T, Radio La Voz del Almacén, Montevideo, 2,000 watts on 1010 kc.

Venezuela—YV5BG, Embajada Unidos, Caracas, 1,000 watts on 1010 kc.; also short wave station YV6U, 5,000 watts.
EMPLOYEES of WOR, Newark, subject to draft or those who enlist in the armed forces will receive a financial differentiation between their civil and military salary depending on their length of service with the station. Those who have been with the station a year or longer will get the difference between their salaries at the time of leaving and the pay they will receive for military service for a period of three months. Those who have been with the station less than a year will get the difference between their military pay and their civilian pay check for one month.

WLB, Minneapolis, operated by the U of Minnesota, has published a bulletin on its Minneapolis School of the Air, covering the 1940-41 semester. The School of the Air series includes 10 separate program groups. Organized in September, 1938, and with about 50,000 classroom listeners weekly last year, the program has been enlarged and expanded through cooperation with the North Central Broadcasting System. Under the new setup, the WLB programs will be carried also on 10 other stations—KWNJ, Winona; KAYE, Yakima, Wash.; KENZ, Kennewick; KFRA, Portland; KVOX, Moorhead; KRMQ, Jamestown; KDLR, Devils Lake, N. Dak.; KGNN, Minot; KABR, Aberdeen; WDSM, Superior.

WCAU, Philadelphia, on Dec. 21 announced an expanded advertising program sponsored by the local Wilkens jewelry stores. The special program, annual highlight of the regular Wilkens Amatuer Hour on the station, drew an audience of 25,000 listeners in nine sets of triplets. Brian MacDonell, m.c. of the Sunday series, presented 14 spots of twains as performers on the program.

GENERAL MANAGER Franklin M. Doolittle of WBCR, Hartford, has announced that the regular Wilkens Amateur Hour, the station which has been on the air longer than any other station in the south, will broadcast the station's annual Christmas party Dec. 22. Man- ner, in addition, the WBCR will have the birthday of the three years of the station, will have broadcast the program. KSOY, Knoxville, broadcasting the program, had been voted by the board of directors because of the improved broadcasting of the station. The WBCR is a member of the National Association of Women's Clubs.

EMPLOYEES of WGN, Chicago, have voted salaries of the station's personnel for the first time. The station has announced that the employees of the station receive a bonus of 20% of their total annual salary. The bonus will be given to all employees, regardless of length of employment.

WMAQ, Chicago, in its series of three all-night broadcasts for the Chicago Daily News-Record, Family Fund collected $3,570.04. In the three years since WMAQ radio parties have been held in behalf of this cause, the total of $313,444.70 has been contributed by listeners.

KTA, San Antonio, Tex., during the station's annual Christmas party equivalently presented employees with bonuses equivalent to two weeks' salary.

SAMUEL R. ROSENBURG, president of WFP, Philadelphia, on Dec. 21 announced 20 Christmas cards to all permanent station employees. At the station party in the studios, General Manager Roger W. Cipps received a desk set and clock from station employees.

WIBK, Detroit, distributed $3,000 in Christmas bonuses to its 62 employees, with payments based on length of employment.

EFFECTIVE Dec. 21, WOR began closing its offices on Saturday mornings. This is the station's former practice of keeping a skeleton office staff on Saturday mornings.

JOEL STULL, musical arranger of KROX, St. Louis, is the bane of a song, "Two-Fingered Fantasy," which is to be published soon by Broad cast Music Inc.
For Sale (Continued)

R.C.A. Best Frequency Oscillator—type TMY-52-E. A bargain, Box 121, BROADCASTING.

A Nearly New Modern 250 Watt Station—having 211 million dollar retail sales—Box 113, BROADCASTING.


Composite 250 W Transmitter, 150 Blaw-Knox type tower, modulation monitor, frequency monitor & deviation meter. WTEP, St. Petersburg, Florida.

MBS Program Managers Meet
PROGRAM managers of key MBS stations will meet at the Ambassador Hotel New York, Jan. 1-8, for a discussion of program plans and policies for the coming year.

WANTED

Help Wanted

Trans-Radio Press Operator—state qualifications. Address Box 114, BROADCASTING.

Experienced Transradio Press Operator with radiotelephone first class license. Address Box 114, BROADCASTING.

Combination Engineer-Announcer—give age, qualifications, references and salary expected. Address Box 114, BROADCASTING.

Announcer, Writers, Salesmen, Operators, Directors—investigate our national placement service. Central Registry, Orpheum Bldg., Wichita, Kansas.

Experienced Salesman—for local sales. Five thousand watt CBS affiliate. Population thirty thousand. Give references and complete details. Address Box 126, BROADCASTING.

Announcer—who can write copy to work in midwest CB 1000 watt Unit. Applicants who can furnish audition record will be considered. Address Box 112, BROADCASTING.

Experienced Announcer—for a 5000 watt, soon to be a chain outlet station. Give particulars of experience, references in first letter. Address Box 115, BROADCASTING.

Experienced Announcer-Continuity Writer—must be able to take complete charge of a continuity department. Give age, qualifications, references and salary expected. Address Box 124, BROADCASTING.

Salesmen—a real opportunity for a producer. An independent station in a midwest city of over a million population. Give complete facts concerning yourself in answering. Address Box 114, BROADCASTING.

Program Director—Announcer—five thousand watt CBS affiliate. Give age, qualifications, references and salary expected. Address Box 124, BROADCASTING.

Program Director—for well established regional station in five southern cities. Desire man with ideas, experience and above all character and executive ability in handling men and department. Box 126, BROADCASTING.

Register With Recognized Employment Bureau—we need salesmen, transradio operators, radio operators, broadcasting engineers, announcers, writers, and technical assistants. Washington Bldg., Denver, Colorado.

Salesmen—capable handling all types accounts. Opportunity right man. State qualifications, experience, starting salary required. KTMY, Sioux City, Iowa.


Announcer-Copy Writer—experienced. Write ad copy in detail stating all positions held, dates, starting dates, duties performed, salary in each position, references. Enclose photo. Advice when available. Express voice transcription varied. Address Box 124, BROADCASTING.

