what is it?

If you turn this cover upside down you see people in the hundreds. They are close-packed, attentive, varied, listening. Multiply them by millions. Consider them the occupants of 4,261,788 homes with radios in 483 cities in 63 counties in 7 states. This should give you a pretty good idea of what WOR sells at one of the lowest base rates in New York.

WOR
The haunted gentleman has a hefty swing, but no direction. WLS has a hefty swing with a sales curve and the direction is always the same—UP!

Consider this sales story—2,794 proof-of-purchase labels from two announcements on the WLS Feature Foods program. The product: Dawnfresh Mushrooms, a food specialty with scattered distribution, largely in Metropolitan Chicago. The offer: a pen and pencil set for a Dawnfresh label and 25¢. And 2,794 proof-of-purchase inquiries, each with cash, came from these two announcements on the WLS Feature Foods program!

We always like to talk about sales results for WLS advertisers—and so do the John Blair men. They—or we—would like to talk to you about it, too!
THE answer to these ... and to many other New England questions assailing sales managers is ... The Yankee Network.

Consider ... that The Yankee Network covers not one or a half dozen buying centers but ALL key areas ... that The Yankee Network is the ONLY combination giving this COMPLETE coverage ... that The Yankee Network's 19 local stations have long-established, community acceptance and consistent listenership that distant stations cannot achieve.

New England is an "A" market that merits a radio sales campaign in keeping with its size and buying power ... on the ONE network that IS New England.
...and LOTS of it! That's what we give YOUR account. Every campaign, big or small, is a challenge to us to do a better job than any other station.

We meet that challenge, by concentrating everything we've got into making your campaign a SUCCESS! We work with it, merchandise it, get behind it and keep boosting it, to make certain that your account stays on top.

This policy of INDIVIDUAL ATTENTION for large and small accounts is one big reason why so very few KOIL advertisers let their contracts expire; and why so very many give us renewals, new business, and more renewals!

We'd like to send you a list of case histories. We'd like you to see for yourself how completely the radio picture in Omaha has changed!

P. S. A wire will also bring you full details on our 7-POINT PLUS MERCHANDISING set-up.

KOIL
for the Greater Omaha Area
DON SEARLE, GENERAL MANAGER
EDWARD PETRY & CO., INC., NAT'L REPR

SUBSCRIBE NOW FOR 52 ISSUES OF BROADCASTING WEEKLY AND THE NEW 1941 YEARBOOK NUMBER, $5.

☐ CHECK IS ENCLOSED ☐ BILL ME LATER

Name: ___________________________ Title: ___________________________

Firm: ___________________________ Address: ___________________________

City: ___________________________ State: ___________________________

Add $1 for Foreign or Canadian Subscription

Page 4 • January 27, 1941

January 27, 1941

CONTENTS

1940 Radio Industry Volume .................................................. 7
Food Distributors Consider Program ........................................ 8
ASCAP Fight Reported Won .................................................... 9
Shubert Forms Music Pool .................................................... 9
Treaty Allocations Stand ...................................................... 10
Shaw Manages WMCA .......................................................... 15
WLWO Crew to South America ................................................. 15
CAB Names Paid President ................................................... 16
Early Praises Radio ............................................................ 19
Success Story: Richfield Reporter ............................................ 20
Two Florida Licenses Revoked ............................................... 27
They Were in the Air Corps Then ........................................... 27
AP Subsidiary Handles Radio ............................................... 27
New NBC-Blue Rate Card ..................................................... 42
NAB Seeks Associate Members .............................................. 44
55 FM Applications Pending ................................................ 46
Video Progress Shown to FCC .............................................. 47
Senate Probe Unlikely ....................................................... 50
Anti Ad Bill Revived .......................................................... 51
Station Guarantees Audience ............................................... 51

DEPARTMENTS

Agencies ................................................................. 41 Merchandising ................................................ 45
Agency Appointments ................................................... 40 Network Accounts ............................................ 49
Behind the Mike ......................................................... 32 Other Fellows' Viewpoint ............................................ 34
Classified Advertisements .................................................... 53 Personal Notes .................................................. 31
Control Room ............................................................... 46 Purely Programs ............................................. 38
Editorials ................................................................. 30 Radio Advertisers ............................................. 43
Equipment ............................................................... 47 Station Accounts ........................................... 42
FCC Actions ............................................................... 52 Studio Notes .................................................. 37
Guesstimorial .............................................................. 30 We Pay Respects .............................................. 31
Meet the Ladies ........................................................... 32 Hix Cartoon .................................................... 54

Broadcasting • Broadcast Advertising
The wage earner of Detroit has become a giant . . . in earnings . . . in buying power.
These prospects . . . with their giant payroll . . . react to the influence of WXYZ.

WXYZ
KING TRENDLE BROADCASTING CORPORATION
KEY STATION MICHIGAN RADIO NETWORK
BASIC DETROIT OUTLET NBC BLUE NETWORK

National Sales Representative—PAUL H. RAYMER CO.
If we seem a little delirious about spot broadcasting—if we sort of go out of the world about its many advantages—don’t blame us! Because, after all, spot radio is the only way possible to hit each market at the time when most of your prospects are most likely to listen—to tailor your programs to local likes—to pick the stations that will do you the most good.

And listen, you fellows who are just on the verge of radio—with spot radio you don’t have to spend a lot of money for a lot of stations you don’t want. Neither must you stick with a set list of stations. You can start out on any scale—and add or subtract at will as conditions warrant!

Our job is to help you make the market analyses and station selections that will make your spot radio effort profitable. This service is yours for the asking. Why not get in touch with one of our six offices now?
1940 Gross Time Sales Total $207,956,000

Gain of 21.5% for Year; Spot and Local Show Healthiest Boosts; Increase Compares to 14% Last Year

SPURTING ahead of the year-to-year trend, broadcast advertising in 1940 reached a new high, with gross time sales of $207,956,000 as compared with $171,114,000 for 1939—an increase of 21.5%.

The 1940 analysis is based on estimates made by BROADCASTING to be released in its 1941 Yearbook Number, now on the press and to be distributed next week. The preliminary data indicates that while business increased in all classifications—network, spot and local—the latter two brackets were largely responsible for the bulk of the gain.

Gross national network business increased from $83,114,000 to $96,456,000, while time sales from other sources increased from $85,000,000 to $111,500,000.

The Net is Lower

Net time sales, as distinguished from the conventional gross figures used by competitive media, showed a corresponding increase in 1940, amounting to 21.5%. The estimated 1940 net sales, computed after allowances for frequency discounts, aggregated $157,900,000 on the basis of the published information, as against $129,058,000 for 1939.

National network business represented 44.9% of the total, national spot 24.6%, local 30.5%, in the net analysis, and held approximately the same proportions in the gross figures.

The analysis of 1940 revenues was made for BROADCASTING by Dr. Herman S. Hettinger, associate professor of marketing, University of Pennsylvania, and a pioneer radio economist. The complete analysis, depicting trends for the various commodity groups, and detailed comparisons with other media, will be featured in the 1941 Yearbook Number.

No Great Profit Increase

Despite the sharp upturn in gross sales, it is unlikely in any way as a whole will show any proportionate increase in net profit. Profit figures will not be available for at least five months, when the FCC completes its analysis of 1940 financial returns from stations and networks, questionnaires on which were dispatched this month. Increases in operating overhead, entailed by union labor requirements, programming operations, music costs and plant and equipment probably will absorb a substantial portion of income. Power boosts for stations, requiring installations of new transmitters and antennas, development of FM which represents a monolithic approach at this stage, plus the general trend toward increased overhead—all are minus factors in computing the ultimate net.

While it is yet too early to forecast the classification results, it is expected that nearly one-third of the stations—mainly in smaller markets and with local power—will show losses. The experience during the last few years, even with horizontal increases in revenues for the industry, the latter too will be revealed in the forthcoming FCC analysis. In 1939 approximately 220 stations showed losses.

Proposed Treaty Assignments Are Listed in 1941 Yearbook

LISTING for the first time the proposed Havana Treaty assignments of U. S. and Canadian stations by States and Provinces, by frequencies and by call letters, the 1941 edition of the BROADCASTING Yearbook number will be off the presses the first week in February and, accompanied by a new radio outline map of the U. S. and Canada, will be distributed without charge to all subscribers. The volume, 480 pages, is the largest of the seven thus far published.

The tabulations of stations by States and Provinces will again list ownership and executive personnel of all stations, including the 76 authorized during 1940.

New Departments

The 1941 Yearbook incorporates most of the former departments, revised and improved. In addition to the Havana Treaty tabulations, new departments include a summary-index of articles on commercial successes carried in Broadcasting during the last year, a text and analysis of rulings under the NAB Code; details of the organization and functions of the Defense Communications Board; rules and standards governing frequency modulation (FM), along with a log of FM stations thus far authorized; television rules and regulations; new rules and regulations governing standard broadcast; radio income-investment-employment-payroll data. The new reveals that exactly 881 standard broadcast stations were operating or authorized for construction in the United States at Jan. 1, 1941. The revised directory of newspaper-publisher ownership of stations discloses 294 stations in the United States and 27 in Canada were owned in whole or part by such interests, or under option.

Included in the Yearbook is the 1940 survey of program popularity by A. W. Lehman, of the CAB; an article on program ratings by Dr. M. N. Chappell, of C. E. Hooper Inc.; new compilations of group ownership and operation of stations; a revised directory of advertising agencies handling radio accounts; a new directory of station representatives and their station lists; network maps, rate cards, executive personnel; directories of transcription, recording and production firms and talent agents; directories radio equipment manufacturers; a bibliography of literature pertaining to radio; and other data in constant demand.

Dr. Hettinger explained that the gross time sales are arrived at by multiplying the facilities sold by the rate charged for them for a single broadcast—corresponding to the method of measuring newspaper and magazine volume. Net time sales, on the other hand, represent advertising volume following the deduction of discounts granted for frequency of use but before subtracting agency and middleman commissions—which are considered costs of sales. Net time sales, therefore, represent the actual dollar volume of receipts of the broadcasting business. The gross figures are used to procure a comparative picture of various media, because of the difficulty of allowing for various forms of discounts in the compilation of dollar revenue.

A continued trend toward greater increase in national spot (non-network) and local, as against national network business, was detected by Dr. Hettinger. Whereas national network net time sales increased 14.4% over the preceding year, national spot volume rose 24.4% and local increased 58.7%. The network business showed a relative growth of approximately twice the rate of increase in 1939, whereas network advertising growth remained approximately the same.

Non-Network Growth

In 1927, network business accounted for nearly 80% of the aggregate revenue, with spot and local providing only 20%. In 1930 the ratio was 58% network against 42% local. In 1935 it was 56% against 44%. In

(Continued on page 35)
**Actions Authorized For Infringements**

**ASCAP Plans Proceedings in Various Parts of Country**

A NUMBER of suits against radio stations which are charged with performing ASCAP music without being licensed for such performances have been authorized and are being filed in various cities throughout the country, a spokesman for the American Federation of Musicians stated yesterday.

Mr. Finkelson, a member of the firm of Schwartz & Finkelson, ASCAP attorneys, said Jan. 22 that suits have yet been brought on behalf of ASCAP. He added that ASCAP is in no hurry and is proceeding cautiously in this question of infringements.

"This is not a matter of a day, a week or even a month," he explained. "The courts allow us plenty of time. At present we are chiefly engaged in compiling lists of infringers and planning what action to take.

**Networks Next**

Asked what effect an acceptance of a consent decree by BMI from the Department of Justice would have on ASCAP's plans, Mr. Finkelson stated definitely that it would have no effect at all. "BMI is a company union of the broadcasters," he declared, "and its actions won't affect ASCAP any more than a consent decree by Henry Ford and a company union of Ford employees would affect an AFL union which was trying to organize the Ford plant."

**Song Pluggers Complain Of Treatment by BMI**

CONFERENCES are now being held between Bob Miller, president of the National Contact Union, song pluggers' group, and BMI Executives, following a letter of complaint sent by Mr. Miller to BMI in which he accused it of using unfair methods of competition not permissible under the union's standard agreement with the music publishers.

Mr. Miller's letter, which the contactmen's union emphasizes that it is not taking sides in the controversy now raging between ASCAP and BMI, but it refers to "the manner in which BMI is handled" through the New York Central Trades Council, composed of unions affiliated with the AFL Council. The Council is writing to network advertisers with musical programs on the air to use their influence in bringing about a peaceful settlement of the music controversy.

**NBC Bread Series**

NATIONAL BISCUIT Co., New York, is starting daily programs, chiefly news and varying from five to 11 minutes in length, on stations in cities where National Biscuit bakeries are located. Product advertised is NBC bread, McCann-Erickson, New York, is agency.

**Independent Food Distributors Favor Nationwide Radio Promotion Campaign**

INDEPENDENT Food Distributors, who met in Chicago the week of Jan. 20 for their annual national convention, have indicated a definite stand in favor of a coast-to-coast program as a means of promoting independents throughout the land. These groups, consisting of 20,000 conventionists, represented approximately 150,000 grocers and other food distributors, responsible for 65% of the total independent business in that field.

More than 500 leaders and executives of various independent groups gathered at the main studio of WOC on Jan. 19 for an audition of a proposed program, "American Home Town," produced by William A. Bacher, director of programs and production for the MBS Chicago key station.

The program, in which it is planned to feature Walter Huston, stage and screen star, on the 173 stations of the Mutual network, is the choice of the "Committee of January 19," temporary steering group appointed some months ago by the Independent Food Distributors' Council to complete details for the proposed radio campaign, and so named because of the date set for the audition.

Favorable Reaction

Although no contracts have been signed, comments on cards distributed to the studio audience indicated an almost 100% favorable reaction to the program.

At the conclusion of the audition the temporary steering group was dissolved and a permanent committee appointed to continue its actual negotiations to organize and finance the proposed program so that it can start in early Spring. First act of the permanent committee was a decision to invite independent dealers outside the realm of foods to participate. This will include such independents as hardware merchants and independent druggists.

"The Committee of January 19," representing the Independent Food Distributors Council, which recommended a nationwide radio campaign for independent merchants [see adjoining story] consisted of (to r seated): Gerard M. Ungaro, Chicago attorney, chairman; Mrs. R. M. Kiefer, National Brands Stores Inc., committee secretary; J. Frank Grimes, president of the Independent Grocers' Alliance; Hector Lazo, National Retail-Owned Grocers Inc. and executive vice-president of the Co-Operative Food Distributors of America; (standing) James H. Black, president of the United Buyers Corporation; Ray Harts, director of National Retail Grocers. Neil McKay of Volunteer Stores, and Associates was also on the committee but not present at the time of this picture.

**Congress Quiz Program Will Be Started on CBS**

SLANTED toward problems of national and international scope, a non-partisan, WJSW, Washington, on Feb. 1 starts for CBS its 20 scheduled "Quiz" programs, featuring members of Congress. Originated and produced through the National Adv. Council, Washington, the new program combines features of the quiz and informational show, with Congressmen being quizzed by the host on all sorts of questions of the day.

The show is to be conducted along strict parliamentary lines, with the m.c. recognizing "the gentleman from Georgia," etc. just as in the usual representatives' debates. Scheduled for the first broadcast are Representatives Clarence Brown, Ohio; Robert Gimpel, Georgia; August Andresen, Minnesota; George Washington. Hosted by Don Auvil, no questions by the Kaiser Maurer, of the Kaufman agency's radio department, will be available for sponsorship on CBS, according to the agency.

**GE Farm Series**

GENERAL ELECTRIC Co.,沁ckaday, has prepared a series of transcribed five-minute musical programs entitled "General Electric on the Farm" produced by Allen Kent as m.c., Ginger Johnson, Ted Stensland and the farm family. Transcriptions will be distributed to GE dealers for placement with local stations as part of a promotion to increase spark plug sales and improve rural radio listening.

Transcriptions were produced by Time Abroad, New York, Mason, New York, is the GE agency.

**Tootsie Rolls on 20**

SWEETS Co. of America, Hoboken, (Tootsie Rolls), about April 14 will start a series of 20 one-minute spot announcements on approximately 20 stations. Agency is Boe Co., New York.

**AAA and NAB Confer On Revised Order Form**

AN EARLY and amicable settlement of the differences between the American Assn. of Advertising Agencies and the NAB over the terms of the new standard order form for use by agencies in buying time at individual stations [BROADCASTING, Jan. 13, 20] was predicted following a meeting between executives of both organizations in New York Jan. 22. NAB delegation included Neville Miller, NAB president; Paul F. Peter, regional manager; and Russell Ungaro, counsel. AAAA group were Fred Gamble, managing director; William Fricke of the AAAA staff, and the local counsel.

After a discussion of objections raised by the agency group to the proposed form drawn up by the NAB, it was agreed that each organization's staff committees would report to its own member committee. in the form, and that probably the chairman of these committees, Nat Midgley for the AAAA and Harry Peller for the NAB, would meet in a subcommittee session including not more than three members of each group. If, as expected, this small group would be able to iron out the major differences, they will continue meeting at frequent intervals to make changes to the form agreed on, after which the complete committees will get together for final approval.

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Page 8 • January 27, 1941

**BROADCASTING • Broadcast Advertising**
The fact that leading surveys have indicated that the radio audience has maintained normal balance throughout the year, ASCAP music off the networks and broadcast majorities of stations, also is regarded as indicative of the industry's ability to get along without ASCAP. As a matter of fact, responsible industry officials feel that the fight with ASCAP is over even now.

Broadcasters expect to see an outpouring of infringement suits against networks and stations by ASCAP publishers, whether or not they are responsible actions. Even though the industry has exercised extraordinary care in avoiding infringements, it is thought that unquestionably ASCAP has succeeded in picking up at least a few inadvertent infringements and that it is saving up such suits with the idea of selling them in wholesale lots.

But it is felt that if this strategy originally was designed to force the industry to capitulate to a better license than the one available at the scale proposed by ASCAP last year, it is doomed to failure. In 1940 it is estimated that ASCAP received upwards of $5,100,000 for far less broadcasting on the flat 5% of gross royalty. Under its sliding scale

ASCAP's Hookup

WITH songwriters Benny Fields and E. Horace added to the talent previously announced for ASCAP on Parade [Broadcasting, Jan. 20], the first broadcast of this ASCAP-sponsored series was scheduled to go on the air at 8:25 p.m. Jan. 25, originating in the studios of WMCA, New York, and a broadcasting simultaneously with WHN, WNEW and WO, New York; WWSW, Pittsburgh; and WDS, Philadelphia, and WWINX, Washington, which received the program through a special hookup. About 100 other stations were to receive transcriptions of the program for delayed broadcast, it was stated.

New Shubert Copyright Pool Opens More Music to Radio

Theatrical producers are getting into the music business. Between the broadcasters and ASCAP, it was revealed Jan. 24 when J. J. Shubert, well-known producer and operator of The Performing Rights Society of the Theater Inc., or an organization of song writers and composers, closely aligned with the theater. Movie is "designed to stimulate the production of popular music by new composers and to inaugurate a vast storehouse of popular and semi-classical musical literature," the announcement states.

Protesting against present difficulties in the broadcasting industry concerning inequitable division of royalties, Mr. Shubert offered to furnish through the new Society a library of more than 500 musical plays, including "Blossom Time," "The Student Prince," "May Time" and many more. More than 100,000 ASCAP ASCAP music will be made available for radio, are expected to make ASCAP even less essential for radio programs. These include announcement by J. J. Shubert of the formation of the Performing Rights Society of the Theater Inc., which will offer availablegrand rights of popular and semi-classic works to radio; movements in Hollywood whereby music publishers are contemplating formation of separate radio performing rights establishments, and reported impending defections from ASCAP itself.

The Government has been granted an appeal to the Supreme Court to consolidate its position through a consent decree with the Government, under which Broadcast Music Inc. will be recognized.

Immediately following approval of the proposed decree by the BMI board in executive session in New York Jan. 21, attorneys for BMI and the Anti-Trust Division of the Department of Justice discussed final phases of the legal procedure. Despite unexpected delays, it is now stated that the language of the decree has been approved and that it is viewed as the most acceptable solution of the legal snarl precipitated when the break in ASCAP-broadcasting relations developed at the end of the year. It was following this breach that Attorney General Jackson announced Government plans to prosecute criminally both ASCAP and BMI as alleged violators of the Sherman Anti-Trust Act.

After nearly a month of ASCAP-less performance, the rank and file of the industry believe its confidence in BMI has been more than vindicated. This is reflected in surveys and reports which clearly show that the public not only has not revolted against absence of ASCAP music, but in many cases actually has praised the "improved quality" of radio fare. New developments whereby new music will be made available for radio, are expected to make ASCAP even less essential for radio programs. These include announcement by J. J. Shubert of the formation of the Performing Rights Society of the Theater Inc., which will offer available grand rights of popular and semi-classic works to radio; movements in Hollywood whereby music publishers are contemplating formation of separate radio performing rights establishments, and reported impending defections from ASCAP itself.

Terms Acceptable

Formal announcement of this action will come from the Department of Justice, it is indicated. The BMI board has maintained strict silence on its action of Jan. 21, but it is understood that the language of the decree has been approved and that it is viewed as the most acceptable solution of the legal snarl precipitated when the break in ASCAP-broadcasting relations developed at the end of the year. It was following this breach that Attorney General Jackson announced Government plans to prosecute criminally both ASCAP and BMI as alleged violators of the Sherman Anti-Trust Act.

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Basic Treaty Allocations Hold Firm

Technical Session Busy Solving Secondary Conflicts

THE TEDIOUS task of justifying Havana Treaty assignments of 1,200 standard broadcast stations on the North American Continent, to eliminate interference, was pursued by delegations representing the North American nations at conferences in Washington during the last fortnight. It is likely the conferences will run into a third week.

Thus far, according to informal comments of delegates, no insurmountable problems have arisen, though a number of minor relocations of assignments have been necessary. It was predicted they would have no bearing on basic Treaty allocations or lists released by the FCC for stations in this country Sept. 10 [BROADCASTING, Sept. 15].

Possible Partial Shift

The continental reallocation is slated to become effective March 29, in the slightly modified form if it is to be reduced to five at the last moment. Thus far, it is expected stations not prepared to adjust their assignments will be authorized to operate with decreased power to minimize interference.

Thus far, it is indicated, the conference has not tackled the border question, most serious of the allocation problems. Assurances have been given all along, however, that the situation will be adjusted and that most, if not all of these high-powered stations will be forced to stop operating at their present locations or else change sites or directions to characteristics to serve Mexican rather than American audiences. Since the opening session Jan. 14, the conferences have been entirely two sessions, there is under auspices of the FCC engineering department.

Final results, including settlement of questions regarding border stations as well as of the bilateral agreement under which Mexico retains fully cleared status on stations west of the border, are under auspices of the FCC engineering department.

