WOR

THAT

POWER-

FUL

STATION

NU-DEW
NUDIST CAMP

BUY AT MOE'S
SNAPPY HAPPY
DEPARTMENT

STORE

O. SOGLOW
La Salle Street Listens, Too!

WLS has a most complete market broadcast schedule ... both farm and security ... for Chicago and Mid-West listeners. Seven broadcasts daily feature prices on the New York Stock Exchange and Chicago Board of Trade.

A schedule of these broadcasts was recently sent all LaSalle Street brokerage houses. Dozens wrote back for extra copies—and one broker asked for 5,000 WLS market schedules to enclose in month-end statements.

Here, then, is another indication that the markets—and WLS—are not important on the farm alone. They're vital in Chicago, too!

870 Kilocycles  50,000 Watts
NBC Blue Affiliate

The Prairie Farmer Station
Burrage D. Butler, President
Glenn Snyder, Manager

National Representatives:
John Blair & Company

Chicago
Like Good Friends Who Are Always Welcome

—are the home-town radio stations and those who call, via the loudspeaker—because they're known and liked for their personal qualities. Many are part of the immediate community—and ALL enjoy acceptance IN the home resulting from long association and genuine friendship.

Consider what this means in promoting YOUR products in the important buying centers of New England, covered by The Colonial Network.

Isn't it logical that you're bound to be more successful in these communities if you appoint a local organization that is known—has standing and acceptance—in preference to a stranger from afar?

And isn't it obvious that when you can obtain—at economical cost—the loyalty and friendship these 19 Colonial Network home-town stations possess, you are investing in exactly the right mediums for doing the best selling job in one of America's most prosperous, populous, responsive markets—buy-able New England!

THE COLONIAL NETWORK

21 BROOKLINE AVENUE

EDWARD PETRY & CO., INC., National Sales Representative

PLAY THEM TO WIN

KOIL, the ace salesman for the Omaha Market . . . KFAB, for the rest of Nebraska and surrounding states.

Dealers and jobbers know, from experience, there's plenty of merchandising support in the hand behind these selling aces. Merchandise really moves when backed by KOIL for the Omaha Market and KFAB for the rest of Nebraska.

P.S.—The ante is mighty small, too.

KOIL
Don Searle, Gen. Mgr.
OMAHA

KOIL
for the
OMAHA MARKET

KFAB
for the
REST OF NEBRASKA

KFAB
for the KFAB
for the REST OF KFAB

BOTH BASIC C. B. S.

Represented by EDWARD PETRY & CO., INC.
Auto Industry's Production for 1940 to Reach 4,476,000 Units

Ride it TO NEW HIGH PROFITS

WXYZ DETROIT

5000 WATTS

5000 WATTS

DAY and NIGHT

NO INCREASE IN RATES

UNTIL FEBRUARY 1, 1941

MORE MARKETS

MORE COVERAGE

WXYZ KING TRENDLE BROADCASTING CORPORATION

KEY STATION MICHIGAN RADIO NETWORK

BASIC DETROIT OUTLET NBC BLUE NETWORK

National Sales Representative—PAUL H. RAYMER CO.
Seldom does a national advertiser run into a selling opportunity like the Piedmont Plateau. This very heart of the two Carolinas, bounded on the west by mountain country and the east by a coastal plain, rises up out of the Southeast 900 feet above sea level... the wealthiest, most fertile, most heavily factory-ed group of Carolina counties (65 of them). With steady buying power due to a nearly perfect balance between industry and agriculture.

AND RIGHT SMACK IN THE MIDDLE

of this unusual tableland-market is CHARLOTTE. Textile capital of the world. Pivotal point for all selling in the two Carolinas. The home-city of 50,000 watt WBT.

From Charlotte, national companies reach out to sell the Piedmont Plateau. More branch offices and factory branches are here than in any other Carolina city.

From Charlotte, national chain stores reach out to buy for the Piedmont Plateau. More buying offices headquarters here, by far, than in any other Carolina city.

And from this very heart of the Piedmont (Charlotte), WBT has for twenty years given its advertisers coverage from within. Building audience loyalty that has set a pace for all radio. Chalking up selling records that no single station or group of stations in this market can even closely duplicate.

Only with WBT from Charlotte can you profitably reach and sell the Piedmont Plateau. Ask your nearest Radio Sales office about it.

WBT 50,000 WATTS • CHARLOTTE, PIEDMONT PLATEAU

Owned and operated by Columbia Broadcasting System. Represented by Radio Sales: New York, Chicago, Detroit, St. Louis, Los Angeles, San Francisco.
Watts is pounding at America's 3rd market — from the NBC-Red Station in Philadelphia:

KYW

Philadelphia

Represented nationally by NBC Spot Sales Offices
When in doubt, ask

LEWIS H. AVERY!

Some of his friends who knew him as the hard-hitting sales manager of WGR and WKBY may be surprised to learn that Lew Avery has always attached more importance to preparation for a call, than to the sales call itself. He personally spends more time digging out facts in our office, than he does pounding the desk in your office. But when he does come to your office, he has something to say.

Contrary, perhaps, to the average conception of radio-station representation, research finds a big place in our daily work here in F&P. Each of our six offices contains a comprehensive collection of marketing and radio statistics—and hardly a week goes by that we don't supply at least one agency or advertiser with a detailed and illuminating report or survey of some kind. ... An analysis of farm-equipment potentials in the Southeast; a survey of salad-dressing sales in Buffalo; a summary of coffee-buying habits in Iowa; an investigation of candy distribution in Tulsa—whatever your needs for information, F&P can probably help you.

Lew and all our fourteen top-notch men at F&P are completely aware that selling is primarily serving. If we can help you dig out a means of improving your results from radio, or of increasing the usefulness of radio for you—well, that's the way we like best to work, in this pioneer group of radio station representatives.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

EXCLUSIVE REPRESENTATIVES:

WGR-WKBY BUFFALO
WCKY CINCINNATI
WDAY FARGO
FMBC KANSAS CITY
WAVE LOUISVILLE
WTCH MINNEAPOLIS-ST. PAUL
WMRD PEORIA
WSD ST. LOUIS
WPFL SYRACUSE

WHO DES MOINES
WOC DAVENPORT
KMA SHENANDOAH

SOUTHEAST

WCSB CHARLESTON
WILS COLUMBIA
WPFF RALEIGH
WDBJ ROANOKE

SOUTHWEST

KGHO FT. WORTH-DALLAS
KOMA OKLAHOMA CITY
KTUL TULSA

PACIFIC COAST

KECA LOS ANGELES
KOIN-KALE PORTLAND
KROW OAKLAND-SAN FRANCISCO
KIRO SEATTLE

Four years, Union College
Three years, General Electric
Two years, Mohawk Hudson
Three years, Batten, Barton,
Seven years, Buffalo Broad-
Power Corporation
casting Corporation
Free & Peters (Chicago Office)
since Jan., 1940
Battle Half Won; Reconciliation Not Now Considered; Little Public Complaint; Society Torn by Strife

By SOL TAISHOFF

SATISFIED that a fortnight of ASCAP-less performance already has amply demonstrated the ability of broadcasting to meet all of its music requirements through other sources, the industry now is engrossed in means of establishing Broadcast Music Inc. as a permanent and strictly legal entity in Tin Pan Alley's new order.

No thought currently is being given to reconciliation with ASCAP, apparently much to the chagrin of the Society. Instead, leading entities in radio are conferring with Assistant Attorney General Thurman Arnold about an agreement which would change the basic organization of BMI to meet requirements of the Anti-Trust Division and avert the criminal litigation proposed by the Government against NAB, BMI, CBS and BMI on grounds of "boycott".

Hardly a Murmur

Other than obviously inspired ASCAP blasts, there has been hardly a murmur of public complaint against the absence of AAAA, whose representatives insisted that criminal proceedings would be launched in Milwaukee soon.

Following an extraordinary session of the executive committee of the NAB and of IRNA and of the BMI board of directors in Washington Jan. 7, with a number of leading industry figures also present, it was decided to explore the possibilities of obtaining a type of consent decree from the Department which would impose no undue hardships on the broadcasting industry and guarantee rigorous competition with ASCAP.

On Jan. 8 a three-man committee comprising BMI President Neville Miller, BMI Executive Vice-President and General Counsel Sydney Kaye, and CBS Attorney Godfrey Goldmark conferred practically all day with Assistant Attorney General Arnold, Holmes Baldridge, chief of the Litigation Section of the Anti-Trust Division, and Victor O. Waters, Special Assistant Attorney General in charge of the copyright proceedings.

It was at this meeting that Mr. Arnold was reported to have insisted upon the clearance-at-the-source plan. The committee was given time in which to hold further conferences with representative industry groups. Meetings again were held soon in Washington and in New York Jan. 9 and 10.

If the Department is advised the method is acceptable, it is expected work will be started immediately on a conditional consent decree. Should the industry group conclude it cannot agree, Attorney General Arnold may ask for all information against the industry groups in Milwaukee within a few days. Simultaneously, the more comprehensive ASCAP suit would be filed.

White Interested

Unless something happens quickly there is likelihood the ASCAP-BMI controversy will get a hearing in Congress. Senator Wallace H. White Jr. (E.-Me.), the best informed man on radio in Congress, told Broadcasting Jan. 10 he felt there was no excuse for the current situation. "I don't know why we should sit back and let these interests fight at the expense of the rest of the people of the United States," he said.

Senator White did not blame either group. He declared, however, that he would either propose an investigation or introduce definite legislation designed to foreclose the possibility of any recurrence of this situation, unless steps are taken swiftly to terminate the current turmoil.

If a consent decree is decided upon by the broadcasting industry groups, it unquestionably will provide for continued operation of BMI on its present basis until such time as ASCAP changes its method of operation, to provide for per-program payment and otherwise reorganize from top to bottom in order to make it possible for the Government to take the cases to the courts.

At the extraordinary sessions in Washington Jan. 7, David Barnott, RCA president and NBC chairman; William S. Paley, CBS president, and a formidable array of attorneys conferred with the three ex-
Extensive Pickups Planned by Nets For Inauguration

All Bands But Naval Exclude ASCAP Numbers in Parade

THE MOST extensive coverage in the history of American radio will be given the third inauguration of President Franklin D. Roosevelt, Jan. 20, a survey by Broadcasting revealed Jan. 10. All major networks will carry descriptions of the ceremonies attendant to the actual swearing in of Mr. Roosevelt at the east front of the Capitol as well as a score of programs depicting sidelights to the main event.

NBC has announced it will short-wave a word picture of the inauguration in Spanish and Portuguese over its shortwave stations, WBCA and WNB. The description, to be given direct from the Capitol, will be relayed by land lines to Bound Brook, N. J., where it will be short-waveed to South America. Under NBC's new international policy, permitting certain stations in Latin America to re-broadcast its programs, it is expected that the description will have wide distribution from Havana to Buenos Aires.

Many Pickup Points

As Broadcasting went to press, neither CBS or MBS had announced short-wave pickup points; it was expected they would put a description of the event on their own or affiliated shortwave transmitters.

All programs will transmit their regular Washington staffs with additions from New York. Under present plans and those of CBS have listed 20 pickup points for describing both the parade and the actual inauguration. MBS to date has listed 14 microphone positions. While no definite time has been set, it is planned to start the broadcast at 11:30 a.m., running until approximately 1 p.m. and then going back on the air at 1:30 or 2 p.m. to complete the parade. Substantially identical arrangements have been made by all networks in this respect.

The radio section of U. S. Office of Education for the second successive inauguration prepared a map of the lines of radio, showing location of microphones of the networks as well as time of ceremonies. Copies of the map were distributed to NAB to all stations with suggestion that they be made available to schools and places where school children could listen to ceremonies and follow them on maps.

The ASCAP-BMI situation has caused some confusion in connection with inaugural broadcast plans but at this writing apparently will not alter radio pickup plans; its elaborate description of the ceremonies. All bands in the line of march, with the exception of the Navy bands—West Coast, Charles Benter, is a member of ASCAP, have signified their intention of playing BMI and other non-ASCAP music. Capt. Thomas Darcey, leader of the Army Band, has written an original composition titled "The U. S. Army" which will get its first public playing inauguration Day.

BRITISH RADIO CENTER BOMBED

Broadcasting House Bombed, Killing Seven of BBC's Staff

News Announcer Rocked as Bomb Explodes But Sticks to His Mike and Continues With Program

BROADCASTING HOUSE, head-quarters of the British Broadcasting Corp., an originating point of American and Canadian network broadcasts in London, has been struck twice by bombs since October, it was officially announced Jan. 7. During the second raid Fred Bate, head of the BBC staff in London, was cut by flying glass [BROADCASTING Dec. 15]. At the time Bate was not at Broadcasting House but working in BBC headquarters in the same section of the city.

Seven members of the staff of BBC, it was made known Jan. 7, were killed during the October raid when a bomb failed to explode immediately. As the bomb exploded, Announcer Bruce Belfrage, who has appeared on the stage in the United States, was concluding a news summary. "The postscript tonight...." he began. Then there was the sound of an explosion, heard by millions of listeners. A voice came through the open microphone saying, "It's all right," and Belfrage continued with his news.

On the Job

Frank R. Kelley, writing in the New York Herald Tribune, Jan. 8, said:

"For some inexplicable reason the BBC did not order its employees out of the building but let them work on with this slightly delayed action bomb nesting in their midst. The bomb went off and killed seven persons. The hole in the BBC buildings of the flying patched is still there when, during another raid, a heavy bomb landed alongside a building in Portland Place, blowing out most of the windows on the ground level of those studios above ground unusable."

Four of the 300 persons on duty at the BBC at the time were injured seriously, according to the Herald Tribune correspondent.

The injured included B. E. Nicolls, program director. When this missile came down alongside Broadcasting House, which dominates Portland Place, the BBC's roof spotter grabbed his microphone and shouted down to the control room: "Look out, there's a big one coming." Seconds later the bomb went off in Portland Place with a tremendous blast that blew over the roof spotter. He crawled back to his telephone. Came the comment from the control room: "Butter fingers."

Now Underground

A few minutes after this, Broadcasting House, a London showplace, was showered with fire bombs. Two fires which broke out on the third floor were put out after two hours. Damage was so great that BBC now is operating solely from underground studios—all 20 above ground studios being out of commission. The first bombing cut a heavy gash into the BBC building level with the fifth floor on the Portland Place or west side. The building, constructed along ultra-modern lines, is about seven years old. Actually it is a shell within a shell, employing the suspended studio type of construction familiar in modern American broadcasting plants.

Eight Canadian Broadcasting Corp. members working with the British Broadcasting Corp. in London were unharmed during the bombings. Officials of the CBC at Toronto on Jan. 7 stated that according to information they had received, none of the CBC men in London had been injured. The CBC men are attached to the BBC and make up the BBC Overseas Unit. They are Executive CBC program chief on loan to the BBC for North American program supervision; Stanley Maxted, former CBC producer; Bob Bowman, CBC special events director in charge of CBC Overseas Unit; Gerald Wilkins, assistant chief of personnel, the Montreal CBC announcing and producing staffs; Arthur Holmes, of the Toronto CBC engineering staff; Albert Altherre, of the Montreal CBC engineering staff; Jacques de Vaillets, Montreal CBC announcer...

Shirer Explains Berlin Problems

Censorship Is Strict, Food For Newsmen Is Ample

FOREIGN correspondents in Germany are classed as "heavy laborers" and allowed 1,000 grams (slightly more than two pounds) of meat weekly, or double the normal allowance. William L. Shirer, CBS representative in Berlin now home on leave, told a group of CBS executives in New York last week that free editors Jan. 3 at a luncheon in honor.

This extra-heavy diet keeps the American correspondents healthy and friendly, Mr. Shirer stated, adding that while the German people seem to get along very well on their restricted diet, Americans cannot maintain their strength with it.

Strict Censorship

He said that while there has been no interference or curtailing of broadcasts by Americans from Germany for American audiences there has been censorship, especially by army officials, since last May. Anything that might have military value is ruthlessly black-balled, he said. The army also maintains close supervision over all German broadcasts, both domestic and for foreign consumption.

Despite the harsh penalties for Germans caught listening to short-wave programs from abroad, Mr. Shirer expressed the opinion that the country would not be able to make a landing there. He said that, the only restriction being that they must not repeat to German citizens what they hear from abroad.

New BC Disc Program To Reach 100 Stations

BC REMEDY Co., Durham, N. C., after Jan. 20 will release to over 100 stations on its long-wave disc program. The headache remedy is sold, a group of 26 recorded 60-second announce- ments and music conducted by Godfrey who produces the Sun Dial on WJSV Washington, and who also is heard on discs, sponsored by the Carnea- tion Co.

Announcements include 20 seconds of Godfrey's songs and 40 seconds of commercials for broadcasts daily or several times weekly. The recordings were produced by Charles W. Hoy Co., New York, the agency handling BC's New York advertising, and prepared by NBC radio-recording division in Washing- ton. Agency placing national business for the company is Har- vey-Massengale Co., Durham.
Treaty Nations Aim to Beat Deadline

Engineers to Discuss Technical Matters
At Conference

STILL shooting for the March 29 "continental reallocation, pursuant to the Havana Treaty, delegates of the United States, Mexico and Cuba will meet in Washington Jan. 14 at an engineering conference to adjourn assignment conflicts and otherwise improve technical differences in the new broadcast operating structure.

Commissioner T. A. M. Craven, who was head of the American delegation to the 1937 conference in Mexico which drafted the Treaty, again will be chairman of the delegation. An essential responsibility developing for the agreement which, among other things, is destined to end the occupation of Mexican border stations.

Other Members

Other FCC delegates are E. K. Jett, chief engineer; A. D. Ring, assistant chief engineer in charge of broadcasting;3674 Frank Esty, chief, International section, and Joseph L. Rauh, Jr., assistant general counsel.

State Department representatives will be headed by Thomas Burke, chief of the Division of International Communications, and his assistant, Francis G. De-Wolf. Harvey Otterman and Joseph Kesting. It is expected that Assistant Secretary of State Breckenridge Long, will attend the conference but not actually participate in the informal engineering discussions.

While meeting the March 29 deadline may mean a race against time, Government officials are optimistic, provided no complications develop. It is presumed that final orders and plans to allocate the assignments can be cleared by the end of January and that stations therefore will have two months within which to comply with the Treaty terms.

The reallocation, as announced by the FCC, was to affect 777 of the 862 stations then operating or authorized. Since then, however, the number affected has been increased by newly authorized stations.

At the Jan. 14 sessions, expected to run about a week, the most serious consideration will be that of the fate of the notorious border stations. The Treaty itself definitely provides for their silencing as high-powered outlets, with all Class I facilities earmarked for the interior of Mexico. Reports have been current, however, that commitments may have been made by the former Mexican Communications Ministry, prior to the recent presidential elections, under which certain of these stations temporarily at least, would retain their border assignments with substantial power.

It is obvious that even if everything clicks all down the line, time will be short in meeting the March 29 deadline. The serious bottleneck unquestionably will be production of crystals for stations in this country as well as in Canada, Mexico and Cuba, which must change their assignments. In a substantial number of cases, it is understood, stations have made arrangements with occupants of frequencies to which they are slated to switch, for exchange of crystals.

In cases where directional antennas and new locations are required, the FCC may authorize operation with reduced power until they complete new installations.

Mexican Problem

Little difficulty will be encountered, it is indicated, in reconciling the Canadian allocations with those in this country. The only serious problem expected with Mexico is that of the disposition of the border stations. In the case of Cuba, its revised allocation list has not yet been submitted and probably will be gone over for the first time at the general engineering sessions. The original Cuban list did not take into account the standards specified in the Treaty, and therefore had to be revised drastically.

Since all of the deliberations will be technical and within the framework of the treaty, no departures from the Treaty allocations are contemplated. A gentleman's agreement regarding certain of the channels assigned to Mexico has been entered into and may prove a bone of contention. Moreover, it is understood the Mexican list does not indicate precisely when the Class I facilities assigned to it for use in the interior of the country will be shifted.

No word has been received here as to the makeup of the delegations from the other countries. It is expected, however, that, for the most part they will consist of practical allocations engineers, flanked by foreign office representatives.

Originally the plans for the engineering conference contemplated two bilateral sessions, then a plenary session. Mexico, however, suggested the plenary session at the outset, to expedite conversations.

Esso Extra

TWIN BABIES, born Jan. 1 to a 14-year-old N. Y. C. heaven, on Little Edisto island, near Charleston, S. C., have been named Esso and Essolene. "A" all appearances inspired by the four-daily Esso Report newscasts on WCSC, Charleston. The young mother thinks the names are "very, very" last year Standard Oil Co. of New Jersey, sponsor of the Esso Report programs, awarded cash bo- mbs for multiple births on New Year's Day, but it has not been announced whether the company will rise to the possibility of becoming godfather to Esso and Essolene.

FIVE AFFILIATIONS
WITH NBC, MUTUAL

FIRST NEW network affiliations of the new year were announced Jan. 8 by NBC and MBS, with the former taking KOC, St. Louis; KOC, Minneapolis, and KOC, Des Moines, also owned by the Pal- mer interests, operates with 250 watts on 1370 kc.; KOTN, Hot Springs, 250 watts on 1200 kc.; KOTN, Pine Bluff, 250 watts on 1500 kc.; KFWC, Hot Springs, 250 watts on 1310 kc. On Jan. 15 MBS adds WPAY, Port- mouth, O., 100 watts on 1370 kc.

These additions bring the total of NBC affiliates to 255, MBS to 172.

WHIT E, LABORATORIES, New York, on Jan. 6 started a campaign for Chas. guns using six times weekly spot announcements on 62 stations throughout the country. Agency is Wm. Esty & Co., New York.

KDKA Transfers to Blue Nov. 1

FORMAL announcement has been made by KDKA that KDKA, Pitts- burgh, will switch Nov. 1 from NEX Blue to the Red network and WBB, Boston, will switch June 1, 1942. Though these shifts have been indicated for some time, the definite dates had not been fixed.

In a notable NBC effort, KDKA, Wheeling, will become the NBC Blue outlet, switching from CBS. No mention was made about NBC Blue network outlet supplementing WBB, through several stations are understood to be considered for the position. Similarly, nothing was said about the new outlet in Pittsburgh when the Red programs shift from WCAE to KDKA. WBB will be transferred for 50,000-watt operation, will cover part of that area but it is expected there also will be a local Pittsburgh outlet for the Blue.

In his announcement, Mr. Kobak mentioned additional improvements in Blue operation. Among these were the increase of WXYZ, Detroit, to 5,000 watts in the operation of KXOK, St. Louis, on the Blue as of Jan. 1 with 5,000 watts day and night and with KFU, Kansas City, going over to Blue; and the projected increase in power of WJBO, Baton Rouge, to 5,000 watts on Feb. 1 the probable date of starting.

Union Leader Widening Schedule of Farm News

P. LORILLARD Co., New York, on Jan. 6 started a 15-week campaign for Coburn using The Farm Market Reporter five times weekly on Michigan Ra- dios; KIVR, WIBM WBCM WFFD WOOD- WASH WJIM WKZ.

The program, heard every 12:15-12:30 p.m., contains farm reports by George Bouteille, manager of the Michigan Livestock Assn., and muscle movement reports by G. Howl. According to the agency, Lennen & Mitchell, New York, the company will transmit the farm report programs three to five times weekly in seven other cities on the east coast and for various times during January.

Lorillard also has been promoting Union Leader since last November with farm reports originating in the South St. Paul stockyards, second largest in the United States, on the North Central Broadcasting System of 11 stations in Minnesota, North and South Dakota.

Dr. Pepper on 33

DR. PEPPER Co., Dallas, during the week of Feb. 10 will start a campaign using a soft drink on 33 stations, 30 of which have already been set. Program will be a half-hour variety show, distributed by Columbia Recording Corp. for broadcast once a week. According to Benton & Bowles, New York agency handling the account, further details of the campaign have not been decided.

SPOT announcement campaign run- ning in the Northeast through spring will out the country under sponsorship of Ex-Lax Mfg. Co., Brooklyn, was re- viewed Jan. 11. The agency, according to Joseph Katz Co., New York, agency in charge.
Many Violations Are Claimed
But ASCAP Files No Actions

Literally Swamped, Says Society, as Listening Posts Are Busy; Texaco Threat Is Belittled

ALTHOUGH ASCAP claims it is "literally swamped" with infringements of its catalogs by radio stations, owners of listening posts scattered throughout the country. While the Society expected to discover a number of infringements, Mr. Paine said unprepared for the quantity that already had turned up.

Delay in Filing

On Jan. 2 ASCAP announced that its attorneys, Schwartz & Frohlich, "were preparing papers for an infringement suit against the Texas Co., Buchanan & Co., its advertising agency, and CBS and all its affiliated stations which carried the Fred Allen program, for copyright violation in the unauthorized use of the musical number "Wintergreen for President" on the Fred Allen show last night.

On Jan. 7, however, the Schwartz & Frohlich office stated that this suit had not been instituted and that no suits would be started within the week, nor were any contemplated until the completion of a survey of infringements now being made by ASCAP.

The song, "Wintergreen for President," the ASCAP announcement said, was used in music "by the late George Gershwin and lyrics by Ira Gershwin, is from the musical show "Of Thee I Sing," an outstanding Broadway success of a few years ago. As soon as the announcement appeared, CBS issued a statement that: "There is absolutely no basis for such a suit. The tune mentioned was not 'Wintergreen for President,' but an original theme melody."

Stating that the ASCAP legal department is trying to analyze the situation preparatory to taking action, Mr. Paine said that it "seems silly to bring so many suits." One publisher-member alone has four infringements, "all on 100 station network parity, he declared, "which if prosecuted would collected for at the statutory minimum of $250 an infringement would bring the company damages of $100,000.

While many of the infringements are believed to be unintentional, Mr. Paine expressed the belief that a number of "selective steals," and grew indignant over the action of certain sponsors and orchestra leaders who have "paraphrased" their former theme songs, changing only a few words, phrases, or a few notes, and no court in the world will let them get away with it," he declared.

Two Bars Involved

In announcing ASCAP's plans for the infringement suit against the CBS program, Mr. Paine stated that "The Society intends to vigorously defend its composers and authors from piracy and exploitation by the radio monopoly. George Gershwin is dead and cannot protect this piracy, but this Society, which was formed by writers to guard against just this sort of abuse, will protect its estate.

Joseph H. Ream, general attorney of CBS, expressed confidence that if ASCAP actually does file this suit the courts will promptly dismiss it. The alleged infringement was in a broadcast that having to guard "music," he said, "and of these two bars the notes are entirely different from 'Wintergreen for President' and the rhythm, while similar, is not identical."

Paul Munroe, radio director of Buchanan & Co., also stated his belief the suit will turn out to be "a practical joke."

Failure of ASCAP to follow up an announcement with immediate action has led to a number of exasperations from music publishers. ASCAP wanted publicity and having achieved that goal will let the matter rest. Others predict, however, that an announcement ASCAP will have to follow through on the suit to save face with its members.

ASCAP Prepares Radio Drive
To Promote Writers and Songs

Live Show in New York, Discses Elsewhere Under Plans With Guest Star to Appear Each Week

PLANS of ASCAP to join the ranks of radio sponsors by presenting a weekly program, featuring its own writers, composers and songs, or other composers and songs selected from those which have been put out ASCAP licenses, are currently being formulated at the Society's headquarters.

Under the plan, "Parade," the series will be produced by Billy Rose, written by Oscar Hammerstein and will have Deems Taylor as commentator. A guest star will be featured each week, with Irving Berlin set for the first broadcast.

Series was announced Jan. 6 by Gene Buck, ASCAP president, as the organization's "own Hit Parade," a program of genuine 'hit' songs of the day—the real hits that the public is actually buying, singing and dancing to, rather than a group of network controlled synthetic 'hits.' These "ASCAP hits," the announcement continues, "will be selected on a home-and-survey basis.

Code Provision

Just where the program would be staged, whether in a theatre or the studio of one of the New York stations which will carry the series, whether the programs will run for a week or a month, and the number of minutes, and how many and which stations will be used, were questions which had not been settled last, although ASCAP officials hoped to have the first program ready for broadcasting Jan. 18.

In general, ASCAP broadcast live on stations in the New York metropolitan area and by transcription on other outlets. An attempt will be made to use ASCAP station in the broadcast Saturday nights, spotted in the period directly preceding the "Hit Parade."

Commercial will be devoted to telling the public ASCAP's side of the music controversy, it was stated, although their exact form has not been determined. Since the announcement of this series, a number of broadcasters have stated that they would continue to use non-ASCAP songs where the NAB cannot, under the provisions of the industry code, for equal time to be given to all stations. The ASCAP side of the controversy is to give time to NAB stations to present their side of the story.

Another angle of ASCAP's publicity campaign on the "boycotted by radio" theme is the formation of the ASCAP "Live and Sing With Writers and Their Orchestras" by 17 ASCAP members who are instrumentalists as well as composers, which opened at the State Theater, Easton, Pa. Al Lewis, vocalist and manager of the group, has, according to them, "assembled just about all the songwriters who could qualify as instrumentalists," first such aggregation.


Because they belong to ASCAP and "therefore are affected by the boycott of ASCAP music by the networks," the ASCAP members are making public appearances in states, "they are returning to vaudeville to play their tunes where the public can hear them."

Lobbies of New York theatre housing musical shows have, since Jan. 1, been decorated with placards announcing: Music from This Show Is Not From Your B-Y. Order of CBS, NBC, MBS, but They Can't Bar It From Your Piano. Buy Your Sheet Music Here."

ASCAP Control Called Barrier to Bargaining

A CHARGE that ASCAP's control over prior to Dec. 31 has deprived independent music publishers from free bargaining with radio and recording companies has been made by Frank La Val of Addazio-La Val-Matthey Publishers. In a letter to BROADCASTING, protesting against "this private war between ASCAP and the companies which is hurting independent publishers and composers," Mr. La Val cites a case of subordination from a recording company whose manager he quotes as saying:

"The only way of getting your music on the 'Hit Parade' is by giving a guarantee of a contract of $150,000 and an ante of 7,500 reports or by giving your music on the 'Hit Parade.'" Mr. LaVale concludes: "We know that this is a false statement being that we are not members of ASCAP. We also know that this company has paid music for ASCAP publishers without a guarantee."

He also cites similar disqualification from a broadcasting station.

WEST DISINFECTING Co., New York, was erroneously stated as the company in the box in the Jan. 18 BROADCASTING in connection with the planting of 'It Takes a Woman, from 20th Century Fox Production, while Mrs. New York, and released through Moser & Cotinis, New York. Product advertised is "CN."
ASCAP Refused Wisconsin Order

WASHINGTON, D.C. (April 3, 1941) — The American Society of Composers, Authors and Publishers (ASCAP) has refused a court order compelling ASCAP to allow WTMG, an Indiana radio station, to broadcast a song composed by John Paine, a former ASCAP member, according to ASCAP. The society maintains that WTMG’s refusal to pay ASCAP its statutory royalty is a violation of the ASCAP contract and therefore its rights are inviolable.

The ASCAP decision was announced by John G. Paine, ASCAP general manager, who said that ASCAP had no intention of paying a royalty on the composition “The Waltz of the Virtuosi,” which was composed by John Paine in 1926.