Anne, Experienced Sales Manager—southern city, promotion and merchandising of 5 & KW Western network. Should have firm grasp of the country, excellent personal and business producing record, good salesman personally and able to direct other salesmen. Write article with detailed resume including all positions, dates, earnings, references, when available. On returnable picture copy. Box 131, BROADCASTING.

WANTED (Continued)

OPERATOR-ANNOUNCERS AVAILABLE—experienced greaters in broadcasting, television, frequency modulation, and commercial stations now available. Able to work anywhere. Have successful men in leading stations in all sections of country. List furnished upon request. Cond, Grean& Philips, Dept. R-9, National Schools, 4900 South Figueroa, Los Angeles, California.

PUBLIC RELATIONS—pioneering in radio industry; promotion and exploitation; internationally; originated many well known radio programs and merchandising programs; former city, state, Federal, and National Radio Director, U.S.A., and several foreign countries; Director General Political, Commercial, and Economic programs. Thoroughly conversant with what Main Street wants to know. Ideas for constructive, dignified advance ment of projects, causes, institutions, personalities. Familiar with all branches of broadcasting. Available immediately for responsible post requiring creative capacity, preferably on permanent basis, wherein knowledge of public and ways of over-riding nation desirable and necessary. Eric Palmer, Suite 665, 250 Park Avenue, New York City.

WANTED—greater opportunity. This man made one new station pay profits from the first week. Now freelancing in town of 15,000. Non-critical sales salesmen who writes entertaining script; creates, produces and enunciates programs has created and sold many profitable "group-pronounced" programs; can handle local talent, training and booking units for publicity and profit. Experienced advertising and public relations executive. Indian worker, well-known in this field. In judgment, young in spirit. Can handle practically any radio job except engineering, music, sports. Wants greater opportunity and more money for player and self. Married. Reasonable salary; with bonus and commission preferred. Write Box 115, BROADCASTING.

For Sale

Announcer—sports and special events. Experienced in Washington, D.C. and New York. Excellent references. Box 125, BROADCASTING.

Control Room-Transmitter Engineer—dealing with transmitters and receivers. $80 weekly. Box 111, BROADCASTING.

Station Manager or Commercial Manager thoroughly familiar with all phases of successful station operation. Business getter. Best references. Box 122, BROADCASTING.

Former Network Script Writer-Production Man—present head of continuity in prominent midwest station. Familiar with original copy, original ideas. Newspaper background. Married. Desires permanent connection with aggressive station or agency. Box 120, BROADCASTING.


OPERATOR-ANNOUNCERS AVAILABLE—experienced greaters in broadcasting, television, frequency modulation, and commercial stations now available. Able to work anywhere. Have successful men in leading stations in all sections of country. List furnished upon request. Cond, Grean& Philips, Dept. R-9, National Schools, 4900 South Figueroa, Los Angeles, California.

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Radio's Mayor

NEW mayor of Olympia, Wash., just elected, is Tru-
man Trullinger, vice-president of KGY, the city's Don-
Lee-MBS outlet. He won the election over the incumbent, 
Harry Kammell, control of KGY recently was purchased by 
Tom Olsen, manager, from the Louis Warner interests.

Harrington a V-P

THOMAS HARRINGTON, director of radio for Young & Rubicam, 
New York, will become a vice-president of the agency, effective Jan. 1, 
as announced by Raymond Rubi-
cam, president and general manager. At the same time the fol-
lowing executives will become stockholders of the company: 
Barry Houston, vice-president and contact supervis-
or; John Van Vleck, merchandising department; T. S. 
Reppeller, copy supervisor; Thomas Harrington, director of 
sales promotion; Robert Hubbell, supervisor, radio commercials.

Harvey Succeeds Bohn

JOHN HARVEY, for the last two years on the sales staff of KMOV, St. 
Louis, has been named CBS radio sales representative in St. Louis, re-
placing the late W. E. Bohn, who died recently. Rollie Williams, head 
of the KMOX production staff, has been named sales manager. The head 
shopper of the new board will be Robert D. H.GetKey, with Bohn, supervisor, radio commercials.

BALLETT EJECTED MORSE PRESIDENT

CARL J. BALLIETT, for eight years vice-president and manager of Morse International Inc., New 
York, has been elected president, by a seven-to-one vote, and will 
have immediate responsibility for the operation of Morse's New York, 
Boston, and Los Angeles offices. The board also announced that 
the company's new headquarters have been leased on the 
tenth floor of the Chrysler Bldg., 252 E. 42d St., to be 
occupied Jan. 1.

Shaw Newton, copy chief and assistant manager, will become 
vice-president and general manager, succeeds Mr. Balli-
ett as vice-president; J. P. Sawyer, art director, becomes secretary-
treasurer, and Edward P. Anderson, chief of export copy, continues as vice-president. Richard Nicholls 
remains as radio director and R. M. Dubois as assistant radio director and 
timekeeper.

Before joining Morse Interna-
tional in 1932, Mr. Balliett had 
been managing partner in E. P. 
Remington Adv. Agency, now 
Addison-Van Inc., Chicago, and 
had organized his own agency, Carl J. 
Balliett Inc.

Crosley in Washington

THE Crosley Corp., has opened a Washington 
office in the Munsey Bldg., to handle its business with the Fed-
eral Government, it is announced by R. C. Congrove, vice-president and 
and general manager, manufacturing divi-
sion. Quincton Clark, who managed the Crosley Corp. building and 
and exhibit at the New York World's Fair, has 
recently been placed in charge of the new office.

LARGEST PUBLIC DOMAIN 
RECORDED LIBRARY 
in the WORLD

LARGEST PUBLIC DOMAIN 
RECORDED LIBRARY 
in the WORLD

Where BROADCASTERS MEET

in the CAPITAL

LANG-WORTH 
planned programs

BROADCASTING • Broadcast Advertising

January 1, 1941 • Page 65
NEW BROADCAST STATIONS AUTHORIZED BY FCC DURING 1940

Total: 77
* Asterisk denotes station was on the air as of January 1, 1941
† Dagger denotes call letters not assigned.

ALABAMA
*WJHO, Opelika—Licensed to Opelika Broadcasting Co., publisher of The Opelika News, Thomas D. Samford Jr., attorney; Vetta G. Samford, secretary. Granted Jan. 26; 1,000 watts night and 2,500 day on 1,500 kc.