An Air of Harmony

There has been considerable discussion regarding the bilateral plan, originally a gentleman's agreement, and it is entirely possible that certain phases of it will be subject to revision before the conference terminates. Under this agreement, reached last year, this country acquiesced to the Mexican suggestion that the frequencies 730, 800, 900 and 1870 kc. be kept entirely clear.

In addition, it was understood that on the 1050 kc. channel this country would assign only one station—WHN, New York—which presumably is slated for 50 kw. operation and one station on 1220 kc. in the Midwest, also as a Class II outlet, with 50,000-watt potentialities. It has been pointed out that this arrangement would in no way disturb the Havana Treaty as ratified, since it all can be accomplished within the Treaty framework without altering the basic allocation structure. Moreover, this is viewed as in no way involving any surrender of rights by any of the signatory nations.

Unless there are unforeseen developments, the informal engineering conference is expected to be concluded in harmony. The State Department, in an interim report Jan. 22, said the technical representatives of Canada, Cuba, Mexico and the United States, as well as those of Haiti and the Dominican Republic, are "making very satisfactory progress in the solution of the engineering details arising from the free nation and the various governments which are parties to the North American Regional Broadcasting Agreement, Havana, Dec. 11, 1941."

Solving Conflicts

The Department added that while "some rectifications of a minor character are involved in the various notifications by reason of unavoidable conflicts of an engineering nature, all delegates are most optimistic of an early solution." The announcement continued:

"The work of the technical committee involves the assignment of frequencies in the standard broadcast band to nearly 1,300 radio broadcasting stations in the North American region, so that these stations may operate simultaneously with a minimum of interference to their respective services."

This constitutes an engineering problem which requires consideration of each separate frequency assignment. Obviously, no valid statement of frequency assignments can be made until the committee has been completed and referred back to the conference as a whole which holds its plenary sessions at the Department of State.

ON RECLAIMED land WIOD, Miami, has built this colorful transmitter building, with new 300-foot towers in the background. Landscaping will make it one of the most attractive in the country, says WIOD. The site is located in Biscayne Bay. Formal dedication is planned about Feb. 1.

As BROADCASTING went to press it was indicated that adjustments had been completed with the Canadian delegation and that few significant deviations were indicated. Conversations were still going forward with the Mexican delegation under a committee headed by Commissioner T. A. M. Graven and further sessions were to be held with the Cuban delegation. It was indicated that the concluding phases would be worked out in time for the following Monday or Tuesday.

Canadian Adjustments

Possibility that one or two of the Class II assignments earmarked for this country might be assigned to Canada has been indicated. Certain of its basic needs, were discussed. A number of adjustments had to be made out of ignorance of the many harmonious assignments in this country, notably with Canada, but were believed well on the road to solution, to the satisfaction of all concerned.

Both State Department and FCC officials emphasized the cordial relations existing among the delegations. In one quarter it was described as the most harmonious international communications session ever held.

Discussion of specific assignments, it was emphasized in all quarters, is premature because the entire list of 1,300 stations must be correlated. Tentative agreements reached in subcommittee sessions may be altered somewhat in the final conversations, it was pointed out. The whole effort appeared geared toward the March 29 reallocation, whether on a token or a full-scale basis.

Postal Telegraph Spots

POSTAL Telegraph - Cable Co., New York, now on 52 stations with spot announcements, will probably add about 30 stations during 1941, according to Biow Co., New York, agency in charge. Additional markets will include industrial areas with increased defense payroll roll tax. Postal has been featuring its money-order service in its copy, with the frequency of the spot announcements increased at the time of pay-day.

FAST ACTION SEEN ON TREATY CASES

QUICK action by the FCC on applications for contested facilities earmarked under the Havana treaty is indicated in a Jan. 20 announcement. The FCC set for hearing the March 4 competitive applications for the 680 and 690 kc. channels. Additional sessions will consider applications or prior to March 29, scheduled allocation deadline of the Treaty, is anticipated.

On Jan. 22, the FCC also set for hearing the application of KSFO, San Francisco, for assignment on 740 kc., with 50,000 watts. This facility has been earmarked, under the Treaty, for KQW, San Jose, and a contract already has been entered into whereby the station would serve as the San Francisco outlet for CBS, in lieu of KSFO [BROADCASTING, Nov. 15].

Stations seeking assignment on 690 kc. with 50,000 watts, slated to go to KGGG, Coffeyville, KS; KOKE, WYIC, and WNAD, Norman, on a sharing basis, are KOMA, Oklahoma City; KRXK-AM, and the Dallas Morning News, Jones Broadcasting Co., Tulsa. Those seeking assignment to 680 kc. and joined in the hearing because of mutual interference problems are "KWK, St. Louis and KFEQ, St. Joseph, Mo. In addition, the application of KTFZ, Chicago, to WHB, Kansas City; WMAQ, Chicago; WLW, Cincinnati; KPO, Spokane, and WPXO, Palm, Fla., to WPXI, Pittsburgh, was withdrawn, because of possible interference considerations or pending applications.

Ed Kirby Will Assume Duties in Army Jan. 27

EDWARD M. KIRBY, NAB public relations director, is scheduled to report for duty at the War Department as the Army radio liaison officer Jan. 27, at which time he will be on leave of absence from the trade association. Designated Jan. 7 as a colonel, Mr. Kirby's new status will entail his regular duties with the NAB and spend some time each week on radio liaison work [BROADCASTING, Jan. 13].

In his new post, Mrs. Kirby will have a public relations or press relations branch of the Army, with particular stress on programming and news work. He added that his new appointment was made upon recommendation of Gen. George C. Marshall, Chief of Staff of the Army, with the approval of President Roosevelt. Mr. Kirby will report to Lieut. Col. Ward H. Maris, chief of public relations branch in the office of the Deputy Chief of Staff. He will head a newly-created radio relations office probably will organize a radio staff.

Spreckels Sugar News

SPRECKELS SUGAR Co., San Francisco (Honey-dew sugar) on the market for a 10-week new series, thrice weekly on 14 stations of the Mutual-Don Lee network. Stations are WBBM, Chicago; WOR, New York; WJAR, Providence; (KALE KORE KNRN KOOS KPFI KVOS KRFC KOL KMO KVCK KX KRO KGY KELA KJLW) KXLW, broadcasting origin, and KRFC, San Francisco. Sponsor has signed for another 18 weeks campaign. Stations were entered into the fall. Agency is J. Walter Thompson Co., San Francisco.
Any way YOU want to look at it...

Again in 1940 NBC RED leads all other Networks!*

*for the 15th Consecutive Year
NBC RED——First in Both Day and Night——

First——IN THE 33 CAB CITIES!

An analysis of CAB ratings for all sponsored network programs for the entire year of 1940 shows that the average audience to NBC Red programs, both day and night, exceeded that of any other network every month throughout the year.

D DAY——During the important daytime hours (from 9:00 AM to 6:00 PM) NBC Red topped all other networks in average program ratings every month of 1940. In annual average program rating, NBC Red won a decisive victory with a 19.6% advantage over its nearest competitor.

NIGHT——During the highly competitive evening hours (6:00 PM to 12:00 M) NBC Red again topped all other networks in average program ratings every month of 1940. Again in annual average program rating, NBC Red had an 18.2% lead over Network number two.

BUT THAT’S ONLY ONE-THIRD OF THE STORY!

First——IN TOP-RATED PROGRAMS!

Again in 1940, analysis of all sponsored network CAB program ratings shows that, on the average, NBC Red has more of the first ten programs—the first twenty—the first thirty—yes, even the first forty—than any other network.
Listening Audience
Every Month in 1940!

First— IN THE NATION!

But NBC Red’s leadership among networks is not limited to the one-third of the nation’s radio audience measured by the CAB.

In 1940, advertisers and agencies, for the first time in radio history, were able to evaluate network listening audiences on a nation-wide basis through the NBC All-County Census of Network Listening Habits.

Here is a complete national comparison of networks—based not alone on evaluation of program popularity—but on clarity and dependability of reception and geographical coverage as well.

Consider These Facts:

Based on the voluntary votes of 166,000 radio families, in every U. S. County—one out of every 168 radio families in the United States—

DURING THE DAY—36.9% more families “Listen Most” to the NBC Red than to any other network.

AT NIGHT—41.7% more families “Listen Most” to the NBC Red than to any other network.

Any way you want to look at it
—by audience, day or night
—by program ratings month by month
—by listener vote
—by leading programs
—by investment of the largest advertisers

** NBC RED LEADS ALL OTHER NETWORKS **

First— IN LEADING ADVERTISERS’ DOLLARS!

An analysis of the network expenditures of the largest radio advertisers significantly shows that more of them invested more dollars in 1940 on the NBC Red than on any other network.
Again in 1940
NBC RED

First - in daytime audience
First - in night-time audience
First - in top-rated programs
First - in listeners' votes
First - in leading advertisers' dollars

for the 15th Consecutive Year

THE NETWORK MOST PEOPLE LISTEN TO MOST

NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service
Shouse to Tour Latin Countries
WLWO Party Will Arrange Inter-American Hookup
JAMES D. SHOUSE, Crosley Corp. vice-president in charge of broadcasting, along with two other representatives of WLWO, Crosley international shortwave outlet in Cincinnati, on Jan. 23 left on an extended tour of Latin America.

Principal objective of the trip will be to establish working relations with South American radio stations in conjunction with arranging an Inter-American network of stations around WLWO. Others making the tour are G. E. (Jerry) Branch, technical assistant to Mr. Shouse, and Antonio Rojas Villalba, international network coordinator.

As Far As Guatemala
Although Mr. Shouse will go only as far as Guatemala, the other two will tour all the major cities of Latin America. He explained that his reason in participating in the first portion of the trip will be to obtain firsthand reactions of the first stations approached to the proposals advanced by the Crosley representative. In the later stages it will be possible to make any necessary revisions in the basic plan without wasting time.

An attempt also will be made to obtain as much information as possible along the lines of programing, listener preferences, technical facilities, shortwave receivers, commodity studies, methods of selling the medium, and other pertinent data with a view toward setting up a basis for establishing of stations in South America on a basis similar to those found in this country.

The trio left Cincinnati by plane Jan. 23 for Mexico City, where they will remain until Jan. 31, when they will fly on to Guatemala. From there Messrs. Branch and Villalba will go to San Salvador, Honduras, Costa Rica, Panama, the Canal Zone, Colombia, Venezuela, Ecuador, Peru, Chile, Argentina, Uruguay, Brazil, Puerto Rico, Dominican Republic, Haiti, Cuba, and return by way of Miami.

As the information is compiled, it will be sent back by air mail to Wilfred G Dethier, owner of WLWO, who, along with his staff, will use it in establishing strong links in South America and making improvements.

Water Heater Spots
DAY & NIGHT WATER HEATER Co., Monrovia, Cal. (heaters), consistent user of radio time, is currently using 20 commercials and five live time signal announcements weekly on KSFO KMJ KNX KPRC KRLD KNOW WACO KGB KSFWA. Firm in addition sponsors nightly quarter-hour newscast on KWKH, Shreveport, Louisiana, has the account.

BRUCE BARTON, president of BRDO, has been appointed chairman of the Water Heater Spots Day session day of the 1941 convention of the American Assn. of Advertising Agencies, to be held May 1-3 at The Homestead, Hot Springs, Va.

CAMELS TO LATIN
Xavier Cugat's Program Now Being Shortwaved
LATIN American music of Xavier Cugat's orchestra, which started Jan. 9 on NBC-Red under sponsorship of R. J. Reynolds Tobacco Co., Winston-Salem, N. C., is now being shortwaved to South America on NBC's shortwave stations WCRC and WNBR, according to Lloyd P. Yandell, director of commercial broadcasting for NBC's international division.

The program, titled Camel Cigarettes Present Xavier Cugat and Yvette with his New Latin orchestra, is heard on NBC-Red, Thursdays, 7:30-8 p.m., and shortwaved the same night at 9:15 p.m. English announcement and Spanish text substitutes with Ken Smith as announcer. Charles Carval handles production and Wnt. Esty & Co., New York, is the agency.

Shaw Appointed WMCA Manager
Given More Power by Noble; Robert, Curtiss Are Named
RETENTION of Donald S. Shaw as president and manager of WMCA with "amplified responsibilities and authority" was announced Jan. 20 by Edward Noble, owner of the station. Executive vice-president of WMCA under its ownership by Donald S. Shaw will relinquish that title but continue his duties as general manager.

Leslie Evan Roberts, former program director of WMCA, and John F. Curtiss, who joins the station after wide metropolitan advertising, promotion and radio, have been appointed assistants to Mr. Shaw. Mr. Noble, chairman and principal owner of Con skee and former Under-Secretary of Commerce, will participate actively in directing the station, which was acquired Jan. 17 after protracted negotiations with Mr. Flamm. The purchase price was $560,000.

Improved Programs
No sweeping changes of personnel and network arrangements are up, Mr. Shaw told BROADCASTING, although there will probably be considerable realignment of duties and the coordination sets under way. All emphasis will be on programming, he stated, pointing out that WIBW, known in any specific details to be announced, the goal of the new organization is "to make WMCA a truly independent station with no idea in mind, to give the New York audience a program service representing the true spirit of New York."

"Unlike the network programmers, who must consider the South, the Midwest, and the New England audiences," he stated, "we at WMCA can ignore all these regional differences and concentrate on serving New York listeners with programs typifying the education, culture, religion and entertainment of New York. Our news, while not neglecting the international scene, will emphasize metropolitan aspect and the metropolitan scene in the same way they are stressed by New York newspapers."

U. S. Tobacco Series
U. S. TOBACCO Co., New York (Dill's Best, Model smoking tobacco) on Feb. 24 will replace Pipes & Tobaccos with all-night series, 22 CBS stations Mondays 8:30-8:45 p.m. with half-hour variety musical, titled Gay Nineties Revue. U. S. Tobacco's sponsorship by U. S. Tobacco, Gay Nineties Revue has been a sustaining CBS program, and will air broadcast Saturday, 7:30-8 p.m. Arthur Kudner, New York, is the agency.

FOX RADIO FEATURES, New York, exclusive New Fox Features syndicate, and distributor of the transcribed series, The Blue Beetle, has moved its offices from 480 Lexington Ave. to 247 Park Ave.

BROADCASTING • Broadcast Advertising
January 27, 1941 • Page 15
CAB Names Bannerman Paid Head

Cooperation With BMI Pledged at Annual Convention

By JAMES MONTAGNE

A PAID president, first in history of the Canadian Assn. of Broadcasters, was elected as the CAB closed its two-day session in Montreal on Jan. 21.

The new president is Glenn Bannerman, advertising manager of Hudson Motors of Canada and recently president of the Assn. of Canadian Advertisers. He will serve as president-general manager at salary of $10,000 a year. Harry Sedgwick, president for several years, was elected as director of CAB affairs as chairman of the board of directors.

Mr. Bannerman is widely known in Canadian advertising and broadcasting circles. For several years he has attended CAB conventions as an observer for the ACA and he has worked closely with the broadcasting industry in his ACA capacity.

Sedgwick's Report

In his annual report Mr. Sedgwick stressed that "during 1940 the presidency was almost a full-time job." He continued development of the sponsored newscast situation which was cleared up by Dec. 31, 1940; the successful method devised for political broadcast during elections in the spring of 1940; changes the CAB had effected with the Canadian Broadcasting Corp. in regard to transcription regulations; latest developments under the Havana Treaty and what the CAB's technical committee under George Chandler, CJOR, Vancouver, had done; the CAB's more amicable relations with CABC; the forthcoming session with the Canadian government's Copyright Appeal Board on Feb. 12, in regard to set fees for the Canadian Performers Rights Society (Canadian ASCAP) and the entry of BMI into Canada as an incorporated company; BMI (Canada) Ltd.

He told CAB members how they could look forward to a Parliamentary Committee investigation of the CBC and broadcasting in general in 1941; and told of the many meetings with government war-time boards CAB directors have had during the past year.

Discussing the sponsored newscast regulations which went into effect on Jan. 1, Mr. Sedgwick said that "while it may be that we have a little less than we had, I wish advertisers continue to regard news programs as desirable and I know of no radio interest that has been seriously hurt by the new regulation. Unquestionably the CBC news service now has an opportunity to improve, and I remind you that with so many of our stations affiliated with CBC any improvement in their service will directly benefit those member stations."

He reported the various technical meetings which had been held by both the CAB and the western stations operated by Taylor, Pearson & Carson, and of the outcome of those meetings on the frequency re-allocation developments under the Havana Treaty. In the first day's afternoon session George Chandler, CJOR, Vancouver, gave his more detailed report. Both Chandler and President Sedgwick pointed out that CAB investigations have led them to ask the Canadian government to force Canadian stations to go to the limit of their power under treaty regulations; that the Canadian Department of Transport engineers were in favor; and that Transport Minister C. D. Howe, under whose department also falls the CAB, will be asked to obtain from the Board the latest statistics regarding over horizontal power increases on all stations.

Copyright Problems

"We have been informed," Mr. Sedgwick stated in his report, "that the department of Transport officials are in favor of permitting such increases as is clearly in the interest of the Canadian listeners that their stations should have as powerful a signal as possible. We hope that we will be able to persuade the CBC Governors to abandon their old policy of freezing frequencies to 1,000-watt maximum." George Chandler praised Norman Goldman, business manager of Broadcasting, for the assistance he had given in obtaining FCC information for the CAB technical committee at various times.

The afternoon session of the opening day, following the report of the Havana Treaty technical developments, was devoted to a discussion of the copyright situation, with Joseph Sedgwick, CAB counsel, reporting on activities on the entry of BMI (Canada) Ltd., into the field. It was announced that a survey was being made by the CAB and the CBC to show how much music was being used on Canadian stations, how much of this was CPRS music, how much BMI and how much public domain music.

The findings will be placed before the Copyright Appeal Board at Ottawa Feb. 12, which will set the 1941 rate Canadian stations will pay. CPRS has filed a tariff of 14 cents per licensed receiver, BMI (Canada) a tariff of 1 cent per licensed receiver, and the CAB with an eye to the future has asked for a tariff based on a per-piece performance rate, with a minimum of 5 cents per piece and a maximum of 50 cents per piece. It was hoped to get this tariff filed by the Copyright Appeal Board, but failing this, that the Board could be shown that no increase in the fee per set was justified, and that the present 8 cents per licensed receiver be retained with CPRS getting 6 or 7 cents and BMI (Canada) 1 or 2 cents, depending on the results of the survey now being made.

American Appeals

C. Lloyd Egner, of NBC, New York, and C. P. MacGregor, of Los Angeles, both told Canadian station operators latest developments in the music battle. Both stressed that Canadian stations should cooperate to the fullest in using BMI music to show the support the Canadian broadcasters are giving their American colleagues in the struggle.

The CAB has worked closely with the CBC and its legal advisors in this matter.

"President Sedgwick reported that "throughout the year we have maintained friendly relations with the NAB and its officers and on your behalf I desire to thank them for their kind and unspurring assistance at all times."

Four new stations were admitted to membership, CKNN, Wincham, Ont.; CKNY, Rouyn, Que.; CFAR, Flin Flon, Man.; CHLT, Sherrbrooke, Que.

The financial statement of the CAB for the calendar year 1940

Canadian Broadcasters Hold Their Seventh
Support for BMI

TO SHOW their support of BMI, Canadian broadcasters on Jan. 20 sent the following telegram to BMI: “The Canadian Assn. of Broadcasters at its annual meeting today unanimously resolved that the CAB congratulate BMI on its spectacular success and stands wholeheartedly behind BMI in its efforts to get a fair deal for broadcasters and the public in musical copyright matters. The CAB members pledge their full support to this great effort.”

New CAB President

GLENN BANNERMAN

For complete registration list at CAB convention see page 40.

COLUMNISt SERIES RESUMED BY BRAZIL

GOVERNMENT of Brazil, which sponsored the Washington Merry-Go-Round columnists, Drew Pearson and Robert S. Allen, on NBC-Blue last fall, Jan. 26 resumed the series on an expanded 45-station Blue network, Sundays, 7:30-7:45 p.m.

This move by Brazil brought to President Roosevelt a telegram of congratulations to the Washington columnists, as well as a cable from President Vargas of Brazil expressing the hope that “this program may be instrumental in bringing about, together with a better understanding, a closer cooperation between our two peoples.” Patterned after the Pearson and Allen syndicated newspaper column, the program, titled The Facts in the News, features news and comment on Brazilian affairs. Agency is Campbell-Kwaid Co.

KGW, WEBC, WJAS, GET 5 KW. GRANTS

KGW, Portland, Ore., WEBC, Duluth, Minn., and WJAS, Pittsburgh, Jan. 22 were authorized by the FCC to install 5,000-watt transmitters with directional antennas, for full-time operation as Class III A stations, under the Havanas Treaty. KGW, operating on 620 kc, will use a directional antenna day and night; its construction permit. WEBC and WJAS, both operating on 1290 kc, will use directional antennas at night only.

WMAZ, Mason, a limited-time station, was granted a modification to change hours to unlimited time with 5,000 watts day and 1,000 watts from local sunset to sunset at Albuquerque, and 250 watts after sunset. Harry Richter, who broadcasts as WMAZ, said he would continue its operation in 1290 kc.

KWLC, Decorah, Iowa, licensed to Luther College, was granted a construction permit to shift frequency from 1270 to 1210 kc, and increase power from 250 watts to 1,000 watts.

KWLA, Monticello, Wisconsin, was authorized by the FCC in granting KGLO, Mason City, full-time on 1270 kc.

Beech-Nut Cigarettes Entering New Markets

P. LORILLARD Co., New York, has expanded distribution of its new product, Beech-Nut cigarettes, to include the New York City area. The new king-size cigarette was introduced almost two months ago in the western New York State area with radio promotion consisting of a current quarter-hour program week-days on WBN, Buffalo, and WJAS, Albany, Sunday afternoons on WKGE, Syracuse. Other media have been used for the introduction of the product into New York, and radio plans have been made by Lennen & Mitchell, New York, agency handling the account. It is understood that radio will eventually be used to promote the cigarette in the metropolitan area.

New WATN Starting

THE NEW WATN, Watertown, N. Y., 250 watts on 1210 kc, was on the air Jan. 27, according to A. Dinsdale, commercial manager, who at one time was editor of the Science & Invention. Equipped with an RCA transmitter and 175-foot Blaw-Knox tower, the station is one of two new stations authorized last July.

Manager of the station is S. Kirby Ayers; formerly of Ayers & Prescott, New York program firm. Mr. Dinsdale at one time was with CBS and latterly has been production manager of AudioVision Inc., producer of industrial films. The station is owned in equal parts by G. Hart, Ayers, W. A. Gillette, and Dean R. Richardson, and R. Hume Gardner.