NEWS NOTE from Hollywood, from Hedda Hopper’s syndicated column, Jan. 6:

“Producer Kenneth MacGowan started ‘The Great American BROADCASTER’ as a one-year-and-a-half-million-dollar feature. The first show was completed in 1926. Now they’re actually in production, but the ASCAP war with radio is on in swing time, and the greatest of the great 78’s will be used if the picture cannot be played or sung on the air, which has already happened to put them over. Where would ‘Thanksgiving Memory’ be without Bob Hope and radio?”

Benrus to Enlarge

BENRUS WATCH Co., New York, following its annual sales meeting, has announced plans to add a number of stations to its largest list of franchisees. The list will be made up in February by J. D. Tarcher & Co., New York agency, with the schedules beginning in March.

DENIAL of the report by ASCAP that it had signed a new contract for performance of its music was issued Jan. 10 by WHNL, Sheboygan, Wis. Wayne W. Cribb, manager, said the only license agreements his station has are with BMI and SESAC.

Station Licenses Claimed by ASCAP

A total of 158 stations have contracted with ASCAP for performing rights for 1941, since expiration of the 6% of gross contracts on Dec. 31, according to ASCAP analyses. The ASCAP membership for 1941 is 60,000.

It is reported that ASCAP has offered stations the option of signing for 1942 only, though its current contract is then for five years. Presumably, stations are given the option of cancelling contracts on 90 days notice after the first year.

State License Lacking

The Allis House was charged with infringing the copyright of the composition “The Waltz of the Virtuosi,” which was composed by John Paine in 1926, in a suit brought by Leo Feist Inc., an ASCAP member. The damage was assessed against neither Feist nor ASCAP has been granted a license in Wisconsin, under whose franchise requiring such a license in order to transact business in the State. The ASCAP action is based on infringement actions, under the Wisconsin State law, were unlawful.

Judge Duffy held that Feist, in its motion to strike, admitted that it, through ASCAP, maintains a state of unlicensed invasion in violation of the State statute. These investigators are alleged to have threatened that if an injunction were not made with respect to all stations in Wisconsin.

Three institutions have brought suit to be enjoined from the performance of copyrighted music. “The decision of such case or cases (Florida and Nebraska appeals) may throw shadow on the matters raised in the case at bar. Such decisions are expected to be rendered prior to the time that the trial of this case has reached the motion of the defendant for a temporary injunction will be denied.”

Catch in ASCAP Religious Grants

Society Requires Free Plugs In Special Permission

ASCAP’s grandiose claim in its war with the churches is that it gives the clergy, education and Government a free license for use of its music, provided that no additional payment is required without cost, is exploded by the various conditions laid down in its fine print. That condition is disclosed in an exchange of correspondence between John G. Paine, ASCAP general manager, and Rev. Charles E. Frits, pastor of the Ebenezer Evangelical Lutheran Church, of Columbus, S. C.

Writing to Mr. Paine, Mr. Frits extended permission to the church to use its music in connection with services, but on condition that WIS, Columbus, provided the program is non-commercial and the time is donated to the station. But Mr. Frits also stated that it was impossible to grant this permission “is that an announcement be made during any broadcast, or that any announcement be heard through the courtesy of ASCAP.” Mr. Paine stated emphatically that we would not want the arbitrary attitude of the radio broadcasting industry to interfere with this fine program.

Advertising ASCAP

In carrying its campaign to the pulpit, ASCAP Dec. 25 said it had always given a completely free license for use of its properties to all non-commercial programs broadcast by religious, educational and Federal agencies, and that it had always refused to allow even departing from that policy. Rev. Fritz, responding to Mr. Paine’s Dec. 31 letter, referred to this announcement and said he was free to use any ASCAP music he desired, that he did not coincise with the requirement that credit be given to ASCAP. That requirement, in effect, the he said, means that you ask to advertise ASCAP.”

Rev. Fritz pointed out too that the requirement specifies that the announcement mention the musical portion of the program, “is being heard through the courtesy of ASCAP.” He said that at some of his services that may or may not be said. He did not believe that such a requirement would be entirely true. In certain services no ASCAP music is used at all. He said he was reasonable sure that in the use of most and possibly all hymns it would not be true.

Thus stated Rev. Fritz, “to say that this announcement was not courtesy of ASCAP would not coincide with my sense of truth. I am charitable enough to believe that you do not want our church or any other to advertise your company in connection with our program and certainly not to the strain the truth with regard to the ‘courtesy’ granted. Let us not be too precise in the beauty that should surround the teaching of the Word in our churches, but the air be of differences in the commercial field.”

To keep citizens of Springfield, Ill., continuously conscious of the birthplace of the Great Emancipator, WCBS, that city includes “A Lincoln Lived Here” on every hour station break.

BROADCASTING • Broadcast Advertising

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EXPERT ADVICE on national defense is supplied the Defense Communications Board by the nine-man Industry Advisory Committee. Immediately after the general DCB session Jan. 6, the committee met with the five DCB members—(1 to r) Frank Phelan, president, All-American Cables & Radio Corp.; Louis Pitcher, executive vice-president, U. S. Independent Telephone Assn.; Carl D. Broirein, president, U. S. Independent Telephone Assn.; Col. S. Laurnendorfer, Bush; and Jett, president, AT&T; Walter S. Gifford, president, AT&T; R. B. White, president, Western Union Telegraph Co.; FCC and DCB Chairman James Lawrence Fly Herbert E. Gaston, Assistant Secretary of the Treasury for Coast Guard, DCB secretary; Maj. Gen. Joseph O. Mauborgne, Chief Signal Officer, U. S. Army; Rear Admiral Leigh Noyes, Director of Naval Communications; Gen. Walter H. Sosthenes Macon, Assistant Secretary of State; Joseph Pierson, president, Press Wireless; David Sarnoff, president, RCA

Long-Range Defense Program Under Way

Name Committees For Various Functions

With renewed assurances that long-range planning in the interest of national defense is sought, rather than immediate interference with the communications, the Defense Communications Board Jan. 6 perfected its organization and set in motion 15 industry and government committees to devise and coordinate operations.

Some 225 delegates and alternates representing government, industry and labor were present at an all-day round of executive sessions Jan. 6, at which committees were organized, chairmen and secretaries selected, and tentative agenda developed. Arrangements promptly were made for appointment of subcommittees of key groups to boil down the agenda suggested by DCB and chart definite courses of procedure.

Miller Named

Neville Miller, NAB president, was elected chairman of the Domestic Broadcasting Committee, with A. D. Ring, assistant chief engineer of the FCC, as secretary. Walter C. Evans, vice-president of Westinghouse Radio Stations Inc., who already is serving in an advisory capacity with manufacturing committees under the National Defense Council, was elected chairman of the International Broadcasting Committee, with P. F. Sil

GATHERED for their first meeting as an entity of the Defense Communications Board on Jan. 6, following the DCB general organization meeting, are members of the Domestic Broadcasting Committee. Seated at front desks are (1 to r) Major Frank C. Meade, War Department; H. A. Lefouin, president National Independent Broadcasters; John Shepard 3d, president, FM Broadcasters Inc.; Frank M. Russell, NBC Washington vice-president. At second row of desks are (1 to r) W. E. McFarrlane, president, MBS; Louis G. Caldwell, MBS Washington, president; Cameron H. Shaw, broadcast engineer, CBS Washington vice-president; Virgil Graham, National Television Systems Committee, alternate for Dr. W. R. G. Baker, GC and NTSC; Neville Miller, NAB president and chairman of the committee; H. P. Corwith, Western Union Telegraph Co. At rear are (1 to r) Paul Porter, CBS Washington counsel; William D. Boutwell, Federal Radio Education Committee; Harvey Otterman, State Department; James Baldwin and W. G. H. Finch, Washington representative and president, respectively, of Finch Telecommunications Inc.; Andrew W. Bennett, NIB general counsel, and Edwin M. Spence, NIB managing director. Not in picture were G. L. Best, AT&T; E. W. Stone, executive vice-president, Central Telephone Co.; Andrew D. Bing, FCC assistant chief engineer and secretary of the committee; George B. Holifield, NIB allocations engineer; Lowell Mallett, director, Office of Government Reports, and White House administrative assistant; Louis Pitcher, executive vice-president, U. S. Independent Telephone Assn.

Robert J. Watt, legislative representative of the American Federation of Labor, was elected chairman of the Labor Advisor Committee; one of the four main committees. He said Jan. 10 that his committee would make its recommendations for appointment of labor representatives on the various industry groups by Jan. 20. It is presumed DCB will approve such recommendations promptly.

Having completed the broad out line of its scope of activity, the DCB, of which FCC Chairman James Lawrence Fly is chairman, proposes now to move toward coordination of all communications industries and operations to cope with any national emergency that might develop. Its task will be a continuing one, though it hopes to complete a blueprint of its coordinated structure swiftly.

Reports to President

The Board is responsible directly to President Roosevelt, who created it by Executive Order last Sept. 24 [Broadcasting, Oct. 1, 1940]. Members of the Board, in addition to Chairman Fly, are Maj. Gen. Joseph O. Mauborgne, Chief Signal Officer, Army; Rear Admiral Leigh Noyes, Director of Naval Communications; Gen. Walter H. Sosthenes Macon, Assistant Secretary of State; Herbert E. Gaston, Assistant Secretary of the Treasury in charge of Coast Guard activities.

The most significant meeting Jan. 6 was that of the Industry Advisory Committee, made up of top officials of leading entities in the communications field with the DCB membership. This committee is one of the four which will have direct union with DCB. The others are the Coordinating Committee, made up entirely of Government officials and headed by E. K. Jett, FCC chief engineer; the Law Committee, made up of Government attorneys and headed by Telford Taylor, FCC general counsel, and the Compliance Committee, the 11 committees having contact with the Board only through the Coordinating Committee will tackle specific problems peculiar to their own spheres of activity.

Because of the national defense complexion of the committee activities, it was agreed that all de-
ARMY TO APPOINT TECHNICAL EXPERT

APPOINTMENT of a leading technical representative of the broadcasting industry—probably a top engineer of one of the larger operating companies—to the Advisory Council of the Army Signal Corps, will be made by Major Gen. Joseph O. Mauborgne, Chief Signal Officer, to aid him in the event of war or extreme emergency. The broadcasting representative would receive a high-ranking reserve commission in the Signal Corps. In time of war, the Army assumes control of international communications, with broadcasting falling within that sphere. David Sarnoff, RCA president and chairman of the board of NBC, is a senior member of the Council, which represents communications, broadcasting and motion pictures. Mr. Sarnoff is a colonel in the Reserve Corps. Western Union, American Telephone & Telegraph, Postal and the independent telephone industry also are represented on the Council. From the motion picture industry, now preparing training and instruction films for the Army at cost, Gen. Mauborgne recently appointed Nathan Levenson, Warner Bros. vice-president, with a rank of colonel, and Darryl Zanuck, producer of 20th Century Fox, as a lieutenant colonel.

'Friday' Using 43

The magazine Friday, New York, in addition to using three quarter-hourly weekly of news commentaries on WHN, New York, Jan. 10 started a three-week campaign of David Sarnoff announcements, transcribed by the Recording Service of WOR, Newark, threeweekly on stations KNX KLYX KAME KDKA KIRO KLZ KGGO WKY WINS WXYZ WJR WJW WWL WCAE WXYT WMRE WHEE WHEW WDHH WORL WFL WKBW WBNX WBNY WGAN WORC WAPI WBRO WFBN WMAQ WCN WTCN WDGY WJSV WOL WKK WXX KXOM KRTN WXDE and a sixweek campaign at the same time on WLB. Agency is H. C. Morris & Co., New York.

General View of 225 Delegates Attending Opening DCB Session
B-S-H Again Tops Agencies in Total Billings for 1940
Procter & Gamble Also Holds Lead in Sponsor Placement

FOR THE SEVENTH consecutive year, Blackett - Sample - Hummert leads all agencies in the amount of business they bring in for NBC networks. The agency's 1940 network billings amounted to $2,128,878, nearly 40% above the second agency.

B-S-H was the leading agency in time placements on NBC networks in 1940, placing $9,584,419 to lead all agencies in NBC billings. On NBC's billings a total of $1,959,610 was put in sixth place on that network. CBS billings by B-S-H were $584,768, top figure for the network.

Compton Adv. was second in New network billings of $892,865, followed by J. Walter Thompson Co., $272,816; Lord & Thomas, $2,454,005; Young & Rubicam, $2,383,921. Leading CBS agencies were: Wander & Bowles with $5,028,985, followed by Ruthrauff & Ryan. $4,588,185; Young & Rubicam, $4,362,246; Ward Wheelock Co., $3,344,475; BBDO, $2,065,012.

Leading MBS agencies after B-S-H were: Ivory-Ellington, $501,949; R. H. Alber Co., $421,421; Erwin, Wasey & Co., $270,831; J. Walter Thompson Co., $269,977.

P & G Leads Sponsors

As usual Procter & Gamble Co. was the leading advertiser in placement of network business, according to NBC and CBS figures plus partial MBS data. The P & G total for 1940 was $10,999,416. In second place was General Foods with a combined total of $5,887,349. Other leading sponsors in point of business placed on NBC were: Sterling Products, $5,876,826; Colgate-Palmolive-Peet Co., $4,334,222; Campbell Soup Co., $3,294,865; General Foods Corp., $3,266,713; General Mills, $3,139,662; Lever Bros. Co., $3,056,922; Brown & Williamson Tobacco Co., $2,972,755; American Tobacco Co., $2,219,421; R. J. Reynolds Co., $2,177,069.

The leading MBS advertisers for 1940 were: Wunder Co., $252,026; Bayuk Cigars, $510,949; Gospel Broadcasting, $412,082; General Cigar Co., $343,651.

New Socoby News

SOCOBY- VACUUM Oil Co., New York, continuing its policy of buying news from overseas and eastern stations, is starting the following news programs: One 5-minute and two quarter-hour spots daily on NBC, one 10-minute, one 10-minute, and one 15-minute period daily on WDEV, Waterbury, Vt.; two 5-minute, and two quarter-hour period spots daily on WKE, Keene, N.H. They are expected to be added, according to J. Stirling Getchell Inc., New York, agency handling the account.

FCC'S HANDS-OFF MUSIC POLICY
Flys Reply to Musicians' Committee Indicates—Attitude on Situation Will Be Continued—

THAT THE FCC proposes to continue its "hands-off" policy in connection with the music copyright fight was indicated Jan. 3 by FCC Commissioner James Lawrence, who feels there is reason to believe that the Department of Justice anti-trust proceedings against ASCAP and segments of the industry responsible for establishment of BMI "may remove any unreasonable restraints which now exist within the musical copyright field and the radio broadcast industry."

Responding to the charge of the American Society of Composers, Authors and Publishers (ASCAP) that the Copyright Royalty Board has no jurisdiction in the matter, Mr. Moore said: "Mr. creek not only has the power, if it is determined that a copyright owner is being wronged, to order a license and award royalties." Under the circumstances, he said, "there is no reason at all for the Commission to express any opinion as to the relative merits of the claims of the parties involved."

Four Brooklyn Stations Agree on Merger Plan
HAYING terminated some eight years of litigation in the so-called "Brooklyn cases", the four stations in that New York borough on Jan. 3 announced signing of agreements whereby they would be consolidated into a single fulltime outlet. Each of the present station owners would hold a 25% interest in the consolidated station, and an apportionment will be filed with the FCC for its ratification future.

The four stations are W LTH, WARD, WWB, and WVFV. They broadcast on the 1495 kc. channel, each using 500 watts. Under the agreements, Rabbi Aaron Kronenberg, owner of WWW, will become president of the consolidated station. Peter Testan, owner of WWFV, will be vice-president; Sam Loew, owner of WWFV, secretary; and Peter DaGallo, WFVV, treasurer. A manager will be retained.

Nationwide Wire Is Opened by UP Exclusive Radio Facilities Permit Improved Service

A TRANSCONTINENTAL wire for the exclusive transmission of radio news from New York City to Washington Press. Formerly the UP radio wire was divided into two sections: A west coast wire which ended at Hutchinson, Kan., and a West Coast wire originating in Sacramento serving the entire Coast from there.

In its announcement of the coast-to-coast radio wire, described as the world's first wire of rapid transmission, the press service says the installation has increased service to western stations from 16 hours a day, six days a week, to 20 hours a day, seven days a week.

Western stations now get all ten UP special radio features, in stead of only two as formerly. News breaking in the East or in Europe are broadcast directly to western stations, or from the West Coast directly to eastern stations, without reprocessing or delay, the government adding that many stations for the first time now have available new written and radio material for their broadcasting. The wire extends UP radio facilities into 43 States.

Ahead of Schedule

As described for a goal sought for three years, the coast-to-coast radio wire breaks through all special emphasis given the project by Hugh Baillie, UP president, E. W. Gymmer, and W. H. Harriss, radio sales manager. Wires were spliced (without ceremony) on Jan. 5, on which date UP opened new radio news bureau in Denver and Salt Lake City and increased radio facilities in Chicago, Milwaukee, and Los Angeles.

An entirely new circuit as "the most important development in the history of news to radio," Mr. Harrison said "the new transmission circuit, which assures faster and more complete news and news features coverage for stations, particularly in the west, because of the longer hours of operation of the entire circuit."

Results of News Survey

"Actually, this project has been completed considerably ahead of schedule, due to the acquisition of new clients. Consequently, this phase in the development of our general plan is possible perhaps a year earlier than we anticipated."

A recent survey conducted by UP on the use and sponsorship of its ten features revealed that some stations are paying the entire cost of their news wire service through the sale of these special programs. Tabulated results were:

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**Noble Planning Legal Action**

*As Flamm Operates WMCA*

**FCC Denies Flamm Petition to Cancel Grant of Transfer, Describing It as Merely Consent**

REBUFFED by the FCC in his effort to cancel his sale of WMCA to Edward J. Noble, head of the Life Savers Corp. and former Government official, Mr. Noble is still operating the New York independent station, though signs point to its transfer, either voluntarily or as a result of a legal action.

Mr. Noble already has announced his plans to institute legal action in New York for specific performance of contract, under which he agreed to buy WMCA for $850,000. The transfer was to have been effected Dec. 31, but Mr. Flamm declined to deliver title after having made oral charges of coercion.

Unless title to the station is transferred shortly, it is indicated Mr. Noble will file with the FCC an petition for WMCA facilities under provisions of the law which permit any qualified citizen to apply for another station's assignment on a voluntary basis. Should this course be followed, it is presumed the purchase contract would be dropped, since it is alleged on oral request that the contract already has been breached.

**Permissive Consent**

The FCC in a formal opinion Jan. 8 denied the petition filed Dec. 29 by Mr. Flamm requesting it to cancel the authorization previously given for the transfer of the station to Mr. Noble. The Commission, in a unanimous opinion, with Commissioner Craven not participating, concluded that the matter is one of "private contractual arrangements between the parties" and authorized that it approved the transfer on Dec. 17 at the request of both parties and that this was not a mandatory order. The Commission thus gave permissive consent to the proposal contained in the application.

Under FCC rules, the authorization for transfer does not terminate until 30 days after the FCC action of Dec. 17. Consequently it is presumed that if the title to the station is not transferred by Jan. 17, Mr. Noble will proceed both in the New York courts on specific performance of contract and before the FCC on an application for the choice WMCA facilities — 5,000 watts day and 1,000 night on 570 kc.

Mr. Noble announced Jan. 8, following the FCC's denial of the Flamm petition that was granted to learn that the Commission again had found him to be a satisfactory licensee for WMCA. Mr. Noble said he was mindful of the public trust reposed in him as operator of a broadcasting station and that "when this contract is carried out and control of the station has been transferred to me, I shall not forget my obligations in that respect."

**Ideas for Improvement**

*Of Programs Submitted As MBS Holds Session*

PROBLEMS on general program operation were discussed Jan. 7-8 by a group of MBS program directors meeting at the Hotel Ambassador, New York. It was the first in a series of such meetings planned to encourage discussion relating to program network improvement. Ideas will be passed on to the Mutual board of directors and operating board for ratification.

It was unanimously agreed to broaden MBS education and develop programs on scattered schedules presented five days a week as a full hour strip. Emphasis on individual station special events that could be fed to the network was urged. Problems relating to international broadcasts, varied time zones, physical network facilities, and generalized patterns for network operation were clarified. These suggestions will be submitted to the Mutual board when it meets Jan. 29.

Those attending were: Van Newkirk, Don Lee Network; Russell Richmond, WHK-WCLE, Cleveland; Madeleine Ensign, Dominion; Robert C. Woller, KFRC, Minneapolis; Herbert Rice, WGR-WKBW, Buffalo; Clifton Daniel, WAU-Pittsburgh; George Steffy, Colonial Network; Frank Schiefer, WGN, Chicago; Julius F. Seebach and John S. Hayes, WOR, Newark; Brad Simpson, WKRC, Cincinnati; Campbell Ritchie, CKLW, Windsor-Detroit; Don Pontius, Mutual, Chicago, and MBS officials in New York, Adolph Opfinger, MBS program manager, president.

**Plan Swan Spots**

LEVER BROS. Co., Cambridge, Mass., in an official announcement, confirmed the appointment of Young & Partners, New York, to handle Swan, a new white floating soap. An extensive campaign has been planned, said to be one of the largest in recent years on behalf of a new product. While the agency has refused to disclose any of its plans, it is understood that spot announcements will be placed on approximately 70 stations.

3 STATIONS GIVEN 5 KW. NIGHT POWER

ALREADY enjoying improved coverage by virtue of location, frequency and conductivity characteristics, KFYR, Bismarck, N. D., is expected to increase its secondary coverage job through an action by the FCC Jan. 7 giving the station 5,000 to 6,000 watts at night. The authorization is in line with engineering standards under which KFYR operates on 550 kc. and will use a directional antenna at night.

According to licensees KDYL, Salt Lake City, and WKBH, La Crosse, Wis. KDYL was given an increase to 5,000 watts at night using a directional both day and night. WKBH, on 1380 kc., will install a directional for night use.

WMJC, Rice Lake, Wis., was granted a modification of license to change hours of operation from daytime to unlimited, using 250 watts on 1210 kc.

**Bulova Budget Increased**

**Third After Record Year**

BULOVA WATCH Co., New York, will increase advertising expenditures to $1,000,000 in 1941, Milton H. Bow, president of Blow Co., New York, told salesmen at the annual meeting Jan. 8-15. In 1940 Bulova sponsored 387,059 time signals on 202 stations. Mr. Bow also announced the placement of signals adjoining popular programs. He said dealers were ultimate beneficiaries of the signal with other promotion. The 1941 radio schedule will be even more extended by Mr. Bow.

John H. Ballard, Bulova president, said 1940 was the most successful year in Bulova history, with a small part of the year's gains due to the company's program of year-round advertising, he told the Bulova salesmen.

**Noxizma Quiz Program Covers Dallas-Ft. Worth**

NOXIZMA CHEMICAL Co., New York, Jan. 12 added WFAB-WBAP, Dallas-Ft. Worth, to the list of stations carrying the "Noxizma Quiz," making a total of nine stations broadcasting the weekly show. Stations are WHBE, Buffalo, and WHEC, Rochester; WGAR, Cleveland, and WJX Detroit; WCCO, Minneapolis and St. Paul; WBBM, Chicago, for the North and South side of the city; and WOR, Newark, under the title "Battles of the Stars."

According to Ruthrauff & Ryan, New York, in charge of the program, stations and cities will be added later in January: KFRC, San Francisco, and KHJ, Los Angeles; WNBC, Boston; WABN, New York; WJZ, Philadelphia; WCCO, Minneapolis; WCCO, Arlington Heights, Ill.; Biddleport, Conn., and WTIC, Hartford.

Gunther Brewing Co., Baltimore, also has been added to the list. Ruthrauff & Ryan has been sponsoring the program for the past year on WFBY and WMAL for the Baltimore-Washington area.

THE YEAR 1940 has been the greatest in the history of Ruthrauff & Ryan, New York, surpassing the top years of 1929 and 1927, according to a report released by the firm.
Trend to More Listening Found by CAB

Little Change Noted in Ranking of First 10 Programs; Art of Programming and Station Selection Advances

By A. W. LEHMAN
Manager, Cooperative Analysis of Broadcasting (CAB)

A REVIEW of the year's changes in the rank of the ten leading programs made by the Cooperative Analysis of Broadcasting revealed but three almost-as-minor changes in December, 1940, that weren't among them in the last month of 1939. The newcomers were The Aldrich Family, Kay Kyser and Pot O'Gold. The programs which dropped from the ranks of the leaders to make room for them were Kraft Music Hall, Fibber McGee and Molly, and Pot O'Gold. This relative consistency contrasted with the record of the previous year when there were five newcomers among the first ten.

New Leader

In December, 1940, the two leading programs were the same as a year earlier, but they had changed places. Chase & Sanborn, after changing from a full hour to a half-hour yielded the leadership to Jack Benny by a small margin. In third place were Fibber McGee & Molly who, in the preceding year, had risen sensationally from 16th to fourth spot. Lux Radio Theatre held fourth place at the close of 1940, having dropped from third place in the twelvemonth. Next was Bob Hope who rose from seventh to fifth. He had been one of the newcomers of 1939.

Most sensational of the novices of 1940 was the Aldrich Family, which wound up in sixth place after having been fourth place in June. Another new face, Kay Kyser, took ninth place. Still another newcomer, Pot O'Gold, placed tenth. The Aldriches had been on the air for the first time during the year following their appearance among the charmed circle of ten in 1939 for the first time in their long career. In December, 1940, they ranked seventh. Eighth place was captured by Major Bowes, marking his sixth consecutive year among the leaders. He had placed sixth in December, 1939. Another new face, Kay Kyser, took ninth place. He ranked 12th a year before. One Man's Family finally joined the leaders in mid-season, placing tenth compared with 13th twelve months earlier.

None of the three programs which left the ranks of the leaders to make room for them were Kraft Music Hall, Fibber McGee and Molly, and Pot O'Gold. These had been in the first ten programs for the year. The remaining seven shows could easily gain a rung or two within the space of a month.

Table I is based on December, 1940, 1939 and 1938 and shows the distribution of sponsored, evening, network programs according to their ratings. Several trends observed in 1939 apparently continued. The amount of listening increased. Cutting of several leading programs in half made more good time available, lessened competition for the listener's ear at certain choice hours, thus bringing about a larger number of well rated programs.

The art of programming and of time and station selection continued on a high plane added to a large degree by improvements made during the year in the C.A.B. Upon this and other fast-finding organizations, sponsors and their agents lean heavily. The hunger for news which was noted a year ago continued unabated and as the war developed from a Sitzkrieg into a true Blitzkrieg the public turned more and more to the radio for latest reports. There is considerable indirect evidence that the vast amount of listening to news programs accounted for many men for programs immediately preceding or following them.

The Ten Leaders

In December, 1940, the ten leading evening programs were:
1. Jack Benny
2. Chase & Sanborn
3. Fibber McGee and Molly
4. Lux Radio Theatre
5. Bob Hope
6. The Aldrich Family
7. Kate Smith Hour
8. Major Bowes Amateur Hour
9. Kay Kyser
10. One Man's Family

II—Monthly Rankings of the 11 Programs Which Were Among the Five Leaders for Any One Month During the Year Ending December, 1940

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NB—Off the Air.

—Changed Network.

(a)—Not rated because of cancellations for political speeches.

During the year 1940, Jack Benny was on the air eight months. Most of that period he ran a nip and tuck for first place with the Chase & Sanborn program, but yielded only in May. He had jumped ahead slightly in January when Chase & Sanborn changed from a full hour to a half-hour. At the year end, Benny was pulling away a bit.

Chase & Sanborn, off the air only in July and August, was consistently in second place except for May and two months of June and September when Benny was off the air. In those months the show captured top position. The May achievement was probably aided by the advent of daylight saving. It is interesting to speculate on what would have happened if both shows had remained during the entire summer.

Fibber McGee was quite consistent, starting at fourth in January and February, third in March and April, dropping to fifth in May and June. He and Molly remained on vacation to take fourth place again in October and November and rose to third once more in December.

They Fluctuate

Lux Radio Theatre fluctuated with the popularity of its stars and plays. The course was as follows: Fifth in January, third in February, fifth in March, fourth in April, sixth in May, second in June, off the air in July and August, second in September, third in October and November fourth in December.

Bob Hope gained substantially during the year. He ran eighth in January, seventh in February, sixth in March, ninth in April, fourth in May, and after a long vacation, ran fifth in the last three months of the year.

The Aldrich Family was highly unstable, but with something happening every month of the course of the year. It evidently gained from a shift in network and from remaining on the air during the summer, thereby gaining audibility. Other shows in the past have also come into their own during the summer, such as One Man's Family, The Hit Parade, and Kay Kyser. The Aldrich Family started the year in 34th position, then ran 24th, 27th, 26th, 25th. The show was not rated for June, due to time and network changes, but showed up in fifth place in July. The last two months of the year, the Aldriches had been in Jack Benny's spot, which may have had something to do with the sudden jump in the rating. Their rating in July, sixth, in August, 11th, 12th and made a remarkable spurt to take sixth in December.

Major Bowes showed flashes of his old-time form. He started the year in 49th, rose to tenth in February, ninth in March and sixth in April, dropped back to eighth in May but was in the money for several months.
in third spot in June. With the first five shows enjoying vacations in July and August, the clock was turned back to 1937 when the Major consistently led the parade. He passed One Man's Family and Kraft Music Hall which had been ahead of him earlier in the year. With the return of three of the leaders in September, the Major placed fourth then, taking seventh in October and November and eighth in December.

Kay Kyser was in and out of the leaders throughout the year. Month by month he ran as follows: Sixth, ninth, tenth, eighth, seventh, seventh, third, second, fifth, thirteenth, eleventh, ninth.

One Man's Family was consistently among the leaders for the first time in a long career. After starting at tenth, the show placed eighth, seventh, seventh, third, sixth, fourth, third, eighth, tenth. Kraft Music Hall started at a strong third in January, winding up much lower in the fall. After January the month-by-month record, was fifth, fourth, seventh, third, eighth, second, fourth, fifth, fifth, ninth, tenth. In the first part of the year the show had little competition but in July it changed to the spot opposite Major Bowes. Bing Crosby was absent from the middle of August to the middle of November. Your Hit Parade was among the leaders only during the summer months, placing tenth in June, fourth in July, third in August and seventh in September. The rest of the time it ranged from 12th to 19th. This show has always been subject to extreme fluctuations.
fact that all ten leaders this past December were five-a-week quarter-hour serials. None of the Saturday or Sunday half-hour shows of various descriptions could make the grade. Truly significant of the grip of these homely serials is their consist-ency year in and year out. The old stand-bys keep about the same rank year after year despite the fact that ratings of daytime pro-grams are more closely bunched. Also of interest is the fact that a single manufacturer, Procter Gamble, pioneers in presenting multiple daytime serials, sponsored the first seven as well as the tenth ranking show.