ARIZONA
*KPHO, Phoenix—Licensed to M. C. Reese, publisher of the Phoenix Chamber of Commerce Society of Phoenix. Granted Jan. 26; 250 watts on 1100 kc.

CALIFORNIA
*KMVC, Marysville—Licensed to Marysville-Villa City Broadcasters, Inc.; Horace B. Van Dorn, president; E. C. Stump, secretary-treasurer. Granted Dec. 31; 100 watts night and 100 day on 1,500 kc.

DISTRICT OF COLUMBIA

FLORIDA
*WPBR, DeLand—Licensed to the Tropi- cal Broadcasting Co.; Carl E. Raymond, dean of the Law College, Stetson U., president, 25% stockholder; W. M. Fountain, local auto dealer and realtor, 20%; J. M. Good, local realtor, 15% stockholder; W. H. Acree, local Ford dealer, secretary-treasurer, 20% stockholder; W. H. Acree, lawyer, 12% stockholder; Raymond K. Russell, architect, 12%; Charles K. Scruggs, building contractor, 12%; E. T. Jones, building contractor, 12%; J. E. Wilson, bank cashier, 12%; J. S. Polk, local banker, realtor, 12%; Granted Nov. 16, 1939; 1,000 watts night and 2,000 day on 1,370 kc.

WLOP, Orlando—Licensed to Hazelwood Inc.; George B. Hill, owner and manager, 25% stockholder; Bob Simmons, manager and bookkeeper, 15% stockholder; J. C. Walker, president, 10% stockholder; Granted Feb. 14; 250 watts on 1290 kc.

WKG, Tampa—Licensed to The Tribune Co.; John Stewart Bryan, publisher of the New Orleans Times-Picayune, 60% stockholder; "F. W. "George" Brown, publisher of the Times-Picayune, 20% stockholder; John B. McFadden, president of the Times-Picayune, secretary-treasurer, 15% stockholder; John B. McFadden, publisher of the Tampa Tribune, vice president and secretary, 10% stockholder; Granted Dec. 31; 1,000 watts night and 2,500 day on 1,450 kc.

NEBRASKA
*KONE, Omaha—Licensed to MBS Broad- casting Co.; C. J. Malin and others, owners of the Omaha Star, president, 50% stockholder; Gerard F. O'Connor, insurance man and realtor, part owner and general manager, 25% stockholder; Great Northern Railway Co., 25% stockholder; Arthur L. Ballin, insurance and real estate agent, secretary-treasurer, 25% stockholder; W. F. Britton, realtor, 10% stockholder; Frank B. Butler, realtor, 10% stockholder; Granted Jan. 5; 100 watts night and 500 day on 1,570 kc.

WFKS, Omaha—Licensed to Stephen W. Smith, newspaperman, 60% stockholder; Charles B. Van Dyke, president, 25% stockholder; George C. Koehler, secretary, 20% stockholder; Granted Jan. 5; 500 watts on 1,200 kc.

KANSAS
*KZIB, Outhwaite—Licensed to J. D. Fal- cy, manufacturer and newspaper man, owner and manager. Granted Dec. 31; 100 watts on 1,310 kc.

KENTUCKY
*NEW, Harlan—Licensed to Blanford Radio Co. Inc.; Combe Blanford, radio time manager, 60% stockholder; John Frankie Fox, radio engineer, secretary-treasurer, 40% stockholder. Granted Dec. 4; 250 watts on 1,420 kc.

MARYLAND
*WBIC, Salisbury—Licensed to the Peninsu- la Broadcasting Co., Robert 1,419 shares of stock; owner, a corporation of which 23 persons, including John W. Downey, state bank commissioner, president, 1% stockholder; John C. Lee, bank and nurseryman, vice president, 25% stockholder; John L. Phillips, local oil company manager, editor, 25% stockholder; Albert W. Ward, attorney, 10% stockholder; Geo. W. Glass, newspaperman, vice president, 10% stockholder; Secretary, 100 shares. Granted Apr. 1; 250 watts on 1,500 kc.

WITH, Baltimore—Licensed to the Mary- land Broadcasting Co.; Mrs. Louise Mc- Grath, trustee, vice president, 97% stockholder; B. Warren Smith, trustee, vice president, 25% stockholder; Grad- uated Oct. 16; 250 watts on 1,370 kc.

MASSACHUSETTS
WHYN, Holyoke—Licensed to the Hamp- den-Hampshire Corp.; Mrs. Minnie K. Dwight, owner and manager of the Holyoke Trans- script-Telegram Publishing Co., publisher of the Holyoke Transcript-Telegram, trustee, 92.1% stockholder; William Dwight, co-owner and editor of same newspaper, president, 68.3% stockholder; John Ryan, general manager of same newspaper, assistant treasurer, 68.3% stockholder; George R. Gere, company officer, secretary, trustee, 10% stockholder; Granted Apr. 1; 500 watts on 1,200 kc.

NEW, Worcester—Licensed to C. T. Sheve Co., Inc.; 100% owned by the Reverend Taylor Trust; Frank L. Butler, trustee, owner; Granted Feb. 14; 250 watts on 1,150 kc.

IOWA
ININDIANA
*WHIS, Indianapolis—Licensed to the Ca- nadian Broadcasting Co.; Fred Green- ton, sales manager of local tobacco and candy wholesale company, president, 32% stockholder; Edward H. Harris, president of the same company, treasurer, 23%; W. Jones, local auto dealer, vice president, 14%; R. H. McMenick, Lyman E. Kimm, E. E. Allen, Joseph H. Alexander, A. Keith and Aubrey Gay, theatre owners and managers, secretary-treasurer, 26% stockholder. Granted Oct. 29; 250 watts on 1,420 kc.

WIBM, Iowa City—Licensed to Oscar C. Hirsch, owner of KFVS, Cape Girardeau, Mo. Granted Dec. 31; 1,000 watts on 1,600 kc.

OHIO
*WINX, Columbus—Licensed to Birney- lene, publisher of the Columbus Commercial Dispatch. Granted May 21; 250 watts on 1,370 kc.