Annual Convention in Montreal, Jan. 20-21

 Broadcast Advertising • January 27, 1941 • Page 17
When radios click merrily to your program, your advertising costs drop...the more listeners you attract, the less you pay per listener and per sale!

What makes radios click on? Why, programs that "click," of course. And in this healthy, wealthy Missouri-Kansas market, that means KMBC shows, staffed by big-name personalities...tested, proven programs, bolstered by intensive promotion and publicity.

When programs click, radios click! You can depend on KMBC for these "clicks that cut your cost"!
FULLY UNIFORMED and banded, the special network crews handling descriptions of the Inaugural parade in Washington Jan. 20 blended smoothly into the military theme of the huge parade. Perched in one of the Army’s armored scout cars as it moved in the line of march, the MBS trip at left provided a running commentary on parade units and crowds lining Pennsylvania Avenue. They are (l to r) Frank Blair, special events announcer of WOL, MBS Washington key; George Riley, engineer of WOR, Newark; Ray Kaplan, WOL engineer. The doughboy at their left presumably was on hand to keep machine guns out of their faces. At right is one of the CBS teams covering from the midst of the inaugural procession. Peering out from behind a high calibre machine gun is John Charles Daly (left), special events announcer of WJSV, CBS Washington key, and Sid Bergere, CBS, New York.

Service of Radio Praised by Early

Medium Called Barrier to the Destruction of Society

HIGH Administration regard for radio on an equal footing with newspapers as an instrument of democracy was reflected in a Jan. 24 speech by Stephen Early, White House press secretary, before the Minnesota Editorial Assn. in St. Paul. Observing that “society must be destroyed before either dictatorship or totalitarianism can be established”, Mr. Early declared:

You all know what the press and radio play in society as we know it. The newspaper is not only the recorder of group and association activities; it is one of the guardians of their freedom to act and express themselves, and this is true of the individual who make up the groups and associations.

Savior of Society

“Freedom of the press then means vastly more than the right of a newspaper or a radio station to report fearlessly the deeds and opinions of others. When freedom is denied to the press, the whole structure of society suffers. In other words, if you want to destroy society, you must destroy the press and the radio.”

Appearing earlier in the day at the dedication of the new plant of the St. Paul Dispatch and Pioneer Press, Mr. Early reiterated at President Roosevelt’s press conference at the White House.

“Representative democracy will never tolerate suppression of true news at the behest of government. For a century-and-a-half we have had here free education and a free press, free public forums and a free press. For more than a decade we have had a free radio. The American citizen, therefore, is a product of free institutions. His mind has been sharpened by the exercise of freedom. That is why I have no fear—either of the threats of demagogues or the ambitions of dictators. Neither can get far nor long thrive among a people who have learned to think for themselves and who have the courage to act as they think.” The speech was carried on CBS.

Col. Barton Is Expected To Use Purchase Right

In Plan to Sell KTHS

FOLLOWING decision of the Hot Springs Chamber of Commerce to relinquish control of KTHS, now operating with 10,000 watts on 1060 kc., it was learned authoritatively by Broadcasting that Col. Tom H. Barton, prominent Arkansas oilman and owner of KARK, Little Rock, and KELD, El Dorado, has decided to exercise his “first refusal” on any offers to buy the station.

Applications have been filed with the FCC to assign the station’s license to a new company known as KTHS Broadcasting Co., Inc., in which Dave Burgauer, active in chamber of commerce affairs, is the prime mover. At the same time the station applied for a power increase to 50,000 watts and for authority to move 50 miles closer to Little Rock.

The new company proposes to issue 1,000 shares of Class A voting stock at $100 par, to which C. L. Brenner, local undertaker, is the largest proposed subscriber, with 100 shares, and to which other local business men would subscribe. This would provide $100,000 in working capital. In addition, the Chamber of Commerce would take 750 shares of B stock, par $100.

It was belied Col. Barton’s offer of a mere company stock purchase; his proposal, would be at least $75,000, and he would assume all construction costs. At one time he held an option to purchase the station, but local interest in the courts. His plan then contemplated moving the station to Little Rock. Col. Barton’s radio executive is C. E. Zimmerman, veteran radio operator, who supervises KARK and KELD.

CZ Chemical Spots


NBC USES FM AT THE INAUGURAL

FM MOBILE UNIT was used by NBC in the Jan. 20 Inaugural Parade. The newly-developed 25-watt transmitter, installed in an armored scout car, sent signals to receivers atop Washington Monument (top) and the dome of the Capitol. They were then relayed into regular pickup lines. In truck are Engineer John Rogers, and Charles (Bud) Barry, NBC Washington announcer [BROADCASTING, Jan. 20].
The News That Moves Richfield's Oil

Longest Success in Radio History
Claimed for Coast Program

By ROBERT M. HIXSON
Hixson-O'Donnell Advertising Inc., Los Angeles

First of all week-day quarter-hour programs in popularity.

First of all quarter-hour programs in sponsor identification.

Third of all quarter-hour programs in per cent of listeners (topped only by two Sunday night transcontinentals).

Facts Consolidated, the standard Pacific Coast monthly recall survey which interview housewives in their homes in the five major cities of the district, shows that this strain of all Pacific Coast women listen to the Reporter regularly. We feel that a survey of men listeners would show an even higher rating.

Does It Sell?

To corroborate the findings of the independent research agencies, Hixson-O'Donnell Advertising Inc. made its own personal interview check in the leading Pacific Coast metropolitan centers. We found that over half of all radio set owners interviewed were regular listeners to the Reporter.

Rightfully or not, we also like to give the Reporter credit for much of the findings of the Fortune magazine survey of radio news compared with newspaper news. You may recall that this showed people on the Pacific Coast depend on radio as their chief news source to a greater extent than residents on any other section in the country.

So much for the proof that Richfield has the listeners.

Now, more important to the advertising world: Does it sell?

Here again the answer is a just as impressive affirmative. Followers of the financial pages know that the Richfield Oil Corp. of California has steadily increased its profits year by year, consistently declaring larger and larger dividends. And more than half the company's entire advertising appropriation is invested in this single radio program.

A Tough Test

Every year the sponsor puts the program to a supreme test, and every year the program responds magnificently. Richfield Oil Corp. makes its tests the hard way. Offering an attractive give-away on the Reporter, it demands that the listener obtain the article not by writing but by calling in person at a Richfield service station. And here are some of the results:

1932: The first "book" on the program, a lucky break contest, drew an average of 13,321 people to Richfield service stations for entry blanks from each announcement on the air. Over a six-month period 2,000,000 blanks were distributed.

1933-1937: Richfield changed its test method from contest to giveaway offer. A series of football charts, travel folders and other booklet to be prepared and announced on the program as give-aways to any one who asked at a Richfield service station. Printing on each item ran from 200,000 to 400,000 copies. The year's total distribution was two million.

1932 to 1940: Three-quarters of a million wildflower booklets have been distributed each spring through the Reporter.

CHOICE of news for the nightly quarter-hour Richfield Reporter is thoroughly discussed by Wayne Miller (left) editor. With Miller are Don Porbes (center) and John Wald, who alternate as Richfield Reporter.

1940: A three-week offer of a packet of wildflower seeds brought 1,750,000 requests. A three-month promotion of pictures of movie stars pulled 3,000,000 returns. And a two-week special premium offer of a European war map resulted in more than a million persons calling for the map.

Each of these offerings has resulted in a demand too great for our supplies. We are firm believers in merchandising our client's program to the hilt, both directly and indirectly.

Directly, we carry on a never-ending campaigning to "sell" Richfield's thousands of independent Western dealers on the value of their radio advertising. Direct mail pieces go out in a steady stream. The two reporters and their editor call frequently on dealers in the vicinity of their homes to get the "feel" of the business and to obtain first-hand material for the commercials. Our commercials are an intimate part of the program. They are written under the supervision of the same editor and reporters who compile the news, and announced by the same reporters who give the news.

Along the Coast

At least once a year we take the Richfield Reporter away from its regular home at NBC's Hollywood Radio City and originate the show at other NBC stations up and down the Pacific Coast. On these occasions Richfield dealers are invited to the station to watch the broadcast and to hear informal talks by the reporters and occasionally by station executives. During the day the reporters tour the district with Richfield officials, calling personally on key dealers.

Indirectly, Richfield merchandises both its own show and radio news in general by booking the reporters regularly into speaking engagements at universities, colleges and

(Continued on page 38)
It's confusing, in a nice sort of way, keeping tab on these surveys of advertising trade-paper preferences of agency executives and radio advertisers. Confusing, because every time we turn around there's a new one. Nice, because they all tell the selfsame story . . . BROADCASTING tops with time buyers. Here's the current lineup:

**Transcription Firm Survey:** 1,000 national advertisers and agency men picked at random from McKittrick's. BROADCASTING received nearly as many votes as choices two through six combined.*

**West Coast Station Survey:** Agency men coast-to-coast asked which of twelve advertising trade publications are best bets for station promotion. BROADCASTING voted No. 1.**

**Station Representative Survey:** Agency executives queried to determine which of three leading magazines carrying this reps ads was best read. BROADCASTING tops again. *

**Midwest Station Survey (just completed):** Top-flight agency radio executives asked in which of seven advertising trade papers "our ads would be seen by you". BROADCASTING tops. *

**Eastern Stations Survey (just completed):** 160 agency executives mailed postcards worded, "If I were buying trade paper space for a station I would use . . ." Nine publications were listed. BROADCASTING way on top, with nearly as many first mentions as all eight others combined. **

*B Names furnished on request.
Film Studios Seek Radio Promotion May Have to Form Non-ASCAP Publishing Businesses

TO GET musical numbers from motion pictures published via radio, the Hollywood film industry film industry will be forced to form subsidiary non-ASCAP publishing firms or use songs published by BMI according to Harry Engle, West Coast representative of Broadcast Music Inc. Addressing 16th district NAB members meeting in the Ambassador Hotel, Los Angeles, Jan. 20, Mr. Engle said that the film industry is not interested in profits from songs, but needs radio plugs.

Studies Concerned
“A prime reason why motion picture producers have held off so far in cooperating with BMI is because of ASCAP propaganda,” he said. “ASCAP has said BMI, and the fight would be settled within two or three weeks, and that radio couldn’t go on without the Society’s music. Many film producers already realize that keeping picture songs from the air affects box office receipts. They are very much concerned and are going to do something about it.”

“One major film studio, with a long-term ASCAP publisher contract, declared that if the ASCAP situation continues it would use BMI music or music that can be exploited on the air. If necessary that film studio will also settle ASCAP publisher contract controversy,” Engel said. “The film industry controls approximately 16% of all ASCAP music publishing houses in the United States.”

Full account of BMI’s progress to date and plans for the future, were given by Carl Haverlin, sta- the ASCAP from continuing with tions relations officer and C. E. Arney, Jr., assistant to Neville Miller, NAB president. Haverlin told the district meeting that 667 stations are carrying BMI and public domain music, while only 129 outlets have rejected BMI.

To set at rest reports circulated in Hollywood that BMI will eventually pass from the music publishing field, following a settlement with ASCAP, Haverlin said “contracts with stations are being drawn up five years in the future. Renewal license payments to BMI have already totaled about $1,320,000. You can rest assured that BMI is here to stay.”

Haverlin added, “They told broadcasters that ‘the fight between ASCAP and BMI is over’, because ‘radio has demonstrated its ability to serve the public with good music without ASCAP tunes.’”

Delegates attending the meeting, presided over by Harrison Hollis, manager of KFKEO, Los Angeles, and Neville Miller, president of the 16th district NAB, passed a resolution of confidence in BMI for the “successful effort which it is exerting to provide radio with an adequate and acceptable catalog of music, which is attested to by the negligible number of complaints received by all stations present.”

BMI-ASCAP FIGHT is over because “radio has demonstrated in 20 days ability to serve the people with good music without ASCAP tunes,” So declared C. E. Arney Jr., assistant to Neville Miller, NAB president, when he addressed the 16th district NAB members in Los Angeles Jan. 20.

Arney, who is president of BMI, said that releasing ASCAP songs are (1 to 2) Carl Haverlin, BMI station relations director; Donald W. Thornburg, CBS Pacific Coast vice-president; Harrison Hollis, manager of KFKEO, Los Angeles, and chairman of the 16th NAB district; Mr. Arney; Don E. Gilman, NBC western division vice-president.

NO DECLINE IN RADIO AUDIENCE

CAB and Hooper Surveys Show Music Controversy Has Had No Effect on Listening-

Radio audiences in January, on the average, as large as they were in December, according to the January reports of the two regular audience measuring services, Cooperative Analysis of Broadcast- ing and C. E. Hooper Inc. Giving cold comfort to those who had predicted that radio without ASCAP music would bring about a loss in listeners, both the CAB and Hooper reports show that listening to the radio has maintained the level reached in December, a level reported by the CAB as substantially higher than that of January, 1940.

Summarizing the changes in average audience to four types of evening programs from December to January, the Hooper Radio Report shows:

<table>
<thead>
<tr>
<th>Type of Program</th>
<th>Average Rating</th>
<th>Average% of Listeners</th>
</tr>
</thead>
<tbody>
<tr>
<td>Music (20)</td>
<td>11.1</td>
<td>12.1</td>
</tr>
<tr>
<td>Variety (29)</td>
<td>14.3</td>
<td>15.1</td>
</tr>
<tr>
<td>Comedy (16)</td>
<td>12.1</td>
<td>7.7</td>
</tr>
<tr>
<td>Quiz (11)</td>
<td>10.1</td>
<td>10.6</td>
</tr>
</tbody>
</table>

Average audiences to daytime and evening programs in January, 1940, are shown by CAB as follows (A, average audience to 72 daytime programs; B, average audience to 103 nighttime programs; C, average audience to all programs, day and night):

<table>
<thead>
<tr>
<th></th>
<th>Jan. 1940</th>
<th>Dec. 1940</th>
<th>Jan. 1941</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>6.9%</td>
<td>7.8%</td>
<td>8.0%</td>
</tr>
<tr>
<td>B</td>
<td>12.1%</td>
<td>11.4%</td>
<td>11.6%</td>
</tr>
<tr>
<td>C</td>
<td>9.1%</td>
<td>9.0%</td>
<td>9.3%</td>
</tr>
</tbody>
</table>

While the stability between December and January is unusual, the rise of audience sizes from last January to this month, averaging 14%, is considered much more significant, as seasonal influences were identical. All evening programs showed a 11% gain, while daytime shows gained 22% in the average number of families reported listening.

In both years musical programs had the same ratio of popularity to non-musical programs; average audiences about nineteen (89%) as large as those of non-musical shows. Individual CAB programs showing the most gain between December to January varied as much as 3.8 points up or down (a normal variation), with the greatest variations in non-musical programs. Of the 21 network programs which are wholly or predominantly musical, 14 showed changes of less than 1%, a variation so small as to be within the limits of error in the survey method and so not considered statistically significant.

MANAGER OF HOTEL LAUDS BMI MUSIC

A TESTIMONIAL from a leading hotel manager concerning the BMI-ASCAP intrigue was received by WIOD, Miami, in the heart of the country where there are more hotels per square mile than anywhere else in America.

The manager, whose name was withheld, said: “I want to register it as my emphatic hope that the radio stations win in their justifiable battle to keep the ASCAP from continuing with their arrogant domination of the radio, as well as the entertainment field.

“I feel safe in saying,” he added, “that the radio broadcast stations have the almost unanimous sup- port of the hotel men in this community.”

An interesting angle on the current fight came from Ray Walker, song-writer, who was removed from ASCAP because he didn’t pay his membership fees and dues back in the war days while he was with the AEP.

Walker, currently entertaining in Miami Beach at the Nut Club, says radio is now offering excellent music, now that most of the music banned when ASCAP tunes were removed from the air is the type BMI likes.

A survey of Miami radio station managers shows that letters and calls of commendation on the new and better music have been the rule the last week or so. Not one single complaint has been received through these channels.

Cooperation of The Miami Daily News music editor, James McLean, in the cooperation, the information that new music situation has been most favor- able. Almost daily, McLean runs some comment, referring to new tunings, with recommendation to listeners and others, presenting the radio side of the story.

Policy Adherence Is Asked by BMI

Member Stations Are Warned To Conform to Provisions

AMPLIFYING the Dec. 31 announcemen that Broadcast Music Inc. had taken out a million dollar injunction against copyright infringement suits that may arise from the BMI-ASCAP music controvers, Sydney M. Kaye, BMI vice-president and general counsel, in a recent letter to BMI member stations emphasized the importance of strict adherence to certain policy provisions.

Noting that the insurance bene- fits of BMI are available to member stations, but also to ad- vertisers, agencies and performers, Mr. Kaye pointed to the importance of prompt disclosure to the insur- ing companies of claims made for copyright infringement.

“In the event you receive any warning or claim of infringement or service of legal process alleging infringement, a written copy of the warning, claim or written process should be sent to us immediately,” Mr. Kaye said in the letter. “This should be done by each recipient. Every advertiser, advertising agen- cy, and performer should be noti- fied by each recipient as should anybody else interested, because the benefits of the policy will not go to BMI, but to which the insurance companies are formed in the way the policies require.”

“We also call to your attention that naturally the insurance com- panies have stipulated that the protection of their policies shall not cover any infringement of radio program, orchestration, interpolation, addition, or change made in our catalogue works which introduces new matter infringing the copyright of others.”

The policies, aggregating $1,000,000, were obtained from Indemnity Insurance Co. of North America, Seaboard Surety Co., and Under- writers at Lloyd’s, London.

BMI Swing Tunes

BROADCAST MUSIC Inc. has greatly strengthened its swing department by its acquisition of the catalog of rights in the music of Regent Music Corp., publishers of originals by Benny Goodman, Count Basie, Eddie Sauter, Flectch- cote Hines and many other popular “hot” arrangers and musicians.

First list of Regent catalog, over 70 numbers now available to BMI under the new contract which began Jan. 1 and runs until March 31, 1942.

More ASCAP Licenses

ASCAP reports that another dozen stations have taken out licenses bringing the total to 170. All catalogs should be added to the list published in Broadcasting Jan. 13: AMWH, III; AWH, III; AWH, Moore, Jackson, Mich.; KWTO, Springfield, Mo.; WHEB, Portsmouth, N. H.; KPO, South Bend, Ind.; WSMR, York, Me.; WCMR, Moultrie, Ga.; WACZ, Carrigou, Ill.; WOMI, Owensboro, Ky.; WRBC, Vicksburg, Miss.; WRBE, KCKY, WKNY, Kingston, N. Y.; KRBA, Lufkin, Tex.
CBS sweeps all network "firsts" in 1940
CBS audience

"The strongest 'all-day' schedule in network history"

Regular CAB program ratings show CBS with a consistently stronger schedule than any other network in all of 1940. The Columbia Network, against all competition, delivered the largest audiences to its clients, for more program periods in the entire broadcasting day than any other network. Counting every rated sponsored quarter-hour on all networks in all of 1940, CBS averaged 161 "firsts" each week against all competition; the second network had 154; the third network, only 18 "firsts".

CBS leadership is most striking in "the major battleground of network competition"; in the tensely competitive evening hours. Whether you take the entire evening (6:00 p.m. to 12:00 m.) or just the heart of the evening (8:00 to 10:00 p.m.), CBS wins more "firsts" than the second and third networks combined. The exact evening score is shown in the charts, for all of 1940.
leadership in 1940

"In the major battlegrounds of network competition"

These charts are based on CAB rated sponsored programs in 1940, and show the average number of quarter hours, each week in 1940, in which each network delivered the largest audience to its clients against all other network competition.

* 6:00 p.m. to 12:00 midnight E. S. T. and 8:00 to 10:00 p.m. E. S. T. See text on facing page for score on entire broadcasting day.

and
Advertisers invested more money for CBS facilities in 1940 than for any other network... more than was ever before invested in any network!

And in 1940, more of the 100 largest U.S. advertisers chose CBS than any other network... for the 7th consecutive year!
New Subsidiary
To Handle Radio Organized by AP
 McCambridge Named Manager
Of Press Association Inc.

ASSOCIATED PRESS has an-
nounced formation of a new sub-
сидиtи company, Press Association Inc., whose functions will be to handle all of AP’s “salvation opera-
tions,” described as any operations in addition to AP’s main purpose of collecting news and distributing it to member newspapers. New company is to be incorporated in New York as a non-profit organization whose stock is owned entirely by AP.

A major function of the new or-
ganization, which will be known as PA, will be preparing and supervising the availability of AP’s news to radio. It will also handle the products of the AP Laboratory, devoted exclusively to research in the field of news and picture transmission. The laboratory’s developments include Wirephoto, a method of two-way transmission on single wire, and, most recent, a Wirephoto attachment which enables the reproduction of pictures as cuts instead of negatives.

McCambridge in Charge
William J. McCambridge, for-
merly assistant general manager and assistant secretary of AP, has been appointed general manager of PA. Assistant general manager will be Oliver Gramling, previously an executive assistant of AP’s general manager and author of the current non-fiction best seller, “The Story of the News.” Mr. McCambridge, who had charge of radio and the labora-
tory and Mr. Gramling, as head of the AP motion picture department, also has been in close contact with the expansion of AP news into radio.

Thomas H. O’Neill, formerly AP’s “early editor” in New York, supervising the general news report from the midwest, and recently a news executive under AP’s executive news editor, has been named radio news editor of PA. His radio news personnel includes: B. D. Ansley, from WBZ, Atlanta; Russ Clancy, from WHN, New York; N. Paul Neilson, from WJBO, Baton Rouge; William A. Bell, from the AP Philadelphia bureau; B. W. Clements, from AP’s Dallas bureau; Mitchell A. Curtis, from AP’s Oklahoma bureau; Robert S. Dudley, from AP’s Nashville bureau; C. R. Martin, from AP’s Harrisburg bureau; Jack R. Ryan, from AP’s New York City staff.

Bigger Staff Planned
Every member of the radio news department has had experience in radio, Mr. Gramling said, all of those transferred from AP bureaus having previously been with radio stations. Emphasis of the department in its formative stage, he said it will eventually include double or triple the present person-
nel. There will also be transferred all news sales staff covering the coun-
ty to sell! AP news to broadcasters.

Stating the AP news wire is be-
ing gradually extended, Mr. Gram-

ling added that some 400 stations, including network affiliates, are now broadcasting AP news. Some are taking it from the AP radio news wire, he explained, while others prefer to receive the complete AP report and to do their own editing.

Fourth Subsidiary
PA will begin operations as soon as its offices, which will be located on a separate floor in the AP Building at 50 Rockefeller Plaza, New York, are ready for occupancy, expected to be early in January. PA’s subsidiary to be established and owned by AP, which in 1931 set up The Associated Press of Great Britain Ltd., with head offices in London, and later that year established The Associated Press of Germany with headquarters in Berlin, will be the third AP subsidiary, founded in 1939, is La Presse Asociada, administering AP service in Latin America.