Newcomers to the first ten were three in number, Life Can Be Beautiful (which did amazingly well to attain fourth place), Right to Happiness and Our Gal Sunday. Leaders of December 1939 but not 1940 were Ben Bernie who changed to an evening hour, Hobby Lobby of which left the air and the Gold-bergs.

Taking only the serial dramas for the month of December, Ma Pe-Pekins has led for the past three years, Pepper Young’s Family placed second in 1939 and 1940, Vic & Sadie third in the period from which left the air and the Gold-bergs.

Sets in Use

The percentage of sets in use at some time during the day had fluctuated very little for some years before the outbreak of present hos-tilities abroad. For the period from October, 1935, to April, 1940, the low point for the average weekly day was reached at 56.4%, at 56.4%. The pre-war high was set in February, 1937 at 73.4%. Starting with September, 1939, when the war began to go, each following set a new record for the corresponding month since October, 1936. This trend continued until April, 1940, which failed to better the figure of April, 1938. The all-time high for the average week-day was 76.9% in January, 1940.

During the standard time period, listening shows a bit more fluctuation than week-days, largely due to outdoor recreation in the summer time. But the trend to greater listening is equally pro-nounced on this day. In August, 1937, a mere 45.3% of set owners tuned in their sets. This point was not even approached in sub-sequent summers. From July, 1939 there was a steady, month-by-month rise from 56.9% to a new high of 76.3% in January, 1940.

During the standard period, listening is about 11% greater than during daylight saving time.

Gain in News Audience

The CAB made a special com-parison of listening to all news pro-grams, sponsored and unsponsored, during the week of 1938-40 and 1938-9, on Wednesday nights. The national average rating for such programs, with an average of 5 and 8 p.m. (EST), increased 39% from 14.1 to 19.7. For the later hours (8-12 o’clock) on the same night the increase in the rating was even greater, 55% or from 9.7 to 15.1. It appears that in times of emergency people seek late evening news from the radio to sup-plement their evening newspapers except for the Pacific Coast, where there are substantially more sets in operation during the early evening hours due primarily to differences in time and the fact that the most popular programs are scheduled on eastern time.

Special Events and Sports

During the year 1940 the CAB continued its custom of issuing rating-s from time to time on public events of outstanding interest. 1940 was most prolific in this respect, with a heated political campaign and all the fanfare that goes with it. The audiences of many of the candidates were reported by the CAB during the fall. Also during the year there were numerous re-port on sports broadcasts and other national and international events.

President’s Addresses

The Jackson Day Dinner address on Jan. 8 attained a rating of 25.2%, bettering the President’s rating of 16.7% on the same oc-casion in 1939. Both were below his mark of 32.6 in 1936. In a broadcast from Washington over the major networks 2:30-3:00 p.m. on Thursday, May 16, the President was reported heard by 22.8% of the set owners interviewed.

His address at Charlottesville, Virginia, on June 10, in which he de-clared Italy’s entrance into the war, produced a rating of 45.5%— the highest rating ever recorded by the CAB for a speech of any kind. It was carried by four net-works.

Other Events

The ceremonies attendant upon the opening of Congress Jan. 4, 1940, were heard by 16.1% of the radio owners, comparing closely with the figure 16.5 a year earlier.

The late Neville Chamberlain, in a trans-Atlantic broadcast on Jan. 9, was rated at 13.

Col. Charles A. Lindbergh was rated at 97 in a broadcast by CBS on May 19.

The speech of King George VI, picked up by the major networks at 1 p.m. Sept. 29, was reported by 72.7% of the set owners interviewed.

The Political Campaign

The political fight officially opened with the Republican National Convention in June. On Mon., June 24, 25.2% of the radio homes were tuned to the broadcast and on Tuesday, June 25, 27.3%.

The Democrats held their conven- tion in July. On Monday, July 15, the rating was 24.0 and on the next day, 32.9 including mentions for Mayor Alben W. Barkley. During the day it had been announced that he would de-cline to be the G. O. P. candidate in their homes.

The acceptance speeches of the Republican nominees were also re- ported. President C. A. Belt from Clow speech, broadcast from Elwood, Ind., over all four national net-works attained the highest rating recorded for a political speech in the ten years of the CAB’s research. 37.8% of the questioned owners of radio receiving sets reported having heard the G. O. P. candidate in their homes. In 1936, Alfred M. Landon’s speech broad-cast from Topeka, Kan., rated 20.5. 17.5% of set owners reported hearing Senator Charles L. McNary’s acceptance address on Aug. 27. The major part of the coverage of the convention was carried by Mutual, NBC, Red, and CBS.

On Sept. 20, the President’s ad-dresses to the country, aired on CBS, NBC-Blue and Mutual, rated only 5.9%. The speech was made at 4 p.m. on a Friday.

Political Resume

The closing political speeches came thick and fast. Here is a resume of them:

Oct. 28th— President Roosevelt from Madison Square Garden at 10 p.m. (NBC Red & Blue), 56.4; Wendell L. Willkie from Lousiville at 10:08 p.m. (Columbia), 12.2.

Oct. 29—Wendell L. Willkie from Charlotte, N. C., at 10:16 p.m. (NBC Red), 29.7; Joseph C. Kennedy from New York City at 9 p.m. (Columbia), 19.2.

Oct. 29—President Roosevelt from Bos- ton, in House of Representatives, 34; Red, Columbia, Mutual, 28.7; Dorothy Thompson from New York at 3:38 p.m. (Columbia), 17.1.

Oct. 31—Wendell L. Willkie from Cam- den, N. J., at 8:26 p.m. (Columbia), 20.9.

Nov. 1—President Roosevelt from the Academy of Music, Brooklyn, N. Y., at 9:09 p.m. (NBC Red & Blue), 37.3; Cor- dell Hull from Washington at 9:45 p.m. (NBC Red & Blue), 18.

Nov. 2—President Roosevelt from Cleve-land, at 4 p.m. (NBC Red, Columbia), 57.7; Wendell L. Willkie from Madison Square Garden at 10:10 p.m. (NBC Red & Blue, Columbia & Mutual), 56.

Nov. 4—President Roosevelt spoke over two or more networks, while Mr. Willkie spoke over one network.

On Saturday night the Presi-dent (Continued on page 50)
AND ALL OKLAHOMA LOVES ELSIE AND ELMER

While most stations are still silent and others are sandwiching bulletins by a sleepy-voiced announcer between transcriptions, WKY is on the air with "Sunrise Roundup," claiming the attention of thousands of Oklahoma farm families with some of the liveliest entertainment of its broadcast day.

"Sunrise Roundup," a WKY-produced feature, broadcast daily from 6:00 to 6:30 a.m., combines the continuity of a daytime strip with the personal loyalty of a rural show. Elmer Putter is wooing Li'l' Elsie, typical 1941 streamlined model farm kids, in typical rural fashion . . . an Aldrich Family with an Oklahoma background. It is fast-moving and sparkling with vocal and instrumental music and, in addition, incorporates all the news and information of prime interest to rural folk.

Within a few weeks, more than 8,000 requests for the program's original signature song were received.

Behind "Sunrise Roundup" are WKY's superlative production facilities and the full force of its statewide exploitation. It is definitely on the way up and a real opportunity for a sponsor to gain for his product the friendship and loyalty of many thousands of rural Oklahomans.

"Sunrise Roundup" is available for sponsorship in quarter-hour units either three or six times per week. Write or wire for prices and availabilities.
Action by Networks Forecast

On Hitch-Hike Announcement

Advertisers Soon to Be Approached on Subject, Says Rosenbaum, Reviewing IRNA Action

ACTION by the major networks to restrict so-called "hitch-hiker" announcements early this year was predicted by Chairman Samuel R. Rosenbaum of Independent Radio Network Affiliates and president of WFIL, Philadelphia, in a Jan. 2 report to the membership.

Elaborating on the results of conferences of negotiating committees with NBC and CBS, Mr. Rosenbaum said that both networks had confirmed their intentions, even though specific dates were not to be made public in advance, and that advertisers soon would be approached.

The NBC negotiating committee is made up of Mr. Rosenbaum, Paul W. Morency, WPTC, New York; W. C. George, WWJ, Detroit; John H. Brown, Jr., WAVE, Louisville; and Mr. Rosenbaum. They met with President Niles Trammell, Vice-President William L. Rosenbaum, and General Counsel A. L. Ashby.

The committees for the remainder of the year are: Mr. Morency, Ellis WWNC, Asheville; Mark Ethridge, WHAS, Louisville; I. R. Lounsbery, WKBW-Buffalo. They conferred with Edward M. McLaren, Executive Vice-President; Paul W. Keeten, Administrative Vice-President, and E. C. Runyon, Stations Vice-President.

Plans of Network

"NBC confirmed its intention to carry out, as soon as practicable after Jan. 1, 1941, the commitments previously given to IRNA with regard to restrictions on so-called hitch-hiker announcements, to the effect that NBC would approach certain stations with the request that they discontinue these announcements with theme music so as to make them appear as a part of the regular program period, and that where sponsors have been producing both a trailer and a following spot in the station-book, NBC will use only the trailer in order to induce sponsors to use only one trailer, and to produce that under the procedures just outlined," Mr. Rosenbaum reported.

"Evidence was also submitted of the success with which NBC was meeting in its program of reducing the length of continuities in both sustaining and commercial programs, especially in regard to motion picture promotions. Action was deferred until a subsequent meeting to discuss certain modifications of network practices which IRNA expects to obtain, but which are possibly covered by the proposed network regulations now under discussion by the FCC."

CBS likewise confirmed the commitments made earlier to hitch-hiker announcements. Mr. Rosenbaum reported. It was also agreed that CBS would recognize and rename its merchandising service.

24 More for Omar

OMAR MILLS Inc., Omaha, on Jan. 6 and 13 adds 24 stations to its six-weekly one-minute announcement campaign for Omar Fleur, making a total of 44 stations being used in broadcasting Jan. 6. New selected stations include KGW, KGKH, KFKA, KFXJ, KLZ, KOA, KGNF, WJAG, KOB, KVRS, KDFN, KYSM, KGKY, KMWM, WOW, KSSO, KBAP, WNAX, KOB, WHO, WMT, KMA, KGLO, KATE. Hays MacFarland & Co., Chicago, placed the business.

New Armour Series

ARMOUR & Co., Chicago (Treat), on Jan. 20 drops Your Treat and replaces it with a thrice-weekly quarter-hour musical variety program Tream Time on 46 stations. Buddy Clark will act as singing star and m.c. on the program which will feature Frank Kettering and his orchestra and Marie Gifford. Armour's home economist, who is well known as a helpful hints housewife. Stations being used are KGNC WGST WEBC WEEN WMJ WMT WSCC WBT WGN LWGAR WFAA KLZ KKNT WXYX KDAL KMJW WTIC KTHR WMRS WDAF KPI WMC WIGD KSTP WWL WFEA WTAR WKY WMDA WEA WJAR WMBW KMQX KPO WCY KOMO KHJ WSR WBFL WFLA KTUL WRC WNAX WFOY. Lord & Thomas, Chicago, handles the account.

Derby Food Spots

DERBY FOODS Inc., Chicago (Peter Pan Peanut Butter), during the Ten home games of the U of Washington will be broadcast on KRFC, Seattle, by Ted Bell. A special network will be utilized for Pacific Northwest conference games in which Washington State University, University of Idaho, Oregon State College, University of Washington and University of Oregon will be playing.

Associated Plans Basketball Series

Total of 109 Games Played By Coast Oil Sponsor

OFFERING a schedule of 109 intercollegiate basketball games to Pacific Coast listeners, Tide Water Associated Oil Co., San Francisco, is sponsoring the largest list of college contests ever broadcast on the West Coast, according to Harold R. Deal, manager of advertising and promotion. The series started Dec. 17 and continues through the final games of the Pacific Coast conference March 6. Account is placed through Lord & Thomas, San Francisco.

In the San Francisco area the schedule covers all home games of Stanford, California, Santa Clara, St. Mary's and the U of San Francisco. A list of 46 games will be broadcast, KQW, San Jose, and K R O W, Oakland, dividing the schedule. Doug Montell and Martin Hill will do the play-by-play. In Southern California 23 games of the U of Southern California and the U of California at Los Angeles will be broadcast over KFWB, Los Angeles, by Frank Bull.

Ten home games of the U of Washington will be broadcast on KRSC, Seattle, by Ted Bell. A special network will be utilized for Pacific Northwest conference games in which Washington State University, University of Idaho, Oregon State College, University of Washington and University of Oregon will be playing.

Sixteen games in which the U of Oregon will be at home in Eugene or in which Oregon State will be at home in Corvallis will be originated by KJWJ, Portland. Ore. Jack Shaw and Marshall Pengra will be heard on games originating in Eugene.

Home games of the U of Idaho at Moscow will be originated over KRLC, Lewiston, while games of the University of Washington State at Pullman will be originated by KFIO, Spokane. December is the point of origination and the area to be served, special network facilities have been worked out whereby KJRC, KWJX, KRLC and KFIO in the Pacific Northwest are linked.
Again first

IN ST. LOUIS

KSD

Broadcasts of the first seven favorite programs

In the Radio Daily's Annual Nation-Wide Radio Critic's Poll

Emphasizing again KSD leadership in listener preference programs, having top rank in "firsts," in 17 popularity polls since 1935.

Popularity Poll "Firsts"

Programs:

* Jello Program
* Pepsodent (Bob Hope)
* Information Please
* Texaco (Fred Allen)
* Kraft Music Hall
* Chase & Sanborn (Edgar Bergen)
* Fibber McGee and Molly

Entertainers:

* Jack Benny
* Bob Hope
* Fred Allen
* Bing Crosby
* Edgar Bergen
* Fibber McGee and Molly
* Kay Kyser

* On KSD

Station KSD—The St. Louis Post-Dispatch
POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES
NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES

BROADCASTING • Broadcast Advertising

January 13, 1941 • Page 23
Uniting its eastern and western radio wires on January 5, United Press created for the first time in radio history a coast-to-coast news wire for radio exclusively.

Simultaneously United Press established new radio news bureaus at Denver and Salt Lake City, added substantially to its radio facilities in the Portland, Oregon; Los Angeles and Kansas City bureaus.

With a single great network now spanning the nation, United Press offers newscasters the fastest, fullest news service in radio.
WHAT THIS MEANS TO
Newscasters!

* Faster national and foreign news coverage.
* Fuller regional news coverage.
* Full day and night radio news coverage throughout the nation.
* Full Sunday radio news coverage, nation-wide.

Availability, for the first time, to many stations of a news wire written and edited expressly for radio.

Availability, for the first time, to all stations of the 10 United Press Radio News Wire Features—spot-news bonuses United Press alone provides.

UNITED PRESS
THE MODERN NEWS SERVICE
President Approves Selection Of Kirby for Army Radio Post

NAB Public Relations Director to Serve During Crisis at Liaison to Handle Broadcasting

WITH APPROVAL of President Roosevelt, the National Association of Broadcasters on Jan. 7 announced the appointment of Edward M. Kirby, director of public relations of NAB, as expert in broadcasting for the Army on a "dollar-a-year" basis. In his new post, which he is expected to take over about Feb. 1, Kirby will be responsible for liaison with the ARMY Communications Office, which controls all Army radio liaison for the public relations branch of the Army, on the matters of national programming and morale-building work.

Predicted by Broadcasting several months ago as the move of the NAB, Oct. 15, the Kirby appointment will be for duration of the emergency. He will take a leave of absence from his job with NAB, and presumably will devote full time at the outset to the Army work. Later on, it is presumed, he will be in a position to divide his time between his New York trade association and the War Department headquarters in Washington.

Takes Oath

A graduate of Virginia Military Institute in 1926, as a second lieutenant, Mr. Kirby originally was slated for assignment to the Army reserve with rank of major. Subsequently, however, it was decided to create the post of civilian expert on the "dollar-a-year" basis, with a leave of absence from the NAB, remaining on its payroll. The NAB board approved this arrangement several weeks ago, upon recommendation of NAB president Neville Miller.

Mr. Kirby took his oath of office Jan. 7. Because he is now assigned to the BMI-ASCAP music situation, he could not report for duty immediately. It is expected, however, that he will take over his new post prior to the end of January. Mr. Kirby's work at the NAB, it is understood, will be divided among present members of the staff.

Private Broadcasting in Time of War Is Advised as Aid to Morale of Public

HAMS AND WAR

THE War Department has announced that amateur radio operators will be given the opportunity of communicating with its network of control stations, WAR, at specified periods. The action was taken by Army communications officials to train amateurs in Army sending and receiving style. Frequencies used by WAR will be 4,025 and 15,320 kc.

Chief of Staff. At present there is a Radio & Pictorial Section. The units, however, will be separated, with Mr. Kirby assigned to radio. He will handle all radio liaison for the Department during the current period of non-involvement, the section will seek better coordination of communications with radio in fostering recruiting and in keeping the public informed. Program origination in Army cantonments, writing of

scripts for recruiting, and similar activities will be cleared through this unit. There is no censorship; as aspect involved. Such work, if any, would fall within the sphere of military intelligence rather than the public relations branch.

Diverse Background

It is expected the Radio Section will have an enlarged staff of script writers, as well as contact officers in the various corps areas. Emphasis will be placed upon keeping conscripted "trainees" in touch with their home activities and of main taining public morale.

Mr. Kirby was selected because of his familiarity with broadcasting "shop" operations, as well as his military background. His work with the NAB during the last two years has brought him in intimate contact with religious, educational civic and women's groups, as well as the public.

At 34 Mr. Kirby has been public relations director of NAB since its reorganization in 1938. Prior to that he was promotion manager of WSM, Nashville, and its parent National Life and Accident Insurance Co. After graduation from VMI in 1926, he joined the staff of the Baltimore Sun, and went from that paper to advertising agency work in Nashville, joining C. P. Clark Inc. He is married and has a two-year old daughter.

CALL LETTERS assigned to recent new station grants are: WHLN, Hamil ton, Ky.; KSWO, Lawton, Okla.; WKRO, Cairo, Ill.; WRLC, Tocoma, Ga.; WMAY, Worcester, Mass.; KFOW, Powell, Wyo.
Oldtime Texans "fanned" their gatlin' guns when they wanted to cover a wide field in a hurry. Today, quick-on-the-draw advertisers can cover 363,551 Texas radio homes (35% of the total for the state) lightning fast... can effectively "fan" strategic markets from the Panhandle to the Rio Grande Valley by scheduling these four must stations:

KGNC AMARILLO   KFYO LUBBOCK   KTSA SAN ANTONIO   KRGV WESLACO

Complete data on these stations and their markets is probably already in your file. If not, it will be sent direct, upon request, or will be furnished, gladly, by—

HOWARD H. WILSON COMPANY, REPRESENTATIVE

New York  Chicago  Kansas City  San Francisco
FOR SALE-
A PIECE OF
HEAVEN
Heaven, to Advertising Men, is not some nebulous, misty space... scattered with angel-wings and harps. Heaven is here... and now... today.

Heaven is where the Dollars Grow.

Heaven is where a myriad “Stars” shine so brightly, through day and night, that Sales drop down to the Business Man’s lap like stardust flung by a million comets.

Heaven is where you can put your money... and get returns... not alone from your own star... but from all the blazing skyful of meteors selected by hundreds of other advertisers, just as determined to shine as you.

Heaven... in short... is the NBC RED NETWORK.

For the RED “Stars” have been filling the air-waves, day and night, since the first evening of radio. Even by day, their light won’t grow dim. With all 7 peak-popular daytime programs... the programs women listen to most... the Red keeps drawing its listeners back. They are afraid of missing something they love.

By night, the air fairly crackles with “starlight”... with NBC RED’s brilliant entertainers... musicians, comedians, newscasters, great actors... “names” with such glitter that NBC RED has 4 of the first 5 CAB rated evening programs... 6 out of the first 10... 9 out of the first 15. Look at it another way. Of the first 15 leading nighttime programs, NBC RED has Nos 1, 2, 4, 5, 8, 10, 11, 12, 15.

So naturally, from Sunday through Saturday... the nation keeps listening... keeps looking to RED as you’d search the Heavens to find the “Big Dipper.” They know NBC RED has the comets... the starlight... that far-away outshine all other networks.

They listen... and golden stardust falls into your basket ("till" to you!)...

The Stardust of Sales... not alone from your message... but from 14 bright years of prestige and distinction in all RED NETWORK programs.

This national audience naturally has great confidence in what the RED offers. They listen... they buy.

Here, indeed, is a Heaven for any advertiser. Why not take a piece, for yourself?

NATIONAL BROADCASTING COMPANY.
A Radio Corporation of America Service.
All-Time Record in Annual Time Sales Registered in 1939 by Major Networks

WITH COMBINED time sales for the year near the hundred million dollar mark, the nationwide networks closed their books in 1940 registering the largest time sales in network history. Total CBS, NBC, and MBS grosses for the year amounted to a record-breaking $96,455,603, a gain of 16% over the 1939 cumulative total of $81,135,801.

Not only was there a record established with the cumulative total for 1940, but in every month of 1940 each network showed an increase in time sales over the corresponding month of 1939. Ending the year strongly, December, Dec. 1, 1940, was the best month of the year, were $9,306,845, up 14.5% from the $8,126,601 total for December 1939. Radio activities of the political parties in October swelled the billings for that month to the highest in the year, while the time sales in August were the lowest of any month in 1940.

Upward Trends
CBS led the year-end statistics with a cumulative total for 1940 of $41,025,494, a gain of 26% over $33,590,655, the corresponding figure for 1939, while CBS time sales were $3,319,898. MBS continued its upward trend in time sales, ending 1940 with a cumulative total of $7,767,054, or 34.3% over the 1939 gross which was $5,329,782, while the billings for December amounted to $756,583.

In the best of its history, NBC total time sales amounted to more than $50,190,600. NBC reported sales of $39,956,332 for 1940 represented a gain of 9.2% over the $36,600,786 grossed in 1939, while the Red time sales for December were $3,785,901. NBC-Blue wound up the year with a cumulative total of $10,707,678, an increase of 23.3% over $8,485,618, the figure for 1939. Blue billings for December amounted to $1,122,972, making the total NBC Blue and Red billings for the month $4,809,879. Cumulative NBC total for 1940 reached the peak of $50,668,000, surpassing the 1939 total of $45,243,264 by 12%.

Gross Monthly Time Sales

| Month   | NBC-Red | % Gain
|---------|---------|-------
| Jan.    | $3,663,563 | 8.9%  |
| Feb.    | $3,224,953 | 8.5%  |
| March   | $2,943,983 | 8.0%  |
| April   | $2,759,593 | 7.7%  |
| May     | $2,616,949 | 6.2%  |
| June    | $2,195,946 | 5.8%  |
| July    | $2,141,902 | 5.6%  |
| Aug.    | $2,071,958 | 5.3%  |
| Sept.   | $2,005,968 | 5.1%  |
| Oct.    | $1,943,195 | 4.9%  |
| Nov.    | $1,893,195 | 4.6%  |
| Dec.    | $1,796,902 | 4.1%  |

| Month   | NBC-Blue | % Gain
|---------|---------|-------
| Jan.    | $908,816  | 16.5% |
| Feb.    | $901,016  | 17.0% |
| March   | $905,904  | 16.7% |
| Apr.    | $883,110  | 16.2% |
| May     | $821,958  | 15.6% |
| June    | $762,808  | 14.1% |
| July    | $696,958  | 12.6% |
| Aug.    | $594,958  | 10.5% |
| Sept.   | $577,474  | 9.9%  |
| Oct.    | $608,814  | 9.0%  |
| Nov.    | $582,148  | 8.2%  |
| Dec.    | $554,874  | 7.7%  |

| Month   | CBS    | % Gain
|---------|--------|-------
| Jan.    | $3,075,946 | 34.2% |
| Feb.    | $3,320,946 | 31.0% |
| March   | $3,275,946 | 30.4% |
| April   | $3,202,946 | 29.3% |
| May     | $3,122,946 | 28.2% |
| June    | $3,042,946 | 27.2% |
| July    | $2,974,946 | 26.1% |
| Aug.    | $2,915,946 | 25.0% |
| Sept.   | $2,856,946 | 23.9% |
| Oct.    | $2,801,946 | 22.8% |
| Nov.    | $2,746,946 | 21.7% |
| Dec.    | $2,691,946 | 20.6% |

| Month   | MBS    | % Gain
|---------|--------|-------
| Jan.    | $817,769  | 3.8%  |
| Feb.    | $810,967  | 3.2%  |
| March   | $808,167  | 2.5%  |
| Apr.    | $808,167  | 2.4%  |
| May     | $806,167  | 2.3%  |
| June    | $806,167  | 2.2%  |
| July    | $806,167  | 2.1%  |
| Aug.    | $806,167  | 2.0%  |
| Sept.   | $806,167  | 1.9%  |
| Oct.    | $806,167  | 1.8%  |
| Nov.    | $806,167  | 1.7%  |
| Dec.    | $806,167  | 1.6%  |

Quite Alive
PAUL CONLAN, Hollywood correspondent of the NBC Signal Carnival, sponsored by Signal Oil Co., completely round in body and limb, had a frantic time during Christmas week in trying to conciliate friends that published reports of his death, by a hit-and-run driver. The wrong identity brought an embarrassing avalanche of consolation messages to Mrs. Conlan.

KYSO, Ardmore, Okla., on Jan. 1 joined the Oklahoma Network, the same date it joined NBC-Blue along with KADA, ADe; KRKC, E; KDKX, Muskogee; KTOK, Oklahoma City; KGFF, Shawnee; KOMP, Tulsa.

Molly's Line Preferred
"TAINT FUNNY, McGee," punch line of the Fibber McGee & Molly program, was tabbed the most popular expression of the past year in a survey taken among the 50,000 youthful members of the Police Athletic League of Greater Chicago. It was the office of the boys' recreational club to find the most used catch phrases of the past 12 months.

They held a staff party recently at KOA, Denver, and were gathered in the Client's Audition Room to join the festivities. The KOA's abandoned their fun long enough to get a photo taken for posterity. In the second on the second quarter is Larry Lloyd E. Yoder, who is smiling with satisfaction as he fetes the staff.

Page 30 • January 13, 1941
Mr. Sol Taishoff, Editor
BROADCASTING
National Press Building
Washington, D. C.

Dear Sol:

I shouldn’t like to let the occasion of your "going weekly" pass without extending my personal congratulations and those of the entire Westinghouse Radio Stations personnel.

Seeing your magazine take this big step forward makes me realize once again that this radio business moves with Paul Bunyan strides. It seems but a few years ago that Westinghouse was fussing around with crude, experimental tubes and antennas. Then came KDKA and a myriad of radio stations throughout the country. Our own group grew, with KYW in Philadelphia, WBZ & WBZA in Boston and Springfield, and WOWO-WGL in Fort Wayne, not to mention the short wave department.

Fortunately, Sol, the radio industry has grown two ways — in size and in quality. I like to think that you and all of us have played a part in that growth. I hope we shall continue to carry our share of the responsibility for better radio — and carry it well.

Once again, our heartiest congratulations to you and your staff for a bigger and better BROADCASTING!

Sincerely yours,

[Signature]

Walter Evans
Vice President

WE:EL
Las Vegas Group Abandons Permit

Two in One Town Too Many; 76 New Grants Last Year

ANOTHER of the new stations authorized during 1940 "gave up the ghost" in Las Vegas, Nev., this time it is WBOC, Las Vegas, Nev., for which a CP for 100 watts night and 250 watts day was issued by the FCC last June 5, the same day the Commission granted a station to operate as a booster station for KFUN, Las Vegas, Nev., and informed the owner, George Martin, that it was not "feasible to install the station since the community could not support two outlets." KENO, owned by radio-owners of Maxwell Kelch, George Penn Foster and Calvert Charles Applegate, got a head start and was surrendering its construction permit by going on the air last September.

This is the second instance during the last year of two new stations being authorized in the same small community under the new "standing in favor of the theory of Commission grants expressed in the Sanders-Dubucique case, with one surrendering its CP because of belief in inability to stand the economic strain. The other case involved two new local stations in Salinas, Calif., granted April 15. One (WBEC) went on the air in September, and the other (WMVD) gave up its construction permit.

Two More On The Air

With the surrender of the KFUN construction permit, the total number of new grants during 1940 was 76, still a record [see Jan. 1 BROADCASTING for complete list]. Of these 76 were already in operation by Jan. 1, while two more having gone on the air as the year drew to an end—WTCM, Traverse City, Mich., and KODL, The Dalles, Ore.

WTCM operates with 250 watts on 1570 kc. Its officers and stockholders are Leonard Biederman, chief engineer of WTEL, Philadelphia, president, 35%; William H. Riker jr., foreman of the WTEL technical staff, vice-president, 16 5/8%; Drew McClay, WTEL operator-secretary-treasurer, 16 5/8%; Fred H. Zieler, Philadelphia, 16 5/8%; Edward S. Biederman, secretary, 25%. KODL operates with 100 watts night and 250 day on 1200 kc. President and 50% stockholder is V. R. Biederman, formerly with KSLM, Salem, Ore. T. M. Hicks, president of the Salem Abstract Co., and E. O. Hicks each owns 25% of the stock.

Radio's Young Men Honored

FULTON, N.Y.—The Washington commentator, Bing Crosby, and Arch Oboler, the radio playwright, are listed among the 10 most substantial Young Men of 1940 picked by Edward W, Howe, editor of the biographical dictionary American's Young Men. Others named were Rep. Martin Dies, Jack F. Biederman, Charles Lindbergh, Mark Stanley, Oren Root and Dr. George Gallup.

'Pot o' Gold' Program For New York Is Begun

LEWIS-COWE, Co., St. Louis, Tenn., Jan. 8 started a New York City Pot o' Gold program, broadcast simultaneously on three New York stations, WMCA, and WNEW. Program, which is heard every Tuesday at 8:30 p.m., and will feature a big orchestra with Ruth Hughes as m.c., originates from the studios of WNEW and is piped to the other two stations.

Decision to present a New York Pot o' Gold program, patterned after the nationwide network show of the same name broadcast Thursdays on the NBC-Blue, was based on the increase in the number of telephones in the metropolitan area and the relatively few winners from the area on the network program. Stack-Goble, New York, is agency.

IRNA Continues Active, Favor Monopoly Brief

THAT Independent Radio Network Association, Inc., and the Motion Picture Association of America, has suffered no adverse effects from the position taken in the FCC network monopoly case, as a result of vigorously denouncing the FCC Committee's report, was reflected in an announcement Jan. 2 by the organization to its membership.

During 1940, 113 stations paid into IRNA a total of nearly $8,000,000 in direct and in the organization at present having a balance of upwards of $5,000. Replies received from the network's major members, of these stations approved the IRNA position on the monopoly report and only one station has sent in a formal resignation. IRNA, based on the brief filed with the FCC, it was reported.

The IRNA executive committee, in meetings in New York last month, unanimously approved the brief and arguments presented for IRNA at the FCC by Paul M. Segal, counsel, and Samuel R. Rosenbaum, IRNA chairman.