MONTANA
*KELF, Miles City—Licensed to the Star Radio Systems Co.; Edward J. Devaney, president, trustee and treasurer; George W. Hamilton, investments and Governor's secretary, trustee, 21.8%; John Clark, secretary, trustee. Granted Apr. 1; 250 watts on 1,100 kc.

NEBRASKA
*KONE, Omaha—Licensed to MBS Broad- casting Co.; C. J. Malin, cattle rancher, president, 50% stockholder; Samuel C. Johnson, investment and Governor's secretary, trustee, 25% stockholder; W. F. Britton, realtor, 10% stockholder; Frank B. Butler, realtor, 10% stockholder; Granted Jan. 5; 100 watts night and 500 day on 1,570 kc.

NEW HAMPSHIRE
*KWJR, Manchester—Licensed to The Ra- dio Voice of New Hampshire, Inc.; Francise Waters, owner and president, 60% stockholder; Wesley Johnson, president and director, 95% stockholder; James J. Fowey, chairman of the Maine-New Hampshire Interstate Bridge Authority, president, 5%; Edward J. Gallagher, vice- president, 5%; Charles W. Steele, manager of Committee of New Hampshire and publisher of the Laconia (N. H.) Citizen, secretary, 5%; Granted Sept. 17; 5,000 watts night and 1,000 day on 610 kc.

NEW JERSEY
*WFGP, Atlantic City—Licensed to New- tone Broadcasting Corp.; A. Harry Zook, president; 10% stockholder; Richard Eide, manager of Station WWJ, 10% shareholder; Arthur P. Adams, hotel owner, vice president, 19% stockholder; John M. Lewis, general manager, theatre operator and reviewer, 10% stockholder; Congress, 10% stockholder; Samuel Morris, lawyer, trustee, 10% stockholder; A. John Courtney, radio engineer, secretary, 18% stockholder; Granted May 24, 1940; 100 watts night and 250 day on 1,420 kc.

WPAT, Paterson—Licensed to the North Jersey Broadcasting Co., Inc.; James B. Cos- mo, president, director, treasurer, 100% stockholder; Granted Apr. 1; 250 watts on 1,420 kc.

GLASS-BRICK columns and other modern trimmings feature the new building of CFCQ, in Saskatoon, Sask. The studios will be formally opened in January. A new antenna also has been built. The main studio of the new layout has a seating capacity of 200 persons.
Funds for War

A FORECAST of the role American radio stations may play in the national defense is seen in a war-savings fund campaign just completed by CCMG, Chatham, Ont. After a street show a citizen planned the station requesting a quantity of 337 stock. Commercial Manager P. A. Kinney decided that if one person would think we could raise money, others also would like to help. The idea went so well that the station raised $12,000. During the 3½ hour program, the $12,000 was raised. Chatham was a test spot for the drive.


WEST VIRGINIA

WLOG, Logan—Licensed to Clarence H. Frey and Robert G. Greener; partnership. J. Russell Cooper, manager. Granted Jan. 25; 150 watts on 1370.1 km.

WAFJ, Morgantown—Licensed to West Virginia State College; J. Russell Greener, station manager. Granted Jan. 25; 600 watts on 1370 km.

WBBR, Welch—Licensed to McDowell Service Company; J. W. Blakely, insurance agent. Granted Jan. 25; 600 watts on 1370.1 km.

WBYQ, Wheeling—Licensed to Community Broadcasting Corp.; Joe Short, owner of WJLB, Beckley, W. Va., president, 98% stockholder; Mary E. Bowers, school teacher, vice-president, 1%; Hulet C. Smith, clothing merchant and insurance man, secretary-treasurer, 1%. Granted Nov. 26; 100 watts on 1370.

WISCONSIN

WIGM, Medford—Licensed to George F. Meyer, public accountant and manager of a local hospital. Granted Nov. 26; 100 watts on 1550.1 km.

WPXW, Wisconsin Rapids—Licensed to Wm. F. Huffman, publisher of Wisconsin Rapids Tribune. Granted May 8; 100 watts night and 1550.1 km.

WYOMING

KDRC, Cheyenne—Licensed to the Frontier Broadcasting Corp.; C. H. Richardson, owner. Granted Jan. 25; 250 watts on 1550 km.

KPFV, Cheyenne—Licensed to the Frontier Broadcasting Corp.; C. H. Richardson, owner. Granted Jan. 25; 250 watts on 1550 km.

KYAN, Cheyenne—Licensed to Western Beat, Co. of Wyoming; J. Cecil Britt, Wy., manager. Granted Dec. 4; 150 watts night and 1550 km.

KYOU, Cheyenne—Licensed to Western Beat, Co. of Wyoming; J. Cecil Britt, Wy., manager. Granted Dec. 4; 150 watts night and 1550 km.

TENNESSEE

WDEF, Chattanooga—Licensed to Joe W. Engle, local club and owner and major league scout. Granted July 6; 250 watts on 1550 km.

WIMP, Knoxville—Licensed to the Knoxville News Co.; William S. Moore, manager. Granted Jan. 25; 250 watts on 1550 km.

WIRB, Knoxville—Licensed to J. W. Smith, Knoxville, Tenn. Granted Dec. 4; 100 watts night and 1550 km.

TEXAS


KVNM, Brownwood—Licensed to the New Mexico Broadcasting Co.; Leon J. Gamboa, owner. Granted Oct. 29; 500 watts on 1550 km.

 VIRGINIA

WMVA, Martinsville—Licensed to Martinsville Broadcasting Co.; partnership of John H. Taylor, president; Robert M. Swanson, vice-president; L. A. Swanson, treasurer. Granted May 15; 100 watts night and 1550 km.

WLSL, Roanoke—Licensed to Roanoke newspapers, Inc.; J. Martin F. Moore, president; W. C. C. Edwards, treasurer. Granted Jan. 25; 100 watts night and 1550 km.

WMWA, Roanoke—Licensed to Shenandoah Life Insurance, Co.; W. C. C. Edwards, manager. Granted Jan. 25; 100 watts night and 1550 km.

WULV, Roanoke—Licensed to John H. Taylor, president; W. C. C. Edwards, treasurer. Granted Jan. 25; 100 watts night and 1550 km.
ACTIONS OF THE
FEDERAL
COMMUNICATIONS COMMISSION
DECEMBER 14 TO DECEMBER 30, INCLUSIVE

Decisions . . .