PA’s eight directors comprise Kent Cooper, AP general manager, and the seven members of the executive committee, all of directors: Frank B. Benet, Washington Evening Star (WMAL); Robert McLean, Phila-
delphia Evening Bulletin; E. Lans-
ing Ray, St. Louis Globe Democrat; Stuart H. Perry, Adair (Mich.) Telegram; Paul Patterson, Balti-
more Sun; Paul Belamy, Cleveland Plain Dealer (WHK, WCLE, WHKC, WKBN); E. H. Butler, Buffalo News (WBEN, WEBS).”

“Broadly,” says the announce-
ment of the formation of PA, “the obligation of the new company will be to relieve the parent company of the administration of details not in-
timately part of the regular news and news photo collection and dis-
tribution for publication by AP member papers. Additional activi-
ties of PA will be decided upon by the board of directors as mat-
ters progress.”

JAMES F. HOPKINS, operator of WJDK, Detroit, has applied to the FCC for authority to transfer 110 2/3 shares of stock in the station to Richard D. Rice, local radio dealer who already owns 50% of the stock. Hopkins proposes to surrender control to Mr. Connell inasmuch as he now owns 443 2/3 shares of the common stock, according to FCC records.

THE FLYING SERVICES claimed their quota of youngsters during the 1917-18 unpleasantness, few of whom dreamed then they were destined for executive roles in radio. The three above are all prominent broad-
casters, whose identifications and service records are on page 44.

WTMC and WDLP
Ordered Deleted
Concealment of Ownership
of Properties Claimed by FCC

ON GROUNDS of “concealment of ownership,” the FCC Jan. 22 authorized orders revoking the li-
censes of WTMC, Ocala, Fla., 100 watts on 1500 kc, and WDLP, Panama City, Fla., 250 watt day and 100 night on 1200 kc. The Commission stated its investi-
gation disclosed that the actual operator of both stations is John H. Perry, publisher of the Pensacola News-Journal, which operates WCOA, Jacksonville Journal, af-
filiated with WJHP; Panama City News-Herald, and various other newspapers.

The inquiry was instituted when applications were made to transfer control of WTMC and WDLP to Perry properties. The revocation orders allege that the real party in interest from the outset has been Perry and that incorrect information has been deliberately concealed from the Commission.

Of Interest

The records disclose that WTMC was authorized in March, 1939 and started operating in July of that year, being licensed to John T. Alspor Jr., former mayor of Jack-
sville. WDLP was granted in June, 1939, to a corporation in which the principals, each holding one-third interest, were given as John A. Roll, attorney; E. D. DeWitt, retired newspaper broker; W. J. Cook, Ford dealer and banker.

Later 49% of WTMC was ac-
quired by the News-Journal Co., and 48.5% of WDLP by Bay Coun-
ty Publishers Inc., Perry proper-
ties. Then applications for trans-
fer of control were filed, leading to the FCC inquiry.

It is expected that counsel for Perry and the other principals will ask for a hearing, which will automatic-
ally stay the revocations and permit the station to remain on the air pending a final adjudica-
tion.

KGB, San Diego, Cal., on Jan. 6 started operating at 6 a.m. under a new Monday through Saturday sched-
ule, extending its Sunrise Serenade program to one hour.

WSUN and WFLA
Granted Fulltime

Two NBC Stations Now Heard
In Tampa, St. Petersburg

THE TAMPA-St. Petersburg area secured its fulltime NBC outlets in lieu of two time-sharing regi-

dinals Jan. 23, the day following the FCC’s announcement of full-
time to WSUN, St. Petersburg, and the issuance of a license for the new WFLA outlet, 5000 watts on 5600 kc, and is the NBC-Blue outlet. WFLA now operates with 5000 watts on 1240 kc, and is the NBC-Red outlet.

Formerly the two stations shared their time, e.g., WFLA was owned by the City of St. Petersburg and WFLA controlled by the Tampa Tribune. The FCC Act of 1934 granted the Tampa Tribune a new station conditional upon devesting itself of its interest in WFLA, and assigned to it the call letters WKGA, thus leaving the way open for fulltime for WSUN on Jan. 13.1 The Jan. 22 authorization also per-
mitted the newspaper to assume the call letters and to drop the WKGA designation.

Louis J. Link continues as man-
ger of WSUN. Walter Tison, WFLA announcer, announced this staff will comprise Bert Arnold, manager of local sales; Melvin A. Meyer, formerly AP’s George Johnson, salesmen; Paul Jones, pro-
gram director; Bud Farnum, Bob Thomas, W. B. Steis and Fred Alley, announcers; Connie Rogers, newscaster; Patsy Kent, women’s programs; Mary Ann Hall, mar-
ket editor; Betty Sue High, secre-
tary; C. O. Faircloth, auditor; Fred Blackburn, script editor; Bill Meadows, mobile unit operator; L. H. Mitchell, chief engineer; Powell Hunter, J. B. Tison and Carl Car-
rier, operators; Milton Hopwood, publicity director.

The application of the Tampa Tribune for both WSUN and WFLA, filed Jan. 14, was ordered set for hearing by the FCC.

WNBG Blue

DESIGNATED as a basic NBC-
Blue station, effective Feb. 1, WNBG, New Britain, Conn., will con-
struct a new transmitting tower on the site of the present trans-
mitter in Newington, according to an application filed by manager Richard E. Davis. With arch-
itect’s drawings already completed and令人惊讶的是, construction work is expected to start within a few weeks. WNBG holds an FCC authorization to increase its power from 1,000 to 5,000 watts. The power increase prob-
ably will go into effect about April 1.

Breitenbach Series

M. J. BREITENBACH Co., New York (Gude’s Pepto-Mangan) has placed one-minute transcribed announce-
ments one to three times daily on WJJD WFBW WORL
WXZK WBEN WGY KDRA WBBR WBBR to a radio, six weeks in a row, also starting a weekly 1/4-hour variety hillbilly program, Kansas Roundup, on WIBW, Topeka. Morse Interna-
tional, New York, is agent.
of a different color

Here's your sales formula for the rich Mid-Mississippi Valley Market:
Take one high kicking Missouri mule . . . increase his power 5 times
. . . alter his dial position to 630 . . . streamline him with fine local shows
. . . dress him up, NBC Blue Network style . . . and you'll come up with
a horse of a different color . . . the new KXOK.

Let the new KXOK show you how to saddle sales records and break
them in this valuable market penetrating 4 states. For full particulars
on how KXOK can help you blanket this rich market extensively and
intensively, write our representative or us.

KXOK

NBC BASIC BLUE NETWORK - SAINT LOUIS, MISSOURI
630 KC. 5000 WATTS DAY AND NIGHT

Affiliated with KFRU, Columbia, Mo.
Represented by Weed & Co., New York, Chicago, Detroit, San Francisco

OWNED AND OPERATED BY THE SAINT LOUIS STAR-TIMES
Media Trends

THERE MAY BE a bit of irony in the fact that 39 daily newspapers "gave up the ghost" during 1940, at the same time that 76 new broadcasting stations were authorized for construction. It was the continuance of a trend, for the newspaper mortality in 1989 was 75 and the new stations authorized that year totaled 56.

There is no need, nor is there any intention on the part of the broadcasting industry to gloat over these figures. But taken along with the estimates of 1940 radio volume and trends published elsewhere in this issue, they do point to a certain vitality enjoyed by the radio medium—a vitality which might be attributed mainly to youth where it is not for the progressive tendencies pervading the broadcasting industry and the proved selling power of the radio medium.

The Hettenger estimates of 1940 radio volume show gratifying growth, not unmixed with certain warning signs. Radio's gross volume of $208,000,000,000 compares with $171,000,000 the year before; these figures are somewhat deceptive, however, for they are calculated not on dollar volume but on onetime rating for single broadcasts, following the usual method of measuring newspaper and magazine volume.

Actually, the dollar volume of the industry—called its net income—was $187,900,000 after allowing for frequency discounts but not allowing for sales and agency commissions. The corresponding figure for 1939 was $129,568,000.

Even though radio led all other major media in percentage of increase—21.5% against 1.8% for newspapers and 11% for magazines—it is highly doubtful whether the profit tables, compiled later this year by the FCC, will be appreciably higher than in 1939 due to the multiplier effect of cost factors mentioned in the Hettenger article.

Analysis of the classification breakdowns show some favorable trends, some not so favorable. National spot and local showed greater gains than network despite the peak points reached by the latter and, whereas in 1927 the networks accounted for nearly 80% of radio's volume, in 1940 they represented less than half. Again the 900 networks in the major markets led the pack, but the growing volume of spot and local reveals the smaller stations coming in for their shares. Daytime advertising went up 26%, a gratifying gain.

Spot and local enjoyed greater diversity of sponsorship, while as in past years the networks relied for four-fifths of their revenues on five classes of products—food, drugs, soaps and kitchen supplies, toilet goods, tobacco products. Spot and local would thus seem to rest on a firmer basis than concentrated sponsorship with its eggs mostly in one business basket.

A study of the detailed data as it will appear in the Yearbook Number is commended to every person concerned with the business of broadcasting. It will point out not merely the overworked fields but the unattended fields of sponsorship. As far as network business is concerned—and detailed network billings by sponsors and by agencies will also be published in the Yearbook—it will bring out glaringly another noteworthy fact: That nearly three-fifths of the networks' volume is handled by ten leading agencies!

Allocation Action

EVENTS of greatest importance to broadcasting are transpiring on the Washington scene, with fanfare and formality entirely absent. Top engineers representing the radio administrations of the nations of this continent are applying the final strokes to the most colossal reallocation since the birth of broadcasting.

Upon completion of the task, a new continental log, pegging the assignments of the 1,300 stations in Mexico, Canada, Cuba and the United States, will be available. The reallocation is slated to become effective March 29, though it may be necessary to effect only a partial shift then because of lack of necessary equipment and other delays.

The conference is significant because it will mark the end of deliberations that have been in progress off and on for the last decade. It will be the first time Mexico and Cuba have been parties to a broadcasting allocation agreement. The allocation, once effective, will set up a scientific broadcast structure in the continental range.

Since the conference convened Jan. 14, utmost harmony has prevailed. There has been give and take, of course, on certain assignments, but all these were to be within the framework of the treaty itself. The notorious Mexican border stations are slated to go. But until the final plenary session, the precise results cannot be known. Because the treaty allocation is founded upon sound engineering principles, we are confident that the ultimate results attained, within the framework of that treaty will augur for vastly improved continental broadcast service.

There's an old Irish yarn about the vagrant who stopped at a cottage and asked for food, and was promptly refused by the housewife. Whereupon he produced a stone and asked if he might have a pot in which to make some "stone soup". Intrigued, the woman supplied pan and water and the vagrant brewed his soup. As the water bubbled 'round the stone, the shrewd beggar moaned the lack of a potato which would immensely heighten the flavor of the soup. The woman produced it. A large onion, the beggar hinted, would enhance the magical powers of the stone. In went an onion. And then a carrot, some greens, beans, peas until the soup was pronounced done, and the woman exclaimed over the wonderful "stone soup".

Not such a humble catalyst as the stone, special event presentations nevertheless exercise incalculable influence over the program schedules of a station. They arouse and sustain listener interest in a station, crystallize steady listening habits, spice a schedule which might tend to heaviness. A station which has earned a reputation for alertness and timeliness by its special events activity is the one which the listener examples, tune in or neglect.

At WGB, special events have always been rated of prime importance. Consciousness of its value has been consistently emphasized to each member of the staff, from office boy to executive personnel. We consider the Special Events Department of WGB to consist of 64 persons—our entire staff. Our special events director is a newspaperman's type, Sidney Andorn. We do not consider it unusual to have one of the showmen phone in while out on a date that such-an-such a celebrity is dining at the Cleveland Hotel Bronze Room and do we wish the star corralled for a quick air interview. Our present office boy we find invaluable. When in or off duty, the confidante of a galaxy of inquirers, judging by the number of fires he reports to our newsroom.

To cover Cleveland and vicinity effectively, we maintain two shortwave mobile units—one a trailer studio. Recent adoption of 132,000 kc. on a wavelength of 1 1/2 meters eliminated receiver points for reception of shortwave broadcasts, extending mobile unit coverage to the entire county.

It goes without saying that special events pay their way in listener interest and goodwill. But, adroitly handled, that flash show born a special event may be developed into a yearly program. Here are several examples we have encountered at WGB.

Cleveland is a hodge podge of nationalities, but St. Patrick's Day is celebrated as though every last man, woman and child had been born in County Mayo. Green is the prevailing color and all commerce stops for the four-hour parade. Yearly, WGB broadcasts this parade, rather a portion of it. Two years ago a tie-up was made with Standard Brewing Co. to utilize the WGB mobile unit in the parade bearing the Standard banner, and broadcasting (Continued on page 34)
ROY F. THOMPSON, manager of WFBB Altoona, Pa., on Jan. 21 was elected president of the Greater Tri-State Baseball League for the 1941 season. He succeeds Mayor Charles E. Rhodes, and is donor of the championship trophy awarded in the league.

NORMAN REED, managing director of WGC, was presented the monthly "Courtesy Award" for January by the Greater Association, hotelmen's club, for the station's quick action after a recent phone call. Reed gave the baby's description resulting in its quick return to its parents.

WILLIAM E. SHEA, account executive, formerly of KYA, San Francisco and Walter G. Tillens, formerly on newspapers, both from California, were added to the KPO-KUO sales force on January 27. They cited the vacancies caused by the recent transfer of Ed Barker to the Hollywood NBC sales staff and the resignation of Glenn Tier.

SHERRID D. GREGORY, manager of NBC's M & O stations, is away on one of his periodic station inspections, including stopovers in Denver, Cleveland and Lexington.

EDWARD TOMLINSON, lecturer, insurance, has been designated as American expert for NBC, on Jan. 25 started on a nation-wide lecture tour to speak on financial interests between the United States and South America. He will be away from his regular Saturday evening broadcasts on various points of his tour.

GILES PULLIAM, president, NBC, will deliver the feature talk on "Radio and National Defense" at the forthcoming NBC conference, a three-day session on national defense, at the Mayflower Hotel, Washington. The talk will be broadcast on NBC-Blue, 2:30 p.m.

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JENNINGS PIERCE, director of agriculture for NBC Western Division, was honored for his 17 years of service to Western farmers and stockmen, during a special broadcast on KPO and the Red Coast network Jan. 18. H. M. Armitage of the California Department of Agriculture, a guest speaker on the program, told listeners of Pierce’s experiences during his early days of radio.

PEBBY DICKER, formerly of KPDM, Beaumont, and KABR, San Antonio, has joined the announcing staff of WFMAA-KOKO, Dallas.

JEAN ANDERSON, formerly of KCAL, Calgary, and more recently with KSAN, San Francisco, has joined the staff of KFRC, San Francisco, as commentator and is presenting a Monday through Friday program, Midday's Mirror.

ERNEST (Bill) COLLING, writer on NBC's press staff in New York, has had five songs accepted by BMI. Four have lyrics written by Christopher Morley and the fifth is an orchestral novelty, “Dance of the Flumpetters.” Works are the first music Colling has ever published.

NORMAN RUNIONS, formerly of KYL, Tacoma, Wash., has joined the announcing staff of KIRO, Seattle. Al Armusky, formerly of WMPH, Joplin, Mo., and KUJ, Walla Walla, has joined the KIRO production and continuity staff and Bill Mosher, KIRO farm editor, has been named publicity director of the station.

DOROTHY HILL joins KSCJ, Sioux City, as music librarian, succeeding Ira Cocon, who resigned to join WGRG, New Albany, Ind. Dean Desmond, KSCJ sportscaster and sports editor for the Sioux City Journal, recently fractured his leg when he slipped while stepping into his car. Gene Miller has taken over his regular daily sportscast.

ROD BORDER, formerly of KDAL, Duluth, on Jan. 23 joined the announcing staff of WCAR, Pontiac, Mich.

ROBERT GREGORY, announcer of WDBS, Springfield, III., has been named general manager of the Springfield Junior Chamber of Commerce.

KATHRYN ALLEN, goom to the program, formerly with WYKX, York, is now with KABO, New York, as head of the Commercial Department.

ROB GRAY, guest relations staff of KPO-KGO, San Francisco, has been assigned to the Removes Club in the California National Guard and is scheduled to go into active service at San Luis Obispo, Calif., about Feb. 1.

HAL SAWYER, formerly of KSFO, San Francisco, has joined the CBS Hollywood announcing staff.

ALLEN C. BOTZER, formerly of KMRD, Hollywood, has joined KLLI, that city, as announcer.

HAROLD NAUGHT, announcer of WBBW, Welch, W. Va., has resigned because of a recurring throat ailment.

ROGER HOWER, producer of WOH, Newark, has been selected as stage director for the show featuring the Great American music from 1901 to 1939 which will be staged at the Hotel Waldorf-Astoria, New York, the day of President's Birthday Ball Celebration.

CHARLES L. HABERMANN, announcer of WMMN, Fairmont, W. Va., is preparing to enter military training under the Selective Service Act.

BILL EDMONDS, formerly of WLYW, Cincinnati, has joined the announcing staff of WFIL, Philadelphia.

BILL PARKES, formerly free-lance in the advertising field, has joined the publicity staff of WZKO, Kalamazoo, Mich.

DON DEAN, for the last six months promotion assistant of WCKY, Cincinnati, has been appointed field reporter of the station.

GEORGE R. GERMAN, m.c. of the Trotting Post program on WNAK, Yantis, Tex., is the father of a boy.

FRANK STELMA, member of the Kern County Rangers on WCBS, Springfield, III., was married on Jan. 20. Lil King, the “Buffalo Gal,” heard on the station’s Illinois Barn Dance program, and Mr. Stelma were members of the cast, have announced their engagement.

MRS. EUGENE SWIGART, better known as Ruth Bailey, member of NBC, Chicago, is the mother of a boy born Jan. 7.
LEW ROGERS, formerly of WRAW, Reading, has joined WIBG, Greenside, succeeding James Cantwell, resigned.

HILL ROCHE, formerly of the NBC guest relations staff, New York, has joined the announcing staff of WARR, Winston-Salem, N. C., Jay Caldwell, formerly of WART, Dauphin, Va., and WKPT, Kingsport Team, has joined WABK, replacing Russell Dollar who has joined WBBN, Chicago.

LEROY MELLOR, announcer of KYW, Philadelphia, was awarded first prizes for the best Christmas home display by the Westgate Hills Civic Assn. at Manon, Pa. He turned the check over to the community welfare fund.

JUD GREY, secretary of Cox & Tann, Philadelphia radio advertising agency, was discovered by Tommy Smith, program director of WPEN, Philadelphia, to have a fine singing voice and was given a weekly program of her own on that station. The agency granted permission for her to take time off during the regular working day of the make the broadcasts.

ED WALLACE, production head of WIP, Philadelphia, was promoted to assistant program director, effective Jan. 27. His duties also include publicity and promotion, succeeding Bob Hurn, who will devote his time to the handling of the Betty Jane Shoes and Adams Clothes programs and other announcing chores.

HILL MAMYS, formerly of WCAM, Camden, N. J., joined the announcing staff of WPEN, Philadelphia.

ROBERT BAIRD, announcer of WBGF, Altoona, Pa., on Feb. 12 is to start air training at Pensacola, Fla.

GEORGIA DAVIDSON, in charge of women’s features of WKKN, Youngstown, has returned to work, after spending several weeks in the hospital recuperating from an operation.

AL SPAN, CBS Hollywood sound effects director, has taken over production of the weekly half hour program, Hollywood Smokey Party, during the absence of Charles Vaudru, the network’s western program director, who is in New York on a four weeks business trip.

KAREL PEARSON, NBC Hollywood traffic department transmission supervisor, has been drafted into the Army, reporting for duty Jan. 1. Walter Loner, telegraph supervisor, has taken over Pearson’s former duties.

S. S. (Bud) Spencer, and A. Wilson Lefter, have been appointed day and night telegraph supervisors, respectively.

BILLY MILLER, musical director of the Fibber Magee and Molly program, sponsored by S. C. Johnson & Son (wax products), has written an opening song, original composition which will be used as the theme song in the future.

KOIN - KALE Appoint Roberts Farm Director

RECOGNIZING the growing importance of liaison between educators, farmers and broadcasters, two stations, KOIN - KALE, Portland, Ore., operated by the Charles Myers-Roy Hunt interests, have appointed Luke L. Roberts as education and farm relations director, for the last nine years manager of the Oregon State College radio station at Corvallis, which will serve under Henry Swartzgood Jr., program director. A graduate of Oregon State, who studied music at the Nashville Conservatory of Music and George Peabody College, Mr. Roberts was onetime chief announcer of WLAC, Nashville.

Stahl Heads WKNY

CHARLES J. STAHL becomes operating head of WKNY, Kingston, N. Y., on Jan. 19, having been elected president of the Kingston Broadcasting Corp. He leaves WCAM, Camden, N. J., where he has served as general manager since late 1938. He entered radio in 1928 as a salesman with WPEN, Philadelphia, becoming general manager in 1932, pioneering foreign language broadcasts in Philadelphia. Upon leaving WPEN in 1987 he joined J. M. Korn & Co., Philadelphia agency. He left the agency a year later to become general manager of WCAM.

KLZ Program Board

Hugh B. Terry, who assumed the post of general manager of KLZ, Denver, on Jan. 1, has announced creation of a new program board at the station. To meet every week and discuss program problems, the board comprises W. E. Sproul, production manager; Fred D. Fleming, news editor; Tom McClenium, chief engineer; Arthur Wuth, assistant to the manager, and Russell Groffman, promotion manager.

New WCBT Staff Filled

J. WINFIELD CREW Jr., attorney, who holds the license for the new WCBT, Rockford, Ill., reports that the station is now in the air with Western Electric equipment and a Witcher tower, and that its executive staff, in addition to himself as manager, comprises Nathan Frank, commercial manager; Thomas Williams, program director; Lewis Hilliard, chief engineer. The station started operating Dec. 18 with an NBC-Blue Network affiliation.

JIM BRANSON, Hollywood announcer, has replaced Roy Alexander as narrator on the weekly NBC Everyman’s Theatre, sponsored by Procter & Gamble Co.

BYRON DAVIDSON, new to radio, has joined the announcing staff of WAVY, Virginia Beach. In addition to announcing, Davidson presents a daily quarter-hour program at the Norfolk station.

ARNOLD SCHREIN, service manager, Ed Jones and Elliott Gove, announcers, all of WSYR, Syracuse, and all prospective selectors, have decided to enlist. They have asked permission to be assigned to the same camp.

Cal. NAB Names Lane Howard Lane, manager of the McClatchy stations in California and Nevada, was unanimously re-elected director of the NAB 16th district Jan. 18 at the district meeting in San Francisco. He will serve another two-year term. Broadcasters present voted full confidence in BMI. One of the principal speakers was C. E. Arney Jr., assistant to NAB President Neville Miller, who assured that BMI is equipped to cover their needs for a long period.