Bunte Renewals

BUNTE BROTHERS, Chicago (Candy), on Dec. 30 renewed for 13 weeks a broad-casting schedule of news, participation, spot, sports and local shows on eight stations. Stations are WBBM, Chicago; WHO, Des Moines; WJR, Detroit; KMBC, Kansas City; KSD, St. Louis; KPAB, Lincoln, Neb.; KOIL, Omaha; KXNO, Laramie, Wyo. Bunte has added a 13-week test campaign of six announcements weekly on XE, KVOO, Lubbock, Texas. Pete Fellers & Preba, Chicago, placed the business.

Land O'Lakes Series

LAND O'LAKES CREAMERIES, Minneapolis (dairy products), former user of transcribed radio program, on Jan. 15 starts a three-weekly program featuring Edgar A. Guest, poet-philosopher and Eddie Howard, singer, in 30 NBC-blue stations. Contract is for 39 weeks. Agency is Campbell-Mithun, Minneapolis.

The BMI HIT, "Practice Makes Perfect," has been adopted as a Los Angeles school, which plays it regularly on its loudspeaker and uses the title as the school motto.
TAKE all your dreams of what a good market should be like. Roll them all together and you'll have a perfect picture of Connecticut and the rest of Southern New England—the richest market in the whole United States. The facts and figures prove it.

For example, factory man-hours have jumped 30% within a year; the per family effective annual buying income is 39% above the national average; sales of new automobiles are up 48%. The people of this rich industrial area have more money to spend for whatever you want to sell.

WTIC can bring your product to the attention of these people with a welcome and familiar voice—with the impact of 50,000 Watts and the authority of more than 15 years distinguished service as the favorite station of this prosperous Southern New England area.

No, sir. You couldn't wish for a better market—or a better means of reaching it.
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 Westinghouse 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—Wesinghouse 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.
FISH made of flowers decorated the Old Salt's Fish Fry held by WTOC, Savannah, Ga., with 500 sportmen and civic leaders present. Gathered around the floral gem are: Front row (1 to r), Wendy Herrin, sports announcer; Rep. Frank A. McNall; Rep. Hugh Peterson; Secretary of State John B. Wilson; E. M. Lipscomb, Old Salt script writer; W. T. Knight Jr., WTOC president; in back row, Ben Williams, the Old Salt; Bill Smart, production manager; Charles N. Elliott, Georgia wild life director; Fred Pfahler, program director.

WHEELER SEEKING SPEECH TIME DATA

AN INDICATION that Senator Wheeler (D-Mont.), of the Interstate Commerce Committee, again is inquiring into the question of giving equal facilities to opposing speakers on controversial issues was given Jan. 7 with the dispatching of a letter by the Senator to President Niles Trammell of NBC.

Asking Mr. Trammell for detailed information on the number of stations, their location and power, which carried his Dec. 30 speech on the war situation, Senator Wheeler observed that the response to his address had been “very large”. In the past, the Senator has criticized the networks for failure to provide networks of equivalent size for opposing speakers on controversial issues.

The Senator advised Mr. Trammell that his office had received over 50,000 communications on his address, 93% of which were favorable to the position he took.

RCA Records in New York FOR THE first time in its three-year history, The Music You Want program, sponsored by RCA Mfg. Co., Camden, for Victor records, entered the New York city area with a five times weekly late evening spot on WEAF, New York, preceded by a quarter-hour newscast, also sponsored by RCA. The news program is handled by Ben Grauer, the “RCA Overseas Reporter,” giving the latest news on international developments.

RAY O’DAY, singing salesman of WAAJ, Savannah, on Jan. 24, will make a guest appearance on the CBS Al Pearce show.

TO ENABLE it to gauge 1940 time sales for the broadcasting industry, the FCC has dispatched to all stations a single sheet questionnaire covering analysis of station broadcast revenues. The schedule must be executed and signed in duplicate with the FCC as soon as practicable. The Commission requested all responses not later than Jan. 15.

The schedule, a part of the FCC’s annual financial analysis of the Broadcasting industry, is sent out in advance of the all-inclusive questionnaire. Each standard broadcast station is asked to file a separate return as of the close of business Dec. 31, irrespective of group ownership or operation. Stations whose total revenues for the year are less than $25,000 are required only to insert the total amount of revenue for the year, rather than a breakdown.

WINTER BROTHERS TO BUY 48% WLOL INTEREST

A DEAL was completed Dec. 30, subject to FCC approval, for Charles and David Winton, owners of the Winton Lumber Co., Minneapolis, to purchase the 48% of stock held by Fred Osanna, Minneapolis—KROM, KDLO, WLOL, Minneapolis outlet operating fulltime on 1300 kc. using 1,000 watts. Judge Devaney retains the remaining 52% of stock. Edward P. Shurick, manager of the station since its inception June 17, 1940, remains in that capacity. Setup of the organization now has Charles Winton, president; John F. Devaney, vice president and the secretary-treasurer. The station is MBS affiliate and key outlet of the regional Devaney North Central Broadcasting System. It first went on the air June 17, 1940.

FORTY-EIGHT stations, from New York to San Francisco, up to Jan. 10 had signified their intention of sponsoring “Mile O’ Dimes” campaign in celebration of the President’s Birthday for the National Foundation for Infantile Paralysis, according to Charles C. Barry, director of the “Mile O’ Dimes” section of the drive.

Barry, on leave of absence as night supervisor of NBC in Washington, has been on tour for the last few days, urging for radio participation in the drive. Barry was selected by George Al- lred, special assistant to National chairman and now national chairman of “Mile O’ Dimes”, after he had successfully directed two similar campaigns for the Washington NBC stations, WRC-WMAJ.

The cities, stations and station directors of the campaign, where designated, follow:

Chicago—WENE, WLS, WMAG; Harry Kopf.
St. Louis—KMOX; Merle S. Jones.
Tulsa—KTL; William C. Gillespie.
Oklahoma City—KPRC, Neal Barrett.
Denver—KOA; Don F. Martin.
Jersey City—WATT; Walter Kelly.
New York—WEAF, WJZ; Clay Morgan.
Philadelphia—KOY, WCAE, WWEN.
EQQ; WJAS.
Toledo—WSPD.
Columbus—WOC, WBNS, WHKC.
Cleveland—WHK, WCLE; H. K. Carpenter.
Harford—WTIC; J. F. Clancy.
Detroit—WWJZ; H. Allen Campbell.
Jackson, Miss—WJDX; W. E. Harris.
Fargo—WDAY.
Frisco—KSW, KKY, WCAU, WIP.
WDAS, WHHT, WTEL, WIDG.
Richmond, Va.—WMDG.
Spokane—KRAM, KTVB, KWKH.
New Orleans—WDSU, WLD, WWSM, WYAF.
Baltimore—WBAL; Harold Burke.
San Francisco—KGO, KPO; A. E. Nelson.
Washington—WRC-WMAJ; Carleton D. Smith.
Milwaukee—WTMJ; L. W. Horsgen.

MILE O’ DIMES CAMPAIGN INCLUDES 48 STATIONS IN ALL PARTS OF NATION

CONTINUING Congressional sentiment is toward an investigation of the FCC and the radio industry became evident Jan. 6—second day of the 77th Congress when Senator Tobey (R-N.H.) introduced a counterpart of his August, 1939, resolution calling for a far-reaching radio study by the Senate Interstate Commerce Committee [BROADCASTING, Sept. 1, 1939]. In his bill, although Senator White (R-Me.) has been engaged in a legislative study of the communications regulatory scene in the immediate future.

Senator White told BROADCASTING, Jan. 9 that emergency legislation would make it desirable for him to forego prompt introduction of his proposed bill. In his speech the Senator White plans to confer with Chairman Wheeler (D-Mont.) of the Interstate Commerce Committee, in which radio legislation originates, prior to introducing his resolution, now in preliminary draft form.

PONDERS RESOLUTION

Senator White has in mind a resolution most probably for a fact-finding study of communications regulation, with emphasis on broadcast- ing. He is impelled to proceed in this way because of the FCC’s two-year-old inquiry into network monopoly aspects of broadcasting and because of the apparent effort of an FCC majority to invade business phases of broadcasting in a manner presumably not contemplated by the Communications Act of 1934.

The Tobey resolution provides authorization to the Interstate Commerce Committee for “a full and complete investigation” covering monopoly aspects of broadcasting or radio manufacture, sale and distribution; administration by the FCC of communications allocations of 1934; licensees’ operations; contracts; alleged lobbying activities by radio manufacturers; radio industry spokesmen, and adjourned periods of the 77th and succeeding Congresses.

With supplementary bills already filed with the Commission on the network monopoly investigation, that body launched the final phases. Oral arguments were held before the FCC Dec. 2-3, terminating the final hearing phase of the proceeding which opened in January 1938. Because of questions which arose regarding the jurisdiction of the FCC respondents were permitted to file supplementary briefs on Dec. 2.

Unless Congress launches an investigation of the character envisaged by Senator White or Senator Tobey, it is presumed the FCC will proceed with drafting of its final report, to be made to Congress.
**NBC NAT'L SPOT and LOCAL SALES HIT FIVE MILLION PLUS FOR 1940**

KYW Goes 50,000 Watts
January 16, Serving 1,000,000 Extra Listeners

GREAT NEWS to advertisers is the announcement that Philadelphia’s KYW, beginning January 16th, will join the Family of “Big Time” stations operating on 50,000 watts.

This tremendous step-up in power, according to current estimates, will increase the station’s area to such a degree that its service will reach at least one million additional listeners in Philadelphia.

KYW is one of the 17 “Vital Spot” stations which carry NBC Spot Sales service to 11 major money-markets.

**Ground Broken for NBC’s New $1,000,000 Studio**

NBC President, Niles Trammell, wires ON NOVEMBER 11th, Al Nelson, Assistant Vice-President and General Manager of Stations KGO and KPO, received a wire from President Niles Trammell of NBC that recommendations for the new NBC million-dollar studio in San Francisco had been approved by the Board. On November 14th—just three days later—state and county officials, and thousands of interested San Franciscans, saw ground breaking ceremonies begin at a signal from Mr. Trammell who sounded the familiar NBC chimes, after a brief talk direct from New York City.

At Mr. Trammell’s command “Dig In,” everyone who could be spared from the studios dug in with long-handled shovels provided by the contractors. Twelve of the girls were dressed in red and white striped overalls with white blouses and white caps adding considerable color to the event.

Dedication of the new structure is scheduled to take place in August, 1941.

Prior to that time on these San Francisco listener preferred stations will deliver an even greater service to the public and advertisers alike.

**WEAF’s New Giant-Size Vocal Chords Startle Metropolis**

NEW SIGNAL on NBC RED’s Key Station Wakes City With Voice Two to Ten Times as Strong

ON THE MORNING of November 9th, numerous astonished metropolitan families—many of whom leave their radios tuned at night ahead to catch the early morning broadcasts—woke with a start to hear a giant-size voice booming through their apartments.

These families had not known that, during the night, WEAF’s “voice had changed”... become twice as strong in Brooklyn... four times as strong in Queens... ten times as strong in the heart of Manhattan and throughout Northern New Jersey.

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

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

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

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

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

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

McConnell announces New High Division; Volume Goes Over $5,000,000

NBC NATIONAL Spot and Local Sales Department succeeded in bounding up to a new peak in dollar volume for 1940, as shown in figures just released by Manager James V. McConnell.

The sales total, as of December 1st, totalled well above five million dollars; additional business in the making as of that date indicated a still higher total before the end of the year.

Increase of Nearly 30%

The gain of some thirty per cent over 1939 indicates the ever-increasing use of NBC’s seventeen Vital Spot stations in eleven strategic markets. Many clients have increased their billings greatly or have added more NBC stations to their schedules. In addition, numerous new clients have selected these station outlets for their message during the past year, McConnell reports.

Service Highly Improved

He also called attention to the reorganization work which has been accomplished during the last several months. Improved sales service and station facilities have been completed in a number of important points, which will make it possible to handle business with increasing efficiency during 1941.

As pointed out, has long recognized the great public service rendered by these well-programmed, strategically located stations, a service which will be considerably amplified during the coming year.

Looking to the future and the business already anticipated, it is expected that volume will continue to establish increasing gains for each quarter of the new year.

**WRC to Operate at 5,000 Watts Day and Night**

WILLIAM S. HEDGES, Vice-President in charge of the Stations Department for the National Broadcasting Company, announced this week that WRC, Wash- ington, would operate at 5,000 watts day and night in about six weeks.

Kenneth Berkeley, Manager, and John Dodge, Sales Manager, are completing plans to back up this power increase with a promotional story, indicating concisely the plus coverage which will be enjoyed by WRC advertisers coincident with the additional power. WRC’s increased power is also of importance from the standpoint of national defense, since it is located not only in the nation’s capital, but also in the headquarters of the Army and Navy.

It is expected that Station WMAL will also operate at 5000 watts day and night as soon as plans can be completed.
AS AMERICA
a great

KWK
is now the
exclusive affiliate
in ST. LOUIS
of the
MUTUAL
BROADCASTING
SYSTEM

Represented Nationally by PA
Six years ago a four station hook up was the scope of the Mutual Broadcasting System. Today—Mutual is a Coast-to-Coast Network of 168 representative stations.

At the beginning of 1941 MBS reviews 1940, the greatest year in its history, during which MBS added 50 new affiliates; carried 1848 special events of national importance and showed a 40% increase in gross revenue.

The continued growth and development of MBS is assured. The reasons for this are to be found in the Mutual station contract. Here is a Network which inherently raises its affiliated stations to its own level.

Basically, listeners account for the growth of any broadcasting operation. That St. Louis KWK can contribute its part, in a great American Market, has long since been established. Advertisers know this—their present commitments indicate a larger volume for KWK in 1941 than in any previous year.

S T. L O U I S   K W K
T h o m a s   P a t r i c k, I n c.
H O T E L   C H A S E — S T.   L O U I S

H. R A Y M E R   C O M P A N Y » » » N e w   Y o r k — C h i c a g o — S a n   F r a n c i s c o
Curve: E by NE

KEY TO RADIO's impregnable stand against competing media has been one factor—progress. Year by year radio has acquired more listeners, along with more sponsors who spend more money. The year 1940 was no exception.

Absolutely unbiased figures compiled by the Cooperative Analysis of Broadcasting (CAB), Crossley-operated statistical service financed by the Association of National Advertisers and the American Assn. of Advertising Agencies, reveal that the amount of listening increased again last year. Since September, 1938, the number of sets in use has been increasing, reaching a peak last April.

All-time high for an average weekday offers another interesting figure—76.9% of all radio homes contacted had their radios operating.

On another page in this issue Al Lehman, radio and statistical expert of the ANA, analyzes the findings obtained in more than a million phone calls. He takes the data apart and outlines trends in all phases of listening and programming.

A program trend that will interest broadcasters is the quick decline in popularity of the $1,000-every-Thursday Pot o' Gold. In the space of a year this program, with its appeal to the acquisitive emotions, has dropped from 10th to 57th place in popularity. To those who would attack a following by sheer merit rather than price inducement this trend will be discerned with satisfaction.

Defense Blueprint

BY PRESIDENTIAL proclamation, a Defense Communications Board was created last September, composed of five high-ranking Government officials named to coordinate communications, broadcasting included, to meet national defense requirements. That board drafted a comprehensive plan and called upon all segments of the communications industry, voluntarily and at their own expense, to pitch in for first effort in history toward mobilization of the nation's communications.

If any proof were needed of industry response, it came Jan. 6 at the initial session called by the board. Fifteen committees had been named, representing Government, industry and labor. When Chairman Fly called the meeting to order, there were 225-odd present, or about double the number expected. Committee members had brought along advisors and experts as their alternates. The top men themselves showed up and heartily pitched into the job.

The spirit and the energy of the voluntary workers was applauded by the DCB. It was proof sufficient that men in private industry, who may be vigorous competitors in normal times, can forget business differences and sit around the table for the good of the nation. There is much work to be done. Some of the plans to be evolved may be repugnant to the philosophies of the callous, hard-bitten businessmen serving on these committees. It is a safe guess, however, that they will forsake all thought of immediate benefit for their own companies and operations in the interest of the nation's well-being in an hour of need.

Good men have been selected for all of the committee functions—the best the particular industries have to offer. They will give of their time and energy as the exigencies demand. Both the domestic broadcast and the international broadcast committees are admirably staffed, representing cross-sections of all phases of Government and industry. It will be their task to help the DCB blueprint radio's role in preparing for the worst. And that role does not connote Government commandeering of broadcasting but industry collaboration with Government.

It may not be "business as usual" but it will be Radio by the American plan. The President and his aides already have recognized this as the desirable and becoming of the responsibilities of public morale but also because it is the obvious economic answer. The taxpayer cannot be expected to foot the radio programming bill in these days when the tax burden is destined to increase to a new all-time high.

There are many voluntary moves which broadcasting as an industry can undertake to ease the immediate burden. For example, we are informed that concern is being evinced over reporting of ship movements by stations along the coasts—a regular program feature. It is thought such data can be picked up by belligerent raiders or submarines, particularly from clear channel stations, on the over-water haul. The program would be for stations carrying such features immediately to eliminate them, or to become more circumspect in their handling. It isn't censorship—just good judgment.

From now on the war situation seems destined to become more intense almost daily. Radio will cooperate. It will sacrifice whenever the need exists. It asks no privileged status or special treatment.

The Radio Arm

THE MEANING of total war, the invention of ruthless dictators, is only too well realized throughout what remains of the civilized world. Radio more than any other medium has carried warnings of the horrors of modern warfare to the fireside.

For radio, the story now is brought appallingly close home. Nazi planes several times have bombed Broadcasting House in London. Seven persons—all presumably employees of BBC—were killed in one of the bombings of the British Empire's radio nerve-center. Reports from London reveal that at the time of the first hit, news broadcasting was in progress. Millions of listeners heard the explosion. But the newscaster, with hardly a break, carried on. He did not mention the hit, and he did not deviate from his prepared script.

That instant a new tradition in radio was born. It was not prearranged; it just happened. Like the captain of a founderling ship, the announcer stayed on the job. He had the air, and he meant to keep it until his task was finished or an act of God intervened. The men riding the gains stuck to their posts. Had the announcer indicated alarm, or the engineer pulled the plug, the audience might have been terrorized.

To broadcasters the world over the bombing of Broadcasting House carries a message of deepest significance. The broadcasting station, in modern warfare, is a military objective. And the broadcaster, from apprentice announcer to general manager, is an arm of the military establishment, no less responsible for the public welfare than the man in uniform.

We Go Weekly

WITH THIS ISSUE, BROADCASTING begins publication as a weekly. And with the transition from semi-monthly publication, we want to let our hair down and talk shop with our readers, boosters and critics alike, and with our clients.

During these last nine years we have had a lot of fun and not a few worries. The industry has been grand to us. We have made many friends and some enemies. There are those who have accused us of an "our industry-can-do-no-wrong" complex. It's very true we have tried to defend radio all down the line, and we've been right. But we've also tried to call our shots as we've seen them, irrespective of who might be hit.

Since we announced our weekly publication plan last fall, the response has been gratifying. Some asked why we should take the gamble in these uncertain times, particularly when we appeared to be doing nicely as a semi-monthly.

The reply is that we have always had in mind publication of a weekly. We feel we can do a better editorial job with 52 issues as against 24 during the year. The news will be more timely, though we modestly concede we have had our share of the scoops.

It was rather sad putting the last semi-monthly to bed just before New Year's. Since Oct. 15, 1931, our little broad sheet lived and died with each issue. With a weekly we'll do it just twice as often. Over the years we've had quite a few additions to our staff, and very few depletions. As a weekly we hope to do the same business at the same old stand.

And we still feel the industry can't do very much wrong, at that.
THOUGH a whirlwind, storybook of wanted and school, Bob's career began with a long distance call from his father during late April, 1930. Then in school in Cincinnati, it was Bob Senior's wish that his son return immediately and enter the family business. During July that same year, he passed away and the younger Bob, as heir apparent, found himself head of the Queen City Knitting Mills, a textile concern employing some 500.

Those were depression years, but, by careful management he took the plant from the red side of the ledger in 1930 to the black side in 1933, despite depression obstacles.

With the textile mills one by one moving southward because of the cheap labor, Bob sold the mill and went back to being a normal youth of 22, so he thought. But he had tasted the joys of business and wanted more.

Experiences followed in quick succession. The purchase of a commercial garage from the estate of a friend, an affiliation with the Knott Hotel Corp., during which time he put together a dance orchestra, and an interest in the American Brewing Co. when beer became legal—all these things made an interesting two years but didn't hold enough promise.

Dis satisfied with prospects, Bob decided to visit relatives and friends in Cincinnati, looking around while he was there. Leaving Elmiria one wintry day, he set out alone on the 750-mile drive. During the lonely hours of driving he had an opportunity to think out his plans and he decided that if he had been able to sell underwear, beer and orch estras, he could sell himself.

Arriving in Cincinnati Jan. 28, 1935, he gave the town a once-over. The next morning he went to the Crosley plant to see Lewis Crosley and was pleasantly surprised to find Mr. Crosley willing to see him. They talked for a few minutes, and then Mr. Crosley referred him to John Clark, manager of WLW and WSAI. In ten minutes Bob was a cub salesman on WSAI.

Those were great days, learning the broadcasting business from the ground up. Bob sold, announced a program from City Hall, produced a show or two that he had placed, and handled any other odd jobs that appeared.

A change came with an order from Kroger Grocery & Baking Co. for the transcribed series, Hot Dates in History. This meant more than an order for WSAI, as the program was to be transcribed and placed on a sizable list of stations. Asked how he managed the order, Bob said he hounded Ralph Jones, president of the Ralph Jones Adv. Co., Cincinnati's largest agency, until Mr. Jones decided the only way to get rid of Bob was to see him; then continued to hound him with ideas until he found one Mr. Jones liked and thought had possibilities for Kroger. An audition followed, and then the contract.

Bob was elevated to sales manager of WSAI in June, 1935, but the going was tough. The WSAI transmitter was antiquated and situated many miles from town. Thus the station's signal was barely audible in downtown Cincinnati, making it difficult to sell or keep sold. Finally, in 1936 the management decided to build a new transmitter over looking the city. Then things started to happen. As improved the program and promotional activities of the station, business picked up and the management voiced their approval by making Bob manager of the station.

In September, 1937, Bob became program director of WLW, in addition to the WSAI work. In No.
ED NICKEL, formerly of the NBC press department, has joined the MBS publicity department as assistant to Lester Gottschalk, Fred Meers, who Nickle replaces, is leaving to join the Naval Air Corps.

MARIAN SMITH, secretary to C. P. MacGregor, Hollywood transcription concern, and Charles Nibols, sales executive of General Foods Corp., Los Angeles, were married in Las Vegas, Nev., on Jan. 2.


MAX SHUTO, of NBC Hollywood program traffic department, has been promoted to assistant night program supervisor. Robert McWhinney of the studio setup department, takes over Shutto's former post. George Hatch of the general publicity staff, has been shifted to studio setup.

JACQUELYN SMITH, woman's special events commentator of KOA, Des- vyer, has recovered from injuries suffered in an auto accident.

JOE CONNELLY, station promotion and publicity head of WCAU, Philadel- phia, on Feb. 7 will marry Mary Louise Makeney, currently in the public- ity department of WFIL, Philadel- phia, leaving the following day for a week's visit to the West.

RAY FERRIS, of the WLS, Chicago production department, and Harry Sims, member of the WLS Rangers, recently collaborated in writing a song Lyda Lou, which has been ac- cepted for publication by Chart Publishing Co.

JOHN KOLBMAN, sports announcer of WHAT, Philadelphia, will be away from his microphone chores for six weeks due to a broken foot suf- fered in an auto accident.

LEE VINES, announcer of WIP, Philadelphia, collaborated with Joe Frajesto, WIP musical director, for a new song "Nose As A Whistle," which has been submitted to BMI for publication.

FRITZ BLOCKI, one time dramatic critic of the Chicago American, and for the last eight years publicity di- rector for a Chicago theatre chain, will henceforth devote all his time to radio production and writing. He is currently producing the Quaker Oats Co., Your Dream Has Come True, for Ruthrauff & Ryan, Chicago, and has also written and produced The Court of Missing Heirs for Blackett-Sample-Hummer, Chicago.

ROLAND SCHWEER, formerly of KFRC, Houston, has joined the an- nouncing staff of KROY, Waco-Tex.

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When Biscayne Bay's high tide on January 20th throws the switch of the new WIOD transmitter, WIOD's new voice will ride the waves to all South Florida.

That's because nature's best conductor of radio waves will give WIOD's 5,000 watt salt water signal the coverage of a 16,000 watt transmitter.

And that means high tide for WIOD advertisers who may now flood all South Florida with their booming sales message. Thus, WIOD delivers single-handed coverage of America's fastest growing metropolitan area, one-station dominance of the most important market in America.
CHARLES J. GILCHRIST, formerly radio editor of the Chicago Daily News and recently news and special events director of WIND-WDMI, Boston, Springfield, has joined the staff of CBS, New York public organization.

AILEEN SOARES, religious editor of NBC in New York, is in Hackensack (N. J.) Hospital, recovering from an appendix operation.

SALLY WERT has been added to the continuity staff of KIT, Yakima, Wash., as technical engineer of KBG, who resigned to join Northwest Ad Agency, Seattle. Jack Carlson, new to radio, joins KIT as announcer.

GARY KRIEDT, promotion manager of KFRC, San Francisco, and Miss Myrtle Hamilton, recently announced their engagement.

GEORGE MATHews, KQA, Denver, staff member, has been called for duty with the 8th S. Army, and reports on Jan. 15.

JIM HENAGhan, Hollywood reporter and magazine writer, has joined the staff of George Fisher to gather news for the weekly quarter-hour Hollywood Whispers, sponsored by Marcon Inc. Chicago (Mar-O-Oil shampoo), on 36 MBS stations.

DON DAWSON, traffic manager of CKOX, Regina, recently became engaged to Muriel Robinson.

RILL REIMER, formerly of WCNW, Brooklyn, has joined the announcing staff at WCNV. Montgomery, Ala.

ED WILSON, formerly of WSOY, Decatur, III., has joined the announcing staff of NBC, Chicago.

JULANE PELLETIER, formerly staff pianist of WJJD and NBC, Chicago, on Jan. 2 rejoined WJJD in the same capacity. Miss Pelletier replaced Priscilla Holmboe who has taken a leave of absence.

ROBERT DOYLE, since June, 1940 a member of the WGN, Chicago, publicity department, on Jan. 6, joined the WGN continuity department as writer. Cyril Wagnier, longtime assistant to Larry Wolters, radio editor of the Chicago Tribune, replaced Doyle.

EVELYN LYMAN, for five years office manager of World Broadcasting System, Chicago, on Jan. 6, joined the radio department of Shevannes & Marquette Inc, Chicago agency.

CARL BARRON, formerly on the announcing staff of KYA, San Francisco, has joined KHOW, Oakland, succeeding George Tobin, resigned.

MAURICE HART, (formerly announcer of the World's Fairest Music program on WJMA, New York, and of the 5:30 Request Club on WAAT, Jersey City, has joined the announcing staff of WNEW, New York.

BERT SYMMES recently was added to the announcing staff of KLS, Oakland.

ALFRED s. BYRNIE, for the last five years a page boy at WOR, Newark, has been admitted to the bar, after studying law at night for six years at Fordham U, from which he graduated last spring.

JACK KREISINGER, formerly of KORC, Tyler, Tex., has joined the announcing staff of WMDC, Chicago.

FRANK THOMAS, formerly of WGES, Chicago, early in December joined the announcing staff of WDEO, Chicago.

WALLY NEHLING, announcer of WJAJ, Lincolnia, has joined the announcing staff of that city, were married Nov. 28.

NORMAN JOLLEY and John Black have joined the announcing staff of KGW, Oyreilleu.

RALPH CHILDs, news staff chief of KIWA, Shenandoah, la., is the father of a 7 lb. boy, born recently.

MUSIC checking is a mutual matter between Alec Petry, head of the NBC-Hollywood music department, and Mary Hunter, of the NBC-San Francisco department. They plan to be married this month. Alec went to San Francisco for the KGO-KF0 Christmas party.

MURRAY YOUNG, formerly publicity director of the American Economic Foundation, is now reading the nightly newscast over WIKL, Cleveland.

JAMES AUBELE, sound effects director of WHK-WCLE, Cleveland, and Helen Thornton, switchboard operator, have announced their engagements. Aubele to Ruth Manning and Miss Thornton to John Corrigan.

EVA MANNING, new to radio, has joined the programs department of WIS, Columbus, Ohio. Tommy Martin, formerly of WGY, Schenectady, has been added to the announcing staff.

RANNY DALY, production manager of WING, Dayton, O., is confined to the hospital with pneumonia. Betty Kera, saleswoman, is also ill with pneumonia while Lou Schendi, who has just taken a job as head of the station's sports department, has been sent a draft questionnaire.

Garland Appointed

CHARLES H. GARLAND, with WBEM, Chicago, since 1925, on Jan. 1 became assistant commercial manager of the CBS Chicago key station, succeeding to the job Mr. Smith, commercial manager of WBEM and general sales manager of Radio Sales, CBS subsidiary. Garland joined WBEM in 1925 as a musician, director and announcer. In December, 1939, he joined the local sales staff. Since joining the sales staff Garland has confined his work to that field, completely abandoning the production end of radio. A native of Water Valley, Miss., he attended the Mississippi U, and left his studies to serve in World War No. 1.

Staff Changes at KGK-KEX

W. CAREY JENNINGS, manager of KGK-KEX, the Portland Oregon stations, announces the following changes effective Jan. 1: Paul Connit, sales manager, becomes national sales manager. Chester Blomness, salesman, becomes local sales manager in charge of promoting and servicing local sales with all local salesmen under his supervision. H. E. Cox, production manager, will supervise script writers, special events and music. Homer Welch, producer, becomes program director in charge of selecting talent and producing all shows. Ralph Bedore, manager, becomes chief announcer, in charge of hiring and supervising the entire announcing staff, with the exception of announcers assigned to special events.

KFBC Completes Staff

COMPLETION of the staff of the new KFBC, Cheyenne, Wyo., which went on the air Dec. 6 as an NBC Blue outlet, was announced Jan. 1 by Tracy McCracken, publisher of the Cheyenne Wyoming State Tribune and Wyoming Eagle, the State’s two dailies, who is one of the station’s stockholders. KFBC operates with 250 watts on 1570 kc. Its manager is William C. Grow, former engineer of KSAN, San Francisco, and at one time chief engineer of KIL, Denver. National advertising manager is Larry Bloom, formerly with KFEL and KVOD, Denver. Local advertising manager is C. E. Hopkins, formerly with KSFO and KSAN, San Francisco. Other staff members are: Robert Youmans, from WFBT, Syracuse, and WMBO, Auburn, N. Y., production manager; Willis Ballance, program director; John Vogel, from KID, Idaho Falls, announcer; John Dawson, chief engineer; Del Braptz, engineer-analyst; John Mel Klein, engineer; William Harmon, engineer; Margaret O'Brien, secretary.

RCA Promotions

PROMOTION of three RCA Mfg. Co. executives at the Harrison, N. J., plant was announced Jan. 3 by E. W. Bitter, vice-president in charge of production and engineering activities. John A. King, for five years manager of manufacturing at the Harrison plant, has been named plant manager in charge of all operating departments. St. Kelley, formerly assistant manager, succeeds him as manager of manufacturing; Dr. G. R. Shaw, manager of research and engineering at the plant, has been named to assist Mr. King in engineering management.