DECEMBER 17

WMCA, New York—Granted consent transfer to Edward J. Noble for $50,000.

NEW, Thumb Busters, Co., Brown City, Mich.— Granted change to 960 kc, fee.

WCF, World Peace Foundation, Oakland, Cal.—Denied re-hearing re app. new deviation to 10,000 kw, license was denied Jan. 11-40.

WCL, Colfax, Neb.—Decision re test and request for reconsideration directed February 4th in 13-310 applicants.

La Grande Busters, Co. new station 1215 kc 355 days.

WFOR, Hattiesburg, Miss.—Retired to closed file app. mod. CP granted today.

WXER, Boston—Granted CP change to 465 kc. CP inc power etc., grant licensed for same.


WCR, Colfax, N. C.—Denied new app. re-apply.

WJAG, Greensboro, N. C., hearing extended for hearing.

Applications . . .

DECEMBER 19

WGAC—Augusta, Ga.—Granted license new station KFR 2 colors 35 miles.

WTAG, Green Bay, Wisc.—Granted license new station KDFX 5 colors 35 miles.

KING, Dayton—Granted mod. license to Great Trails Busters, Corp.

MISCELLANEOUS—WCSC, Charleston, S. C., and John M. Rivers, Charleston, granted extension re-hearing of same.

2. In 3 days, re-transfer of control to Rivers; N&W, Grand Trunk Western, Greensboro, N. C., granted amended app. to 1220 kc. WCN, Green Bay, Wisc., WCM, Camden, N. C., submit objections hearing re-app. as to same.

NCAM, Camden, N. C., denied petitions intervene on new app. by WAMC, Camden, N. C., and FCC on own motion consolidated these hearings.

NEW, RCA, Chicago, granted new app. to WBXX, 5 colors 50 kw. WJRM, Clarisvlll, Tenn., granted continuance hearing re app. CP, KFI, KDA, etc., and Clear Channel Group, referred to FCC, petition to reconsider to certain APs in this matter.

NEW, Head of the Lakes Busters, Co., Super CP to CBM 44.5 mc 7,764 sq. miles 168,193 pop.

DECEMBER 20


NEW, FM Radio Busters, Inc., New York—CP 48.3 mc FM 8600 sq. miles, 9,600,000.

NEW, CBS, Boston—CP 44.1 mc FM 14,250 sq. miles, 6,575,846 pop.

WFIL, Philadelphia—App. transfer 50 per cent interest from Strawbridge & Clothier to Lit Brothers’ share companies.

KGEW, Gallup, N. M.—CP new trans., directional N & D, change to 500 kw.

NEW, Capital City Busters, Co. Topuka, Okla.—Grant extension to 6-11-41.

DECEMBER 21

MISCELLANEOUS—WRCB, Bay City, Mich., granted dismissal without prejudice app. mod., license to 1 kw; WSFB, Monticello, Ark., same; WHS, Bluefield, W. Va., granted dismissal without prejudice app. mod., license to 1 kw; WKN, Wexford, Mich., CP 850 kw 5 compart.

NEW, Kalamazoo—CP direction N increase to 5 kw.

KALB, Alexandria, La.—CP change to 650 mc, request to increase to 1 kw, new directional N.

NEW, Roanoke, Va.—CP directional N increase to 5 kw.

DECEMBER 22

WOR, Newark—Mod. to license to studio to 1440 Broadway, New York.

NEW, Ruben E. Aronheim, Flagstaff, Mass.—CP 1320 kc 250 w un. (1440 un- modified)

WCLI, Columbus, Ga.—CP change to 610 kc increase in power etc., amended to be contingent on grant of 1 kw to WCLC, directional N time etc. to WCLC, WCLI’s amended also to omit request for WRHC’s facilities, and new trans.

WX4K, Kalamazoo—CP new directional antenna.

NEW, John Lord Booth, Detroit—CP FM 44.1 mc etc. etc. amended to 65,752 sq. miles 2,925,008 pop., change trans.

KALB, Alexandria—CP change to 650 kc increase to 1 kw, new trans., directional N.

KVIC, Victoria, Tex.—App. transfer control to Morris B. Roberts, amended to omit Charles C. Sheu as one of transferees.

NEW, Central Carolina Busters, Co., Burlington, N. C.—CP 1420 kc 100 w un. (900 kc 3 kw) amended to 980 kc 200 w.

WNOX, Knoxville—CP directional N, increase to 10 kw 990 kc under treaty, amended to install 10 kw equipment.

NEW, Philadelphia—CP change to 150 kc from Strawbridge & Clothier to Lit Brothers 150 share companies.

KGM, Greensboro, N. C.—CP new trans., directional N & D, change to 500 kw.

NEW, Chicago—CP new trans., increase to 1 kw un. directional, propose.

NEW, Capital City Busters, Co. Topuka, Okla.—Grant extension to 6-11-41.

NEW, Head of the Lakes Busters, Co.—Super CP to CBM 44.5 mc 7,764 sq. miles 168,193 pop.

DECEMBER 23


NEW, FM Radio Busters, Inc., New York—CP 48.3 mc FM 8600 sq. miles, 9,600,000.

NEW, CBS, Boston—CP 44.1 mc FM 14,250 sq. miles, 6,575,846 pop.

WFIL, Philadelphia—App. transfer 50 per cent interest from Strawbridge & Clothier to Lit Brothers, 760 shares company stock.

NEW, Gazette Co., Cedar Rapids—CP 650 mc 15.6 kw, 500 mc 12 kw.

NEW, St. Louis—Mod. CP change power etc., for directional antennas.

Agenda Prepared for Ohio Session

DISCUSSIONS on television and frequency modulation developments will highlight the fourth annual Radio Conference to be held Feb. 10-21 at Ohio State U., Columbus. The conference, directed by E. E. Everett, head of Ohio State U., provides three two-hour sessions daily during the two weeks of meetings, with several sessions extending into a second day. The NAB again is cooperating in arranging and conducting the conference, which is expected leading radio engineers from all over the country [BROADCASTING, Dec. 1].