THE Lancaster (O.) Eagle-Gazette, owned by Charles Sawyer, who also controls WING, Dayton, and WIZE, Springfield, has purchased and merged the New Lebanon (O.) Daily News. Mr. Sawyer has also applied for a new local station in Lancaster.

John T. Calkins Is Dead;
Was WENY Supervisor

JOHN T. CALKINS, general manager of the Elmira Star-Gazette, a Gannett newspaper, and supervising head of its radio station, WENY, Elmira, died Jan. 22 following an illness of several months. He was 61. Mr. Calkins was prime mover in() the newspaper’s acquisition of a lease on Cornell University’s radio station, which was operated by the Gannett interests for several years as WESC. Last year Cornell resumed its own commercial operation of the station (now WHCU, Ithaca) and the newspaper obtained a construction permit for the present WENY. Mr. Calkins is survived by a widow, son and sister, all of Elmira.

TRANG TO SELL SHOES IN BAREFOOT (Ky.)?

Shoes or slippers or shaving cream—you’ll make few sales in Barefoot (Ky.)—or in any of the hundreds of whistle-stops in this here state! Y’see, the villagers in these tiny towns just ain’t what you’d call fabulously wealthy. Whereas, in the well-heeled Louisville Trading Area, folks has plenty of legal tender—and they spend about twice as much as all the rest of Kentucky combined! It’s a million-buyer market, covered completely by WAVY—the only N. B. C. Basic Red Network station for 100 miles around! But there’s an idea there we’d be glad to elaborate on!
Radio vs. Driving
SAN DIEGO, Calif., police are conducting a survey to determine if radio music interferes with a motorist's driving ability. Chief of Police Clifford E. Peterson has instructed officers investigating traffic accidents to ascertain if the driver of a colliding vehicle was listening to a radio broadcast at the time of the mishap. Planned result of the survey was not revealed.

Guest editorial
(Continued from page 30) the parade scene. It is now an annual commercial event.

Last year Manager John Patt planned a gigantic Easter egg-hunt for the children of Cleveland, and received permission of the city fathers to utilize an entire park. An order for 2,500 eggs was placed with the Kroger Grocery & Baking Co., whose executives were instantly curious about such a purchase. Explanation of the project led to their sponsorship of the egg-hunt for the last two Easters.

Then there are such features as "The Cleveland Scene", resume of the year with excerpts from transcriptions made of special events; a Mother's Day Award to the most notable Cleveland mother, which is up before the Florists' Assn., election returns and on-the-spot political interviews; local college "grudge" football games; theatrical first-nights and movie premières; and so on.

Special events do pay their way. We get some inkling of it when listeners write and phone commendation.

And we're sure of it when sponsors of these events come back, year after year, for more of the same.

The Other Fellow's VIEWPOINT
The Gentleman Disagrees
EDITOR, BROADCASTING:
This is the first time the writer has ever written a letter to a broadcasting station or anyone in public eye giving reason of some, but I can't help doing this time.

In regard to your article on page 9 of the Jan. 1, 1941 issue of BROADCASTING. You say "Alien with BMI, Industry 'Sits Tight'" and boy, is that a laugh. If the broadcasting industry thinks that they are armed when they are using BMI. I certainly hope that the United States does not use this kind of armature for defense when Hitler and some of the other boys start knocking at our door.

We note you say that there haven't been many complaints on ASCAP music being used on the radio, that is because too many people have been too feeble after signing to the BMI to fill up the broadcasting stations to complain. "Lousy" does not really describe BMI, I certainly hope that the United States does not use this kind of armature for defense when Hitler and some of the other boys start knocking at our door.

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Six Members Dissent
The board, in a split opinion with 6 of its 15 members dissenting, held that the income of the station during these two years was not subject to taxation. This case is one of the few, since the station operated on Mexican soil and since all of its activities were "without the jurisdiction of the United States". The Board found that 95% of the income went to the station's several radio stations, received from advertisers in this country. Moreover, it was found that the station's broadcasts were intended primarily for reception by listeners in the United States. "But for the contracts entered into in Mexico, the station would have ceased operations," the Board ruled.

The opinion brought out that XEPN received gross income during 1936 of $115,000, and in 1937 of approximately $97,000 through radio and affiliated office stations. Among the radio stations which had been located in the Eagle Hotel in Eagle Pass, Texas, prior to March, 1934, and at which most of the station's revenues, primarily on a percentage basis, were received.

The board concluded that a foreign corporation owning no office or place of business in the United States, which, pursuant to contracts executed at its foreign office, broadcasts from the foreign soil programs designed in the main for listeners in the United States, is held "not to receive compensation or income from sources within the United States and, therefore, not subject to income tax".

Robert Ash, Washington tax attorney, represented the border station in the proceedings before the Tax Court, along with Frank G. Rodgers, certified public accountant, in San Antonio. The case for the Commissioner of Internal Revenue was handled by Frank B. Schlosser.

Border Stations Avoid U. S. Tax
Federal Board Decides XEPN is Beyond Jurisdiction
MEXICAN border stations which receive virtually all of their income from advertisers in the United States but actually have their transmitters on Mexican soil, are not subject to payment of income taxes in the United States, according to an opinion released by the U. S. Board of Tax Appeals in the case of the Piedras Negras Broadcasting Co., operators of XEPN in the city opposite Eagle Pass, Texas, against the Commissioner of Internal Revenue.

The station, formerly operated by Norman Baker, erstwhile Muscatoine, la., broadcaster, was cited by the Internal Revenue Bureau for delinquent taxes in 1936 and 1937 amounting to approximately $47,000.
DISCUSSING MBS coverage of the President’s Birthday Ball from Washington on Jan. 30 are Madeleine Ensign, program director of WBOC in Salisbury, Maryland; J. V. Schomberg, key man on MBS in Washington; and G. W. (Johnny) Johnstone, radio director for the Committee for the Celebration of the President’s Birthday.

CBS Invites Educators To Air School Meeting

TO ANNOUNCE the First International Conference of the "School of the Air of the Americas", Sterling Fisher, CBS director of education and talks, has issued more than 11,000 invitations to the affair, with a tentative program.

First session is scheduled for Feb. 27 in Atlantic City, N. J., as one of the meetings of the American Assn. of School Administrators. A demonstration broadcast will be presented and speeches will be heard by officials and educators of various American nations. Feb. 28 and March 1 the Conference will continue in New York, including special meetings held in conjunction with the Museum of National History and the Museum of Modern Art, and demonstration broadcasts of regular CBS American School of the Air programs. Addresses will be by members of the U. S. National Defense Commission, leaders of Latin American republics, and officials of CBS.

The international organization was set up during 1940 through the efforts of Mr. Fisher, and now includes 16 American nations and the Philippines, either officially or through broadcasting channels, as members. Invitations were sent to educators, Congressmen, Cabinet members, broadcasters and publishers in the United States and Latin America.

1940 Time Sales

(Continued from page 7)

1940, for the first time the networks accounted for less than half, dropping to 48.4% of the total business. These percentages were based on gross time sales figures.

One of the interesting studies made was the comparison of the sample figures used by Dr. Hettinger, he did not essay to estimate with precision the division of spot business among classes of stations. It seems probable, he states, that clear channel stations have, in general, a better opportunity to compete on the basis of the number of spots sold than in the case of spot advertising. There is considerably more diversity among classes of stations. It is probable, he further deduces, that regional spot business is gaining by leaps and bounds. It is likely that the total sales of spot stations are increasing more rapidly than those of the networks.

Daytime Advertising Up

Daytime advertising, as was the case last year, again showed the greatest relative gain during the year, increasing about 36% as compared to 14.4% for network volume as a whole. Dr. Hettinger concluded that principal gains were caused by sponsorship of additional programs by established radio advertisers, or by their use of a greater number of stations per program. There was only a negligible increase in the number of network sponsors.

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Covering national network trends, Dr. Hettinger deduced that convenience goods, representing articles produced in small units with a high rate of repeat sales, continued on the whole to show the greatest strength during 1940 on the national network. These included food products, chewing gums, soap and toiletries, and kitchen supplies and equipment. Tobacco products and gasoline and lubricants and other products of special interest to the farm were not of the greatest importance.

Cigarette and tobacco advertising over national networks increased 26.9% during the year; drug and cosmetic volume rose 17.6%; soap and kitchen supplies, 14.6%; gasoline and lubricants, 15.7%. Thus, convenience goods accounted for 88.2% of national network volume, as compared with 87.4% in 1939 and 71% in 1938. Five classes of products—food, drugs, soaps and kitchen supplies, toilet goods and tobacco products—account for four-fifths of last year's network volume.

Spot and Local Diversity

In the national spot and local fields, based on preliminary data from some 150 stations, Dr. Hettinger found several trends. There is a greater diversity in the types of industries and also the number of companies using spot than in the network field, he concluded. Regional distributors loom important among the sponsors, although quite a few large national distributors are also included in this list.

"Thus," he pointed out, "the majority of national non-network tobacco advertising is on the part of cigarette companies, a product which

traditionally enjoys regional markets. Ice cream companies loom important in the confectionery group because their markets are also regional in nature. Regional distributors and regional brands are particularly important users of national non-network advertising in the petroleum products field. In the case of building equipment and house furnishings, sponsors are principally those interested in tapping the rural market."

The Agency Angle

Concentration of network advertising among a comparatively few manufacturers and a relatively small number of advertising agencies grew from Dr. Hettinger an explanation of degree of skill evidently required for such business placement. Advertising placed by the ten leading agencies accounted for nearly 60% of network volume, he pointed out.

"This," he observed, "is another indication of the importance of a high degree of specialized skill and experience in the radio field; for it is probably this factor which is in the main responsible for agency concentration, although undoubtedly the general concentration of national advertising among large agencies is a contributing factor. It must be remembered that in recent years approximately 80% of all radio advertising—national and local—was placed by agencies, a proportion probably higher than that found in any other medium.

"SHOCKS - IT'S ONLY MY SHOPPING TRUCK!"

When our prosperous hayseeds "go to town" they mean business! So much business, in fact, that Red River Valley merchants ring up 46% of all retail sales made in North Dakota, South Dakota and Minnesota combined (excepting the counties containing Minneapolis and St. Paul)! If you've got something worth going to town for, tell our folks about it over WDAY, the one and only station covering the entire Valley at all times!

WBOC: Fulfilling a Need in Salisbury, Maryland

1. Nearly 100 air miles from any other station.
2. No other station can claim primary coverage of WBOC's area.
3. Gives its listeners programs THEY want.

For concentrated coverage of this rich Delaware-Maryland-Virginia peninsula market, you MUST include WBOC in your schedule.

FARGO, N. D.

940 K. C. . 5000 WATTS, FULL TIME

Affiliated with the Fargo Forum

FREE & PETERS, Nat'l Representatives

BROADCASTING • Broadcast Advertising

January 27, 1941 • Page 35
Robb Manages WIOD

ARCH H. ROBB has been appointed manager of WIOD, Miami, according to D. J. Mahoney, station president. Robb, who came to WIOD as program director last September, was formerly production chief of WHIO, Dayton, and before that with WHBF, Rock Island. The new manager came to Miami on his honeymoon. His bride is the former Eleanor Sullivan of Dayton.

high-school assemblies and service club meetings. Naturally on trips to other cities these appearances are multiplied, and are generally supplemented by tie-ins with other programs on the stations visited.

Giving us just as much satisfaction as the survey ratings and the give-away successes are the friendly, intimate little incidents which show that Richfield Reporter reaches the heart as well as the ears and the pocketbook of the Far West. On several occasions we have been visited by grizzled old sour-doughs from Alaska, anxious to thank us personally for what they call the only connecting link between their own isolated outposts and the world of news.

A missionary from the Arctic Circle wrote us that his Eskimos listened with him nightly to the Reporter, but were quite puzzled why the Great White Father didn't send his U. S. Marshal to arrest this Hitler who was constantly getting off the reservation!

Ever Improving

On another occasion we received an urgent wire from a hospital asking that we broadcast a plea for a certain rare type of blood needed in an emergency transfusion. The only blood acceptable was that of a person who had recovered from the same disease as that under treatment in this Eastern hospital. The doctor who wired admitted that it was a shot in the dark. According to his knowledge, only one or two persons in the entire country possessed this type of blood. Yet as a result of our announcement on the Reporter eight volunteers of the desired classification were obtained!

Of course in an era when news is becoming increasingly more important, we are not content to let the Richfield Reporter become just another newscast. We hope to keep it at its present peak of most popular news broadcast in the West by a persistent effort to improve the product.

Our editor, Wayne Miller, has just returned from an eastern tour where he studied methods of handling news in the NBC New York headquarters and where he discussed common problems with the foremost newscasters and commentators of the radio world. On this occasion he also received valuable background information through direct radio conversation over NBC channels with correspondents in the news centers of Europe.

Partially as a result of Richfield Reporter, Hixson-O'Donnell Advertising Inc. has its own success story to tell, too. Starting as a local organization, we have just expanded to national operations with the opening of our office in New York to handle such new accounts as Sinclair Oil Co. and Richfield Oil Corp. of New York. We hope to build both our own structure and that of our clients with still more blocks of radio.

LIVELY TUNES were tapped out on water glasses by Cecil Underwood (left), Hollywood manager of Needham, Louis & Brody, and producer of the NBC Fibber McGee & Molly Show, sponsored by S. C. Johnson & Son (wax products) while Bill Mills, musical director of that program, instructed. Impromptu concert took place at Hollywood's Brown Derby.

New Iowa Station

J. D. (Jack) FALVEY, veteran newspaper and radio man, has announced an April 1 starting date for his new local outlet, KBIZ, in Ottumwa, la. Granted by the FCC last Nov. 14 (Broadcasting, Dec. 1), the station will operate with 100 watts on 1210 kc. Staff, in addition to Mr. Falvey as general manager, includes Roger Livington, from KSTP, St. Paul, and WHJN, Racine, Wis., as commercial manager; Fred Reed, from WHO, Des Moines, in charge of traffic and promotion; Stanley Corley, from WIND, Chicago, program director. Announcers are Bill Parrish, from KWOC, Poplar Bluff, Mo.; Icel Meier, Newell Tripp and Betty Parker, Wayne Hatchett, from KITE, Kansas City, is chief engineer. Collins equipment will be installed throughout and a 200-foot Winchager tower is to be erected.

UP Atlanta Relay

UNITED PRESS Jan. 27 will create a new radio relay point in its bureau at Atlanta. It will speed up transmission of news from New York and Washington and make possible a considerable increase in the volume of sectional and state news of the eight States affected. The new relay print will be under the direction of E. W. Lewis, division news manager in Atlanta.

WHO

(Alone!) for

IOWA PLUS!

DESMOINES—50,000 WATTS.
CLEAR CHANNEL

Page 36 • January 27, 1941
EDITORIAL In BROADCASTING A few issues ago brought response from WCMJ, Ashland, Ky. Editorial suggested that stations won't start putting on shows from their own theatres. WCMJ points out that it already has a three-way hookup on the air at 4:45 a.m. Mon. through Sat., with entertainment directed primarily to farm and citrus communities. Under its new schedule, the station will air at 6 a.m. on Sundays.

WOL, Washington, has finished remodeling its offices to provide increased space for private offices and reception room, along with larger quarters for the music division and a complete new suite for the commercial department on a lower floor of the Heurich Bldg., where the studios are located.

AP Dramatic Series AIR PROGRAMS Inc., New York, announced Jan. 24 an exclusive agreement with Associated Press for production of a dramatic script series, "Men Against Time," based on the 92-year history of the news association. Scripts are adapted from the best-selling book, "AP—The Story of News," by Oliver Gremling, AP executive. In addition to dramatization of famous AP stories, personalities and news situations, the program includes a tie-up to include the broadcast day's latest news bulletins.

OUR TARGET: The world's largest market.
OUR WEAPON: 5000 WATTS day and night with Directional Antenna.
OUR AMMUNITION: Your product programmed with intimate appeal to New York's Melting Pot millions.
OUR AIM: To insure results.

WBNX NEW YORK: 5000 WATTS

BROADCASTING • Broadcast Advertising

January 27, 1941 • Page 37
NEW TYPE of morning program, Breakfast at Sardi's, has started on KFWB, Hollywood, under co-sponsorship of Los Angeles Soap Co., Los Angeles (Calla Lily soap); San Francisco (peanut oil); and Rumford Chemical Works, Providence, R. I. (baking powder). With Tom Breneman as m.c., the five weekly half-hour broadcasts emanate from Sardi's Restaurant on Hollywood Blvd. A group of 50 women, chosen from written requests, are breakfast guests daily. Sponsors send a Yellow Cab to their respective homes to pick them up, giving each guest a gardenia corsage. Quiz games, interviews and a community sing makes up the ad-lib broadcast. A guest, picked at random, is presented with a wishing ring during the broadcast, with audience present, participating in a “wishing” ceremony. A radio is also awarded daily to a listening-in friend of a breakfast guest. John Nelson, radio director of Raymond R. Morgan Co., Hollywood agency, produces the show, with Arnelle Olson assisting.

* * *

Liberty Land

SONGS which have played important roles in the development of the United States, together with dramatizations of the United States, together with important SONGS which have played vital roles in the development of the United States, together with significant SONGS which have played vital roles in the development of the United States, together with significant SONGS which have played vital roles in the development of the United States, together with significant SONGS which have played vital roles in the development of the United States, together with significant SONGS which have played vital roles in the development of the United States, together with significant SONGS which have played vital roles in the development of the United States, together with significant

News Forecast

INCORPORATING a forecast of the probable trend of events during each coming week, This Week—and Next, weekly review of news has started on WSGN, Birmingham, Ala. McCleen Van DerVeer, editor of the Birmingham Age-Herald, conducts the feature.

Eleventh Hour

RECENTLY launched on KROW, Oakland, Cal., Speak Up for Democracy is produced in cooperation with the national headquarters of the Veterans of Foreign Wars and local chapters. The program is presented on the eleventh hour of the eleventh day of each month, in commemoration of the signing of the World War armistice.

Parlor Game

A RADIO variation of the old “he said, she said” parlor game, Ribbon Sketches has started on KLS, Oakland, Cal. The game is played with song titles sent in by mail and embedded into the continuity. Bert Symmes m. c.’s the program.

For the Girls

SIMILAR to the women’s participation program, Marjorie Mills, currently on Yankee Network, is Nell Giles’ Susan Be Smooth feature, which started Jan. 15 on W2X, WBZA, Boston. Heard Wednesdays and Fridays, 4:15-4:45 p.m., the program will run sustaining four to six weeks, after which it will be available for participating sponsors wishing to promote women’s toilet articles and requisites. All arrangements for the program are handled by Broadcast Advertising, Boston, also agency for the Marjorie Mills program.

Talent Breaks

TRANSCRIBED one-minute announcements, utilizing voices of CBS name talent, are being used by KNX, Hollywood, during station breaks and other free time, to publicize sponsored network shows. Besides their own specific broadcasts, name talent also recommends other CBS programs. New publicity idea in building larger audience attendance was conceived by Charlie Vanda, CBS Network, division program director, and is being carried out under direction of Hal Rorke, the network’s West Coast publicity director.

For New Composers

TO GIVE new composers a chance to introduce their songs, CBS on Jan. 19 started Composer’s Corner, a Sunday half-hour program, featuring Lyn Murray and his orchestra and Vocalists Fredda Gibson and Jack Leonard. The program will pay tribute to one new songwriter each week, the first to be Irving Graham, composer of “Crazy With the Heat”.

PRACTICING what he preaches is the claim WSGN, Birmingham, makes for the bold cut of Bill Terry, as he tries out a NuSteel razor blade while reading continuity for the NuSteel program. Terry is production director of WSGN.

Almanac Style

OFFERING a perspective of world news like that presented by an old-fashioned household almanac, KGO, San Francisco on Jan. 19 started a new weekly program, The Almanac. There is a quick mention and review of important events in world history, specifically those that happened on or near the dates of the different broadcasts. Also there is a background picture of current news, a perspective on the significance of these events and a sprinkling of miscellaneous information.

Honey Trials

DEFENDING the lot of the woman in the home, Housewives Inc. has started on KIRO, Seattle. The new daily feature is really a mock trial of doorbell-pushers and other intruders on the housewives’ peace of mind, along with a sprinkling of recipes and household hints. Commercials are handled in the same vein as the rest of the program, with Helen Stryker and Mary McPherson officiating.

Yoo Hoo, Teacher

HIGH SCHOOL students are called upon to serve as scholars for a new quiz show, Teacher I Know, on WFL, Philadelphia. A weekly series, starting Jan. 27, the quiz teams will have students from a Philadelphia suburban high school competing against a team of experts from a parochial school in the city. Hy Burton presides as “Teacher.”
VITAL information for winter sports enthusiasts is contained in the weekly Sierra Sport Program on KYA, San Francisco. The program is devoted to news from the Donner-Sierra winter playgrounds, providing up-to-the-minute information on snow depths, skiing conditions, weather and road conditions. Famous skiers appear on the program as guest speakers, along with pioneers of the Sierra regions of California. Verne Wilson of KYA does the commentary. The program is cooperatively sponsored by the winter resorts in the Sierra region.

Music Education
INSTRUCTION in song and harmony for rural school children is offered on a new educational series on WJFF, Herrin, Ill. The series, produced in conjunction with the Franklin County Schools, is directed by Geoffrey Hughes, county superintendent of schools. Rural schools in the county have been provided with receivers to help spread the feature as a part of the regular school curriculum.

Safety Students
NEWEST show in the safety campaign of WSYR, Syracuse, N. Y., is The Safety School of the Air. Studios are turned into classrooms for special district schools, and shows are made and condensed for radio playing.

Nocturne Albums
LETTER contest among listeners has been started by WDAT, Philadelphia, for its nightly Nocturne, a program of classical music. Real recordings. Listeners are invited to write in a 25-word sentence completing the statement: "I like Nocturne because...." The best letter of the week is awarded an album of recordings, the winner having the choice of any album in any recording company catalogue.

State Issues
DESIGNED to place before listeners current California governmental issues, Don Lee Broadcasting System, Hollywood, has started a thrice-weekly quarter-hour, Affairs of State which originates from the State Capitol in Sacramento. Series, conducted by Dick Connor, commentator and news analyst, is released to the 16 California Don Lee stations as a public service feature.

Alley Highlights
BOWLING chatter is featured on a new weekly quarter-hour program on WPEN, Philadelphia. Bill Briner, president of the Philadelphia Bowling Assn., conducts the show, which highlights high scores of the week and brings before the microphone the 300-game bowlers each week to tell of their experiences in making a perfect score, like hole-in-one golfers.