Alibi Needed

MORRISON QUALTHROUGH, owner of Alibi for Death, which dramatizes local traffic accidents on KROD, El Paso, as a warning to others, recently found himself an active participant in the show. Not only was his car wrecked in a collision but several nights later he played himself when his accident was dramatized.
Largest Radio Coverage in the Kansas City Area
The outer black line is the one-half millivolt signal point for WDAF's full-time operation on 5,000 watts. This WDAF primary area, largest radio coverage in the Kansas City area, was measured by engineers of Bell Laboratories. 917,113 Radio Homes in WDAF's Half-Millivolt Area.

OWNED AND OPERATED BY THE KANSAS CITY STAR

Outlet N. B. C. Basic Red Network
BROADCASTING • Broadcast Advertising

Represented by Edward Petry & Co.

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FOOTBALL CONTEST conducted by the Barr Jewelry Store, Philadelphia, in conjunction with their gridiron review broadcast over WCAU, Philadelphia, every Saturday during the past season, attracted a record total of 37,230 entries, according to George W. Wolfsten, vice-president for the Al Pat Gelliten Agency, Philadelphia, which handled the account. The nine-week contest required listeners to determine the winners and the approximate scores of the 12 leading games each week in competition for prizes of three Gruen wrist watches.

Starting with 1,000 entries the first week, the contest reached a peak of 6,200 the weekend of the Penn-Cornell game for a weekly average of 4,137. A standing grand prize of $1,000 for any contestant who achieved a perfect score went begging.

Bob Hall, ex-Yale grid star and local attorney, handled the broadcast along with Taylor Grant, WCAU sports commentator.

Paramount’s Free Discs

PARAMOUNT PICTURES, Hollywood, to promote the American film industry, is issuing a weekly quarter-hour transcribed program titled Paramount on the Air, to 60 New Zealand and Australian stations. Weekly release contains film industry news supplied by all motion picture studios in Hollywood. In addition, the Paramount radio service also issues a special weekly letter titled Listening-In on Hollywood, to 93 stations in the Antipodes, for reading by staff announcers.

Topeka Yardstick

SHIPPED in individual mailing boxes, WIBW, Topeka, Kan., is distributing to the trade heavy wooden yardsticks impressing a double-side advertising message. In addition to the inscribed yardstick itself, each 36-inch rule is packed with a yard-long paper insert bearing an advertising message built around the theme: “You’ll need a big yardstick in 1941 to measure WIBW’s selling results for you!”

Szegeti Book

TO PROMOTE the MBS concert series of Joseph Szegeti, well known violinist with the Alfred Wallenstein orchestra which started on Jan. 1, WOR has sent newspapers a pressbook on Mr. Szegeti which includes a cover picture of the violinist, his biography, anecdotes, an autograph, and an article by Robert A. Simon, music critic for the New Yorker magazine and continuity director for the station.

Salute to Sponsors

AS A SPECIAL holiday promotion stunt, KMPC, Los Angeles, Cal., on Dec. 23 sent a group of four carol singers to serenade sponsors. Quartette made more than 25 appearances in downtown Los Angeles and Hollywood, including all major department stores.

McKinney’s Dial

TIME-DIAL for use in figuring the date of the last broadcast of a specified schedule has been issued to the trade by J. P. McKinney & Son, New York and Chicago newspaper and station representatives. On back of the time-dial are listed the stations represented by J. P. McKinney, including all affiliated stations, two affiliated with Gan nett and WRAK, Williamsport, Pa.

Hothead Plugs

CONCEIVED by CKCK, Regina, Sask., a new wrinkle in merchandising reports has caused much comment in Canadian agency circles. Preparing a merchandising report for an independent station is the biggest job. For example, the salesman who arranged for a screened trailer at a local theatre was asked making a phone call to the theatre manager, with other conversations between CKCK representatives and merchants arranging for window displays and other merchandising ventures.
Now! After one short year of Times-Star operation

WKRC carries more national spot
and local sponsored quarter-hours than
any other Cincinnati network station!

"550 KC for COVERAGE!"
AVERTISING the attractions of Hawaii, KGMB, Honolulu, salutes one of its Mutual affiliates each week in a novel manner. A U. S. guest, from the city of the station greeted, goes on the air, specifying a friend back home who is to receive an attractive lei of flowers. KGMB sends the lei to the station in the States, which presents it to the recipient. On Jan. 8 WOR, Newark, presented a KGMB lei to a Mrs. Rhew of New York, who had been designated by a friend appearing on the KGMB program.

Impromptu Dramas

NOVEL sustaining dramatic series, Deadline Dramas, started Dec. 29 on NBC co-starring Irene Wicker, noted singing actress, and Robertson Hite, screen player and writer. At the beginning of the broadcast, members of the studio audience are asked to write down 20-word sentences outlining situations around which dramatic sketches may be built, and William Fadiman, WOR's story and book editor, who acts as m.c. for the program, selects the most likely contribution, turns it over to the co-stars, while he discourses extemporaneously for two minutes on any subject supplied by Edmund Birnbrauer of the NBC Script division. At the end of Fadiman's chat, Miss Wicker and Mr. White will step to the microphone and present a finished play based on the sentence previously given to them, portraying all the parts between them. In conclusion, Fadiman will review and criticize the deadline draft.

Home-Like Dining

HIGHSPEOT OF Dinner Music, a program of recorded light classical music sponsored nightly at 6:30 on WQXR, New York, by Schrafft Restaurant, is the commercial, read by Rex Benware and written by Jim Frankenberry. In the commercial Benware recalls some episodes of boyhood days with the family, connecting the episode with the desirability of dining at Schrafft's home-like restaurants. Listeners have voluntarily written accounts of their own youthful experiences with the request that they be used on the commercial, and a recent mention of a Schrafft Christmas catalogue deluged the WQXR offices with listeners' requests.

Juvenile Discussions

A WEEKLY series of juvenile discussions presented by the child welfare organization, Youthbuilders Inc. of New York, has started on WMCA, New York. Participants, ranging from 8 to 15 years and selected from the New York city grade schools, discuss current topics extemporaneously.

Why Listen?

LISTENERS to a 6 a.m. program on KGKO, Fort Worth, recently were offered a photograph-radio combination for the best 50-word letter on "Why I listen to the radio early in the morning".

CUTE as a button is four-year-old Nancy Jane Burroughs, musical prodigy of WPTF, Raleigh, N. C. Nancy Jane, heard each Sunday afternoon on WPTF's Birthday Party, has shown a remarkable faculty for remembering songs and catching tricky tempos of the popular R.M.F tunes she sings.

License Free

USING a new twist to introduce Big Freedia Miller, formerly of WFBM, Indianapolis, to his new Midwest audience, WNAX, Yankton, S. D., is conducting a weekly quiz contest during which winners receive free 1941 automobile license plates. The station purchases the plates regardless of the winner's car model or State of residence. All information is checked with the winner's county treasurer, to whom checks are made payable. The initial winner drove a 1935 Chevrolet whose plates cost $5.10. Although restricted to auto owners, mail response has been extremely heavy, according to the station.

Names and Sources

EXPLANATIONS of the derivations of proper names are given on the new educational program, The Name Explorer, which started Jan. 4 on WJSV, Washington, Commentator on the feature is Howard Barker, former research associate of the American Council of Learned Societies and author of articles on speech and nomenclature in national magazines. Listeners are invited to submit their names for analysis.

Orchid Award

AN ORCHID a day is given away by Brunswick Flower Shop, Cleveland, on its five-minute daily musical program, an e. A. C. program. The blooms goes to the local news personality judged to have done the best good deed or most meritorious community service the preceding day. Recorded music is used on the program. Gregory & Bolton Adv. Agency, Cleveland, handles the account.

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ANNOUNCERS' SCHOOL AT WSB
Weekly Sessions Cover All Types of Problems as Mikemen Criticize Each Other's Work

LOOKING toward long-run dividends resulting from clean jobs of script reading, WSB, Atlanta, has established an "Announcers' School" to give all staff announcers practice and training in pronunciation, diction, enunciation, "selling" of announcements and general knowledge of the news.

Each Monday afternoon the WSB announcing staff meets with Production Manager Marcus Bartlett and Program Director Roy McMillan. First item is a quiz on name pronunciations, covering persons, towns, ships or anything that has gained news attention during the preceding week. Announcers are required to turn in at least five words each week for this list, which is compiled from their offerings.

A second section of the school is a quiz on names in the news. International, national and local figures are named, and the announcers are required to identify as many as possible. Another feature, recently added by McMillan, is identification through pictures of five newsworthy persons each week.

The oral part of the meeting, following these two quizzes, is conducted by Mr. Bartlett. Announcers take turns "reading" spot announcements and other types of copy. Criticism is offered by other participants. The work of the preceding week also is criticized by both Bartlett and McMillan, tying in with the station's policy of granting weekly bonuses to announcers—the amount of the bonus determined on the basis of a percentage of station business for each week. Announcers making serious errors may lose part or all of their bonus, depending on the record.

WSB officials have praised the system as the best method devised to insure systematic and conscientious work at all times by the announcing staff. Staff members also favor it, setup, agreeing they have received much benefit from the school, both in gaining information and securing better coordination of station activities.

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dent's address was covered by NBC Red and Columbia; Mr. Willie talk by NBC Red and Blue, Columbia, and Mutual.

Sports

During the year the CAB also reported on numerous sports broadcasts including regular reports on football and baseball plus special events such as prize fights and the Kentucky Derby. On May 4, 15.2% of the set owners heard the latter event broadcast between 6:30 and 7:00 p.m.

BOXING—Joe Louis continued to be a great favorite with radio listeners. The Louis-Godoy fight on June 20, 1940, rated 37.7. Oral CAB 6, 14.7% of set owners reported listening to the Billy Conn-Bob Pastor fight. On Dec. 16, the Joe Louis-Al McCoy fight rated 22.1. None of these ratings came close to the figure of 47.6 scored by Louis and Pastor in 1939 nor the 63.6 attained by Louis and Schmeling in 1938. The latter was broadcast over two networks.

FOOTBALL—The ratings for college football broadcasts follow:

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<tr>
<th>Month</th>
<th>1940</th>
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<tr>
<td>Oct. 5</td>
<td>25.5</td>
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<tr>
<td>Oct. 7</td>
<td>22.1</td>
<td>23.6</td>
</tr>
<tr>
<td>Oct. 15</td>
<td>36.6</td>
<td>37.8</td>
</tr>
<tr>
<td>Nov. 2</td>
<td>35.2</td>
<td>37.5</td>
</tr>
<tr>
<td>Nov. 4</td>
<td>35.0</td>
<td>37.7</td>
</tr>
<tr>
<td>Nov. 18</td>
<td>35.0</td>
<td>36.2</td>
</tr>
<tr>
<td>Dec. 2</td>
<td>35.0</td>
<td>36.0</td>
</tr>
</tbody>
</table>

BASEBALL—During the baseball season the CAB reported monthly on listening to baseball broadcasts. The figures are for actual broadcasts of the games, both major and minor league, heard in the 33 CAB cities. In 1940, interest became more intense month by month as the struggle for the pennants became more evident. It contrasted with the experience in 1939 when the Yankees ran away with the American League race. The ratings for the two years follow:

<table>
<thead>
<tr>
<th>Month</th>
<th>1940</th>
<th>1939</th>
</tr>
</thead>
<tbody>
<tr>
<td>April-May</td>
<td>19.3</td>
<td>21.3</td>
</tr>
<tr>
<td>June</td>
<td>17.7</td>
<td>17.5</td>
</tr>
<tr>
<td>July</td>
<td>18.2</td>
<td>17.6</td>
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<tr>
<td>August</td>
<td>19.3</td>
<td>17.5</td>
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<tr>
<td>September</td>
<td>19.3</td>
<td>17.5</td>
</tr>
<tr>
<td>Average</td>
<td>18.3</td>
<td>17.5</td>
</tr>
</tbody>
</table>

The average rating for the World Series between Detroit and Cincinnati was 25.2 compared with 21.3 for the 1939 series between the New York Yankees and the Cincinnati Reds. The games were broadcast on the Mutual network in both years.

CAB Organization

The foundation for the CAB was laid by the radio committee of the Association of National Advertisers in 1928. As a result of the committee's discussion of a study made by Crossley Inc., a number of leading advertisers employed that organization to make individual surveys. Later these were combined into a report for the ANA and at the same time Crossley was requested to submit an outline for a cooperative investigation which would include "the checking of program popularity.

The ANA appointed a special committee to work out the details. The field work was started by Crossley Inc., on March 1, 1930. In 1934 the CAB was reorganized, taking its present set-up as a mutual, non-profit organization with a governing committee of six, three of whom are appointed by the ANA and three by the American Assn. of Advertising Agencies. This committee sets all policies, business, financial and research. Crossley Inc. is still employed to do the field and technical work. The CAB is the official organization for rating radio programs. It is supported by leading advertisers, agencies and networks on the basis of their respective stakes in radio.

The Method Used

The loosely defined term "recall" should not be applied to the technique the CAB now uses. As the result of 12 years of practice, constant experimentation and revision, it is now using a method which perhaps would be better defined as "the triple check method of identification." Under this method the listener need not remember the exact program name. He or she needs to give sufficient information about the program to the investigator by checking station, time, or description of the program, to enter it on CAB records as having been heard. This method has several outstanding advantages such as speed, accuracy, economy. It obtains the answer to the vital question "Has the program made an impression?"—a factor which the advertiser, to be successful, must know.

Fifty-two investigators, making calls at eight stated times each day, working simultaneously 168 days of the year in 52 cities from coast to coast, complete 700,000 interviews based on more than 1,100,000 telephone calls. The geographic distribution of broadcast and telephone calls coincides roughly with the distribution of radio sets and calls are distributed by income groups in accordance with the distribution of radio set ownership by income groups. Thus the criticism leveled at most telephone surveys, that they reach an undue proportion of persons in the upper income groups, has been eliminated as far as the CAB is concerned.

Reports Issued

The results of these investigations are sent to subscribers in the form of 24 semi-monthly reports which include ratings for each covered sponsored network program. Each rating which appears is a percentage of set owners and not of listeners as illustrated simply:

If, out of each 100 set-owners who are interviewed in the area covered by a given program, 20 say they heard it, then the rating which appears in the report is 20. The number of stations carrying a program does not affect the size of the rating.

Semi-annually two complete analyses of radio program audiences are prepared and sent to subscribers. These reports analyze all programs by type, compare programs by length of broadcast, give varia-
7. Discern by study of the leaders and laggards what makes a good radio program.

8. Check where the most important competition is and thus find the most desirable time to buy.

The CAB provides within a fortnight the "box-office" on all sponsored network programs based on a comprehensive, nation-wide sample, regardless of the time of day or night programs is broadcast.

Cities Surveyed

The investigation work is regularly carried on in:


Southern Cities — Louisville, Memphis, Atlanta, New Orleans, Dallas, Houston, Oklahoma City.

Midwestern Cities — Chicago, St. Louis, Des Moines, Kansas City, St. Paul, Minneapolis, Omaha.

Pacific Coast Cities — San Francisco, Los Angeles, Portland, Seattle, Spokane.

**WCOV, in Montgomery, Is Named in Labor Suit**

CHARGED with violation of the Fair Labor Standards Act, WCOV, Montgomery, Ala., has been named defendant in a suit filed by the Wage & Hour Division of the Labor Department in the Federal District Court in Montgomery, according to Robert T. Amis, regional wage-hour director in Birmingham.

Basis of the suit is alleged failure of the station to comply with the minimum wage and overtime provisions of the law, Mr. Amis explained, although the licensee, Capital Broadcasting Co., also is charged with having failed to keep proper records of the wages paid and hours worked by its employees. In the few actions previously instituted against radio stations by the Wage & Hour Division defendants have entered into consent decrees providing compliance with the Act and in some cases restitution of back-pay to employees.

**WOW CREW'S TREK**

Quartet Travels 4,000 Miles

— to Cover Grid Game —

THE Rose Bowl game in Pasadena between Nebraska and Stanford meant a 4,000-mile trek for a crew of WOW, Omaha, comprising Foster May, news and special events editor; Tom Dailey, sports editor; Chief Engineer W. J. Kotera, and Chief Recording Engineer Joe Herold. First they journeyed by car to Phoenix to cover Cornhusker practice sessions, which were recorded and used on Dailey's Sportsline with Falstaff programs Dec. 20-Jan. 2, sponsored by Falstaff Brewing Co.

They then went to Pasadena to cover the team's arrival, Rose Bowl parade and other special pickups. The game itself was carried special by WOW and also on NBC-Blue, with Bill Stern announcing. In addition to the Falstaff sponsorship, Foster May's daily broadcasts, including 500 words of telegram file daily, were sponsored by the Chevrolet Zone Dealers of Nebraska and western Iowa.

THE BROTHERS ALLEN, of Virginia, now are prime movers in the operation of three Virginia stations which they have formed into the Tri-City Group as a regional network. At left is Edward A. Allen, president, prominent in industry affairs and vice-president of National Independent Broadcasters, with Philip P. Allen, vice-president of Lynchburg Broadcasting Co., their operating company. They own WLVA, Lynchburg; operate WBTM, Danville; own half of the new WSLS, Roanoke.

Audience preference both geographically and by income levels, give the relationship between the amount of time devoted to types of programs, and the average popularity of those types. The summer report, for the five months of daylight saving time is based on approximately 292,000 completed interviews with radio set-owners, the seven-month winter report on 408,000.

Annually the CAB issues information on the ebb and flow of the radio audience, comparing the number of sets in operation by years, by season of the year, by parts of the day, by hours of the day, by income levels, by geographical sections.

From time to time special reports and ratings on outstanding events such as political speeches, international crises, prize fights, World Series baseball, football, etc. have been issued.

Further the CAB supplies special analyses of radio programs from statistical material already compiled. For example, after a program has been on the air for a season a subscriber can obtain breakdowns showing the relative popularity of the program for A, B, C and D income levels, by cities, major geographical sections or sales areas. Subscribers can also obtain complete case histories of all commercial programs broadcast during the past ten and one-half years.

How Service Is Used

Subscribers use the CAB report to help them:

1. Determine the best day and hour to select whenever a choice of radio time is offered.

2. Follow the popularity trend of various types of programs and discover when a given type is worn out.

3. Purchase talent advantageously by comparing the performers on different programs.

4. Decide whether a given season should be included or dropped.

5. Make comparisons between daytime and evening programs.

6. Compare the difference in program audiences by sections of the country, population groups, income levels, etc.
Defense Program Under Way

(Continued from page 15)

virtue of the precise language of the President's Executive Order, to the study of "physical aspects" of domestic broadcasting. There is specific injunction against censorship or anything bordering on it.

Significance was attached to the appointment of Lowell Mellett, one of the six assistants to the President and head of the Office of Government Reports, to both the Domestic Broadcasting and the International Broadcasting Committees. In the event of a national emergency, it is predicted in Washington, Mr. Mellett will head the Government information bureau, which would be the counterpart of the George Creel functions during the first World War. Mr. Mellett, a distinguished editor and publicist, has devoted considerable time and attention to radio in the last few years, during his Government service.

Domestic Members

Members of the Domestic Broadcasting Committee and their alters are:

Neville Miller, President, NAB; chairman; Andrew D. Ring, FCC assistant chief engineer, secretary; Harry C. Butcher, vice-president, CBS (alternate, Paul Porter); W. E. Macfarlane, president, MBS (alternate, Louis G. Caldwell); Frank M. Russell, vice-president, NBC; Harold A. Lafount, president, National Independent Broadcasters (alternate, Andrew W. Bennett);


Members of the International Broadcasting Committees are: H. C. Evans, Westwinghouse, chairman (alternate, F. P. Nelson); P. F. Siling, FCC international section (alternate for Gerald C. Gross) secretary; Nelson Rockefeller, Coordinator of Commercial & Cultural Relations Between the American Republics (alternates James W. Young, Don Francisco, Edmund Chester); Harry C. Butcher, vice-president, CBS; Robert S. Peare, manager of broadcasting General Electric Co.; Neville Miller, president, NAB; John F. Royal, vice-president, NBC; Rear Admiral Stanford C. Hooper, Navy Dept.; Lowell Mellett, Officer of Government Reports; Thomas Burke, chief, Division of International Communications; Walter S. Lemmon, president, World Wide Broadcasting Corp. (alternate, Prof. William Y. Elliott).

An Affiliate of the
MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK
The Sherman-Denison Station
KRRV
880 KC. 1,000 WATTS

If You Don't Believe That
WFBL LEADS IN
SYRACUSE TRADING AREA . . .
We'll Prove It To You!

Choose What Type of Survey You Want
Choose Whom You Want to Make It
Choose When You Want It Made—
AND WE'LL PAY THE BILL

Yes, if you don't believe that WFBL is "FIRST" in the Syracuse Trading area, we will gladly make you a survey—the way you specify—at our own expense. Absolutely no obligation. For further details, write or wire: WFBL, Syracuse, N. Y., or Free & Peters, Inc., National Representatives.

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

WHEN Sports Commentator Graham McNamee (center) went to Pasadena, Calif., to give color description during the NBC broadcast of the Rose Bowl football game Jan. 1, he used the fact that his father, M. E. McNamee (left), past president of the Pasadena Tournament of Roses Assn., presented him, as well as the network, with a parchment scroll "as a token of recognition of and appreciation for a decade and a half of invaluable cooperation and unsurpassed broadcasting achievement." Bill Stern, NBC sports commentator, lends moral support. McNamee on Jan. 1, 1927, broadcast the first Rose Bowl football game heard on the air. It was also the first transcontinental network program to originate from the West Coast.

SCOOP FOR DEBUT
Magnolia Series Gets Break
On Plane Crash
MAGNOLIA PETROLEUM CO.'s new 52-week news contract on KGV, Welsaco, Tex., literally got off to a flying start week of Jan. 4 when the station's news editor, Brad Smith, scored a nationwide break.

Smith got first word of the forced landing of a big 13-ton Navy seaplane 80 miles northwest of Welsaco on three inches of water at the Santa Fe Ranch. Smith received his tip just before the first Magnolia newscast was to be aired, and after putting a bulletin on the program, left for the scene.

Pilot of the big plane made his way to the home of Richard King Sr., grandson of famed Capt. Richard King, pioneer founder of the Great King Ranch, which adjoins the Santa Fe. King had heard Smith's bulletin of the forced landing and could hardly believe his ears when the Navy officer identified himself.

MISSOULA
SHORE HAS GROWN!
From 1930 to 1940--Montana gained 312.
MISSOULA GAINED 302.
Earnin' and Spendin' more, too. Yes sir!

MISSOULA, MONTANA
Growing with Western Montana-Central Idaho

GRAYBAR Transfers Jones
GEORGE I. JONES, Washington sales representative of Graybar, has been transferred to Graybar Electric District, with headquarters in Philadelphia, as manager of the technical equipment department. His Washington duties have been taken over by Leslie H. Whitten, general communications sales manager.
Press Functions Of NBC Shifted

Separate Clip Sheets Begun For Red and Blue Nets

A REORGANIZATION of the NBC New York press division activities along individual network lines, with a division of duties and personnel between the Red and Blue networks, was announced Jan. 6 by Frank E. Mason, vice-president in charge of information for NBC. The daily clip sheet of NBC program publicity on that date was replaced by two new clip sheets, one devoted to Red Programs exclusively and the other to Blue programs.

Richard Spencer, formerly in charge of the single clip sheet, has been appointed editor of the Red Network clip sheet. He will be assisted by Charles Pokor, previously in charge of commercial program publicity (abolished under the new setup), and by Emil Corwin, who formerly handled special publicity assignments.

Functions Coordinated

Arthur Donegan, formerly assistant editor of the combined release, is now Blue clip sheet editor, with B. K. Pratt and Warren Gerz as assistants. Mr. Pratt formerly handled special Blue Network publicity and Mr. Gerz acted as a news editor. Photo Editor Florence Marks will serve both papers in that capacity and will continue to handle all requests for pictorial publicity. Other sections of the press division will continue on their present status.

Earl Mullin, assistant press manager, will act as general coordinator for the division, with both clip sheet editors and other section heads reporting to him. William Kostka retains his present title of manager of the division, but the distribution of the new clip sheets nationally instead of only in the East as before adds a national coordination task to his other duties.

In addition to the daily Red and Blue releases, a semi-monthly sheet of feature material will issue, also for national distribution. NBC press departments in Chicago and Hollywood will, however, continue their present public service to editors in their respective territories, at least for the time being, while the new service is being tested.

N.C.B.S.**

• REACHES More PEOPLE
• More EFFECTIVELY
• AT Less Cost !!!

N.C.B.S. reaches more people more effectively at less cost than any other medium or combination of media in the rich North Central area of 5 million potential buyers.

N.C.B.S. offers the plus feature of a complete merchandising program to supplement this coverage. Seven expert merchandising men introduce N.C.B.S.-sponsored products to new retail outlets, service existing outlets, take orders, set up displays and guarantee distribution.

N.C.B.S. merchandising experts recently introduced two products to 700 new retail outlets in six weeks!

Write, wire or phone for details. Ask about the available N.C.B.S. participating shows.

**NORTH CENTRAL BROADCASTING SYSTEM

COMMODORE HOTEL • • • SAINT PAUL, MINNESOTA

*MINNESOTA GROUP: WLOL—St. Paul, Minneapolis • WDSM—Superior-Duluth • KVOX—Moorhead-Fargo • KATE—Albert Lea-Austin • KWNO—Winona • KGDE—Fergus Falls.  

DAKOTA GROUP: KRMC—Jamestown • KDLR—Devils Lake • KLPM—Minot • KGCU—Mandan-Bismarck • KABR—Aberdeen.

THE BILLION DOLLAR MARKET

MEMPHIS, TENN.

MEMBER OF SOUTH CENTRAL QUALITY NETWORK

WMC—Memphis WJDX—Jackson, Miss.

KARK—Little Rock WSMN—New Orleans

KWKH-KBCS—Shreveport

5,000 Watts Day
1,000 Watts Night

For Red and Blue Nets

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WOR, Newark

P. Lorrillard Co., New York (Friends, Briggs smoking tobacco), 13 45, thru Lemaire & Mitchell, N. Y.

Peter Paul Inc., New York, (candy), weekly esp. thru Fisher, Forbes, N. Y.

General Foods Products, New York (third seed), weekly thru Geo. H. Hartman, N. Y.


Continental Baking Co., Mamaroneck, (food products), 2 45, thru H. B. LaQuatte Inc., N. Y.

Wills Cigarettes, Wills of Virginia, 3 weekly, thru Shafter-Brenham-Margulis Adv., St. Louis, Mo.

KPO, San Francisco

Carnation Co., Milwaukee, milk, 5 45 weekly, thru Kroll, Weyn & Co., N. Y.

Peter Paul Inc., Naugatuck, Conn. (candy), weekly esp. thru Birschler, Davis & Staff, San Francisco.

Industrial Training Institute, Chicago, weekly thru James R. Lonke & Associates, Seattle.


White Labs, Newark, (chain treatments), 5 weekly, thru H. W. Kaster & Sons, Chicago.

Blackstone Products, New York (aspirin), 5 45 weekly, thru Raymonde Specter Co., N. Y.


KFI, Los Angeles

White Labs, New York (Cholo), 7 weekly thru, H. W. Kaster & Sons, Chicago.


Kastor Co., Battle Creek (All-Bran), 10 weekly, thru Kreyenbuhl & Eckhardt, N. E.

Los Angeles Soap Co., Los Angeles (White King soap), 5 45 weekly, thru Raymond R. Morgan Co., Hollywood.

Houf Co., Portland (milk), 4 weekly thru, thru Milton Weinberg & Co., N. Y.

Peter Paul Inc., Naugatuck, Conn. (mounds candy bars, Ten crowns gum), 4 30 weekly thru, thru Birschler, Davis & Staff, San Francisco.


E. Pongere & Co., New York (Vapes), 3 weekly, thru Small & Seiffer, N. Y.

WJAR, Morgantown, W. Va.


Red Top Brewing Co., Cincinnati (Red Top beer), weekly thru Joseph Katz Co., N. Y.

WHN, New York

Nona Manet, New York (coke), 5 01 thru, thru T. S. Archer, N. Y.

Roxie Theater, New York, 2 daily thru, thru Joseph Katz Co., N. Y.

Friday Magazine, New York, 156 thru, thru H. C. Morris & Co., N. Y.

A GOOD TIME was had by all this Hollywood group, celebrating renewal for 52 weeks by Standards Brand of the weekly NBC serial, One Man's Family, and both KDKA and WOR (right), caught with a group of NBC Hollywood executives (1 to r): John Swallow, Western division program director; Tracy Moore, Pacific Blue network sales manager; Alex Robb, manager, Artists Service.

Public Ownership Opposed by Crane

ASSERTS Radio will Radio Will Progress By Private Competition

EDUCATORS who formerly espoused Government ownership of broadcasting have come to the conclusion that such a development is "undermined dangerous", according to Dr. A. G. Crane, president of the University of Wyoming and chairman of National Committee on Education by Radio. Dr. Crane, a Republican, is mentioned as a strong candidate for the vacancy on the FCC created by the retirement of Col. Thad H. Brown several weeks ago.

Dr. Crane is a leader in radio educational circles, Dr. Crane, in an address over KDFN, Casper, Wyo., Jan. 2, observing that station's eleventh birthday anniversary supports the idea to an equal degree radio by the American plan. Dr. Crane several years ago was the spokesman for educational purposes, for the educational group supporting allocation of a fixed percentage of broadcast facilities for educational purposes and carried the battle to Congress, where it died a-borning.

Free Play to Genius

Assessing that as chairman of several national radio committees he considered radio as an instrument of democracy, Dr. Crane said his group had now come to the conclusion that technical advancement of broadcasting "will proceed faster through the free play of American genius, competition with Government acting only as the umpire to enforce fair traffic rules".

He continued: "The genius that avails itself that the air should be kept open as freely as natural limitations will permit for all those constructive services that can be had by the air that can be used for these constructive services if it is the air that will be free and unhampered by the competition of too many light stations that are not those constructive services that will be an advantage to the public.

In addition to his chairmanship of the National Broadcasting Council, Dr. Crane also is chairman of the Radio Committee of the American Bar Association and is considered a strong candidate for the vacancy on the FCC created by the retirement of Col. Thad H. Brown some weeks ago.

* * *
GOOD HUMOR FOOD MFG. Co.,
Toronto (breakfast food), on Jan. 5
started Ken. Baker's Heaters, in
CFCF and CKAC, Montreal; CKGO,
Ottawa; CFRB and CKGL, Toronto.
CFRC, Kingston, Ont., Sun. 12:30-1
p.m. (EAST); Agency: Metropolitan
Broadcasting Service, Toronto.

UNITED DRUG Co., Toronto (Rx
salts), renewed on Jan. 10 for 1941
three weekly live spot announcements
on 37 Canadian stations. Account was
placed by Royal Adv. Agency, Tor
onto.