In addition to 23 discussion sections, the Conference will feature addresses by E. R. Jett, PCC chief engineer, Feb. 11 on “Communication in National Defense,” and G. C. Southworth, PCC, Feb. 15 on “Wave Guides.” The conference will climax Feb. 20 with a banquet.

Subjects and their dates include:

Feb. 18-15 Week

Speech Impact Systems: C. M. Lewis

RCA, J. D. Colvin, RCA.

Sound Reproduction from Recordings:

J. V. Hunt, Harvard (U. P) days.


Color Television: Peter C. Goldsmith.

Studio Acoustics: Paul J. Washburn, Minneapolis (2 days) General Discussion and Question Box (emphasis FCC engineering national). PCC assistant chief engineer: Lynne C. Sney, NAB engineering director (2 days).

Status of Television: Harry Sadenwater, RCA.

February 19-20

Broadcasting: Paul Loyet, Central Broadcasting Co.

Television Station Operation:

Robert M. Hunt.


February 21-23

Field Pickups: Harold P. See, NBC.

Feb. 17-21 Week

Status of Frequency Modulation:


Hearing the Determining Factor for High Fidelity: Harvey Fletcher, Bell Telephone Labs.


FM Antennas and Transmission Lines: Andrew Alford, McKay Radio & Telegraph Co. (2 days).

February 22-23

Ham Radio: Kenneth A. Norton, FCC (2 days).

UFIF Field Tests: Raymond F. Guy, NBE.

Operating Problems in FM Transmitters:


Roundtable on Problems: Paul A. Johnson, Network, E. J. Content, WOH, Newark, Dan Getterup, WMJW, Milwaukee (2 days).


February 25-26

FM Broadcast Transmitter Circuit Design: John F. Morrison, Bell Telephone Labs.

Western Electric

Look for him here regularly on this page—he’ll give you many valuable tips for Better Broadcasting in 1941.

MEET THE CHIEF!

Chief Engineer of the great Broadcasting Tribe—is constantly scouting for news of Western Electric—which he’ll pass on to you frequently.

"Ugh! Big News!"

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BROADCASTING · Broadcast Advertising
Network Accounts

All line EST unless otherwise indicated.

New Business

AXTON-FISHER TOBACCO Co., Louisville (Twenty Grand cigarettes), on Jan. 3 starts Twenty Grand Sante Your Health broadcast on NBC-Blue (station list not completed), Fri., 9:30-10:00 p.m. Agency: Weiss & Oeller, Chicago.

Renewal Accounts
PROCTOR & GAMBLE Co., Cincinnati (Chipo), on Dec. 30 renews Road of Life on 25 CBS stations, Mon. thru Fri., 1:45-2:00 p.m. Agency: Pedlar & Ryan, N. Y.

PROCTOR & GAMBLE Co., Cincinnati (Oxycol) on Dec. 30 renews The Goldberg on 23 CBS stations, Mon. thru Fri., 5-5:15 p.m. 

COCA-COLA (Ivory soap), thru Fri., 1:15-1:30 p.m. Agency: Blackett-Sample-Hummert, N. Y.

PROCTOR & GAMBLE Co., Cincinnati (Crisco), on Dec. 30 renews Life Can Be Beautiful on 37 CBS stations, Mon. thru Fri., 1:15-1:30 p.m. Agency: Compton Adv., N. Y.

PROCTOR & GAMBLE Co., Cincinnati (Creco), on Dec. 30 renews Richard the Lionheart on 20 CBS stations, Mon. thru Fri., 1-1:15 p.m. Agency: Compton Adv., N. Y.

COCA-PALMOLIVE-Peet Co., Jersey City (Palmolive soap), on Dec. 30 renews Life Can Be Beautiful on 37 CBS stations, Mon. thru Fri., 1:15-1:30 p.m. Agency: Blackett-Sample-Hummert, N. Y.

COCA-PALMOLIVE-Peet Co., Jersey City (Super Shells), on Dec. 30 renews Myrt & Marge on 81 CBS stations, Mon. thru Fri., 10-10:15 p.m. Agency: Blackett-Sample-Hummert, N. Y.

AMERICAN TOBACCO Co., New York, on Jan. 1 renews Kay Kyser on NBC-Blue, 10-11:15 p.m. Agency: Lord & Thomas, N. Y.


RISODOL Co., Jersey City, renews Mr. Keeler, Trace of Lost Persons on 46 NBC-blue stations, Tues., Wed., Thurs., Thurs., 10:45-12:30 a.m. Agency: Blackett-Sample-Hummert, N. Y.

RICHFIELD OIL Corp., New York, on Dec. 31 renews Confidently Your Voice of the West Coast on 35 CBS stations, Mon. thru Fri., 7-7:30 p.m. Agency: Sherman & Marquette, Chicago.

CITIZENS SERVICE Co., New York, on Jan. 31 renews for 82 weeks Cities of the West Coast on 35 NBC-blue stations, Tues., Wed., Thurs., 5-5:30 p.m. Agency: Lord & Thomas, N. Y.

BICODOL Co., New York, (Dr. Lyon's toothpowder), on Jan. 31 renews for 52 weeks Orphans of the Storm on NBC-blue stations, Mon. thru Fri., 3:30-3:35 p.m. Agency: Blackett-Sample-Hummert, N. Y.


Network Changes
R. J. REYNOLDS TOBACCO Co., Winston-Salem (Cigarette brands) on Jan. 9 starts Xavier Guest on 82 NBC-red stations, replacing Bob Cooper's Diamond Jim Whirlaway Shop, Thurs., 7:30-8:00 p.m. Agency: William Ely & Co., N. Y.

COLD SHOT CO., St. Louis (N R), on Dec. 31 renews Shifted Fame & Fortune on 76 NBC-blue stations, Thurs., 8-8:30 p.m. (EST), with West Coast repeat, 8:30-9:00 p.m. (PST), from Hollywood to New York. Agency: Egan & Co., N. Y.

LEWIS-HOWE Co., St. Louis, Mo. (N R), on Dec. 26 renews Shifted Fame & Fortune on 76 NBC-blue stations, Thurs., 8-9:00 p.m. (EST), with West Coast repeat, 8:30-9:00 p.m. (PST), from New York to Hollywood. Agency: Egan & Co., N. Y.