FM Aids Customs
GENERAL ELECTRIC Co. has recently installed FM equipment for two-way communication between United States quarantine tags and the Quarantine Administrative Headquarters at Custom House, Boston, according to GE. Noise-free quality of FM has eliminated the necessity of the quarantine officials returning to shore, a distance of about five miles, to check records, enabling them to clear more ships in busy times.

WTSP
ST. PETERSBURG, FLA.
gives
COMPLETE AND ECONOMICAL COVERAGE
of the
TAMPA BAY AREA
including ST. PETERSBURG
TAMPA CLEARWATER
BRADENTON
&SARASOTA
WITH A PERMANENT POPULATION
OF 300,000

WTSP
St. Petersburg TIMES affiliate
ST. PETERSBURG, FLA.
R. S. Stratton, Manager
Represented by
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**Maj. Borrett Back**

WELCOMED BACK by all delegates to the CAB convention was Major W. C. Borrett, CHNS, Halifax, who was absent last year because of organizational duties in the Army. Major Borrett, in mufti, brought with him a stock of wartime records made by his staff during the past year. He reports that five of the CHNS staff are now with Canadian forces in different parts of the Empire but that despite this depletion of key men, CHNS was still able to serve a spot in Canada where the war is close at hand.

**CHURCHILL BOOKLET**

Souvenir Would Be Used For Fund-Raising Drive

UNDER discussion in the afternoon session of the CAB convention Jan. 31, was a new give-away in the form of a well-illustrated booklet on the life of Winston Churchill, written by Ralph Powell, an executive of CAB. The booklet will be presented to listeners for 25 cents to cover production and mailing costs, with any surplus turned over to a patriotic fund. It was expected that CAB members could use about 100,000 such booklets.

Cementing further the bond of international fellowship it was announced by C. Lloyd Egger of NBC that American stations would be willing to use this give-away as well, as swell the sum which could be sent to some such special fund as the Winston Churchill Relief Fund, with Broadcasting cooperating in publicizing the booklet in the industry, Egger also stated for all the transcription services that they would cooperate in putting this booklet across for a patriotic fund with all the talent available.

**Registration at CAB Convention**

W. C. McQuillin, Toronto
Peter Miller, CKY, Winnipeg
Lorne McMillan, W. Joseph Herbst, McGill, Montreal
W. C. Mitchell, CRKR, Kitcheen
Herb Moore, Transradio Press, New York
Eugene Trefyl, WGBH, Boston
J. Montagnes, Broadcasting, Toronto
A. A. Murphy, CFQC, Saskatoon
J. Stewart Neil, CFNE, Fredericton
V. F. Nielsen, CFAC, Calgary
Sam Norris, Amperex Electronic Corp., New York City
T. Odell, CBC, Toronto
Marcil Pare, CKCH, Hull
Nelson Pinder, CKRN, Rouyn
Ralph Powell, Presto Recording Corp., New York City
Mr. and Mrs. K. S. Rogchen, CFDR, Charlottetown
G. A. Rice, CFBN, Edmonton
A. Robertson, Foresight Broadcasting, Toronto
G. F. Bould, CKLB, St. Catherines
J. Segdwick, CAB, Toronto
Harry Bough, CFTF, St. Antonio
J. A. Shaw, CFPC, Montreal
Alex Sherwood, Standard Library, Chicago
Charles Chemer, CBC, Ottawa
J. Shaffer, Station Representative, Toronto
H. N. Stovin, CFML, Hamilton
S. M. Stovin, CFBC, Stratford
J. P. Tardif, CKRN, Rouyn
J. N. Thierweh, CHIC, Quebec City
Chas. Thomas, CFPL, London
J. Treado, Toronto
D. Turner, NBC, New York City
H. S. Walkar, RCA Victor Co., Montreal
J. W. Weed, Weed & Co., Chicago
Jack C. Whitney, CJIC, Sainte Marie
T. D. Wilkund, CBC, Toronto
D. Withcorn, NBC, New York City
Hal Williams, Dom. Broadcasting Co., Toronto
M. J. Woodill, CKSO, Sudbury

Every national advertiser wanting results in the Maritime Provinces of Canada should make sure that his schedule includes

**CHNS**

Halifax, Nova Scotia

JCS, WOOD & CO.
350 Madison Avenue, New York

**PAYING TRIBUTE** to Harry Segdwick, for six years president of the CAB, the broadcasting industry in convention at Montreal presented him with a desk set. Standing (1 to r): Dr. A. Frigon, CBC assistant general manager; Maj. Joseph M. Murray, CBC general manager; Mr. Segdwick, Glenn Bannerman, new paid CAB president-general manager; E. T. Sandell, CKTS, St. Catherines, chairman of the presentation committee.
Ruthrauff & Ryan Quits Penn Tobacco Account

In the latest shift of tobacco accounts, Ruthrauff & Ryan, New York, is resigning in the near future from the Penn Tobacco Co. account, sponsor of "Voice Pop on CBS for Kentucky Club smoking tobacco program, was renewed Jan. 2 for 13 weeks.

While no announcement was made by the agency, which has recently been appointed by the American Tobacco Co. to handle Pall-Mall, the release of Penn Tobacco will leave the agency with one tobacco account. No plans have been announced for Pall-Mall, but it is understood the large part of the advertising appropriation will be devoted to radio, with transcribed dramatized offerings in the offing.

R. O. Reynolds Is Named As Manager of KMPC

Robert O. Reynolds, sales manager of KMPC, Beverly Hills, Calif., has been appointed general manager, succeeding Leo B. Tyson, resigned. Announcement was made by G. A. Richards, owner and president of the Philadel-phia Chamber of Commerce.

Douglas G. Meldrum, formerly vice-president of N. W. Ayer & Son, Philadelphia, and previously manager of the agency's London office, has joined Ivey & Elliot, Philadelphia.

James Rice, formerly space buyer of Compton Adv. New York, has joined the staff of Grey Adv., New York, in a similar capacity.

The value of scientific research was emphasized by Frank E. Mul- len, NBC vice-president and general manager, speaking Jan. 20 on "Frontiers of American Business" before the St. Paul Advertising Club. He said the answer to world economic problems is to be found in the scientific laboratory from which are emerging new services, new products, and new employment for both men and capital.

#### Ad Club Hears Mullen

The Hollywood Talent Hunt

#### FOURTH ANNUAL Hollywood Contest

For talented boys and girls between the ages of 8 to 15 under 14s, the contest which promises to resemble the Oscar of America before the St. Paul Advertising Club. He said the answer to world economic problems is to be found in the scientific laboratory from which are emerging new services, new products, and new employment for both men and capital.

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KXN, Hollywood
California Sprayed Chemical Co., Richmond, Cal. (B-Guda), 12 a.m., thru Long Adv. Service, San Jose, Calif.

Standard Oil Co., San Francisco, 14 a.m., thru J. C. Penney Co., New York (department stores), thru Pedain & Ryan, N. Y.

Hill's Co., New York (Date Nub bread & Gingerbread Mix), 6 a.m. thru Northwest Radio Ad. Co., Seattle.

Pillsbury Flour, Minneapolis, 5 a.m. thru Northwest National Funding Corp., Los Angeles (personal loans). 3 a.m. thru Smith & Bell, Los Angeles.

Kipstrick's Bakery, San Francisco (bread), 5 a.m. thru Emil Reinhardt, Oakland, Calif.

Campbell Cereal Co., Northfield, Minn. (Malto-Meal), 5 a.m. thru H. W. Kastor & Son, Chicago.

KWO, San Jose, Cal.
Tide Water Associated Oil Co., San Francisco, 19 a.m., thru Lord & Thomas, San Francisco.

A. Schilling & Co., San Francisco, 7 a.m., thru Benson & Holmes, San Francisco.

Household Magazine, Chicago, 6 a.m. thru Fresa, Fellers & Ferra, Chicago.

Kilpatrick's Bakery, San Francisco, 29 a.m. thru Emil Reinhardt, Oakland, Calif.


Pricing House, Chicago (liquid liptone), 6 a.m. thru Frank R. Steel Assoc., Chicago.

WJJD, Chicago
M. J. Breitenbach Co. New York (Gudes Pepto-Mangan), 12 a.m. thru Lord & Thomas, San Francisco.

Pierce's Medicines, Buffalo (Golden Medici. Discovery), 6 a.m. thru W. R. Kastor & Sons, Chicago.

Cafeteria (Chicopee, Mass.), thru Sherman K. Baskin, Chicago.

Conti Products Corp., New York (Conti Castle Soup), 14 a.m. thru KFRC, St. Louis.

WENR, Chicago

Bayuk Cigar Co., Philadelphia (Phillies), 2 a.m. thru Ivey & Elinton, Philadelphia.

KECA, Los Angeles

Rainier Brewing Co., Vernon, Cal. (beer), 6 a.m. thru Buchanan & Co., Los Angeles.

Blue’s Rate Card Lists 154 Outlets
99 Blue-Blue Stations Shown In Latest Compilation

NBC-Blue Network Rate Card No. 25, dated Feb. 1, 1941, will be issued this week, listing 154 affiliate stations, a gain of 17 compared with the 137 affiliates listed on Rate Card No. 27, dated Sept. 1, 1940. The range in weekly rates has been made in the number of exclusive Blue stations, the so-called “Blue-Blue” affiliates now totaling 99 stations. In all, the former Los Angeles stations of 71. Changes may be itemized as follows:

- Blue Network additions: WICC, Bridgeport; WRNL, Richmond; KXOK, St. Louis; KFRU, Columbus, Mo., and WOC, Davenport. WICC and WRNL were formerly Basic Blue Supplementary, KXOK replaces KST, St. Louis, and KU and WO are new Blue stations.

Other Additions
Basic Blue Supplementary additions: WKIP, Poughkeepsie, N. Y.; WHDL, Olean, N. Y.; WINN, Louisville, Ky.; Millwork (former WJIB, Minneapolis); WBUF, San Francisco, WBUF, San Francisco, and WLOF, Orlando, have been added to the Blue Network Group, WBUF, now operating independently of WFLA, with which it formerly shared time. A new 10-station Blue Network Group has been established and the old Southeastern Group, formerly available with either WJIB or WBUF network, is now exclusively Red. New Blue southeastern stations are: WGAC, Augusta, Ga.; KXED, Eureka, Cal.; KJDB, Hermiston, Ore., KXOK, Los Angeles, KQW, Portland, Ore., and WBYA, WBTI, St. Louis.

Changes may be submitted to:

Latest Changes in Blue Network Stations, 5/15 - 6/15

Station Changes, 5/15 - 6/15

Blue Southern Group:
WGRM, Greenwood, Miss., and WSLJ, Jackson, Miss., added as optional stations.

Blue Southwestern Group additions:
KOME, Tulsa, and the Oklahoma Network, comprising KADA, Ada; KOKE, El Reno; KBX, Enid; KBIX, Muskogee; KGFF, Shawnee.

Blue Mountain Group: KFBC, Cheyenne, added.

More Supplements
Blue Pacific Coast Group:
KOH, Reno, added. KOH was formerly one of the Pacific Supplementary Group, available with either Red or Blue network.

WIZE, Springfield, Ohio, and WEAU, Eau Claire, Wis., have been added to the Basic Supplementary Group as KAGY, Moline, Ill., and KKNW, Fort Collins, Colo., respectively.

The Blue network, available with either network, is now an exclusive Red outlet.

A CREW OF eight men is now being employed by the North Central Broadcasting Co. for field merchandising work, according to an announcement on Jan. 2 by John W. Boler, general manager of the regional network. The men, two of whom are located in North Dakota, and four in Minnesota, average 120 calls per day on retail food and drug dealers and jobbers. In addition to putting up displays, the men carry order books and make actual sales of merchandise. They are now working with the network. Approximately 1500 food outlets, and 954 drug stores have a working agreement with the chain. Shown above is the Minnesota crew, (l to r) Ed McLaren, E. Andrews, John Woodworth and Harold Polaski.
Radio Advertisers

KNOX Co., Hollywood (Cystex), is currently sponsoring three quarter-hour newscasts each week on KQKD KVY KXL KFEL WDGY XENO, with six-weeks' minimum on WNOX and WHOM. A total of 42 spot announcements is also used each week on the latter station. In addition the firm sponsors five weekly, five minute newscasts on WAGA, with 5 spot announcements each week on KGHL, and a varied schedule on WRW, Canadian stations are also being used extensively. Agency is Allen C. Smith Ad. Co., Kansas City, with Barton A. Stebbins Adv., Los Angeles, servicing the account on the Pacific Coast.

TAXTON Co., Hollywood (cosmetics), is currently sponsoring three weekly participation in Al Jarvis' Make Believe Ballroom on WJFY, that city: Martin Block's program of a similar title on WNED, New York, and Musical Ballroom on WAAF, Chicago. In addition the firm sponsors a twice-weekly quarter-hour newscast on KJSI, San Francisco, and also uses spot announcements on CKLW, Windsor, Ontario. Agency is Allen C. Smith Adv. Co., Kansas City, with Barton A. Stebbins Adv., Los Angeles, servicing the account on the West Coast.

FIFTTH ST. STOBB, Los Angeles (department store), frequent users of Southern California radio time, on Jan. 17 started using two from four live spot announcements on KIJJ KKEC WB3 KMPC, Beverly Hills, Calif. Contract is for 13 weeks. Agency is the Mayers Co., Los Angeles.

DESmOND'S, Los Angeles (clothing and haberdashery), occasional radio users, on Jan. 6 started sponsoring the morning show of the two-hour weekly half-hour MBS syndicated news commentator, Milton Lewis Jr., on KHH, that city. Contract is for 52 weeks, with placement through the Mayers Co., Los Angeles.

WEST COAST IMPROVEMENT Co., Los Angeles (building materials), new to radio as placing direct, in 13 weeks test campaign ending March 28 is sponsoring the thrice-weekly quarter-hour newscast over KIW, Air on KMPC, Beverly Hills, Calif. Firm is a subsidiary of John-Manville Co.

WILLARD TABLET Co., Chicago (proprietary) has expanded its carrying schedule of 5 and 15-minute broadcasts using local talent to WGN, Chicago, and WYER, Troy, New York. Other stations are KTHS KFEL WDJZ WGBR WKBZ WINN WDSU KITE KPKO WAMN WWVA. Agency is First United Broadcasting.

SACHINOL PERFUMES, Buffalo (perfumes), through Armand S. Weil Co., that city as part of its national campaign, on Feb. 8 starts sponsoring a five-week, five minute live fashion show and musical program on KMPC, Beverly Hills, Calif. Contract is for 20 weeks.

Serial Swap

A WEEK'S experiment of trying in characteristics of a daytime serial programs will be tried, starting Jan. 27, by General Foods Corp. in Philadelphia, from Young Dr. Malone enter the script on Pennsylvania. The program will be heard five times weekly on the broadcasts. The two programs also recently exchanged products with the Young Dr. Malone program now promoting Post Toasties, and Portia the Pig's complete line of plastic bags. Agency is both products for Benton & Bowles, New York.

BERRY BISCUIT Corp., Elizabeth, N. J. (Berry biscuits, crackers & cookies), on Jan. 28 starts a three-week twice-weekly program with Tommy Bartlett, on WBBM, Chicago. Through facilities of the station's mobile air theater trailer broadcasting and recording unit, Bartlett will visit stores in the Chicago area selling Berry products and interview housewives at their homes. Agency is J. R. Hamilton Co., Chicago, Morris W. Sachs, Chicago (clothing), consistent user of local radio, on Jan. 20 started a three-week twice-weekly hour news broadcast on the same station. Agency is the Bear Co., Chicago.

LINK-BELT Co., Chicago (stokers). Jan. 20 started a four-week campaign of four-week station break announcements on WGN, Chicago. Agency is Relad and Wadie, same city.

WINDSOR PARK LAUNDRY, Chicago, on Jan. 13 started a four-week twice-weekly quarter-hour broadcast over WWJR, Chicago, and a schedule of 312 spot announcements on WJJG, Chicago. Agency is Robert Roohan & Son, Chicago.

GAINER & KOEHLER, Chicago (In- terstate Furniture Co.), in mid-January started a five-week thrice-weekly quarter-hour program over WJGL, Chicago, for 13 weeks. Placed direct.

JOSEPH BLEILEY FUNERAL HOME, Richmond, Va., has reserved for another New Year's Day special program, Sunday afternoon organ program over WVRA. The broadcast is expected to draw a large audience of former students of the University of Virginia and other schools and colleges in the area.

CHICAGO'S MILWAUKEE, St. Paul and Pacific R. R. Co., Chicago, on Jan. 13 renewed for four weeks a weekly quarter-hour news program by Alon Brott on WGN, Chicago. Agency is Roche, Williams & Connolly, Chicago.

RCA Sponsors News

RCA MFG. Co., Camden, N. J., is sponsoring William Lang's Spotlighting the News on KYW, Philadelphia, beginning Jan. 26 and continuing weekly for 62 weeks. Agency is Victor-Bluebird phonograph records, was started earlier in the month on WEAP, New York, and may be expanded to other markets. Placed direct.

RAINIER BREWING Co., Verizon, Calif., in a six-week campaign started Jan. 22, is using 4 to 12 transcribed and live spot announcements weekly over 10 California stations. KFI KECO KBRO KFRC KFSD KFSD KGBD KFSD KGBD KFSD KFSD. Agency is Buchanan & Co., Los Angeles.

ANATOLE ROBBINS Cosmetics, Hollywood, through Raymond R. Morgan Co., that city on Jan. 21 started for 13 weeks sponsoring a weekly quarter-hour participation in the Country of Beauty program over KMPC, Beverly Hills, Cal. Buxom Beefatrice Shampoo Co., Hollywood (shampoo), through Chas. H. Maye Co., Los Angeles, in a 13-week campaign which started Jan. 16, is also sponsoring a weekly quarter-hour participation in the program.

BEECH-NUT PACKING Co., Can- john, N. Y., was incorrectly described in Broadcasting, Jan. 20 as sponsoring 1½ hours of recorded music nightly on WWVA. Station carrying the program is WWSW, Pittsburgh.

FRANK BAKER BREAD CO., Lima, O., placing direct and is paying for its new campaign, which is budgeted $5,000 for sectional radio advertising.

HEARN DEPARTMENT STORE, New York, which has used a child talent program on WBN, New York, in the past, on Jan. 13 started a similar Sunday evening program originating at the Little Theatre in the store, Saturdays, 9:00-9:30 p.m. Agency is Milton Rosenberg, New York.


FOR THE first time in radio history a commercially sponsored program originated from the Naval Academy when the Pena Tobacco Co., Wilkes- Barre, Pa., presented its Viz Pop program Jan. 23 on CBS from the Armory at Annapolis.

INTRODUCING the new

WINGED PLUG

... and that's me! ... A Hard-Working Plug who will fly your sales messages into "WSAI-Town" with its 285,260 Radio Homes. ... Note my figure: I'm built for, and emphasize better listening, not just sending. That's why I carry more pay-off programs.

WSAI CINCINNATI'S OWN STATION

REPRESENTED BY INTERNATIONAL RADIO SALES

January 27, 1941 • Page 43
NOW THEY LOOK LIKE THIS
(See page 27)

Radio Operators Sought For Government Service

APPLICATIONS for high-speed radio equipment operators to serve in the defense program will be received until further notice by the U. S. Civil Service Commission. Qualified persons are urged to send their applications to the Commission’s Washington office at once. A large number of vacancies will be filled in defense establishments.

One year of experience as radio operator in commercial or Government communications work is required. Although training in radio equipment operation at a service school may be substituted for this experience, all applicants must have had three months’ experience in the operation of high-speed radio communication equipment such as transmitting to typewriter syphon recorder tape, and transmitting messages by hand or bug.

The salary is $1,620 a year less a retirement deduction of 3½%. Further information and application forms may be obtained from the secretary of the board of U. S. Civil Service Examiners at any first or second-class post office, or from the U. S. Civil Service Commission, Washington, D. C.

Georgia Time Salesmen Hold First Convention

TIME salesman of the Georgia Broadcasting Assn. returned to their homes Jan. 18 after attending the first meeting of the group in Macon, Ga. Appearing as guest speakers were Dr. Frank Stanton, director of research for CBS, and Charles Caley, commercial manager of WMBD, Peoria, Ill. John Butler, commercial manager of WSB, Atlanta, served as director of the convention.

Representatives of both local and network stations throughout Georgia attended the meeting and received advice on the preparation and presentation of program time to sponsors.

COUNTERPARTS TODAY of the military-clad lads pictured on page 27 (in same order, left to right) are Bill Gittinger, CBS sales vice-president, pictured as an Army aviation cadet at Camp Dick, Dallas, whence he went to the aviation ground school at Cornell U; Jules Herbuveaux, NBC Chicago program manager, who was a chief gunner’s mate in the Navy Air Corps during World War I; Don Searle, director of KOIL, Omaha, and KFAB-KFOM, Lincoln, while a student in the Army Aeronautics School at Illinois U in latter 1918.

5000 WATTS in BOSTON
W MEX
70 BROOKLINE AVE., BOSTON, MASS.
T H R O U G H the efforts of WCCO, Minneapolis, radio took an active part in the convention of the Minnesota Editorial Assn., held Jan. 23-24 in St. Paul. The CBS program, "Our Daily News," a half-hour daily drama program sponsored by Colgate-Palmolive-Perot Co., Jersey City, originated from WCCO and was witnessed by the 500 delegates.

Stop That Story, a dramatization of newspaper advertising copies originating from WCCO was broadcast from the convention banquet.

For the National Druggists' Association, an early morning rural newscast, Bob Campbell, announcer for the program, made recordings of interviews with the editors for broadcast on the program. A display of "radio and the news" was arranged by WCCO, demonstrating the effectiveness of cooperative newspaper programs on the station, and the editors were invited to inspect and test their skill at making sound effects in the studio.

Titles for Tunes

BROWN & WILLIAMSON TO BACCO Corp., Louisville (Raleigh tobacco), has received over 5,000 entries in the first two weeks of the Name-a-Tune contest on the program, Discoveries of 1941, which started on W2J, New York, Jan. 3. Each week a new untitled BMI tune is played, and the listener submitting the best title receives $50 in cash and 10% of the royalties. Program, currently on a 13-week test series on W2J, is ginned for network production by BBDO, New York, agency in charge.

Light Vein in Pittsburgh

COPY in light vein is used by WCAE, Pittsburgh, in a new series of 1-column ads, 5 inches deep in local newspapers. They supplant 3-column 7-inch ads run in 1940. Commercial programs are promoted.

BALLOONS ranging from 10 inches to five feet in diameter, from WLW and WSAI, paper carnival hats bearing printed messages, and a "Find Your Double" contest in which four Crosley radios were given as the principal prizes, featured the annual division of the Ohio Valley Druggists' Assoc. in the Netherland Plaza Hotel, Cincinnati. More than 400 retail druggists and their wives attended. Dick Ruppert, promotion director of WSAI, was in charge of the radio theme.