PHILIP MORRIS & Co., New York
(Philip Morris cigarettes), on Jan. 4
started a weekly half-hour participa
tion in the National Barn Dance.
WLS, Chicago. Contract for 13 week
was placed by the Bow Co., New
York.

COOK PRODUCTS Co., San Fran
cisco (Girard salad dressing), is spon
soring Stella Unger's transcribed Hol
lywood Headlines series three-weekly
on KGO, San Francisco. Radio Alman
d & Co., San Francisco, handles the
account.

WELCH GRAPE JUICE Co., To
ronto, is on the air for the first time
in Canada with 20-minute morning
musical program five times weekly on
CFIR, Toronto. Account was placed
by Cockfield Brown & Co. Ltd, Toronto.

IT'S OLD STUFF by now, this
Christmas business, but at WWO
WGL, Fort Wayne, they're still
relishing memories of the stations'
Christmas business, some of which
is draper on this Christmas Tree
-$7,000 worth, for the benefit of
the statistically inclined. Hovering
around the contract-draped ever
green are (1 to r) Paul Mills, sales
man; J. B. Conley, manager; Frank
V. Webb, sales manager.

SERVICE DRUG STORES, Chicago
(392 chain stores), heavy users of
local radio in the drug field, in
December started five weekly half-hour
transcribed programs Make Relieve
Danceland on WCFL, Chicago. In ad
dition item is sponsoring Music Lovers
six weekly one-hour recorded concert
music programs, making a total of
8½ hours commercial time weekly.
Agency is Goodkind, Jocie & Morgan,
Chicago.

LINDSAY RIPE OLIVES Co., Lind
say, Cal. (olives), through Lord &
Thomas, San Francisco has purchased
participations daily on the Galen
Stable Housewives's Protective
League on KSFO, San Francisco, and the
Fletcher-Wiley Housewives Protective
League on KNX, Hollywood. Account
is for 32 weeks.

CANADA STARCH Co., Lome
grad (corn syrup), expanded its
Ravage Brand Sports Club on Jan. 6
to five times weekly on CBL, Toronto.
placed by Vickers & Benson, Toronto.

D. L. & W. COAL Co., Buffalo, N. Y
(Blue Coal), added on Jan. 2, CFFL,
London, Ont., and CKCR, Kitchener,
Ont. to the stations carrying The
Shadow weekly in Ontario. Account
handled by Vickers & Benson Ltd.,
Toronto.

CENTRAL CHEVROLET Co., Los
Angeles (new and used cars), heavy
users of Southern California radio
time on Jan. 1 renewed all existing
contracts and is currently using from
three to seven transmitted and live one
minute announcements weekly on
KFI KECA KJJJ KNX, and in add
ition a total of 27 per day, seven days
a week, on KFAC KFWB KFVD
KRRK. Firm also sponsors participa
tion six times weekly in Late Boning
News by Knox Manning on KNX.

AMBER LION Co., Long Beach, Cal
(shampoo), on Jan. 27 starts using par
icipation five times weekly in the
combined Happy Homes. Let's Play
Bridge and Eddie Albright programs
on KHJ, Los Angeles. Contract is for
13 weeks. Firm is also currently spon
soring three weekly participation in
Art Baker's Notebook on KFJ, that
city. Agency is Chas. H. Mayne Co.,
Los Angeles.

CHRYSLER DEALERS of Philadel
phia have renewed on WFIL, Phila
delphia, effective Jan. 5 for another
13 weeks the MBS participating quarte
hourly commentary by Dorothy
Thompson, heard Sundays from 8:30
to 9 p.m. M. H. Hackett Inc., New
York, is the agency.

NATIONAL Motor Boat Show held
in New York Jan. 10-19, is using ap
proximately 50 half-minute, minute
and 5-minute spots on the following
New York stations to promote attend
ance at the show: WOR WEAP
WABC WOR WABC WKNR
WHN. Cowan & Dougler, New York,
is the agency.

GREAT CHINA FOOD PRODUCTS,
Chicago (chow mein), new to radio.
on Jan. 21 starts a three-week cam
paign of six one-minute announce
ments weekly on WMAQ and WHBM,
Chicago. Agency is Martin A. Pok
russ, Chicago.

RAILROAD MEN'S Federal Savings
& Loan Assn., Indianapolis, for the
second consecutive year is sponsoring
the high school basketball broadcasts
over WIRE, Indianapolis, placed di
rect. Package includes Basketball
Scoreboard on Friday and Saturdays
10-15:10-30 p.m. and play-by-play de
scriptions on three Saturdays during
the Indiana State tournament.

SKRUDLAND PHOTO SERVICE,
Chicago, on Jan. 2 started a 13 week
varying schedule of one-minute an
nouncements on WLY, Cincinnati.
Agency is Newby, Perron & Flitcroft
Inc, Chicago.

CANADIAN CHewing Gum Co.
Toronto (Dentyne, - Chiclets), on
Jan. 1 started transcribed spot an
nouncements carrying from three week
ly to daily, on 14 Canadian stations.
Account was placed by Baker Adv.
Agency, Toronto.
The CANADIAN ASSOCIATION OF BROADCASTERS extends best wishes for 1941 to its numerous friends in Canada and the United States and congratulates BROADCASTING on its enterprise in publishing weekly.

Coca-Cola Bottling Co., Los Angeles, placing direct, sponsored four daily quarter-hour play-by-play descriptions of the 10th annual Los Angeles Open Golf Championship at Riviera Country Club, that city, on KMPF, Beverly Hills, Cal., Jan. 3-6 inclusive. In addition, Penfold Golf Bails Inc., New York, through Blake Adv. Agency, that city, sponsored a series of daily five-minute interviews with golf headliners and film celebrities attending the matches, A. G. Spalding & Bros., New York (golf balls), through Ferry-Hanly Co., that city, used a total of 26 spot announcements preceding and following the play-by-play descriptions and interviews which were handled by Gary Breckner and John Canady, commentators.

FLAMINGO SALES Co., Hollywood (finger nail polish), frequent user of West Coast radio time, on Jan. 1 started for three months using three and four spot announcements per week respectively on KFI and KECA, Los Angeles. Firm will expand coverage to include other California stations. Milton Wheelan Adv. Co., Los Angeles, has the account.

KLEIN SOUP Co., Los Angeles (cube soup), new to radio, in a nine week test campaign which ends Feb. 6 is using daily participation in Andy & Virginia on KMPF, Beverly Hills, Calif. Agency is Glasser-Gailey & Co., Los Angeles.

McCADE GRAIN Co., Winnipeg, has started a weekly program on CKCA, Kenora, Ont. Account was placed by A. McKim Ltd., Winnipeg.

PURE OIL CO., Chicago, on Jan. 13 started a 13 week thrice-weekly five-minute transcribed program on WAKR, Akron, Leo Burnett Co., Chicago, handles the account.

CHICAGO FURNITURE M. A. T. Co., Chicago, on Jan. 5 started a weekly quarter-hour participation on the Sunday Sunrise program on WBBM, Chicago, for 15 weeks. Account is currently sponsoring a weekly quarter-hour transcribed musical program on WAAF, same city. Newby, Peron & Flitcroft, Chicago, placed the business.

TUCKETT'S Ltd., Hamilton, Ont. (Wing cigarettes) has renewed for 1941 its four spot announcements daily on about 40 Canadian stations. Account was placed by McLaren Adv. Co., Toronto.

PEOPLE'S CREDIT JEWELERS, Toronto (chain stores) on Jan. 1 renewed six weekly newscasts on CKDO, Ottawa; CHML Hamilton, Ont.; CKOL Toronto; CHNS, Halifax; and CKCY Moncton, N. B. Account was placed by McLaren Adv. Co., Toronto.

PLANTERS NUT & CHOCOLATE Co., Toronto (peanuts), has started a weekly musical program on CJAC, Montreal. Account was placed by Clark Locke Ltd., Toronto.

COLGATE-PALMOLIVE-FEET Co., Toronto (Tampax) on Jan. 1 started six weekly transcribed announcements before and after newscasts on a large number of Canadian stations. Account was placed by L. J. Heegerty & Associates, Toronto.

OLD BAY CORP, Baltimore, on Dec. 30 renewed for 13 weeks its six-weekly news commentary program on WGN, Chicago, 7:25-7:30 a.m. featuring Alexander McQueen's Nothing But the Truth program. J. H. Hamilton Adv. Agency, Chicago, is agency.

HUSON MOTOR Co., Chicago, on Jan. 2 renewed its three-weekly newscast program featuring Billy Reaaid on WGN, Chicago. Schwimmer & Scott, Chicago, handles the account.


LOOKING with hungry anticipation upon a 56-pound fruit cake while Harrison Hollisay, general manager of KFI-KECA, Los Angeles, prepares for the cake to be cut are (1 to r.) Clyde Scott, sales manager of the two stations; The Family Doctor, who remains anonymous because of medical ethics, and Winifred Scott, commercial traffic manager. The cake, presented to the KFI-KECA staff by William C. Baker Co., Ojai, Cal. (syrup and lima bean products), sponors of The Family Doctor, on the latter station, is a replica of one the firm sends to the White House each year.

Francis Honored

CLARENCE FRANCIS, president of General Food Corp. New York, has accepted honorary chairmanship of the program committee for the 37th annual convention of the American Advertising Federation of America. The convention meets at Hotel Statler, Boston, May 29-30.

Squibb Executive Changes

CARLETON H. PALMER, president of the E. R. Squibb & Sons, New York, has been with the firm for 30 years, has been elected chairman of the board. Lowell F. Weicker, who joined the organization in 1928 as manager, European interests, was elected to the presidency. Mr. Palmer will continue in the capacity of chief executive, while Mr. Weicker will continue in charge of advertising.

RALPH BRUELKER, sales manager of Haas, Barruch & Co., Los Angeles (wholesale grocers), on Jan. 2 became western division sales manager of Carnation Milk. Carnation has moved its western headquarters from San Francisco to Los Angeles.


MORRIS PLAN BANK of Virginia is sponsoring W. E. Dehnam, Norfolk newspaper editor on WRVA, Richmond, in a twice weekly commentary for 26 weeks. Program originates at Richmond.

WRVA COVERS RICHMOND AND NORFOLK IN VIRGINIA!

MUTUAL BROADCASTING SYSTEM

Page 56 • January 13, 1941
SERVICE IN STRIKE
WCKY Roundtable Leads to Drama in Studio

NEW facts on the trolley-bus strike in two Northern Kentucky counties were brought to light in a roundtable discussion on WCKY, Cincinnati, with both sides participating. Newspapers picked up the information divulged on the roundtable, arranged by L. B. Wilson, WCKY owner.

The strike started Dec. 15, tying up public transportation for 150,000 Kentuckians and thousands of Cincinnati having business across the river. Drama was enacted in the studios when City Manager C. O. Sherrill, of Cincinnati, learning new information during the broadcast in which he participated, tried to organize an immediate conference between conflicting interests. At the roundtable were (1 to 7) Mr. Sherrill; J. A. Zanger, v-p Brotherhood of Railway Trainmen; Carl Ebert, Newport, Ky., city solicitor; O. David Zimring, counsel, Amalgamated Ass'n of Street, Electric Railway & Motor Coach Employees; Robert Armstrong, Amalgamated representative; Bill Robbins, WCKY announcer and moderator of the program.

Houston Hearing
APPLICATION of West Publishers Inc., publishing newspapers in Dallas and Austin, for a new regional station in Houston on Jan. 7 was designated for hearing Jan. 7 by the FCC. The company seeks 610 k.e., with 1,000 watts power fulltime in Houston, and also is applying for an outlet in Austin. Applications filed for Corpus Christie and Dallas by the company recently were withdrawn.

Why is a North Dakota snow storm and KFYR alike?

Because they both give you
100% Coverage!
You can depend on that

Let us tell your story

KEYR
500 Watts Day
1000 Watts Night

Meyer Broadcasting Company
Bismarck, N. Dakota
Ask any John Blair Man

BROADCASTING • Broadcast Advertising
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JOHN U. REBER, J. Walter Thompson Co., New York, vice-president in charge of radio, arrived in Hollywood on Jan. 9 for two weeks of conferences with Danny Danker, Southern California vice-president of the agency, and to also check on network shows produced by that organization on the West Coast.

LOGAN & ROUSE Inc., Los Angeles, has expanded to larger quarters and is now occupying penthouse offices in the Pacific Investment Bldg., 521 S. Hope St, that city. Jarrell C. Arnold, vice-president, has been elected executive vice-president of the agency, with Miss Van Davis, account executive, being elevated to vice-president.

HILMAN-SHANE Adv. Agency Inc., Los Angeles, has moved to new and larger offices in the Orpheum Theatre Bldg., 846 S. Broadway. Telephone number remains the same.

MRS. HESTER HUNTER, formerly of J. Walter Thompson Co., Chicago, has joined the staff of Sherman & Marquette, Chicago as a copywriter.

HENRY KLEIN, of the Philip Klein agency, Philadelphia, was married to Naomi Becker January 12.

P. ARTZT, formerly with Buchanan & Co., New York and the Joseph Katz Co., New York, has been appointed copy director of Weiss & Gel- ler, New York.

BENJAMIN F. HOLZMAN, for several years manager of the agency's Chicago branch, has joined the Hollywood staff of Wm. Morris Agency Inc., talent service. Besides doing general talent agencying, he will also work on radio production. Holzman continues as Centor's representative.

Procter Joins Biow

BERNARD J. PROCTER, for 12 years with CBS as assistant program director, supervisor of CBS owned and operated stations, and lately as sales service manager, has joined the staff of Biow Co., New York, as assistant executive. William C. Gittenger, CBS vice-president in charge of sales, announced that the position left vacant by Mr. Procter would remain temporarily unfilled. Torrence E. Dan- ley will serve as acting sales service manager.

Robson Named V-P

WILLIAM N. ROBSON, West Coast radio director and manager of Lennen & Mitchell, with headquarters in Hollywood, has been appointed assistant vice-president in charge of radio, and is being transferred to the agency's New York offices Jan. 15. Sam Pierce, who recently joined the Hollywood staff as producer, succeeds Robson. Pierce formerly was radio director of Raymond R. Morgan Co., Hollywood.

Y & R Branch Reopens

YOUNG & RUBICAM on Jan. 6 reopened its recently closed Los Angeles office in the Russ Bldg. and placed Robbins Milbank, former copywriter for McCann-Erickson, in charge. H. W. von Morpurgo, formerly director of public and industrial relations for Parafine Companies Inc., will join the San Francisco staff after several months in the New York office.

CARROLL NYE, formerly Lord & Thomas, Hollywood continuity writer, has joined Young & Rubicam Inc., that city, and Jack Bayers, agency West Coast publicity director.


B. W. CURRY, recently director of J. Walter Thompson Co., Chicago, will take a complete rest for approximately four months. Mary Lou Wicke, secretary to Mr. Gunia, is acting as temporary assistant secretary.

CHARLES S. SCHONEMAN and E. Bradford Nessan have organized their own advertising agency in Philadelphia, opening offices at 1211 Chestnut St. as the Schoneman-Nessan Agency.

ALBERT E. MORGAN has been made a vice-president of Richard A. Foley Adv. Agency, Philadelphia. He will be in charge of production.

H. V. PETERSEN, formerly manager of the Montreal office of James Fisher Co. Ltd., has joined the Montreal staff of Lord & Thomas of Canada Ltd.

ALEXANDER PHARE, of R. C. Smith & Son Ltd., Toronto agency, an authority on the origin of place names and quaint figures of speech, spoke on the Canadian Broadcasting Corp. national network Jan. 19 on "Graphology".

Meyerhoff Heads Agency

As Neisser Leaves for Post With Food Concern

WALTER E. NEISSER, since 1929 partner and advertising-treasurer of Neisser-Meyerhoff, Chicago's national advertising agency with offices in Chicago, Milwaukee and Los Angeles, on Jan. 1 withdrew from that organization to become secretary of Wylly & Co., manufacturer of soup, bouillon cubes and other products.

Arthur E. Mey-erhoff, president, will continue as sole owner of the firm which is now named Arthur Meyerhoff & Co.

Before entering the agency field Mr. Meyerhoff was manager of the circulation and promotion depart- ment of the Wisconsin News, Mil- waukee. In 1929 he resigned his position with the publication to enter the advertising agency busi- ness in Milwaukee, founding the firm of Neisser-Meyerhoff. By 1932 the business of the company had so expanded that it became necessary to open branch offices in other cities. The headquarters of the agency was then transferred to Chicago.

Personnel of Arthur Meyerhoff & Co. will remain in contact with no one as yet named to hold the position of secretary-treasurer.

Mrs. Firestone's Song

NEW THEME song of the Voice of Firestone program, heard Mondays on the NBC Net, was written by Mrs. Isabella Firestone, widow of the late Harvey Firestone. Titled, "If I Could Tell You," the composition replaces "In My Garden," also written by Mrs. Firestone who, in addition to being an accomplished pianist, has in past years composed many unpub- lished melodies.

HOLLYWOOD Radio Producers' Club has resolved itself into a new organization, the Academy of Radio and Television Sciences. Organized to ad- vance the production and technical di- visions of the radio industry and to promote cooperation with leaders in television, the group will function under its initials, A. R. T. S., producer of BBDQ, Hollywood, has been elected president, with Carroll O'Meara, assistant manager of Young & Rubicam Inc., that city, as secre- tary. Paul Richeneker, executive assistant to Danny Thompson, vice-presi- dent of J. Walter Thompson Co., is chairman of the Academy Committee.

E. SHERRILL PERLMAN, formerly vice-president and account executive of Frank R. Stenberg & Co., Chicago, on Jan. 1 resigned to accept a similar position with Lane, Benson & Mc- Clure, Chicago.

EVELYN LYMAN, for five years of- fice manager of World Broadcasting Systems, Chicago, on Jan. 6 joined the radio department of Sherman & Mar- quette Inc., Chicago agency.
GREETINGS to Hugh B. Terry (left), recently promoted from sales manager to manager of KLZ, Denver, were extended Jan. 3 by Roy S. Durstine, president of the Colorado Manufacturer's Assn., and was interviewed on KLZ.

R & R Names Casey

MATTHEW J. CASEY, formerly of Hearst Magazine Corp. and one of the founders of Differential Wheel Corp., on Jan. 8 was appointed vice-president and manager of the Detroit office of Kalamath & Ryan. He succeeds Ellis J. Travis, transferred to the agency's New York executive staff to take charge of promotional work. Mr. Casey at one time was associated with Young & Rubicam.

WCAU May Abandon Play-by-Play Baseball

HOME GAMES of major league baseball clubs in Philadelphia, the Athletics and Phillies, will be broadcast next season despite the sharp retrenchment contemplated by radio in carrying play-by-play descriptions. Concern over baseball broadcasts arose when the clubs were apprised that CBS-operated stations plan to drop daily baseball programs in favor of daytime serials.

WCAU, Philadelphia CBS affiliate, has made no decision and it is expected the station will continue carrying the Shibe Park games. However, final action will not be taken immediately by Dr. Leon Levy, president. If it is decided not to carry the games, it was disclosed that WCAU would have them transferred to another station. Last season WIP carried the broadcast to a limited regional network. Sponsorship of the WCAU games last season was split between Socony Vacuum Oil Co. and General Mills, each carrying three days a week.

WCAU has the exclusive broadcast rights for the Phillies games, reportedly purchasing the rights for five years for $72,500, and still has four years remaining on the five-year contract. Atlantic Refining Co. has two more years of a three-year contract remaining of its exclusive rights to broadcast the A's games. An agreement entered into between Atlantic and WCAU enables both parties to broadcast the games of either club. General Mills has an option on the 1941 broadcasting of the Phillies games on WCAU. Should the station decide not to carry baseball games in 1941, WCAU would still retain the exclusive broadcast rights, necessitating any sponsorship to clear through WCAU.

Indiana's Leader for 1940—Makes "Bigger and Better" Plans for 1941

In INDIANA only WFBM can give you ALL these PLUS services featuring your program in newspapers, stores, theaters and taxicabs:

- Year-round advertising schedule in Indianapolis Times
- Outstanding window displays in leading stores
- Eye-catching rear tire cover posters on city's largest taxi-cab fleet
- WFBM News—4-page illustrated promotional leaflet carried in these cabs
- Special interior displays in principal department stores
- Screen trailers and other publicity tie-up in city's leading stage and picture theatres

TO REACH THE HOOSIER MARKET—IN INDIANA USE WFBM THE ONLY BASIC CBS OUTLET IN INDIANA

Prof. Quiz Film

ALEXANDER SMITH & Sons, Tonkars, N. Y., which starts Feb. 1 with a 13-week campaign of thrice-weekly programs featuring a woman commentator on six New England stations [BROADCASTING, Dec. 15], has prepared a 30-minute film, starring Professor Quiz and Bob Trout, CBS announcer, to put over its sales story. The picture, titled "Right — 100% Right", was made by Audio Productions, Long Island City, and will be shown to Alexander Smith sales clerks giving them high points on how to match Smith rugs with a housewife's draperies or wallpaper. Anderson, Davis & Plate, New York, is agency.

A & S Lyons Partners

A & S LYONS, New York and Hollywood radio talent agency, has announced three new partners in the firm, effective Jan. 3. They are Donald D. Trauffer and William R. Stuhler, both members of the company, and Nat Wolf, who has been conducting his own talent agency since June 15, 1940, when he resigned from Myron Selnick, Inc., Hollywood. The three partners will function on radio matters creating new programs, as well as in stage and motion picture activities. Mr. Trauffer resigned two years ago as vice-president in charge of radio of Young & Rubicam, Inc., New York, to join Lyons, while Mr. Stuhler became a member of the Lyons firm three years ago after having been radio director of Young & Rubicam.

WFBM—The Hoosier Station

THE ONLY BASIC CBS OUTLET IN INDIANA

50,000 WATTS
The Greatest Selling POWER in the South's Greatest City

CBS Affiliate

Natl' Rep. - The Katz Agency Inc.

BROADCASTING - Broadcast Advertising

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Monopoly Denied In Network Brief

MBS, However, Takes Other Position In Argument

A SHARP clash of opinion on whether the “door of opportunity” remains open in the network broadcast field was registered by NBC and CBS on one hand and MBS on the other in supplemental briefs filed Jan. 2 with the FCC in connection with the Dec. 2 oral arguments on the Network-Monopoly Commission report.

NBC and CBS maintained that competition in the network field today is no monopoly, as MBS alleged, and cited MBS’s own successful rise in the field to bear out the point. Taking the opposite view, MBS averred that CBS and NBC had so completely tied up desirable facilities, through long-term affiliation contracts with exclusivity clauses and time options, that little was left for MBS. MBS also observed that formation of an adequate fifth network would be “very difficult.”

Nine Nets Possible

The dissertations upon the competitive aspects involved in the network situation were offered upon a request by FCC Chairman Fly at the December oral arguments. The brief filed by the three networks also indicated a similar split in opinion on the juridical questions. With MBS holding that the FCC “has no power under the Communications Act of 1940” to invoke rules designed to break up the alleged monopoly, and NBC and CBS holding just as firmly that the Commission should not promulgate rules such as the seven proposed regulations previously advanced, citing everything from Congressional intent to Supreme Court decisions [Broadcasting, Dec. 15].

In addition to the briefs from the three national networks, the FCC also received briefs from Yankee Network, Independent Artists’ Representatives, Associated Music Publishers and Roy L. Albertson, licensee of WBNY, Buffalo, N. Y., all of whom attacked present network operations.

PACIFIC GREYHOUND LINES. San Francisco, Calif.—Pacific Greyhound Lines, which celebrated its fifth consecutive year in radio this season, has its third consecutive year on MBS in the Western states. Company sponsors Romance of the Highways with program originating at KFRC, San Francisco.

every contract would be in force no less than 28 days.

In case a broadcast is omitted or interrupted due to cause beyond the station’s control, the contract provides the station is liable only for a pro rata reduction in time charges. Thus, if three minutes of a quarter-hour program were missed in one way or another, the station would be liable only for reduction of one-fifth of the quarter-hour charge. The new firm also provides that the station has the right to cancel a contracted broadcast in favor of another station, and it deems to be of public importance”.

Discounts and Rates

With rate structure based on the most-favored-nation principle, the contract form specifies that additional time purchases under the contract, within a year of the first broadcast, qualify all purchases under the contract for ever frequency discounts may be granted. Other provisions of the “rates” item, which some stations might find exorbitant, are to adapt policies, according to the NAB, include:

If the station revives rates or discounts, broadcast may be extended for not more than 52 weeks from the effective date of the revision at the original rates and discounts. If the station, after the contract is bought, the rates and discounts prevailing at the date of the contract apply to the additional time purchased during a period of 52 weeks from the effective date of rate or discount revision; all broadcasts placed under the contract within one year from the date of the first broadcast may be combined to earn frequency discounts, except that announcements cannot be combined with five minutes, or longer programs for this purpose.

The form also specifies that agency program material shall comply with the NAB code.

The “indemnity” section deals with responsibilities of station and agency or advertiser in litigation brought by a third party, with the station delegated as defendant or “indemnito” in any action involving “station material” and the agency in any action involving “agency material.” The third party is given full and complete control of the defense in litigation, and is responsible for payment of damages or costs that might arise from the judgment.

The NAB-AAAA committee, appointed to work out the new form with the AAAA timebuyers’ committee, is headed by A. E. Wilder, owner of WSYT, Syracuse, N. Y. Other members include R. L. Harlow, Yankee Network; Richard H. Mason, WFBF, Des Moines, I. A.; Edward Petry, Edward Petry & Co.; Frank A. Seitz, WFSF, White Plains, N. Y.; Dale Taylor, WTLC, Almira, N. Y.; Lee B. Walles, Westhouse management of broadcasting; Paul F. Peter, research director and Russell P. Place, counsel of NAB.

AAA-AB Order Form

(Continued from page 9)

Ormandy Balks

OPEN CLASH between a symphony orchestra and ASCAP, the first since ASCAP music went off the air during NBC’s “Target" program, when Eugene Ormandy, conductor of the Philadelphia Orchestra, announced he would ignore an ASCAP ban on only one selection during the orchestra’s Dec. 7 broadcast on MBS. He declared that he will direct the orchestra in his own arrangement of Handel’s suite from “Water Music”, to which ASCAP claims rights, on the program it is hoped that “the radio stations will have the courage to go along with me.” Mr. Ormandy said he had applied for ASCAP but since he had not “signed anything”, he was not a member.

ASCAP Authors

Get Miller Letter

On Jan. 1, 1941, the NAB sent an open letter to authors and composers who are members of ASCAP which started out as follows: “This open letter comes to you from more than 600 radio stations representing every section of the United States. Beginning today, we are coming unawful for any one of us to use on any one of our programs anything but other musical compositions written by one of you.”

Just about the same time ASCAP addressed an open letter to radio advertisers, radio artists and radio listeners, which began this way: “Beginning New Year’s Day exactly 1,166 of America’s outstanding composers and authors are to be barred from the air by the joint decree of CBS, NBC and MBS.”

Sort of Silly

Continuing that the “small group of ASCAP authors have long ago turned over the rights to all of your music” has spotted spies among your music has spotted spies among your music, and of the spies, they jointly combined to organize their own music publishing firm. BMI. They have granted to a practical monopoly of broadcasting music... Beginning New Year’s Day kind of one of the most. ASCAP will be barred from the air. BCA will be barred from the air. BMI will be only music subject to its control will be permitted on the air, and all other music will be boycotted. This is the real story of why ASCAP is to be barred from the air.

The ASCAP letter concludes: "We recognize the problems of bandleaders, musicians, artists. And of advertisers, who invested great sums in shows on the understanding that the chains would supply them with that quality of music unknown for them to buy time on the air. Above all, we recognize a responsibility to the public which we believe is in part inspiration, stimulation and relaxation of music to maintain its morale in these trying times. Broadcasters, Advertisers, Talent—Let’s Please the Public!"

More news and more words per hour on speedier tele- types. More material for more newscasts—result, more sponsors. That’s INS.
Problem of Bands on Remotes Clears as Formula Is Devised

Copyright Insurance of $1,000,000 Is Taken Out
By BMI to Cover Its Printed Selections

QUESTION of who should assume responsibility for infringements of ASCAP music if such should arise became a major issue shortly after Jan. 1, when BMI indicated its intention to cover arrangements of such music outside the studios, particularly broadcasts originating outside the networks. NBC announced today the problem was under consideration and a solution was expected to result in mutual protection for both parties.

A Check on Licks

"The sole purpose in seeking protection in the playing of uncopied and unlicensed music," said the announcement, "is to guard both parties against the present danger of an individual musician unconsiously infringing a passage from an unlicensed tune during a 'hot lick' or an 'ad lib' on the air, particularly on remote broadcasts such as hotel or night club pickups."

Joseph H. Ream, secretary and general attorney of CBS, explained Jan. 6 that CBS was concerned only with the out-of-studio pickups, where the network and its employees are powerless to stop an improvisation that might infringe until it is too late. "Only the band leader can prevent this from happening," Mr. Ream stated. "and we feel that he should be willing to accept that responsibility."

He expressed the belief that the situation was more confused than serious and that it would soon be settled.

While neither NBC nor CBS had made any official statements of settlement by Jan. 10, practically all bands scheduled to perform remote broadcasts were heard at the regular times by that date. Andrew D. Weinberger, attorney for Artie Shaw, Richard Himber, Shep Fields and Raymond Scott, stated that he had worked out a satisfactory arrangement with the networks.

In essence, this plan is that each band leader submits to the network a week in advance the complete orchestra arrangements and these are to be included in any broadcast. The network clears these numbers and agrees to accept responsibility for any infringement suits brought. If, however, the band leader permits his men to improvise or make changes or additions to the scores submitted and cleared by the network, he assumes responsibility for any infringement suits based on such material.

Other Agreements

Lee V. Eastman, attorney for Sammy Kaye, Bob Chester and Frankie Masters, said that he had made similar arrangements for these orchestras, the networks indemnifying material submitted and cleared in advance and the leaders indemnifying material performed but not included in the scores.

David Mackay, attorney for Glenn Miller, said that the arrangement worked out for his client differed somewhat from those just cited. Miller agreed to use only material in the BMI catalogs or published by his company, Mutual Anchors Aweigh! TEMPEST in a teapot which developed among Washington network offices and the U. S. Navy Band over an ASCAP music has gone to court. Band Leader Charles Benter, an ASCAP member, asked the Society to grant his band permission to play its tunes in its regular weekly concerts over NBC and MBS. ASCAP was quick to grant the okay, but NBC smelled a rat and said "no"—reason being that the network's legal minds felt that regardless of the waiver they were still open to action under the copyright laws. MBS sat tight with no statement but when it came for band to go on MBS it submitted BMI or other non-ASCAP music for clearance. The Navy Band isn't scheduled for NBC again until Jan. 15, but it's non-ASCAP or no music.

Music Society, and that the performing rights in the latter's catalog had all been cleared through BMI. Since BMI indemnifies all tunes which rights it cleared, Miller was thus able to resume his sustaining program without assuming the responsibility for infringement suits that might arise from his broadcasts.