WHEELING STEEL Corp., Wheeling, on Jan. 5 adds 40 MBS stations to Musical America's Holiday package, a total of 91, Sun., 5-5:50 p.m. Agency: Critchfield & Co., Chicago.

MAJOR NETWORKS
LINK 500 STATIONS

OF THE 882 broadcasting stations in operation or authorized during construction during 1940, over 500 were affiliated with one or the other (or combinations) of the major networks, according to a year-end count by Broadcasting. During 1940 the nationwide networks added 101 affiliates, most of them in the local category and some of them newly established stations.

Largest number of affiliates is credited to NBC, which added 14 during the year to bring its total to 231. NBC-Blue added 31 more outlets and as of Jan. 1, 1941 had 92 affiliates. There is some overlapping between Red and Blue, with some affiliates supplementary to both.

CBS added 11 outlets, and its total now is 123.

Thomas to Chicago

EARL G. THOMAS, of New York City, in mid-December was named radio director of McCann-Erickson Inc., Chicago office. He has long been identified in the industry as a writer, producer and talent buyer.

Among the programs he has created for the air are Popeye the Sailor, sponsored by the Wheatena Corp., and Your Family and Mine, sponsored by National Dairy Assn. He has also done editorial work on such network programs as the Columbus Workshop.

Potter-Burns Merge

ROBERT E. POTTER, president and space buyer of the Potter Adv. Agency, and Jay E. Burns, president of Jay E. Burns Advertising, on Dec. 15 merged their individual advertising agencies into Burns & Potter, with offices at 75 E. Wacker Dr., Chicago. Telephone is Andover 2256. Mr. Potter, before organizing his own agency in Oct., was advertising manager of the Chicago Journal of Commerce. Mr. Burns has been active in Chicago business and banking circles.

GENERAL FOODS Corp., New York (Culver baking powder) on Jan. 6 replaces My Son & I, on 52 CBS stations Mon. thru Fri., 3:45-4:15 p.m., with a new serial Home of the Braves. Agency: Young & Rubicam, N. Y.

ALBERS BROS. MILLING Co., Seattle (cereals, flour), on Jan. 1 adds 6 NBC-Mountain stations (KSEL, KTVF, KTFZ, KTVI, KRMG, KFHL) to Voice of Experience, making a total of 14 NBC-red stations, Mon. thru Fri., 3:30-4:00 p.m. Agency: Erwin, Wasey & Co., Seattle.

COCA-PALMOLIVE-Peet Co., New York (Palmolive soap) on Jan. 6 replaces Strange as It Seems with City Desk on 57 CBS stations, Thurs., 5:30-6:00 p.m. Agency: Ted Bates Inc., N. Y.

CLARK Phonograph Record Co. 216 High St. Humboldt 2-0880

CLARK For QUALITY in ELECTRICAL TRANSCRIPTION PROCESSING

Today, as since the earliest days radio has been a name CLARK on processed recordings is a symbol of sterling workmanship and quality materials. And today practically every importation producer is a CLARK client. So, today, we suggest that if you are interested in quality transcription processing you investigate CLARK.
Revised Agency Contract Form Offered
To Provide Indemnity on Copyrights

ANTICIPATING the dropping of ASCAP music at the end of the year, NAB Counsel Russell P. Place Dec. 23 sent to all member stations a suggested revised form of agreement between stations and advertising agencies dealing with copyright indemnity under ASCAP less performance.

Cleared by AAAA

The new indemnity clause, Mr. Place advised the membership, has been cleared with counsel for the American Assn. of Advertising of Broadcasting with ASCAP. It states that if they did not contemplate having an ASCAP license after Dec. 31, to send the letter to each agency with which the station has outstanding broadcasts contracts to continue in force after the year-end. The text of the suggested letter follows:

This is to confirm the understanding between us which shall become effective on Dec. 31, 1940.

The provisions of paragraph 6 (c) of each and every broadcasting contract between us shall be and are hereby amended by the following new paragraph 6 (c) shall hereafter be amended in lieu and instead thereof:

6 (c) (A) Any litigation against agency or advertiser, or the employees of either, brought to enforce the rights of any third party alleged to have been violated by broadcasting matter described herein as station material will be defended by and at the expense of station. Any litigation against station or its employees brought to enforce the rights of any third party alleged to have been violated by broadcasting matter described herein as station material will be defended by and at the expense of station. Any litigation against agency or advertiser, or the employees of either, brought to enforce the rights of any third party alleged to have been violated by broadcasting matter described herein as station material will be defended by and at the expense of station.

6 (B) The indemnity (parter hereto on whom duty of defense is imposed hereunder) shall have full and complete control of such litigation and may settle, compromise and adjust the same. The indemnitee shall be responsible for the payment of any judgment for damages and costs rendered in such litigation against the indemnitee (c) and shall indemnify and hold harmless the indemnitee (s) from loss or damage caused by or arising out of any such judgment.

6 (c) Subparagraphs (a) and (b) hereof shall be effective only in the Agency (1) within thirty days after the initial summons or process is served upon the indemnitee, written notice thereof is given to the indemnitor and within ten days thereafter a written request to defend such litigation is called for or delivered to indemnitor.

The second main topic of the meeting was volun-

tary promotion facilities Ltd., was held Dec. 15-16 in the Palliser Hotel, Calgary, Alta. About 40 persons attended.

The meeting decided that programs paid for should be on a voluntary basis only.

Voluntary Promotion

Those attending included H. R. Carzon, president of All-Canada Radio Network; J. L. Radford, supervising manager of station operations for the Canadian Broadcasting Corp.; appointment of a paid advertising general manager for the Canadian Assn. of Broadcasters, which is to be main-
topic at the forthcoming CAB annual meeting Jan. 20-22 at Mont-
real; cooperation of stations with the government director of information on how to give more assistance in publicizing Canada’s war effort; need for a second national network, (Vancouver to the western stations; establishment of an idea bureau for the All-Canada stations.