In addition to the decorations and the prizes, WLW furnished a program of entertainment. The program was sponsored by W2J, New York, and was witnessed by the 500 delegates.

Stop That Story, a dramatization of newspaper advertising copies originating from WCCO was broadcast from the convention banquet.

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Merchandising & Promotion

Aid to Editors-Song Names-Happy Birthday-Money in Bags-Ground in Philadelphia

KGO's Birthday

THE 17th anniversary of the founding of KGO, San Francisco, was marked by a promotion campaign which started over the station's program staged before more than 5,000 persons on one of the floors of the John Breuner store in Oakland. KGO was founded in Oakland, where its transmitter still remains, although the studio has been moved to 2 BHC quarters in San Francisco. For a week before the anniversary broadcast many radio set dealers, as well as Breuner's, promoted his birthday broadcast with special window displays. Seven of Breuner's windows were devoted exclusively to radio and the programs. The remaining six windows featured pictures of KGO-KPO artists along with merchandise. Throughout the store approximately 400 KOG-KPO-NBC pictures appeared.

A sound truck called attention to the broadcast. Diversified promotion, including the 43rd series of interviews and announcements.

Journalistic Swap

THE CALL-BULLETIN, daily evening paper, this month negotiated a reciprocal promotion deal with KPRL, San Francisco. The paper is presenting a five-minute newscast over each station daily during the afternoon hour in which it calls attention to the news stories and features in its final night edition. The promotion is intended to be a circulation building-up. Bob Hali, ex-radio editor of the paper, now feature writer, is writing the special newscasts which are presented by the station announcers.

In turn KFRC and KSFO are given advertising space in the Call-Bulletin.

Sack O' Dough

A BAG of money, amounting to $15, is being offered to the first 20,000 participants in the Call-Bulletin's "Sack O' Dough" promotion. Each participant must turn in his "Sack O' Dough" as soon as possible after 7:30 a.m. on Tuesday, Jan. 22, and the winner will be selected at random from among all the participants.

For Premiums Only

GIVEAWAY clearing house for WDS, Philadelphia, has been established by Pat Stanton, general manager. All programs offering premiums must submit a sample of the gift to the department, which will determine if the value of the item coincides with the claim made for it by the agency or account making the offer. In addition, the department will facilitate the handling of general mailings and coins received in response to giveaway offers.

Four National Spors

Buy CBS Pacific News

SOIL-OFF MFG. Co., Glendale, Cal. (paint cleaner), an extensive user of spot radio, on Feb. 4 starts Bob Garred Reporting on 1 CBS-Pacific stations (KNX KARM KSF0 KROY KOIN KIRO KVI), Thursday, 5:40-6:15 p.m.; Saturday, 7:30-7:45 a.m. Contract is for 52 weeks, with placement through Hillman-Shane Adv. Agency, Los Angeles.

Bathswheat Corp., New York (Bathswheat), currently sponsors Bob Garred Reporting on 4 CBS-Pacific network stations (KNX KARM KSF0 KROY KOIN KIRO KVI), Tuesday, Thursday, 7:30-7:45 a.m. (PST), with Mannen Co. Newark (shaving cream), sponsoring the program Monday, Wednesday, Friday, at the same time. H. M. Kiesewetter Adv. Agency, New York, services both accounts.

A thrice-weekly five-minute version of Bob Garred Reporting is sponsored by Peter Paul Inc., Nau- gatuck, Conn. (candy), on the same day, Monday, Wednesday, Friday, 5:45-5:55 p.m. Agency is Briascher, Davis & Staff, San Francisco.

Ground Plugged

NEWSPAPER advertisements were utilized by WCAU, Philadelphia, to call consumer attention to the technical nature as a ground system at the Newton Square, Pa., transmitting plant. Employing the better-for-you theme, display advertisements, measuring 600 lines over four columns, were carried in the Philadelphia Inquirer, morning paper, and the Evening Bulletin.

BROCHURES

STREET & SMITH PUBLICATIONS, Radio Division, New York—19th Century mailing piece promoting the five-minute transcription series called Sonny Tabor, Arizona Ranger, produced for the WJSU, Phoenix, station, and promoted by Charles Michelot, director of advertising.

The brochure was designed by Will N. DeGrycoch.

WCCO. Minneapolis—Twelve-page green folder with illustrations from the Minnesota State Fair, showing how the station demonstrated radio to 400,000 persons in ten days "to build extra loyalty in its listeners."

KMA, Shenandoah, Ia.—Sig-page screen print and white lettering for "Only Paul Bunyan Could Do This" promoting mail responses, coverage map and county breakdown map.

CECIL, Toronto—Mailing piece "These are the places we heard from—They heard us" based on mail during one week in December.

WCCO. Minneapolis—Green-tinted lithograph brochure on WCCO activities and exhibits at Minnesota State Fair.

CPQC, Saskatoon, Sask.—Illustrated souvenir guide and personnel directory, featuring new studio facilities.

WKZO, Kalamazoo, Mich.—File fold-out of National Sponsors and merchandising descriptions.

CBS—Eight-page folder on CBS "firsts" in 1940.
Poll Claims Radio Lacks Definiteness of Purpose

STATING that "radio today lacks definiteness of purpose," Rho Alpha Delta, undergraduate radio society at New York U, released the results of its annual poll of the student body to determine radio likes and dislikes.

Arthur Godfrey, Washington radio entertainer heard on WOR, was selected first all around radio voice and cited for his informal morning programs; Raymond Gram Swing, MBS commentator, was best news commentator; Bob Hope, star of the Pepsodent Show on NBC, best comedian. News broadcasts ranked first in favorite types of programs, with symphonic music second.

According to George Peabody, president of the society, who released the results, good radio ideas are "don't to death" through constant copying. "Radio has forgotten its prime purpose," he said, "which is to serve as the media for enlightenment and entertainment and in the interest of public good."

Armstrong and Yankee FM Applications Bring Total Pending at the FCC to 55

WITH RECEIPT of applications by the FCC for commercial facilities during the last fortnight from Maj. E. H. Armstrong, the inventor of the wireless network, the total number of pending FM applications has swelled to 55. Major Armstrong, currently operating experimental FM station, W2XMN, Alpine, N. J., has requested transmitter facilities in Alpine with studios in New York City to operate on 43.1 mc. and cover 15,510 square miles. The Yankee Network, already holding a construction permit for an FM outlet in Boston, also would be located in New York, using 46.7 mc. to cover 7,800 square miles.

In Other Cities

Other applications pending before the FCC are from Westinghouse Radio Stations Inc., already authorized in Pittsburgh, for additional FM stations in Boston, Springfield, Philadelphia and Fort Wayne. CBS, with construction permits currently held in New York and Chicago, has asked for another in Boston. The applications to date, exclusive of those already granted construction permits by [BROADCASTING, Jan. 20], are as follows: (powers are shown in megacycles and coverage in square miles and regular broadcasting affiliations, if any, are indicated by standard call letters):

A. S. Abell Co., Baltimore—44.3 mc., 1,489 sq. mi.
Alexander Broadcasting Co., Alexander, La. (KALB)—44.7 mc., 3,025 sq. mi.

John Lord Booth, Detroit (WBCA)—44.1 mc., 6,738 sq. mi.

Commercial Radio Equipment Co., Kansas City—44.9 mc., 3,198 sq. mi.

James F. Hopkins Inc., Detroit (WDFK)—44.3 mc., 1,518 sq. mi.

Moody Bible Institute, Chicago (WMBI)—44.3 mc., 15.6 sq. mi.

Outlook Co., Providence (WJAR)—44.3 mc., 13,970 sq. mi.

Pavilions Restaurant Co., St. Louis (KSD)—44.3 mc., 6,284 sq. mi.

Standard Broadcasting Co., Los Angeles (KPFV)—45.1 mc., 1,479 sq. mi.

REL

FM's Pioneer Manufacturer

Do you want your F.M. transmitter to be delivered promptly? We've already delivered dozens of them on time. Do you want your F.M. transmitter on the air a few hours after you get it, with a full powered receiver? We've already done this a dozen times. There's a liable signal! We've already done this a dozen times. There's a liable signal!

Do you want to go ahead with F.M.? Then buy REL and go to it.

UP News

REX DAVIS
STUDEBAKER NEWSPAPER WICKY 6 DAYS PER WEEK Cincinnati

REL

FM's Pioneer Manufacturer

Do you want your F.M. transmitter to be delivered promptly? We've already delivered dozens of them on time. Do you want your F.M. transmitter on the air a few hours after you get it, with a full powered receiver? We've already done this a dozen times. There's a liable signal!

Do you want to go ahead with F.M.? Then buy REL and go to it.

Radio Engineering Laboratories, Inc.
Long Island City, N. Y.

(UP)

The Mark of Accuracy, Speed and Independence in World Wide News Coverage

UNITED PRESS

WFMJ Television Display

WFMJ, Youngstown, O., and the Youngstown Vindicator have announced plans for bringing the portable television demonstration to the Youngstown Home Show, scheduled for March 10-24. In connection with the display the station and paper are running two contests, one of which is a local "Miss Television" who will receive an all-expense trip to New York for a television test, and the "Miss Television Talent Hunt," with $25 in prizes. Conditions on both contests start at midnight, 25 with a weekly audition broadcast on WFMJ at 8 p.m. each Tuesday.

CECIL SPICER has been added to the chief engineering staff of WRVA, Richmond, Va., succeeding Elmo Crone, resigned. Fred Powell has joined the WPID engineering staff.

BOB DICKINSON has been promoted to chief engineer of KKB, Bend, Ore. BOB DICKINSON has been promoted to chief engineer of KKB, Bend, Ore.

MAYNARD M. DUVALL and Chase McGhee Jr., have been added as control operators to the staff of WLVA, Lynchburg, Va., key station of the Tri-City Stations.

ALVIN H. BURNARD, transmitter maintenance engineer, of KGW-KEX, Portland, has accepted an appointment as radio instructor at Fort Word, Ill.

JOHN PARKER has been named chief engineer of WORL, Boston. He replaces Melvin Sickles, resigned.

FRANK KIMMEL, technical director of Texas State Network, has been named vice-chairman of the newly formed Western Corridor Section of the Institute of Radio Engineers. Chemical department writer, a consulting engineer. J. S. Sullivan, of the engineering staff of WRR, Dallas, was elected secretary, and P. H. House, of Southern Methodist U.

TOYO E. PERKIN has joined the engineering department of WKBY, Richmond, Ind.

WOLFGANG GRUBE has joined the transcription service of WNY, New York, as a recording engineer.

GEORGE TAYLOR, formerly of WBRY, Welch, Va., has joined WTHI, Williamson, Va., as chief engineer. Verneau Kaspar also has joined the WTHI engineering department. Thomas Phillips Jr., succeeds Kaspar as WRXR chief engineer, and William Upland and Shadey Bailey have been added to the technical staff.

LYMAN S. SWENDSON, engineer of WCCO, Minneapolis, has been ordered to report for duty at Wright Field. O. W. Brown of WRRM孤立 in the Signal Corps Reserve.

JOHN B. CASEY, chief engineer of KRBC, Abilene, Tex., recently married Betty Peele.

ROBERT L. HECK, formerly operator with the local police department, has joined the engineering staff of KSCJ, Sioux City, Ia.
INSTALLATION of the fixed transmitter and antenna atop one of the two 355-foot towers supporting the Philadelphia-Camden Delaware River Bridge, RCA engineers solved the problem of setting up a two-way mobile police communication system that will give dependable service over the entire length of the 1-mile bridge. Steel construction of the bridge absorbs radio signal energy. Dual controls are set up in the headquarter buildings of the Delaware River Joint Commission and in mobile patrol cars that have transmitters and receivers; motorcycles are equipped with horn and siren. A mobile directional loudspeaker is set up to direct all calls. The driver of a foot patrolman is on duty.

WWL, New Orleans, is running final tests on its new mobile unit, according to General Manager W. H. Summerville. The unit, installed in a seven-passenger Plymouth painted in Loyola U’s maroon and gold, includes complete two-table recording equipment and a 100-watt Western Electric Relay transmitter, WLOY. The unit, designed and assembled by Chief Engineer J. D. Bloom, is equipped to operate with a pack transmitter. A gas-driven generator in the back trunk offers an independent power source.

AN RCA transmitter and Wincharger tower have been ordered for the new location, WFMJ, in DeLand, Fla. 260 watts on 1510 kc., granted Nov. 20 to the Tropical Broadcasting Co., by E. Raymond, president, reports the station will go on the air the latter part of Dec. Canal Zone Treaty changes are expected.

A COLLINS 20-K transmitter and Union Metal Monotone towers, along with a modulation monitor and microphones and Gates speech input, has been ordered for the new WALH, Albany, Ga. Manager Ed Lord reports the station will be on the air and will be on the air in the latter part of Dec. RCA transmitters and equipment and a Lehig tower are being installed for the new WWNY, Watertown, N. Y. 500 watts on 1270 kc., granted Oct. 31 to Harold B. Johnson, publisher of the Watertown Daily Times reports will go on the air by the latter part of Dec. Only staff assistant thus far is Paul J. Rice, as chief engineer; formerly with WSYR, Syracuse.

New Broadcast Center To Be Built by WFBL

WFBL, Syracuse, on Jan. 23 announced acquisition of a three-story building in downtown Syracuse which will be completely remodeled into a modern broadcasting center. To incorporate the latest technical and studio equipment, the entire second floor will be converted for studios and control rooms, with the third floor housing executive and commercial departments. The building will be air-conditioned throughout, according to Samuel H. Cook, owner-president of WFBL.

The move into the new quarters will climax a steady expansion program during the last year, marked by the purchase of additional land on State St., just across the street from the transmitter site in Collamer, N. Y., erection of a second tower and enlargement of the transmitter building, and an increase from 1,000 to 5,000 watts fulltime. The station is a CBS basic station, and 1500 watts, 4611-7:4615, were granted in 1922 by Samuel Woodworth, then vice-president and general manager.

EXCLUSIVELY FOR TELEVISION is this new studio building of General Electric's W2XZ, Schenectady. The exterior will look like this architect's dreaming of the future now being remodeled by GE. The air-conditioned structure will provide a main studio 70 feet long, 45 feet wide and 18 feet high, occupying most of the top floor, with offices, scenery shop and heating equipment on the ground floor. Illumination for the large studio will be furnished by three-phase water-cooled mercury lights, newly developed by GE, providing 1,000 foot-candles of illumination at any point on the television stage. Another feature of the installation is a 129-foot antenna, electrically heated in the winter, to be used for relaying programs to the main transmitter, located in the nearby Helderberg mountains. The studio building should be completed by late spring or early summer, according to R. S. Peere, GE manager of broadcasting.

Later Television Progress Is Shown During FCC Tour

DuMont, RCA, Bell Laboratories and CBS Show Projected, Color and Coaxial Transmission

PREPARATORY to receiving the progress report of the National Television System Committee on Jan. 27, a delegation from the FCC spent Jan. 24-25 in a television tour of New York, witnessing demonstrations of the most recent television developments of Allen B. DuMont Laboratories, Bell Telephone Laboratories, CBS and RCA.

Eight FCC officials participated in the tour: Chairman James Lawrence Fly; Commissioners Case and Walker; E. K. Jett, chief engineer; A. D. Ring, assistant chief engineer; William H. Bauer, head attorney; Nathan David, of the legal staff; George Gillingham, director of information.

DuMont Images.

The DuMont demonstrations, first on the list, consisted of transmission of 625-line images at 15 frames per second, using the driven synchronization system developed by DuMont engineers, which is claimed permits reception of images of definitions varying from 200 to 900 lines without causing obsolescence of receiving equipment through changes in transmission standards.

Images were received on DuMont receivers with 20-inch viewing screens, utilizing the new time-delayed reception tubes developed by DuMont to overcome the previously objectionable flicker resulting from transmission at 15 frames a second. A motion picture, specially taken at 15 frames per second, was shown to demonstrate alleged fallacy in statements that rapid motions would produce blurs unless pictured more rapidly than this speed.

A pickup from Camp Upton, 68 miles from New York, transmitted to the New Yorker Theater and reproduced on a screen 20 x 15 feet, was demonstrated by RCA following a luncheon at the RCA Bldg, at which the visitors were shown multiplexed facsimile and FM sound broadcasting and RCA's new large-screen home receiver. This instrument, with a screen 18 x 13½ inches, uses a five-inch projection kinescope. The picture appearing on the flat side of the tube is enlarged by means of a coated lens and projected to a mirror on the underside of the upfitted cabinet lid, from where it is reflected to the translucent viewing screen.

The scenes from Camp Upton were brought to New York by RCA's automatic radio relay system, comprising a series of unattended relay stations which "thousands of pictures across the country without aid of wires. In side the top of each tower is a new horn antenna, sharply directional in reception and transmission of the ultra-short waves, with the automatic amplifying and relaying apparatus located in the base of the tower.

For the demonstration, the pictures were picked up by the NBC mobile television unit at the camp and sent from there to Hauppauge, 17 miles away, on the 150 mc. channel. The relay station at Hauppauge intercepted the signals and retransmitted them on 474 mc. to Bellmore, 23 miles distant. Here the picture impulses were again amplified and sent, on 506 mc., to New York, 28 miles. Picked up by two horn antennas directed at Bellmore and located on the 62nd floor of the RCA Bldg, the impulses were then broken into two television sets in Radio City and also sent by special wire line to the theatre. Pictures were of 441-line definition, 30 frames.

RCA's Projector

Instead of the rear-screen projection method utilized by Stopheny for its large-screen television system for theatres [broadcasting, Jan. 20], the RCA theatre pictures are projected from a steel-barreled projector set up at the edge of the balcony 60 feet in front of the screen. Beside the projector are control desks with knobs enabling the operators to regulate the sharpness, brightness, contrast and size of the images. The theatre installation also includes the power supply unit, conventional high-voltage rectifier rated at 50,000 volts, and the optical unit.

This latter comprises three parts: A kinescope like that in a home receiver except that it is made to handle high voltages, which faces away from the stage, pointing the image at a concave reflecting mirror, 30 inches in diameter, which reflects the picture into a correcting lens which focuses it on the screen with a magnification of 45 times.

Sound controls, mounted in a separate console near the picture control desk, are linked to the speakers in the auditorium and are connected with the NBC studios and the central radio receiving point. Pre-sets were used by the sound control men for cueing the program.

In the RCA demonstration of multiplexed facsimile and sound, a single frequency-modulated ultra-shortwave channel was used to perform two services simultaneously.

(Continued on page 19)
ASCAP War Nearly Won
(Continued from page 9)

organization, flanked by NAB and the networks, resulted in a threat-ened boycott of ASCAP music in contravention of the statutes.

Under the prescribed procedure, the Government will file a civil suit against BMI in the Federal District Court in Milwaukee. This pre-sumably will be done by Mr. Wa-ters. Mr. Kaye or Mr. Goldmark, as counsel for BMI, is expected to file on the same day BMI’s answer to the suit. Then the Government and BMI jointly would ask the court to enter the consent decree, terminat-ing the litigation by stipulation.

The Government is not expected to file its criminal information against ASCAP at that time. Presumably it desires to clear up the BMI situation first. Obviously, the same decree entered into by BMI will be available to ASCAP, should it decide to settle out of court. But if it does not agree on that move, then, according to the Attorney General’s original announcement and to repeated utterances of Mr. Arnold, actual criminal action will be instituted against ASCAP.

Such a decree would affect ASCAP far more drastically than BMI. Because ASCAP acts as the exclusive licensing agent for the cream of the writers and publishers, it would be forced, under any decree entered, to dissolve that relationship in its entirety. This would involve a cellular-to-weather vane reorganization of Buck-Mills-Paine Ltd.

The final decision to accept the Government decree, without further alteration, was reached at the BMI board meeting in New York Jan. 21, with counsel for the various interests represented. Present at meeting were NAB President Neville Miller, CBS Executive Vice-Presi dent Edward Klauber; NBC President Niles Trammell; Theodore C. Strebelt, vice-president of WOR-MBS; John Shepard 3d, president, Yankee Network; Paul W. Morency, WRIF, Hartford; Walter J. Damm, WCMJ, Milwau-kee; John Elmer, WCBM, Balti-more, all directors.

Also present were Mr. Kaye, Mr. E. Tompkins vice-president, and general manager of BMI, and Mef ford R. Runyon, CBS stations vice-president. Among the attorneys sit-ting in were Mr. Goldmark, A. L. Ashby, NBC vice-president and general counsel; Albert E. Con-nor, for NCB; Louis C. Cald-well, for MBS; Stuart Sprague, for NAB-BMI; Joseph H. Ream, CBS general attorney.

Likely Provisions

Terms of the decree itself will not be divulged until approved by the Milwaukee court. Main features of the stipulated settlement, how- ever, can be gleaned from past ex-pressions relating to the conversa-tions of both ASCAP and BMI at- torneys with Anti-Trust Division attorneys. It is logical to assume that they will provide:

1. That the decree will be condi-tional and will not become effective in any sense until three months after its entry, unless BMI signs a decree itself, or is forced to reorganize by virtue of a criminal anti-trust de-cision against it.

2. That once reorganized, BMI will be enjoined from assessing li-cense fees on a percentage of sta-tion income, unless it also offers its members on a "per program" basis with special provisions for com-mercial and sustaining programs. When a blanket license, percentage- wise, or on some other basis, it is issued must have some applicable business relationship to the measured service basis.

3. Definite restrictions on exclu-sive contracts of licensing group with the copyright owner or pub-lisher. This would prevent the band-ing together on an exclusive basis (which is current ASCAP) of catalogs which would be available only from that source on a bulk purchase basis. In other words each copyright owner would be required to place a per piece, per program or per catalog price on his music. If he had to pay a per cent it would permit it to be licensed by the "pool," thus making for free competition.

4. Imposition of clearance at the source, at least nine months after the "free competi-tion" provisions are introduced, or within a year after ASCAP is in effect in line. Under this provi-sion, the networks would have to re-negotiate contracts with their affiliates so they would absorb a proper share of the music costs thus incurred. It was this provision that proved rather provocative in the industry discussions.

Restrictions Banned

5. Requirement that BMI shall not enter into business relations more similarly situated, though it may take into its purview situations based on applicable business fac-tors.

6. Banning of restrictions on compositions, particularly so it will not work as a detriment to trans-cription companies, which under existing ASCAP practices are forced to pay two royalties, with the Music Publishers Protective Assn. as well as ASCAP (through the stations) getting tribute.

The Government seeks to induce competition in music. By requiring operations under which users will not be forced to pay royalties on incomes derived from programs not using music of the particular copy-right owner, it feels this major ob-jective can be obtained. In specify-ing alternative licensing arrange-ments, it is apparent is felt that the blanket fee, admittedly the easiest to administer, cannot be employed to thwart the effort to introduce new program pay-ments. By the same token it was concluded that clearance at the source is a fundamental considera-tion.