An executive of the WOR program staff said that all of the bands playing remote broadcasts and the management of the places from which these remote originate have made satisfactory arrangements with the networks. BMI on Dec. 31 wired all member stations that it had taken out $1,000,000 of copyright insurance, effective at midnight that night, covering the BMI catalog and protecting member broadcasting stations and their advertisers, advertising agencies and performing artists. Coverage was obtained from three companies: Seaboard Surety Co., $250,000; underwriters at Lloyd's, London, $250,000, and Indemnity Insurance Co. of North America, $500,000. It was explained at BMI headquarters that this insurance covers the BMI, Marks, Peer, Crystal and other catalogs whose performance rights are licensed through BMI. Any advertiser, agency or station who is sued for alleged infringement on one of these selections has only to refer the case to BMI, it was explained, which in turn passes it along to the insurance companies for defense.

This refers only to the printed arrangements copyrighted by BMI, but any leader wishing to use his own special arrangements of one of these tunes can submit that arrangement to BMI 48 hours before broadcast for clearance. If an infringement is found, BMI will notify the leader, and, when cleared, copyright the arrangement which then falls under its indemnity.

TEXAS STATE to BMI

TEXAS STATE Network, which last summer signed up with ASCAP in a last minute panic for public- licity, the first network if not the first broadcasting company to accept ASCAP as a member of its staff. Following Dec. 31, 1940, has quietly become a BMI subscriber as well, it is learned from good authorities. Thus TSN is understood to have asked that no publicity be given its BMI contract. Reason for the change of face is said to be BMI's control of performing rights to such a large percentage of the cowboy ballads, hillbilly songs and other American tunes, all favorite types of music with listeners in the Southwest.

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WNEW Names Price

IRVING PRICE, formerly in the field of retail advertising and promotion, has been appointed promotion manager of WNEW, New York. Mr. Price's retail associations include national retail advertising director for Sears, Roebuck, Chart Four, advertising director for Zenith, Samberger & Co., Newark; and assistant advertising manager for R. H. Macy & Co., New York.
Studio Notes

The Howard Wilson Company
Special Representatives
New York Chicago San Francisco Kansas City

REORGANIZING personnel, KGO- KIRK M. SAN FRANCISCO, recently released 14 members from its staff, including artists, announcers and office workers. Among those af-
vected by the shakeup were Don Thompson, director of special events; and a veteran member of the staff: Ira Blue, commentator; Ernie Gill, music director; Dave Modell, press department; Fred Fiorello, music librarian; Grant Cochran, announcer; Judy Deane, singer; male quartet—Armand Girard, George Hickson, Ro-
mand Drayer, Ed Urien; the Three Choirs—Phil-Derry Hannah; Patricia Sullivan resigned from the continuity department to attend the skoot, Bob Seal production manager of KPO-
KGO, was appointed manager of the new artists' bureau for the stations, and Glenn Dolberg, program director, is resigning responsibilities for both Seals' and his own position.

TIME-SAVING campaign for the entire radio industry has been conceived by J. R. Poppele, chief engineer of WOR, Newark, who sights at the labor-
worst by the WOR program depart-
ment in opening the day's continuities in on spot, in a series of local spots, that all envelopes containing continui-
ties be closed with a red binder so that they might easily be segregated, routed and opened and urges agencies to do the same.

THOMAS S. LEE, president of Don Lee Broadcasting System, Hollywood, following an annual custom, presented more than 200 employees with a Christ-
mas bonus, consisting of a percentage of their month's salary.

For the third successive year Royal Crown Cola has signed Phil Sutter-
field, announcer of WLC- Mon-\nton, S. C. to do its nightly sports pro-
gram six nights a week.

Cupid in Capital

ROMANCE is rampant at WABC. Louise Hollinger, secretary, announced her engagement in December and Miss Hollinger was engaged for 28 to Clayton Miller. Since then the following have announced their intentions to start several more. For one group of British refugees children now living with Hollywood film industry members and transcribed a special half hour interview program. The ac-
tractions, aired by WOR, was transmitted over WOR, broadcast by short wave to England on Christmas Day via WCBC, CBS international service.

KROD, El Paso, Tex., carried a play-
by-play broadcast of the New Year's Day Sun Bowl game between the Ariz-
ona Bull Dogs and Western Reserve University. With Morrison Qupil, of KROD, and Bob Kel-
ley, of WGAR, Cleveland, at the mi-
crophone. The game was sponsored lo-
el by the El Paso Natural Gas Co.

The Blue Circle TV and Radio Network and Associated Press, owner of New York City's Associated Press Newscast, has announced that the Kansas City, Mo. office of WBBM has been added to the Kansas City in-
formation service.

WBBM, Chicago, has adopted the "Middayers" plan, which will be heard over all stations in the area.

The Associated Press has announced that it will begin a half hour news service to Las Vegas, Nev., and San Diego, Calif., effective Feb. 1.

ASSOCIATED PRESS newswire printer has been installed in the WOR-MBS headquarters in New York, for the use of both WOR and MBS, during the hours WOR is feeding pro-
grams to the network. This service will not conflict with the regular sched-
ule of three-minute AP newscasts from WGN, Chicago. WOR will continue to use Transradio Press for its own news service.

WHERE'S YOUR SHOW?

WBAY-WSAN

Lehigh Valley Broadcasting Co.

ALLENTOWN, PA.

NBC RED AND BLUE

WAR- WILLIAM PENN. REN

NEW YORK OFFICE:

30 ROCKEFELLER PLAZA

CIRCLE 7-0228

REACHES THE EAR

OF A $200,000,000 MARKET

... but that's only part of the

WDZ TRIPLE MARKET.

WDZ blankets an area whose farm income alone totals over $200,000,000 a year. BUT that's only part of ONE source of the $200,000,000 area income. WDZ commands a TRIPLE MARKET. In addition to the prosperous agricultural market, there's the busy urban and industrial markets of Champaign-Urbana, Decatur, Pekin, Terre Haute and the booming Southern Illinois oil fields. Hit all three with WDZ!

Write for new easy-to-read bro-

chure describing full potential on

WDZ.

HOWARD H. WILSON COMPANY

Special Representatives

New York Chicago San Francisco Kansas City

FOOTBALL "bowl roundup" idea, conceived by J. Howard Faye, program director of WABC, New York, was w

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WDZ, Radio Dallas, had a pick-

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EIGHT announcements by Wilbur Ard, the Song Weaver of KGKO, Dallas, brought this roof-high stack of more than 1,000 books to a library for the old folks at the Dallas City-County Convalescent Home. Ard was busy for days on end picking up books from express and post office, many from listeners who took them from their own libraries for the benevolent gesture.

KTAR Opens Studios New Transmitter Plant

KTAR, Phoenix, Ariz., at 12:01 a.m. New Year’s morning went on the air with its new 5,000-watt Western Electric transmitter, broadcasting special ceremonies from the downtown studio and new modernistic transmitter building. In addition to Arizona’s first 5,000-watt transmitter, the station employs the inland Southwest’s first directional antenna array, according to Dick Lewis, head of KTAR and general manager of the ABC Network [BROADCASTING, Sept. 18]. Formal dedication ceremonies are planned later.

Two series-fed vertical radiators, one 400 feet and the other 500, both locally constructed, are used by the station, operating on 820 kc. In addition to the new air-conditioned transmitter building, located on a 40-acre tract in Northeast Phoenix, the expansion program included remodeling and enlarging the downtown offices and studios atop the Heard Bldg.

INFLUENZA has swept the staff of WKBN, Youngstown, Ohio, on duty after an attack is Will Douglas, announcer. Still on the way to recovery were Warren P. Williamson Jr., president; J. Laethe Bowden, manager; Theodore Pyro, hostess.

THE STRING ensemble of WBIG, Greenvale, N. C., directed by Margaret Banks, was selected to play at the Jan. 9 inauguration of Gov. Broughton and at the public reception when the Governor was inducted into office.

BROADCASTING • Broadcast Advertising

January 13, 1941 • Page 63
New Nationwide Chain For ASCAP Rumored

TALK of a new transcontinental network with headquarters and key stations in New York and Hollywood, to keep ASCAP music on chain broadcasts, persists on the West Coast. Current report is that two major film studios will join with ASCAP in financing such a chain which would weld together some 200 or more independent stations from coast-to-coast.

It is further reported that several major national advertisers, currently sponsoring spot as well as network programs, are interested. If the project is consummated, they have pledged to support it. While other ASCAP spokesmen in Hollywood delay comment, L. Wolfe Gilbert, West Coast liaison of the organization, stated that legal and financial machinery to create the network has already been set in motion.

Others in the know on the West Coast declare that a fourth transcontinental network would not be practical. Station and agency executives envisage the "wax network" similar to the recently reorganized Keystone Broadcasting System, would be more feasible. If pointed out, transcribed and recorded ASCAP music as well as musical script shows, could be released to stations licensed by that organization.

BMI Adequate; Study Consent Decree
(Continued from page 8)

Executive boards of the industry groups. It was finally concluded, after much discussion, that the Department did not have a case against Broadcast Music on monopoly or boycott grounds that would hold water. It was thought by strong group led by Sarnoff, however, that even assuming this was so, it would be desirable to conclude with the Government a stipulation that BMI meet its requirements and permit BMI to continue its operations as a formidable competitor in the music field.

Presumably the position of another group, understood to have been led by Edward Klauber, CBS executive vice-president, was that any decree providing for clearance at the source at this time would work undue hardship. This school of thought felt that clearance at the source should be made conditional upon expiration of current network contracts with affiliates, or when it becomes economically feasible.

When this message was carried to the Department, Mr. Arnold said he could not see from the principle of clearance at the source, which would make way for a per program or "pay as you use" formula. NBC apparently was entirely willing to agree to the clearance-at-the-source plan, as was MBS through its spokesman Theodore C. Streibert, vice-president of WOR-MBS.

In the deliberations of BMI, President Miller was represented as having concurred in the original view of Mr. Klauber that the clearance at the source be deferred until a more propitious time. John Elmer, president of WCBS, Baltimore, also is understood to have agreed. Niles Trammell, NBC president; John W. Yankee Network president; Walter J. Damm, WTMJ, Milwaukee, and Mr. Streibert were of the opinion that a stipulated settlement should be worked out with the Department. Paul W. Morency, WTIC, Hartford, later also concurred in that view, with the result that the conversations were opened the following day.

Members Present

Cf of the total membership of the joint NAB Executive Committee, BMI Board and IRNA Executive Committee, only one member—Edwin W. Craig, WSM, Nashville—was absent during the Jan. 7 session. He was detained at home because of illness. Among those present at the session, including non-committee members, were Messrs. Sarnoff, Trammell, Frank Mullen, executive vice-president; A. L. Ashby, general counsel, and F. M. Russell, Washington vice-president, for NBC; Messrs. Paley, Klauber, Elmer, R. Runyon, vice-president in charge of stations, Harry C. Butcher, Washington vice-president, John J. Burns, special counsel; and Godfrey Goldmark, counsel, for CBS; NAB Executive Committee, including President Miller, Mr. Elmer, Mr. Morency, H. E. Hollister KANS, Wichita; Don Searle, KOIL, Omaha; John A. Kennedy, WCHS, Charleston; Broadcast Music Directors Miller, Damm, Elmer, Morency and Shepard and Counsel Kaye, and BMI Special Attorney William G. Miller, with BMI executives Samuel R. Rosenbaum, WFIL, Philadelphia, chairmen; Mark Etridge, WHAS, Louisville; H. K. Carpenter, WHK, WCLE, Cleveland; and Mr. Morency.

The fundamental complaint against BMI is that it is based on ASCAP formula of a blanket license fee. The BMI assessments are based on one-half of the payments made by stations to ASCAP during the past year. The settlement apparently makes it equally culpable with ASCAP. Before a per-program or a blanket payment can be worked out, the Department contends, clearance at the source must be invoked so that stations then will pay only on programs locally originated in which music of a particular copyright owner is used.

Leading proponent of the view that BMI was headed for trouble under the anti-trust laws because of its ASCAP-like organization was E. B. Craney, general manager of KOIL, Butte, and the industry's most active ASCAP combatant of the last decade. Mr. Craney last August procured from ASCAP an experimental "day - you - use" basis, but it is understood this has never been placed in force. He was in Washington during the week of Jan. 6 but did not sit in the NAB-BMI-IRNA deliberations.

Deal for Composers

NAB has issued a booklet, A New Deal for Song-Writers, outlining the basic policies of BMI and ASCAP. Briefly, the policies of BMI are: (1) Authors and composers shall not be tied up in long-term contracts, and shall be free to make other publishing arrangements in addition to BMI at any time. (2) Every BMI composer and lyric writer shall be paid in proportion to the popularity of and demand for his music. (3) Highest royalty rates shall be paid to composers and authors. The booklet concludes that "the immediate future for U. S. composers looks brighter than it has for many years" with the establishment of BMI "to see that American authors and composers are helped and encouraged."

No ASCAP Suits

While ASCAP made much ado about purported wholesale infringements on the air, no formal legal action had been taken up to the time BROADCASTING went to press. Notice had been served that it would proceed against CBS and its affiliated stations, the Texas Co. and Buchanan & Co. because of purported infringement of "Wintergreen" for President" on the Fred Allen program Jan. 1. CBS, however, denied that there was any infringement and contended an original theme melody had been used. ASCAP was reported to be recording network and independent station renditions at "opening posts" throughout the country.

Meanwhile, ASCAP continued to indulge in so-called public relations antics, reaching heights never before attained even by that well-oiled machine. The public, however, appeared to take it al in a rather disinterested way. Newspaper polls made immediately following the Jan. 1 deadline indicated that the public was almost oblivious of the change. In no few instances, listeners reported they liked the modern arrangements of the old classics and the change from Tin Pan Alley's blatancy.

Reports were current on the West Coast that ASCAP would in 1941 a new transcription network to assist its own network. Then there was another report that ASCAP would launch a sponsored program of its own, on a nationwide basis.

ASCAP gave plenty of advance publicity to a board of directors' meeting held Jan. 6, called ostensibly to consider a plan for issuing licenses directly to advertisers, au-
HOW BMI will tabulate royalty payments and license fees for the first time compensation based on the actual number of air performances of a station, on a per-cent-per-performance basis, was outlined Jan. 9 by the industry-owned publishing organization. This method, it was said, is in contrast to the ASCAP system of "classification" which does not take into account both the number of times a song is played or in great demand. Here is the BMI logging method:

BMI stations are divided into several groups containing the same number of stations, it was explained by Dr. Paul F. Lazarfeld, director of Columbia University's Office of Radio Research, who is supervising the work. Each group of stations corresponds closely to the other groups, and any one of them is representative of the BMI membership as a whole.

Checking Performances

The tabulation procedure starts with the checking of all performances of every set station played during January by all stations in two groups. It is estimated that during January the BMI logging department will examine and tabulate some 50,000 program hours broadcast by more than 100 stations in 4 states. In the following months different groups of stations will be analyzed. Despite the seemingly large amount of work involved, the process has been so highly systematized that all details of the checking are done by a staff of 20 girls. BMI regards this as a result of the ASCAP's claim that payment on a "per-use" basis is impractical and uneconomical.

After the number of performances of two groups of stations is tabulated, "sample" is taken as a basis for computing the total number of performances for all BMI stations. Thus by using a "sampling" method, a highly accurate count of the total performances of all BMI music played on 674 stations is made by checking relatively few broadcasts.

Each time a BMI composition is performed on the air, the composer is paid at the rate of one cent per performance. It is estimated that popular songs of "Hit Parade" caliber receive from 100,000 to 180,000 performances during the three months when they are hits. Accordingly, BMI composers of such hits would receive from $1000 to $1800 in radio royalties during the most active period of performance of their songs. They would continue to receive compensation in precise proportion to performance each year throughout the life of each copyright, which is 28 years initially and renewable for another 28 years.

Producers Agent Office

Open by James Parks


Carol Bowers, assistant to Bernice Judis, managing-director of WNEW, New York, and prior to that assistant to the head of the radio commercial department of Benton & Bowles, New York, and assistant to the radio director of Blackett-Sample-Hummert, Chicago, will assist Mr. Parks in the new venture.

Representation of Quiz Kids, NBC Blue feature sponsored by Miles Labs, (Alka Seltzer), and Arch Oboler, heard weekly on the NBC-RED network on behalf of Proctor & Gamble (Oxydol), in addition to the exclusive representation of J. P. McEvoy, nationally known writer, and Milton E. Geiger, writer, will be handled by this organization. Another client is the Louis C. Cowan Co., Chicago, which, in addition to Quiz Kids, also controls Musico, sponsored in the East by the Atlantic & Pacific Tea Co.; You Said It, sponsored on a regional basis by Pure Oil Co., Chicago, and other features.

SHEP FIELDS

BROADCASTING • Broadcast Advertising

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Producer, Agent Office...
Levy of Franchise Taxes on Radio Mentioned as FCC Funds Are Studied

POSSIBLE assessment of franchise taxes on broadcast stations, to defray the cost of FCC appropriations, was broached Jan. 8 at hearings before the House Subcommittee on FCC appropriations for the 1942 fiscal year beginning next June.

With the revenue requirements of the Government swelled by defense, the FCC asked, it is understood, regarding the possibility of raising funds through the assessment of franchise taxes upon broadcast stations and possibly other communications operations.

Defense Funds

Rather than an assessment on a wait basis (it once was suggested that the rate be a dollar-per-watt), the inquiry centered on a percentage of earnings. All earnings, however, have been dropped because such a tax was construed as discriminatory and it would be unfair to make similar assessments against other industries regulated by Government. That would make practically the FCC's entire industrial structure of the country.

Rep. Wigglesworth (R-Mass.) it was announced, asked what the 1945 tax on station earnings might yield, and FCC Chief Accountant William J. Norfleet calculated that would amount to $2,250,000, based on $18,000,000 net of interest. The FCC was asked to supply financial breakdowns for 1939.

The proceedings before the Committee Jan. 8 were regarded as the most harmonious in years. The FCC seeks an appropriation of $4,260,000 for the new fiscal year—an increase of approximately $285,000 over the current appropriation. Of this amount, it asks $1,920,000 for national defense activities, or $250,000 more than the amount allotted for 1941 out of special Presidential funds.

The FCC indicated, through Chairman Fry, that it desires to increase the scope of its monitoring to forestall espionage and other subversive activities in communications.

Rep. Wigglesworth, as usual, led the questioning, with particular reference to station transfers, experimental authorizations and similar actions which it has attacked in the past. The two-hour session, however, was devoid of the sharp criticism of past appropriation hearings.

All six members of the FCC and heads of the various departments attended the session. The Subcommittee will make its report to the full Committee and then to Congress within the next few weeks.

Philadelphia Sees Public Indifferent

Few Listeners Show Concern Over Music Situation

ONLY SERIOUS casualty in the ASCAP-BMI situation in Philadelphia has been the loss of a theme song for the Horn & Hardart Baking Co's Kielbasa stand on WCAU, which feeds the Sunday show to WABC. Instead of opening with the traditional 10 seconds, it has for the past ten years, it was necessary to substitute an original "Child Days" to the tune of Bicycle Built For Two.

Although few stations in the territory have signed with ASCAP, WDAS, WIBG, WTEL and WCAM, officials at the six remaining stations, including the network stations, KYW, WFIL, WCAU, WIP, WPEN and WHAT, that have stopped broadcasting ASCAP music said they received no complaints from their listeners, nor have any commercials been cancelled because of the music situation.

Public Reaction

The local press, for the most part, has shown no ASCAP, both in news and editorial columns. Practically every newspaper polled listeners and the typical reaction has been that the change made no difference. The Philadelphia Record, which has devoted more space to the music situation than any of the other four newspapers reported in its Jan. 2 issue on a poll of 26 persons chosen at random from the telephone book, as given, showed that 14 said they detected no difference in the quality of music programs, three said they were too busy to listen to the radio and only nine said they noticed a difference. Of the nine, only two were better.

WDAS, only fulltime station that signed with ASCAP, is plugging BMUs cemented with ASCAP contract only in self-defense as an economic measure since it could not afford to check its music library for copyrights, but is philosophically opposed to the Society in its fight. He pointed out that the station is a charter member of ASCAP.

Hillary A. Brown, Pennsylvania representative for ASCAP, claimed he had received a flood of complaints from listeners tired of the "monotony of programs." Station spokesmen, on the other hand, reported no outcries. Mr. Brown said his office has set up more than 50 "listening posts" in Pennsylvania.

Precautions Against Sabotage

PRECAUTIONS against sabotage at the transmitting plants of WLW and Crosley's new international station, WLWO, near Mason, O., are being increased. A new watchtower, 75 feet high, is being erected on the grounds. A 24-hour crew of guards will be kept on constant duty. A high steel fence is being constructed around the property has been flooded. Twelve guards are on duty now, day and night, patrolling the grounds. All shrubbery has been removed from the property. These increased precautions follow a fire at the plant earlier this winter, when WLWO's metal tuxing house was burned mysteriously.

Possible wagon wheel to be burned on Valentine's Day, scheduled over WCAU Magic and Atos, respectively, on the Blondie program and Al Pearce Show, both sponsored by Camel. Days off from their radio duties determine turns in taking out the ship on flight.

Salisbury Promoted

MORE S SALISBURY, for 10 years chief of radio service for the Department of Agriculture, on Jan. 6 was named director of information of the Department by Secretary Claude R. Wickard. He had been associate director of the Department of Agriculture for a few years.

Before joining the Department of Agriculture for the first time February, 1928, to take the radio post he had been a journalism instructor at Wisconsin. He succeeds Milton S. Elsley, who is now Director of Information, with the latter becoming Land Use Coordinator. Mr. Salisbury is nationally known for his appearances on the NBC-Blue National Farm & Home Hour and still appears frequently on that program. Wallace L. Kaddery continues as Chief of Radio Service.

Ban Lifted for "Dimes"

AT THE REQUEST of the Radio Committee of the Committee for the Preservation of Presidents Birthday, the FCC announced Jan. 5 that it had suspended for the period 11 o'clock to midnight, Jan. 20, the requirements of its rules with respect to station identification announcements applicable to all stations carrying the "March of Dimes" program.

Wedding Check

A. CAMPBELL, program director of KGGP, Coffeyville, Kan., is loyal to the broadcasters' music cause. In looking over his list of musics for his church wedding, scheduled for St. Valentine's Day, he struck three numbers from the list.

"We've got to be right," the cleric cautioned his bride-to-be, Kathleen Misch.
Crucial Decisions
Face Advertising,
Gilman Declares
Must Devote Energies to Part
Nation Plays in Conflict

ALTHOUGH advertising is on its way to a new high for 1941, the road is fraught with many difficulties and crucial decisions. So warned Don E. Gilman, NBC western division vice-president, when he addressed Jan. 8 at the San Francisco Advertising Club. He pointed out that many of these problems are due to changing trade and marketing conditions. Some are governmental, others internal.

Pointing for the future, "The Outlook for Advertising in 1941," Mr. Gilman compared the present emergency condition with 1915, when advertising was inducted into Governmental service under a Division of Advertising.

Funds for Operation of FCC in 1942
Are Increased in Budget to $4,259,729

FCC BUDGET estimates totaling $4,259,729 were included in the budget for fiscal 1942, running from July 1, 1941, to June 30, 1942, sent to Congress Jan. 8 by President Roosevelt. The record-breaking budget figure provides funds for considerable expansion of FCC activity, particularly in fields concerned with national defense, in addition to the 1941 appropriation of $24,500,000 for FCC operations.

Service Benefits Given
Iowa Group Personnel

IOWA BROADCASTING Co., licensee of KBO-KRTN, Des Moines, and WMT, Cedar Rapids, under a policy announced Jan. 6 by Vice-President Luther L. Hill, has outlined a compensation plan for employees called for military training.

Service Benefits Given
Iowa Group Personnel

Pennsylvania SALT Mfg. Co., Philadelphia (Lewis-Ly), has been ordered to cease production of refrigeration equipment for the Korean conflict.

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HENRY M. PEASE, vice-president, on Jan. 7 was elected president of International Standard Electric Corp., communications manufacturing subsidiary of ITT. He succeeds Col. Sos- theness Bein, who has been acting president and who continues as board chairman.

Clears Lose Plea in Grant to WBDH

Without a written opinion, the FCC denied Jan. 8 the petitions of the clear channel group of 14 stations and of KOA, Denver, to intervene in proceedings involving the application of WBDH, Boston, for fulltime on 830 kc., clear channel which will be broken down if the WBDH application is granted finally.

In a proposed decision of the FCC Dec. 6, the Commission majority announced its intention of granting the WBDH application. However, a strong minority opinion was filed by Commissioners Case and Craven, with the clear channel group and KOA seeking to intervene in the proceedings [Broadcasting, Dec. 15-Jan. 1].

The FCC announced simply that it had denied the petition of the clear channel group to intervene. In connection with the KOA petition, since that station is the dominant station on 830 kc., the FCC announced it denied its petition to intervene and had also denied the WBDH appeal for an extension of time for the filing of exceptions.

This view was confirmed by Col. Godley who received briefs airmark from the petitioners and others similarly situated within 20 days.

Help Wanted

Combination Engineer-Anouncer—give age, qualifications, references and salary expected. Box 134, Broadcasting.

Licensed Operator—state qualifications and salary wanted. Also opening for experi- enced nonunion engineers. Send recording. WSAV, Savannah, Georg- ia.

Program Director-Anouncer—five thousand watt CBS affiliate. Give age, qualifica- tions, references and salary expected. Box 137, Broadcasting.


Experienced Announcer—Continuity Writer—must be able to take charge of Continuity and perform Show. Give age, qualifications, references and salary expected. Box 139, Broadcasting.

Announcer—who can write copy to work in midwest CBS 1950 watt station. Will accept applicants who can furnish audition records which will be consided. Box 139, Broadcasting.

An Experienced Radio Advertising Solic- itor—between 25 and 35 years, with famil- iarity, preferably with announcing experience, who wants to advance in an Eastern city of over 100,000 people. Character, credit and ability must stand above scrutiny. Picture and full story first letter. Box 141, Broadcasting.


Register With Recognized Employment Bureaus—we need salesmen, transradio program writers, continuity people, operators, others except talent. National Radio Employment Bureau, Box 884, Denver, Colorado.


Engineer—first-class phone license over ten years experience. Must have ex- cellent transmission connection. Box 142, Broadcasting.

Transmitter-Control Room Engineer—three years experience. Excellent references. Reasonable salary. Box 149, Broadcasting.

Experienced Announcer-Engineer—desires change where there is advancement; young, ambitious, selling experience. Good voice. Transcription, details. Box 146, Broadcasting.

Transmitter-Control Room Engineer—ex- pects experience in maintenance and operation at local station. Employed at present to excellent results, willing to consider change. Box 143, Broadcasting.

Station Manager or Commercial Manager thoroughly familiar with all phases of successful station operation. Business ges- tions. Best references. Box 148, Broadcasting.

Help Wonted

Situation Wanted

Manager: Several positions available in local full time outlet in the New York area dealing in products in which he has been active in the past. Will furnish details in first letter, together with references, experience, etc. Box 153, Broadcasting.

MANAGER WANTED: By young, energetic and ambitious man willing to come to Chicago. Established outlet in the city. Box 154, Broadcasting.

Chief Engineer: Ten years experience in installation, maintenance, operation and supervision broadcast station, regional network. Best of references. Age 34, married. Interested in connection with southern station. Box 147, Broadcasting.

Assistant Engineer: Desires change. Southeastern United States preferred. Three years operating and construction experi- ence, also installation work. Capable, willing, dependable, sober. Excellent refer- ences. Box 145, Broadcasting.


Commercial Manager—man with outstand- ing record for personal sales and attaining successful efforts of staff of major network station past four years seeks permanent connection with well es- tablished station. Four years prove highest character, ability in local sales and splendid reputation in national field. Go anywhere except deep south or extreme west. Box 143, Broadcasting.

Station Director—desires a change, now operating a mid-west station. Twelve years of experience formerly owned and operated my own station successfully. Took over the station in February 1939. For the first year since the station is in the air over ten years ago it is a profitable enterprise. Best of references on request. Address Box 151, Broadcasting.

Station Manager or Commercial Manager—thirteen years experience; eight years program; including network director of two Midwest stations; five years success- ful sales including sales manager position. Just resigned. Through knowledge of business. Helped establish three local stations. Also worked 1,000 watt, 10,000 watt and two fifty kilowatt stations. Well known in Midwest as Sports broadcaster. Available immediately. Will appreciate personal interview. Box 149, Broadcasting.

OPERATOR-ANNOUNCERS AVAILABLE—experienced graduates in Broadcasting, Television, Frequency Modulation, and Commercial Stations now available. Able to work anywhere. Have successful men in leading stations in all sections of the country. List furnished upon request. Contact Graduates Administration Dept., Na- tional Schools, 100 South Figueroa, Los Angeles, California.

For Sale

For Sale—Approximately 2000 feet 3-cond. R.C.A. Communications, Inc. 66 Broad St., New York, N.Y.


Continuities—to your order, Special dra- matic and station identification presentations, particularly appropriate for high schools, pathetographs and television, and dramatic produc- tion. Dramatums of American History, F. O. Box 254, (CFO), Pittsburgh, Pa.
Network Accounts

New Business

CARTER PRODUCTS, New York (Carter's Little Liver pills), on Jan. 7 started Inner Sanctum Mystery on 67 NBC-Blue stations. Tues., 9-9:30 p.m. Agency: Century & Finney, N.Y.

LOS ANGELES SOAP CO., Los Angeles (White King and Sierra Pine soaps), on Jan. 6 started for 52 weeks White King News with Norman New- hitt, on 31 Pacific Coast Don Lee network stations, Mon. thru Fri., 7-7:35 a.m. (PST). Agency: Raymond R. Morgan Co., Hollywood.


Renewal Accounts

STANDARD BRANDS, New York (Fleischmann's Yeast), on Jan. 6 renewed for 52 weeks Yeast for Bakers, on 29 NBC-Blue stations, Mon. 8-8:30 p.m. Agency: Kenyon & Edelstein, N.Y.


CHAS. H. PHILLIPS CHEMICAL Co., Glennbrook, Conn. (milk of magnesia), on Jan. 31 renewes Walking Time on 53 NBC-Red stations, Fri. thru Sun., 4-4:30 p.m. Agency: Blackett-Sampson Humeet, N.Y.

R. L. WATKINS Co., New York (Dr. Lyon's toothpowder), on Feb. 5-7 NBC-Blue stations, Manhattan Morning Go Round on 39 NBC-Red stations, Sun. 9-9:30 p.m. Agency: Blackett-Sampson Humeet, N.Y.

HAYER Co., New York (securities), on Feb. 6-7 renewes American's Album of Familiar Music on 50 NBC-Red stations, Sun. 9-9:30 p.m. Agency: Blackett-Sampson Humeet, N.Y.

SUN OIL Co., Philadelphia, on Jan. 24 renewed for 52 weeks Lowell Thomas on 22 NBC-Blue stations, Mon. thru Fri., 8-8:30 p.m. Agency: Blackett-Sampson Humeet, N.Y.