WOODBURY STARTS
SPLIT HALF-HOUR

ANDREW JERGENS Co., Cincinnati, Ohio, which specializes in soap and face powder), on Jan. 1 replaces its weekly 30-minute Woodbury Holly-
wood Plughouse on NBC. The program repeats on KTGZ, stations with two quarter-hour pro-

Tony Martin, from Hollywood, will utilize the first quarter, Wed-
nesday at 7:30 p.m. (EST), with West Coast repeat, 8:15-8:30 p.m.

P & G Renew Four
PROCTOR & GAMBLE Co., Cincinnati, Ohio Dec. 30 renewed four of its CBS daytime weekday serials. Life Can Be Beautiful, heard at 1:15 p.m., and Right to Happiness at 1:30-1:45 p.m. for Crisco were renewed through Comp-
ton Adv., New York. Road of Life, sponsored for Chipher 1:45-2 p.m., was renewed as was The Goldy Gnome, heard in behalf of Oxydol. Beauty Palace was re-
newed for continuous one hour on CBS at 11:30-11:45 a.m. The Chipher ac-
count is handled by Fidlar & Ryan, New York, and by Blackett-
Sample-Hummert, New York.

Quibb Day Series

H. R. SQUIBB & SON (dentifrice), on Dec. 30 started a day-
time quarter-hour program, The Golden Treasury of Songs, featuring Jan Peerce, tenor; Victor Bay’s orchestra, and David Ross. Pro-
gram will be heard daily at 3:15-3:30 p.m. over 43 CBS sta-
tions, seven of which will carry it on Wednesdays only. Geyer, Cor-
nell & Newell, New York, is agency.
"We feel that WLW is the most powerful influence for the quick turn-over of Nationally Advertised Brands through our warehouses.

Through WLW's resources and the constant flow of advance information, we are able to keep our sales force informed of expected increases in sales ahead of the listening public's demand."

(Signed) D. Sayre, President

Hagen-Ratcliff's 8 salesmen cover 9 counties in 2 states.

Hagen-Ratcliff and Co.
Wholesale Grocers
Huntington, West Virginia

INDIANAPOLIS
CINCINNATI
LOUISVILLE
HUNTINGTON

WLW Here
HAGEN-RATCLIFF AND CO.
HERE

THE NATION'S
most Merchandisable
STATION
Radio Answers the Call of Total Defense

With characteristic speed, radio is responding to the call of national defense. Enrolled to serve the public interest and to fortify the Nation’s invisible life-lines of communication are: Research, Engineering, Manufacturing, Broadcasting, International Circuits, Ship-and-Shore Stations. The Radio Corporation of America was organized in 1919, as an American-owned, American-controlled radio company. RCA has established a world-wide communications system, independent of all foreign interests, and has pioneered in the creation and development of a new art and a new industry. Today, each of its services is equipped and ready for action in the first line of America’s total defense on land, sea, and in the air.

RCA CALLS THE ROLL OF ITS SERVICES TO THE NATION:

WORLD-WIDE COMMUNICATIONS
Vital to defense and commerce, RCA operates 24-hour direct communication service to 43 countries. This service avoids the censorship, errors, and delays which might occur at relay points. The Nation is protected against the loss of overseas communications through the cutting of submarine cables in war-time. Supplementing these globe-girdling channels, RCA operates a domestic radiotelegraph system that links 12 key cities in the United States.

MARINE COMMUNICATIONS
Life and property at sea are guarded by modern radio coastal stations and radio-equipped ships. Eighteen hundred American ships are equipped with RCA apparatus. The shore-lines of the United States are fringed with radio beacon transmitters to guide the fleet and shipping in American waters. American ships do not have to depend upon foreign-controlled means of communication to send messages home.

BROADCASTING
RCA pioneered in establishing the first nation-wide network of broadcasting. The National Broadcasting Company, formed in 1926, today serves an American radio audience through 50,000,000 receiving sets. NBC provides these listeners with serious and popular music news and information, drama and education, public forums and religious services. Under the American system of broadcasting, the finest and most extensive variety of programs to be had anywhere in the world is free to the listening public. The richest man cannot buy what the poorest man gets free by radio.

NBC broadcasting service is also maintained internationally, by short wave, and helps to strengthen good-will and cultural and economic relations between the Americas, and with other parts of the world.

An informed public opinion, promoted by a free press and a free system of broadcasting, is a highly important national asset in total defense.

MANUFACTURING
The RCA Manufacturing Company operates five plants, strategically located at Camden and Harrison, N. J., Indianapolis and Bloomington, Ind., and Hollywood, California. Within the year the company has invested millions of dollars in expansion to facilitate production and rapid filling of orders from the Army and Navy. Machinery is geared for national defense in addition to providing for normal requirements of the public.

RESEARCH AND ENGINEERING
Through science and research, the RCA Laboratories are enrolled in the national defense. Research in electronics, wave propagation, television, facsimile, acoustics, optics, and in other fields has opened new services and extended the scope of existing services, both commercial and military.

No longer must an aviator “just look to the ground” to find his way to a target or to his base. He may fly and land “blind” by radio. The electron microscope, a product of RCA Laboratories, is a new means to help protect the national welfare as it opens new horizons for bacteriologist, chemist, physicist and industrialist. In these and many other ways, radio research in peace-time has built new bulwarks of defense for our Nation.

INVENTIONS AND THEIR USE
RCA licenses many other manufacturers to use its inventions and patents. By making them widely available, RCA has helped to create an industry as well as an art.

Through this licensing policy the radio industry has access to results of the research of RCA Laboratories. In this way, competition has been stimulated, and numerous sources of supply opened to the public and the Government.

EMPLOYEES
Labor relations between RCA and its employees are excellent. Employment in the RCA organization in 1940 increased from 22,000 to 27,000 employees. Principal officers and many employees of RCA are members of the Army and Navy Reserves.

For 21 years the pioneering efforts and services of RCA have safeguarded American preeminence in radio. RCA continues to serve the public interest and is fully prepared and ready to carry on in the first line of total defense!

RADIO CORPORATION of AMERICA
RADIO CITY NEW YORK

THE SERVICES OF RCA: RCA MANUFACTURING COMPANY, INC. RADIO CORPORATION OF AMERICA RCA LABORATORIES NATIONAL BROADCASTING COMPANY, INC. RCA COMMERCE, INC. RCA COMMUNICATIONS, INC. RCA INSTITUTES, INC.