Network Changes

BRISTOL-MYERS Co., New York (Sal Hepatica, Jnana), on Dec. 25 shifted Time Tunnel to 61 NBC-Red stations, from New York to Missouri, Wed., 9-9:30 p.m. (SST), with West Coast repeat, 9-9:30 p.m. (PST). Agency: Young & Rubicam, N.Y.

HAYON OF RENT Inc., Los Angeles (religious), on Jan. 13 shifts Homers of the Past on 51 Pacific Coast Don Lee network stations, Mon. thru Fri., 10-10:30 p.m. (PST), to 8-8:30 p.m.

KTSN IS YOUR 1941 NBC Outlet for the EL PASO Southwest

5000 WATTS DAYTON, OHIO BASIC CBS

5000 Watt CBS Regional Representative: Geo. F. Hollingsbery Co.

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Quaker Net Developing Several New Programs

ROGER W. CLIPP, coordinator and general manager of Quaker Network, regional web covering the Mid-Atlantic States, announced Jan. 29 that in an effort to build the region's listening audience and commercial potentialities, sustaining shows will be developed by WFL, Philadelphia, originating key station. Mr. Clipp is general manager of WFL. Organized essentially for statewide broadcasts during the political campaigns, the Quaker regional came into its own commercially during the last year when Fels-Naptha utilized a string of eight stations for The Golden Key of Melody musical show for three quarter-hours a week. Last month General Baking Co. bought daily quarter-hour periods over 15 stations for a Breakfast Rye variety show.

Since line charges are being pegged at $225 per week, Mr. Clipp decided to take advantage of the available time by developing sustaining shows with commercial possibilities for the regional. The present plan is to produce three quarter-hour dramaticized shows, a strip program, sports show and news dramatization following the March of Time pattern. For the latter, it is planned to record the day's news in the evening, playing it back the next morning to the linked stations. At least one of the shows is expected to get under way before the end of January.

WKBW Plans for 50 kw.

WKBW, Buffalo, begins full-time operations with 50,000 watts about July 1, 1941, and will become the exclusive Buffalo outlet for CBS programs in Buffalo except for a few hours on Sunday, the network has announced. WKBW and WGR now share the CBS service to Buffalo. Also effective with its increased power, the evening hour rate for WKBW on the network will be increased from $550 to $400 for all contracts becoming effective after Jan. 6, 1941. CBS advertisers whose programs were contracted for before that date and whose broadcasts are not interrupted, will be given protection of the old rate until Jan. 6, 1942.

Carter on the Blue

CARTER PRODUCTS, New York (Carter's Little Liver pills), on Jan. 7 started a series of weekly mystery dramas, titled Coronet Rance Mysteries, heard Tuesdays on the Blue Network. All programs for the series, which is to run 52 weeks, are written by Hyman Brown and directed by Armond Johnson. Agency is Street & Finney, New York.

Three Sponsors Spread

ALBERT KIRCHER Co., Chicago, has placed increased bookings for two of its accounts and started a test campaign for a third account. Boyd Nurseries, McMinnville, Tenn., is currently a running a series of spot announcements on two stations, on Jan. 18 started a varying schedule of announcements on several Southern stations. CAMI EYE, Philadelphia, is in the midst of a new campaign for its newspaper, in mid-January will expand its list of stations to approximately 25, using spot announcements and programs. Poultie magazine, San Francisco, has started a test campaign of spot announcements on two stations.

KVOR a Bonus Outlet

KVOR, California Springs, is being offered as a bonus station to advertisers using KXZ, Denver, with rate of the latter station increased from $225 to $250 per evening hour. Advertisers now using KXZ, however, will be charged the old rate until Jan. 1, 1942, while KVOR alone is $60 per evening show.

Canada Dry Basketball

CANADA DRY GINGER ALE Co., New York, on Jan. 7 started a campaign for Spur, using twice weekly quarter-hour programs titled Hoosier Basketball News, on WFBM, Indianapolis. Plans give semi-final and final results of high school championship games. If the program proves successful as a test, later this year the company plans to expand, according to J. M. Mathes, New York, the agency.

Brisk Shave Tests

THE ARMAND CO., Des Moines (Brisk Shave Cream), is currently testing daily morning announcements on WIRE and WFBM, Indianapolis stations. Product is expected to go on a national basis in the near future. E. F. reads the account executive for the Russell M. Seeds Co., Chicago agency handling the account.
CBS IN NEW YORK GETS FM STATION

WITH commercial operation of FM becoming effective at the end of the year, the FCC on Jan. 7 granted an application of CBS for a new FM station in New York, operating on 46.7 Mc. in a frequency spacing of 5,000 square miles with an estimated population of 12,000,000. The CBS grant was the first to be issued Dec. 5, when the FCC approved seven new FM stations. The new outlet becomes the 28th authorized since the FM experimental restriction was lifted preparatory to Jan. 1 commercial operation [Broadcasting, Dec. 16].

At the present time more than 50 applications for FM facilities are still pending at the FCC. These include applications of Yankee Network and the Worcester Telegram Publishing Co. (WTAG, Worcester, Mass.) to provide FM service to an identical widespread area from practically the same site near Worcester, which have been designated for joint hearing. No date has been set for the hearings and there was speculation that the applications would be adjusted without formal proceedings.

CBS plans to install studios and transmitter in the Salmon Tower, located at 42nd St. and Fifth Ave. in downtown New York. Cost will be approximately $160,000.

New FM Programs
ARRANGEMENTS have been completed whereby W2XMN, Alp- ine, J., the FM station operated by Maj. Edward H. Armstrong, will broadcast a regular daily schedule of 10 hours of transmitted music, originating in the Associated Recording Studios, New York. Having entered the FM field with application for three stations pending, CBS program service to the Alpine station was discontinued Jan. 14.

P. S. BUSTIN DRUG Co., Toronto (Coldee), will announce daily on CKCL, Toronto, and plans to add other stations.

OPERATORS of half-pint networks, members of Intercollegiate Broadcasting System, left their one-watt hookups long enough to inspect the b. s. u. m. master control board of NBC in New York. Theodore Clements (seated), master control engineer explains the work to William W. Tyng (Harvard '41) and Moton Weber ( Columba '42), while Dr. Franklin Dunham (left) watches. IBS was formed last year at Brown U. Affiliates carry on long-wave broadcasting on campuses with one-watt transmitters.

IN THE ARMY
PHOTOGRAPHS on page 11, left to right: Morrison Wood, radio director of Erwin, Wasey & Co., Chicago, who served as a lieutenant in the 19th Infantry during the war, resigning in 1919 to become an actor on Broadway; Lewis Allen Weiss, v.p. and general manager of Don Lee Broadcasting System, a 4th U. S. Cavalry captain stationed at Schofield Barracks, Hawaii, 1915-1919; Niles Trammell, president of NBC, a lieutenant in the 9th Infantry, 12th Division, during the war who stayed in the Army until 1918 and is now chief staff of Maj. Gen. Charles G. Nor- ton at the Presidio in San Francisco, a radio engineer, who joined the traffic department of RCA.

Fair Survey Lists Video Preference
Medium Now Ready for Home Use, Study Indicates

TELEVISION has improved over last year and is now ready for home use as a major entertainment and educational medium, according to results of a second survey conducted by Harry Gordon, Nieman Foundation, among more than 2,000 visitors at television demonstrations at the General Electric, General Motors and Westinghouse appliances of the 1940 New York World's Fair. Some 2,050 opinions were used as compared to 1,000 tabulated replies in 1939 [Broadcasting, June 15, 1940]. Questioned this year as to their impressions of images appearing on the television screen, 1,206 voters or 44.1% of the total replied "good reception", 101 answered "poor reception" and 20 had no opinion.

Comparison With 1939
This compares to the 1939 survey which asked those interviewed if they had voted between fair and good as against 9% for excellent and 7% for bad. Majority believed that television had improved over last year for practical home use, 85.6% of the voters said yes, 9.8% no, and 4.6% were undecided.

The most desirable period for viewing television programs was nighttime as selected by 85.4% of the voters, and the favorite average price the listeners would invest in television sets was between $100 and $200, as expressed by 82.8% of the voters. The year 1942 was the last year in both surveys as the most likely date of purchase.

First place for the second time in the vote dealing with features of television, entertainment went to stage plays with the runners-up being the news and music. Next in order were sports, news events, motion pictures and educational programs. Of the persons interviewed, according to Mr. Gordon, 1,298 or 57.6% based their opinions on demonstrations; 258 or 11.6% on newspaper and 204 or 9% on news articles on the television field.

APPEAL OF WKBB FOR STAYED ADMINISTRATIVE REMEDIES NOT EXHAUSTED, FCC CLAIMS

THE FCC in a brief Jan. 2, answering a petition for a stay order by Sanders Broth- ers Corp., operators of W2XOR, Dubuque, which was filed with the U. S. Court of Ap- peals for the District of Columbia in an effort to prevent operation of a new FM station licensed to the Dubuque Telegraph Herald, con- tends that the court has no power in the case and that the corpora- tion has not exhausted its admin- istrative remedies.

The Commission, through its general counsel, Telford Taylor, and assistant general counsel, Joseph L. Rauch Jr., did not attack the appeal noted by Louis G. Codd- well, attorney for the station, but simply the request for a stay order. Mr. Caldwell, in his appeal brief [Broadcasting Jan. 1] held that the Commission had failed to consider that the granting of application would "result substantially in a monopoly of the media for general dissemination of intelligence in Iowa." In its brief the Com- mission holds that WKBB is "at- tempting to create an artificial radio monopoly through means of endless litigation."

The FCC brief stated that litiga- tion has already delayed for more than three years the operation of a new station in Dubuque.

The brief contends that "in the case of both order, Dubu- que will remain without a station to which both the Commission and the Supreme Court have held it entitled."

WKBB has contended that licensing of another station in Dubuque would ruin it economically. It ap- pealed the original license grant to the Supreme Court, which upheld the Commission in favor of the Commission. Since that time the newspaper station has applied for and received a modi- fication of its license, permitting it to provide full-time operation and an increase from 500 to 1,000 watts.

W3XJ, Philco's experimental television station in Philadelphia, originated another "first" via broadcast on New Year's Day by televising the annual Mummers Parade which was originally scheduled for a WIP broadcast but canceled due to the snow situation. The television cameras were located at the City Hall building, picking up the parade and synchron- izing with the music of the bands.

$452,000.00 FOR IMPROVEMENTS ON AIRPORT

Home of the world's largest air- port (Shreveport-Barksdale Field) represents the most peculiar of the United States. Three million air-minded peo- ple fly through Shreveport's airport for amusement and entertainment.

50,000 Watts

KWKH Represented by the Graham Co.

Shreveport Louisiana


WCAU, PHILCO ASK GRID VIDEO RIGHT

F E L E V I S Y O N rivalry between Philco and WCAU in Philadelphia has already manifested itself, though WCAU still awaits FCC permission to proceed with plans to construct a television station. Philco has been operating its experimental W3XE for several years. The rivalry at present centers on the exclusive television rights for the 1941 Penn football games. Philco televised the games last season and intends to repeat next season, but now finds WCAU competing for the rights.

WCAU has carried the Penn games for many seasons, sponsored by Atlantic Refining Co. But in submitting a contract to the university for the 1941 games, the station included television as well as the usual radio rights. Penn officials have held up signing the contract because of Philco's earlier request and now find themselves in a reprinted in Broadcasting, a pioneeering in televising the football games at a huge expense, Dr. Leon Levi, president of WCAU, is an alumnus of the school and has also done much in a material way for the university.

Federal Savings Series Gets Group Sponsorship

A GROUP of 19 Federal savings and loan associations of the New York area are jointly sponsoring a program on WABC, New York, a weekly quarter-hour series of dramatized stories titled The March Through Life. John B. Kell, editor, is narrator, assisted by John Holbrook. The new series represents the first time these institutions, all members of the Federal Home Loan Bank System, have used radio collectively.

Based on an article in the Federal Home Loan Bank Review and broadcast in Broadcasting, N. Hefelfinger Radio Features, New York, handling the program on WABC, sent out mailing invitations to members of the Federal Home Loan System all over the country. As a result of the excellent response, The March Through Life will be transmitted for presentation in other cities by similar groups of associations.

O-LEE-A-O

TROUBLES have been coming in distressing bunches to Program Director Harold Safford and Product Manager Paul Amram, both from Chicago. But the blow that felled father was the official pronouncement that all yodels must be cleared by the music department.

New WOR Participant Acquires Four Sponsors

WOR, Newark, is launching a thrice-weekly woman's participating program, conducted by Mrs. Imogene Wolcott, home economist and author, currently heard on 11 Yankee Network stations, Monday through Saturday, on an early morning quarter-hour for the First National Food Stores of New England.

New series, titled Dear Imogene, originates in Boston but is broadcast on WOR only, Tuesdays, Thursdays and Saturdays at 9:30 a.m. Of the four sponsors, all handled by the H. S. LeQuatte Inc., New York agency, that have been signed for the WOR series, the following three are currently also sponsoring Mrs. Wolcott on Yankee: Hamburger Soup Co., Manchester, N. H. (Habitant soup); Gorton's Fish Foods, Gloucester, Mass. (fish products); Flako Products, New Brunswick, N. J. (pie corn muffin mix). The fourth sponsor is Pure Food Co., Mar-maronck, N. Y. (Herb-Ox bouillon). Other cooperative sponsors are New York daily papers and grocers' trade papers to promote the new program.


Decision Awaited In NAPA's Appeal

DECISION as to the jurisdiction of the case filed against WPEN, Philadelphia, by the National Assn. of Performing Artists, seeking an injunction to restrain the station from playing phonograph records, is expected to be handed down this month by Judge Guy K. Bard of the U. S. District Court. Originally filed last Spring in the Philadelphia Court of Common Pleas by Herbert A. Speiser, NAPA attorney, and then transferred to the jurisdiction of the Federal courts by Philip Werner Amram, station counsel, briefs were filed Jan. 6 by both attorneys on the application of Mr. Speiser to have the case remanded back to the local courts.

Although both attorneys were preparing for arguments on the question, Judge Bard said that briefs would suffice in rendering a decision. In addition to WPEN, local advertisers sponsoring recorded shows on the station are joined as defendants in the action. Contention of Mr. Amram is that the sponsors are not properly joined, the matter being only between the station and NAPA, and thus the jurisdiction belongs to the Federal courts.

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TELEVISION GAINS TO BE EXHIBITED

IMPORTANT developments in television loom within the fort- night as the National Television Standards Committee prepares to submit a report based on several months of study. The Committee meets Jan. 14 to consider reports of subcommittees probing developments in all areas of the business with the final report to be submitted at a meeting Jan. 27. It is learned that RCA will show new developments to an FCC group in New York on Jan. 24. These are said to include the size of screen reproduction. Home receivers will have an 18-inch tube; demonstration of the RCA relay system by which it hopes to set up network television. The relay pickup will take place at Camp Upton, near Yaphank, Long Island. An NBC mobile unit will originate the signals, sending them to the Hapagga relay station where they will be relayed to Belmont and thence to the Empire State Bldg., video transmitter for broadcasting.

KLS, Oakland—Mod CP increase power from 2 kw. to WIXN, New York—CP 47.5 mc 8,750 sq. miles.

STANDARD PROGRAM Library announces the following new side projects to its transcription library: WJTV, WAXC, WAAB, WJJC, WIDE, WBBR, KWWL, WSBH.

CHIEF ENGINEER SPIES

many improvements in new 23C Speech Input

Now offers uniform frequency response from 30 to 15,000 cycles, total gain 96 db. Provides complete audio system in one factory-wired and tested unit. Simple to install, operate, maintain. Get full details from Graybar Electric Co.

RUSTIC STOREKEEPER

Art Brown, the Rite & Shine Man of WOL, Washington, poses leaning on a porch, plait and behind the counter of the Country Store erected by the station at 14th and Pennsylvania Ave., in the heart of the city, to collect food for local needy families. During a three-week Christmas campaign the following provisions were brought to the Country Store: 210 pounds of salt, 775 pounds sugar, 403 pounds coffee and tea, 518 pounds meat, 1,676 pounds flour, 3,474 pounds fresh vegetables, 4,714 pounds fresh fruit, 16,822 pounds packages and canned food, $408.06 cash.

Two features not previously demonstrated are incorporated in the new system. First, a method of synchronizing the color disc in the receiver with that in the studio by synchronizing impulse trains with the picture signal so that different power supplies at transmitter and receiver will affect the image. Increases picture definition and second, a push button which the viewer at home presses until the picture appears in its proper color, then releases, “locking” the colors in place.

While not as dramatically striking as the colored film demonstration put on by CBS last fall (Broadcasting, Sept. 15), the contrast between the black-and-white and color images on the two receivers clearly demonstrated the superiority of color. Demonstrations of dropping a colored ball on a mirror and spinning a globe rapidly illus- trated the perfect freedom from blurring or mixing of colors, each bit of color remaining clearly distinct. The laboratory demonstration was naturally confined to subjects less vivid than the flower gardens and beach scenes which added much to the colored movie previously televised and, since it was not the first demonstration of color television as the other has been, could scarcely have been coiled with the same dramatic impact.
THREE MEMBERS of the staff of WLW, Cincinnati—Carl Lewis, chief engineer, Gene Alden, assistant chief, and Eddie Kane, announcer—have obtained pilot's licenses. Bob Hite, engineer, is licensed to operate plane transmitters, while Bob Wills, announcer, is taking flying lessons. Mr. Lewis recently purchased an Aerocraft Chief.

ORVILLE MILLS, formerly of KOMA, Oklahoma City, has joined the engineering staff of WPAA, Dallas. At present, he is stationed at the WPAA-WWAP transmitter.

NEAL McNAUGHTON, formerly chief engineer of KRGV, Weslaco, Tex., has joined the staff of the FCC monitoring station in Puerto Rico. Hill Hore, chief engineer of KSFO, San Antonio, is temporarily in charge of the KRGV engineering department.

AL McCLELLAN, transmitter engineer of KOA, Denver, as a member of the Naval Reserve, has been called to active duty, reporting to the West Coast.

GLEN MERRIAM, for several years in charge of the recordings at WLW, Cincinnati, on Jan. 3 transferred to the studio engineering staff.

CLYDE HUNT, chief engineer of WJNY and CBS, Washington, has been elected secretary treasurer of the Washington chapter of the Institute of Radio Engineers, succeeding Commander E. M. Webster of the FCC.

RAY SCHROEPER, chief engineer of KMA, Shenandoah, Ia., has been called to active duty in the Army, Jan. 1.

PAUL BERG, engineer of WJJD, Chicago, is the father of a girl born in December.

MIDLAND Radio & Television School Inc., Kansas City, reports that arrangements were made for the placement with broadcast stations of the following graduates: Carl Deeks, KTAF, Emporia, Kan.; Lieutenant KDRG, Sedalia, Mo.; Walter Glaze, KHAN, Hastings, Neb.; R. V. Peeterson, WJMH, Mason, Okla.

MILTON AUGSTENE, formerly of KFAC, Port Arthur, Tex., has joined the engineering staff of WWSW, Pittsburgh.

KENNETH A. SIMONS, formerly of RCA Television, has been added to the engineering staff of WJAC, Philadelphia. He will work on installation of television and FM equipment.

PRACTICAL EXPERIENCE plus CREI PRACTICAL RADIO ENGINEERING TRAINING marks Well-Trained Technical Radionics

The broadcast radioiner who spends his own time and money for CREI training to be a better technical man, is more valuable to your organization, is a man worthy of your recognition. In completing a CREI home study course, he has met and passed the severe standards which CREI requires for graduation. He has demonstrated among other things, a will to accomplish! Hundreds of technical broadcast radioiners are or have been CREI students. They may be found in more than 350 broadcasting stations. They often are the best men in your organization. When you need an exceptional man for an exceptional job—SELECT A CREI GRADUATE.

Further details we request. New catalog also available.

CAPITOL RADIO ENGINEERING INSTITUTE
124 Jackson Ave., University Park, Md.

New York World-Telegram
"This New Device Will Save You the Cost of One Singer and Two Top Dancers!"

Equipment

A NEW 15,000 cycle high fidelity audio transmission line is now in use between the WBGM-CBS studios in the Wigley building and the station transmitter near Glenview, Ill. First in the Midwest and one of the few such lines installed by AT&T in the entire United States, the new audio transmission line furnishes a constant band, 10,000 cycles wide for transmission of local WBGM programs and Columbia network shows originating in the Chicago studios, according to Frank Falkson, CBS Central Division operations engineer and chief engineer of WBGM. Improved quality by a decrease in line noise is expected to be the chief result of the new 22-mile cable.

GRAYBAR ELECTRIC Co. has opened a new branch office in Des Moines. This brings the national total of Graybar Houses to 80. J. P. Laxton has been named manager of the Des Moines branch, with L. E. Williamson as service supervisor.

UNIVERSAL MICROPHONE Co., Inglewood, Cal., is discontinuing the majority of its type and models of recording machines, according to a Nov. 30 announcement. Production of recorders in 1941 will be confined to one model. Firm will also concentrate on the sale of recording chassis to manufacturers and jobbers.

CHARLES W. HURTS, chief engineer of WPEN, Philadelphia, after shopping around for several months, purchased a 5 kw, transmitter from Westinghouse. The new transmitter will be ready for operation about the middle of February at the present transmitter site. WPEN will have 5,000 watts fulltime, using directional after local sunset on the 920 channel. S. J. BAYNE Jr. of Birmingham has joined the engineering staff of WBT, Charlotte.

KMA Renewal Is Cited For Alleged Stock Sale CANCELLING a hearing scheduled in connection with the corporate structure of WWL, New Orleans, the FCC Jan. 8 granted the 30,000-watt station a regular renewal of license. The station was one of a number cited by the FCC several months ago in connection with purported management contracts, since it was licensed to Loyola University but operated by WWL Development Co. With the clearing up of data regarding the station’s operation, the FCC granted the station’s request for reconsideration and rescinded its hearing order. Similar hearings ordered for four Westinghouse stations and for WGY in Schenectady also had been cancelled after citation.

WWL Gets Renewal BECAUSE of purported failure to disclose facts involving transfer of a portion of its stock, KMA, Shenandoah, Ia., operated by the May Seed & Nursery Co., on Jan. 8 was cited by the FCC for hearing. The station’s renewal of license was designated for hearing—an unusual action in recent FCC procedure. According to Commission records, KMA is alleged to have made a contract under which 25% of its stock would have been transferred to the Central Broadcasting Co., which operates WHO, Des Moines. Other allegations in connection with contractual matters also are made.

KMA operates on 930 kc. with 5,000 watts local sunset and 1,000 watts night. It is an NBC Blue and MBS outlet.
Public Not Aware of Music Imbroglio

Many Comments Given To Stations Prove Favorable

IF MR. and Mrs. John Q. Radiofan are conscious of the fact that their radios are no longer playing ASCAP music, they have as yet not been aware of the fact, either by protesting to their radio stations or by “boycotting” radio in favor of some other form of entertainment.

Pollen Jan. 4 by telegraph, 125 stations reported to the NAB they had received a combined total of 128 phone calls and 34 letters and postcards concerning the music situation. A nationwide survey of listening to musical programs on Jan. 3 and conducted by Hooper Inc., revealed the interesting fact that the total audience to these programs was almost 5% larger than that which heard the same programs during the first week of December.

What Row?

A telephone poll of listener reaction in New York City, conducted New Year's Day by the New York Times, was reported the following morning under the headline, “Music Row is News to Listeners,” while the news story itself began, “A majority of radio listeners in the metropolitan area noticed little difference offered over the air yesterday, the first day that three-quarters of the country's stations followed without the catalase of ASCAP, according to the results of an informal poll.” A similar poll made by the New York World-Telegram Jan. 3 and conducted by the same company, produced the following report: “New Year Daze Leaves Public Hardly Aware of Music War,” which Jan. 3 the New York Journal and American also polled listeners, heading its report: “Listeners Cool to Tune Tangle.” The lead of this release was: “ASCAP and the radio chains may be waging a bitter struggle over music control, but most New Yorkers are too deeply concerned or really don't care one way or the other.”

Only ASCAP has discovered any resentment on the part of the listening public. John G. Paine, general manager of the Society, stated Jan. 7 that about 1,800 letters had been received at ASCAP headquarters. A large part of these, he said, were from youngsters who were complaining bitterly about the change in the offerings of their favorite bands. Many of the letters, he added, asked why ASCAP wouldn't let the bands use its music, “showing,” he said, “how little the writers of the letters understand the true facts of the case.”

Hooper Poll

The Hooper poll, comprising telephone calls to more than 30,000 homes picked at random in 51 cities in all sections of the country, covered the following musical programs: Fred Waring, Lanny Ross, Bob Crosby, Put o’ Gold, Fame & Fortune, Major Bowes, Glenn Miller, Alex Templeton, Cities Service Concert, National Dance, Jack Benzer, Waltz Time, Wayne King, Saturday Night Serenade and Hit Parade. It also covered the following musical-variety broadcasts: Coffee Time, Bing Crosby, Rudy Vallee, Al Pearl, Kate Smith and Uncle Ezra.

The total audience was 4.9% larger than that for the first week in December, providing, according to Mr. Hooper, a “scientifically accurate answer to the contention of ASCAP officials that the audience of listeners had decreased in size.” Eleven programs showed much larger gains than the average, the report states: Lanny Ross, Bob Crosby, Coffee Time, Fame & Fortune, Bing Crosby, Cities Service, Waltz Time, Wayne King, Hit Parade and Uncle Ezra.

While the results of the Hooper surveys are usually not available for about 10 days, the wide interest in the public entertainment brought forth ASCAP music led to a hastening of the process by having reports telegraphed to the New York office of the research firm, where the office force went on an overtime basis to compile the totals.

Station Reaction

Discussing the reaction of the public, as shown by their letters and phone calls to the 125 stations reporting to the NAB, Neville Widmer, NAB president, stated: “To stations which had as many as 66,000 telephone votes during one amateur hour, this response can be considered negligible.” The 28 NAB directors, each representing a geographical area of the country, reported comments on the new music totaling 16 phone calls and five letters.

Harold V. Hough, WBAP-KGKO, Fort Worth, wired: “No phone calls, no letters of protest. Have had some favorable reaction from older people glad once again to hear their former favorite tunes.” Frank M. Russell, NBC vice-president in Washington, reported: “Three letters highly compliment music now being played,” “Nothing but favorable reaction,” stated Don Searle, KOIL, Omaha. “Improvement in tune, everything from every source on resumption of America’s beloved melodies,” said Walter Ti- son, WFLA, Tampa. Edwin W. Craig, WSM, Nashville, reported his station “happier than in 16 years of radio.” WINN, Louisville, wired that it has had “compliments from advertisers who until New Year’s Eve thought ASCAP controlled all music and were surprised at the vast variety and quality of BMI music.” NBC reported that in the 48 hours after its change-over, its

ASCAP IS FOILED
Capital Refuses to Sanction—Propaganda Show

ATTEMPTS to promote an ASCAP special—as put on by the Society in San Francisco and Frederick, Md. to propagandize its side of the music fight with radio — in the Nation’s Capital during the President’s Birthday celebration have failed.

Idea was to bring in ASCAP members and their friends and stage a big show in Constitution Hall featuring the society’s music. When the committee arranging the ceremonies in Washington came together for its organization meeting, the ASCAP-backed plan was proposed. According to Richmond Keech, corporation counsel for the District of Columbia and official of the arranging committee, the plan was dropped because of the ASCAP-BMI difficulties and it was decided to stick to the type of entertainment presented in previous years.

New York office received 25 letters and four phone calls. From 80 CBS affiliates came reports of a total of four letters and 83 phone calls. In the first 48 hours of CBS non-ASCAP operations, an average of just over one communication per station had been received.

Other typical comments were: WWL, New Orleans—“WWL has had no reaction at all during the first 24 hours of operation without ASCAP. We can’t call it a protest, just a protest without ASCAP music.” KWOO, Minneapolis—“Only two calls. Four of those were complaints about cutting music during game.”

“WBT, Charlotte, N. C.—"Up to this hour received no phone calls or complaints of any kind from ASCAP listeners. Of course we have been non-ASCAP since Dec. 1 on a local basis. Only change of today being on the public programs and I doubt very much if any listener noticed any change today." KWKH, Shreveport, La.—“Have had few inquiries due to publicity in press, but no complaints on music situation. My opinion — if ASCAP hadn’t told the pub- lic they wouldn't know the difference.” Cincinnati—“Many say songs I like better than others, but have never received two phone calls.” KRLD, Dallas—“Have had no reaction whatsoever.” WHAS, Louisville—“We have one call about ASCAP music during the first 24 hours of operation.”

DRIVE TO CONTINUE FOR MUSIC TALENT

WHATEVER the outcome of the radio-ASCAP controversy, this task undertaken by BMI in its promotion of new opportunities for unknown composers will be continued, M. E. Tomkins, general manager of BMI, the Illinois Federation of Music Clubs Jan. 5. Speaking at a meeting in the Chicago Women’s Club, Mr. Tomkins said that the struggle was not only of music but of power.

“Using this power as that which a small group had wielded through its control of music, he declared that if ASCAP had truly repre- sented American composers, then the music there would have been no so-called battle of music. “The one thing that is possible for opposition to ASCAP,” he stated “was the fact that ASCAP itself closed its doors to so many talented writers.”

“Radio has met the challenge of ASCAP by creating greater opportunities for American composers than has ever been known in the United States. This controversy will be ended, sooner or later, one way or the other. The music written by ASCAP members again will be made available to radio stations, but the work we have started will go on.”
"IT'S A 3 BELL PRODUCT"

—that's the rating given products advertised over WLW by the more than 250 Dot Stores located throughout Greater Cincinnati, Northern Kentucky, and in nearby towns in Ohio and Indiana. The Dot Food Store Organization, sponsored by the Janszen Company, fully appreciate the value of radio advertising (having a daily program of their own) and accordingly "get behind" those products which are given this important sales stimulant.

Sincerely,

A. Janszen, Pres.
The Janszen Company
Cincinnati, Ohio

THE NATION'S most Merchandise-able STATION
"Someday," you have said to yourself, probably again and again...
"Someday we're going to 5,000 watts!
And when we do . . ."

In the back of every broadcaster's mind, we think, there has always lurked the vision of a transmitter like the RCA 5-DX...and in designing it we've tried to be true to your dream. We honestly believe it's the finest 5,000-watt de luxe transmitter you've ever seen anywhere. For instance:

Notice the beautiful, streamlined, functional "Unified Front" Panel...formerly available only on custom-built and 50 KW transmitters.

This functional styling means easiest accessibility. Easiest installation. Easiest operation! It's especially suitable for flush mounting; ideal for air-conditioned stations.

Cooler! Quieter!
Lower Operating Costs!

Each chassis is vertically arranged for natural air-flow convection cooling. All circuit-components on all chassis are easier to reach; all circuit components operate cooler. Air-cooled metal-anode tubes are under forced draft: no water, water-pumps, or water-problems.

And far in advance of present standards is the performance of the 5-DX! Highest fidelity; highest efficiency! Lowest distortion; lowest operating costs! Write for the 5-DX booklet that tells the whole story.

Use RCA Radio Tubes in Your Station for Finer Performance