Hollihan to Erwin, Wasy

GARRETT HOLLIHAN, since 1936 continuity director and script department head of the World Broadcasting System, New York, on Feb. 1 assumes the radio di-rectorship of Erwin, Wasy & Co., Chicago. Mr. Hollihan entered the indus-try in 1929 as sales manager of the old WPAW, Pawtucket, R. I., now WPRO, Providence. He later joined the upstart department of BBDO, New York, and from 1932 to 1936 was associated with the Alfred Rooney & Co. agency.

Sheaffer Pen’s Campaign

W. A. SHEAFFER PEN CO., Fort Madison, Ia., the first week in February starts a eight-week cam-paign of five weekly station-break announcements in approximately 80 markets. Most of the announce-ments will be placed in Class A time. Agency is Russell M. Seeds Co., Chicago.
New Business

GOVERNMENT OF BRAZIL, on Jan. 26 started The Facts in the News on 45 NBC-Blue stations, Sun., 7:30-8:45 p.m. (EST) Agency: Campbell-Ewald Co. of New York.

DR. E. W. KENYON, Los Angeles (religious), on Jan. 3 started for 52 weeks Faith Builder, on 31 Pacific Coast Don Lee stations, Sun., 8:30-9:30 p.m. (EST) Direct.

SOIL-OFY MPG, Co., Glendale, Cal. (paint cleaner), on Feb. 4 starts for 32 weeks Bob Garrett Reporting on 7 CBS Pacific Coast stations (KNX 880 kc.).

KARM KSYO KBOY KIRO KV17, Thurs., 5-5:45-6:30 p.m.; Sat., 7:30-7:45 a.m. Agency: Hillman-Shane Co., Agency, Los Angeles.

Renewal Accounts

GOSPEL BROADCASTING Assn., Los Angeles (religious), on Jan. 29, renew for 32 weeks Old Fashioned Revival Hour; 6:30-7:00 p.m., Sun., 7:30-8:30 a.m. (EST) Agency: R. H. Alber Co., Los Angeles.

Network Changes

BISDOL Co., Jersey City, on Jan. 25 adds 3 Michigan stations to Mr. Ken, Tracer of Lost Persons, making a total of 42 NBC-Blue stations. Mon., 8:30-9:00 p.m. (EST) Agency: Blackett-Sample-Hummert, N. Y.

BAYER Co., New York (spirits), on Feb. 2, adds 31 CBC stations to American Album of Famous Piano Music, to be heard; 2:00-3:00 p.m. (EST) Agency: Blackett-Sample-Hummert, N. Y.

CHAS. H. PHILLIPS CHEMICAL Co., New York (build-up agen. ops.), on Jan. 15, adds 31 NBC-Red stations to Walse Time, now on 11 NBC-Red stations, Fri., 9:00-10:00 p.m. Agency: Blackett-Sample-Hummmert, N. Y.

CARNATION Co., Milwaukee, on Jan. 9, adds WAML, Laurel, Miss., and WFOR, Hattiesburg, Miss., to Contended Hour, covering a total of 38 NBC-Red stations, Sun., 9:30-10:45 p.m. Agency: Erwin, Wasey & Co., New York.


Two Philippine Stations Now Affiliates of NBC

Two Philippine Islands stations, which are affiliated with NBC, were recently connected by wires to the FCC transmitter in the Empire State Bldg., which will broadcast a network program on the RCA Bldg. A receiver at Radio City unscrambled the sound and pictures by a system of electrical filters which fed the signal into the transmitter, where the facsimile signal was transferred to a receiver which reproduced the printed matter, maps, etc.

Bell Labs and CBS

The demonstrations of the Bell Telephone Laboratories and CBS were to a large extent precedents of those given for the Institute of Radio Engineers [Broadcasting, Jan. 19, 20]. Bell Laboratories showed pictures transmitted over a coastal cable loop 190 miles long with no loss in clarity or detail when contrasted with the same picture transmitted from studio to studio in the same building. CBS demonstrated its direct pickup of color television, which is states that it has 11 new steps perfected since the FCC witnessed the CBS demonstration of color television with film aboard a rocket.

These 11 steps are listed by CBS as follows: (1) Live pickup; (2) no color breakup; (3) amount of light needed not as great as before; (4) conversion process faithfully reproduces eliminating the need for special makeup; (5) color television reception in a small, compact table model receiver; (6) synchronizes the system that obviates need for transmitter and receiver having same power supply; (7) colors put into phase with push-button on receiver; (8) temperature-controlled light eliminating perspiration problem; (9) noise in color disc eliminated, so it is possible to hear; (10) special 24-frame scanner takes any type of 16-mm. film; (11) system for fusing one scene into another superimposed on the other. Such developments as these, says CBS, indicate that color television is now ready to step out of the laboratory and into actual program use.

Rockwood & Co. Places Women's Program Spots

Rockwood & Co., Brooklyn, since the first of this year has been conducting an intensive campaign of thrice-weekly participation on women's programs on a group of stations in the interests of the Bits, semi-sweet chocolate squares.

Current programs and stations include: Bessie Burton on Mark for Newark; Sally Work, WBEN, Buffalo; Norma Young, KHJ, Los Angeles; Beatrice Chandler, KNX, Los Angeles; Fashion and Style, WATR, Norfolk; announcements, WSOO, Charlotte, and WAPI, Birmingham, Alabama, and in Washington; participation in the Yankee News, Yankee Network. On Feb. 4, the company plans to add one more spot weekly on WGNO, New Orleans, and additional women's programs are under consideration for later in the year. Agency is Federal Adv. Agency, New York.

NETWORKS TO DROP SALES STATEMENTS

ALTHOUGH no official statements have been issued on the matter, the trade press has been informally told by NBC and CBS that no more monthly billing statements will be issued. MBS, on the other hand, intends to continue releasing its monthly time sales figures as in the past.

Move by CBS and NBC is said to be in accord with the industry plan developed by Paul Re. research director of the NAB, which would report all time sales, both for the networks and the individual stations, on a station-hour basis which would serve as a measuring stick comparable to newspaper line figures. Such figures, it is felt, would give a picture of the industry's volume of business adequate for normal purposes, without encouraging unions and other groups to look on radio as an inexhaustible source of revenue, which feeding the publication of gross dollar figures is said to foster.

Two years ago the networks attempted to withhold these monthly time sales statements from the trade press but continued making them available to agencies and advertisers, both from the networks and through Publishers Information Bureau. This halfway measure proved extremely unsatisfactory and was dropped within a few months. This time, it is understood, NBC and CBS have agreed to withhold the figures completely.

Since Dec. 1st

These Important Advertisers Have Added WLAW to Their Radio Schedule

- LIPTON'S TEA
- PHILIP MORRIS CIGARETTES
- SPRY
- NATIONAL DAIRY
- WONDER BREAD
- ANDY BOY PRODUCTS
- GULF REFINING CO.
- LUCKY STRIKE CIGARETTES
- RINSO
- BULOVA WATCH
- WARD BAKING CO.
- MARLIN BLADES
- STATLER TISSUE
- MUTUAL SAYINGS
- BANKS OF MASS.
- PHILADELPHIA & READING COAL

Why Not Be Next on this List?

WLAW

LAWRENCE, MASS.

C.B.S. Affiliate

BROADCASTING - Broadcast Advertising

January 27, 1941 - Page 49
Senate Investigation of Radio Deemed Unlikely This Session

Committee Not Expected to Have Funds Available; President Expected to Act Soon on FCC Post

INDICATIONS of a Senatorial investigation of radio, looking toward writing a new law at this session of Congress, apparently have been almost dispelled. A combination of factors, all directly ascribable to the President's lend-lease program for Great Britain, are responsible for the sudden deflation of the radio legislative move.

It is now regarded as likely that President Roosevelt will soon fill the FCC vacancy created by the departure of Col. Thad H. Brown late last year. There are a dozen candidates for the post, with three Western prospects appearing high in the running.

Wheeler's Stand

When the last session adjourned in December it was generally reported in Senatorial circles that legislation to revamp the FCC would be introduced, probably backed by the Administration and by Senator Wallace H. White Jr. (R-Mo.), radio leader of the upper house.

Since then, however, Senator Wheeler (D-Mo.), chairman of the Interstate Commerce Committee in which radio legislation originates, has broken with President Roosevelt on the British aid program. This clash has been of such a serious nature that Administration forces are not disposed to give the Senate Interstate Commerce Committee any funds for investigational purposes, apparently fearful that Senator Wheeler might use them to further his opposition to the British aid program.

In some quarters it has been expected that Senator Wheeler might attempt an investigation of radio using as his vehicle this investigation of foreign patent holdings in American companies, including communications. He has sought a $100,000 appropriation out of the current fund of the Senate for this inquiry.

In responsible quarters it is now reported that Senator Byrnes (D-S. C.), chairman of the Special Audit & Control Committee, is not disposed to have his committee authorize this fund or any other fund for an investigation which might be conducted by the Interstate Commerce Committee. More particularly under the fact that Senator Wheeler feels that in touching with defense matters foremost in the minds of legislators and the public, any effort to write new radio legislation might result in a measure geared toward war standards which would be unduly stringent during normal times.

It is now felt there is very little chance of a change in the law at this session. Some sensational development, such as recommendations for additional power for the FCC as a result of its network monopoly investigation, or possibly some war measure, might precipitate an investigation, but even this is not foreseen at the current writing.

Brown Vacancy

President Roosevelt at a press conference Jan. 17 indicated that he had named Senator consideration of candidates for the Brown vacancy. With four Democrats already on the FCC, the new appointment must be non-Democratic—probably a Republican, it is said.

Because the West is not represented on the seven-man FCC, western political figures are urging the appointment of someone from the area. Foremost among those candidates now are Dr. Arthur G. Cravez, president of the University of Wyoming, a pioneer in the radio education field; Ray C. Wakefield, of the California Railroad Commission, who has a public utility common carrier background, and Judge James B. Kinne, of Seattle, the latter supported by Senator Homer T. Bone (D-Wash.).

Also previously mentioned from the West was former Judge John C. Kendall, attorney, of Portland, Ore.

Among other names heard, and having support, are Nelson Lee Smith, chairman of the New Hampshire Public Utilities Commission; former Rep. William J. Miller, Connecticut Republican, and former Gov. R. L. Cochran of Nebraska, a Democrat.

There also has been conversation about a possible double appointment, in the light of the forthcoming expiration of the term of Commission Alan B. Sykes, a Democrat. Named to fill the unexpired term of Judge E. O. Sykes, who retired in 1929, Mr. Thompson's term ends in 1941.

Unconfirmed reports were current that he might be named to another Governmental agency, thus making the appointment by the President. In such an event, the name of G. W. Johnstone, radio director of the Democratic National Committee and head of public relations chief of NBC and WOR-MBS, is mentioned. While he could not qualify for the Brown vacancy, since he is a Democrat, a shift of an FCC personnel who would open a Democratic place on the FCC would make this possible.

Senior White was represented as still engrossed in the task of drafting a bill to reorganize the FCC, designed to serve as the basis for an investigation. Whether he plans to introduce the measure promptly, in the light of the confused legislative outlook, remains problematical.

Army Plans to Appoint Defense Group Members

TO COMPLETE personnel of an emergency advisory council, Maj. Gen. Joseph O. Mauborgne, Chief Signal Officer of the Army, plans to appoint a group of ranking engineering executives in the broadcasting industry. The selections will be made with the consent of the Chief Signal Officer rather than through consideration of applications. It is reported that the appointments will be made from the industry—probably with one representative each for the three major networks.

The Army has been created to aid the Chief Signal Officer in the event of war or emergency, to represent, assisting, representing the various communications fields and the motion picture industry, hold conferences and commissions in the Army Signal Corps Reserve. David Sarnoff, RCA president and chairman of the Board, has offered to assist in the selection of a communications representative.

FCC Actions

WARWICK & LEGLER, New York advertising agency, has stipulated with the Federal Trade Commission to cease certain advertising representations for Tangee Lipstick and Theatrical Lipstick on behalf of George W. Luft Co., Long Island City, N.Y., according to a FTC announcement.

Other stipulations have been received from Union Oil Co. of California, Los Angeles, concerning advertising representations for Tri-ton Motor Oil; Chasers Inc., New York, for Chasers breath lozenges. The FTC has filed a complaint against J. H. Camp and Drug Profits Inc., Ravenswood, W. Va., for misrepresentations of the radio advertising for Phalen and Burke. Responding to a previous FTC request, Broadcast Syndication Co., Newark, N. J., has filed an answer making a general denial of all charges except certain of them about ingredients of Ambassador Beer. Hearings are to be held subsequently.

BIG NET FOR TEXAS FOOTBALL

High School Championship Games Placed by Magnolia Petroleum Co. on Hookup of 33 Stations

DOWN TEXAS way they like to tell about the composite, fictitious Texas steers, representing all the Texas bears rolled into one, who munches grass in the Texas Panhandle and whose tail flies off on the native south of Buenos Aires.

If there is anything a Texan likes better than to talk about the size of his State, it's to do something bigger and better than the rest of the world does it. And that goes for football broadcasts, as well as steers and ten-gallon hats.

And How It Grew

Six years ago Sid Dunken, advertising manager of Magnolia Petroleum Co., got the idea that it was something to do about broadcasting the high school championship football games. Texas is so big that the high schools are divided into 16 districts. The teams in these 16 districts block, back and bump each other from September to December to decide the championship. Then the district champions meet in a series of bi-district playoffs to determine the state champion.

It was these last seven Sectional Championship Games that Sid Dunken had his eye on—four games in the quarter-finals, two games in the semi-finals and then the final big championship game. The first broadcast in 1936 was carried over six Texas stations. The next year, 14 stations participated. The broadcasts proved so popular with the public and Magnolia Dealers, that each year more stations have been added until the final championship Dec. 28, 1940, reached a high total of 33 stations, blanketing the State from El Paso in the West to Texarkana in the East and from Pampa in the North Panhandle to Weslaco in the Rio Grande Valley.

Arranging for lines and station time was no little job. Thinking in terms of the famed Texas steak, somebody has figured out that a total of 2,240 miles of lines were used, which if laid end to end would reach from New York back to Reno. The entire deal was negotiated by Ratcliffe Adv. Agency, Dallas, and Clyde Rembert, KRLD, Dallas.
Air Commentators Get Congress Ire

RADIO commentators drew passing flak in Congress when Representatives Hinshaw (R-Cal.), Thill (R-Wis.) and Geyer (D-Cal.) took the Floor with a profusion of sponsored news commentaries to "spread propaganda," whether it be slanted patriotically or otherwise. Citing a complaint of a constituent against H. V. Kelterborn's alleged "unnatural attitude," Rep. Hinshaw declared to the House: "It seems to me that paid radio commentators should confine themselves to the limits of impartial presentation of facts. In these times, when, above all, we here need to be clear-headed and the mass of people in our country need to be clear-headed, it would seem that paid news commentators and commentaries should take special pains to eliminate all aspects of propaganda and confine themselves to facts impartially told."

Creating "Psychoses"

Pursuing the same idea, Rep. Thill maintained the public today was "suffering" because of radio commentators "manning" the air with verbal bombardment of war news which must be creating various psychoses.

Rep. Geyer's attack was leveled exclusively at W. J. Cameron, commentator on the Ford Sunday Evening Hour. Referring to "a statutory proof" that Mr. Cameron did not become a United States citizen until 1935 and had testified falsely under oath, meantime engaging in "subversive activities" and propaganda. Rep. Geyer on Jan. 21 introduced a resolution (HRes 74) requesting the Attorney General to investigate the facts and circumstances connected with the granting of citizenship to Mr. Cameron. The resolution was referred to the House Committee on Immigration & Naturalization.

Johnson Revives Anti-Advertising Bill; Action on Copyright Treaty Possible

APART from appointments of new committee members, there was little radio action from Congress during the last week. Possibility of some action in the Senate on ratifying the interna-
tional copyright treaty, which has been popping up regularly for a decade, was indicated in view of strong recommendations for action in the form of the Senate Foreign Relations Committee. The treaty has been placed on the Senate cal-
endar, but no indication has been made as to when it might be con-
sidered.

On the legislative side, Senator Johnson (D-Cal.) on Jan. 23 introduced his bill (S-517) prohibiting alcoholic beverage advertising via radio. The revived proposal is essentially identical with the measure stymied during the 76th Con-
gress, and Senator Johnson is indicated to Broadcasting that he intends to press for action at this session.

In the House two bills have been introduced covering the practice of law before Federal agencies—one (HR-2536) by Rep. Walter (D-Iowa), professional lawyer, but not legally qualified to practice in his own State may practice before a Fed-
eral administrative agency without specialization coming from that agency; another (HR-605) by Rep. O'Toole (D-N.Y.) requiring li-
censing of lawyers practicing before Government agencies.

Committee Shifts

Although several changes were made in membership of four of the five committees handling radio legislation—Interstate Commerce, Commerce and Patents in the Senate, and Interstate & Foreign Commerce and Patents in the House—no changes were made in committee chairmanships.

Three new Democratic members and one Republican were appointed to the 21-member Senate Interstate Commerce Committee, headed by Senator Wheeler (D-Mont.). The new Democratic members include D. Worth Clark, of Idaho; James M. Tunnell, Delaware, formerly a lawyer and banker; Ernest W. Mc-
Farland, Arizona, lawyer. The new Republican member, representing an increase in Republican member-
ship on the committee to seven, is C. Wayland Brooks, Illinois, a law-
yer. Former Democratic members not returning this session are Mat-
thew M. Neely, now Governor of West Virginia; Sherman Minton, now a White House Presidential assistant; the late Ernest Lundeen, Minnesota Farmer-Laborite.

The two new Democratic mem-
bers of the 20-man Senate Com-
merce Committee, headed by Sena-
tor Bailey (D-N.C.), are Prentiss W. Brown, Michigan; Mon C. Wall-
gren, Washington. They succeeded Vic Donahue, Ohio, who retired with the last session, and James M. Slattery, Illinois, defeated for re-election by Senator Brooks. The two new members of the Republican minority on the committee are Ralph O. Brewer, former Repre-
sentative from Maine, and Harold H. Burton, Ohio, former mayor of Cleveland.

No change was effected in the membership of the Senate Patents Committee, headed by Senator Bone (D-Wash.) .

House Committee

Two members were named to fill vacancies on both the Democratic and Republican representation on the House Interstate & Foreign Commerce Committee, headed by Rep. Lea (D-Cal.). Representa-
tives Tenerowicz, of Michigan, and Sanders, Louisiana, were added to the Democratic membership of the 25-man committee, and Repre-
tatives Simpson, Pennsylvania, and Paddock, Illinois, to the Repub-
lican.

On the House Patents Commit-
tee, headed by Rep. Kramer (D-
Cal.), four new Democratic mem-
bers were added, along with three Republican members. The Dem-
ocratic appointees are Representa-
tives Bankhead, of Alabama; Fink-
urche, of Louisiana; Fogarty, Rhode Island; Harris, of Arkan-
sas. The Republicans are Repre-
sentatives Scott of Pennsylvania; Stevenson, Wisconsin; Simpson, New York; Heidinger, Illinois.

Radio Award Academy Proposed by DeMille

CECIL B. DE Mille, Hollywood film producer and director of the weekly CBS Lux Radio Theater sponsored by Lever Bros. Co. (Lux), has launched a movement for an Academy of Radio Arts and Sciences, similar to that fostered by the motion picture industry. The Academy would encourage artistic and technical achievements in radio and sponsor annual awards.

He will ask cooperation of net-
work heads and prominent radio producers, script writers, announcers, and others. DeMille suggests that awards be given for the best original script; best adaptation of a play or motion picture to radio; consistently best productions; best performances by an actress and actor; and most valuable achievement in the technical field.

School's Brief Test

INDUSTRIAL TRAINING INSTITUTE, Chicago, through Vanderbilt & Rubens, Chicago, on Jan. 13 started a two-week test campaign using daily quarter-hour local programs on WOR, Pontiac, Mich., and WDIW, Tuscola, Ill. If test is successful, campaign will be expanded. Sponsor on Jan. 7 started a 26-week campaign featuring a "Theater of the Mind" program on KPO, San Francisco, through James R. Lunke & Associates, Seattle.

WNBF

Binghamton, N. Y.

for the first time in the history of broadcasting offers national advertisers

A GUARANTEED RADIO AUDIENCE*+

WNBF, Binghamton, gives you radio's latest development—a GUARANTEED AUDIENCE*—for any period day or night.

For maximum sales results in the ideal test market of the United States, WNBF offers a truly great radio value to advertisers—

A GUARANTEED AUDIENCE*+

*Spot or network.

For further details, call any John Blair man today or write Columbia's affiliate, WNBF, Binghamton, N. Y.

BROADCASTING • Broadcast Advertising

January 27, 1941 • Page 51
Page 52 • January 24, 1971

BROADCASTING • Broadcast Advertising
HELP WANTED

Announcer—with one or two years commercial broadcasting experience. Write full details and salary expected. WMOT, Deatur, Illinois.

Announcers, Writers, Salesmen, Operators. Directories—into your national placement service. Central Registry, Orpheum Bldg., Wichita, Kansas.

Commercial Manager—for station in Philadelphia area. Capable of handling all types of accounts. Give age, qualifications, references and salary expected. Box 177, Broadcasting.


SITUATIONS WANTED

12 Years Of Radio Experience—recently in charge of operations two standard stations, six years with last organization; thoroughly experienced and qualified in executive selling. Recommendations from leaders in all phases of broadcasting industry. Box 184, Broadcasting.


Chief Engineer—employed network station, 5 years experience construction, installation, maintenance. Married, reliable, A-1 references. Box 179, Broadcasting.

Producing Sales Manager—with ten years success record, now sales director, seeks connection in market where efforts will produce larger income, either as sales representative or sales director. Industry will bring full particulars and will be held confidential. Box 180, Broadcasting.

THE NEW WKW, Wheeling, W. Va., 100 watts on 1300 kc., will go on the air shortly. The station is in a new building and the studio and offices are in a new building which has been constructed especially for the station. The station will be owned and operated by the Wheeling Valley Broadcasting Co., a corporation with offices in Wheeling.

Situations Wanted (Continued)

Manager-Commercial Manager—young, dynamic, general background. Now managing mid-west network station. Moderate salary. Box 177, Broadcasting.

Experienced Stenographer—thorough knowledge music libraries, program building, and logs. Able to write commercial copy. Mr. Co. of Women’s Program. Box 181, Broadcasting.


Salesman—5 years experience sales, continuity, publicity, promotion. Newspaper background. Now employed in highly competitive Mid-West market. Enclose liberal rate card—coverage map in letter. Box 178, Broadcasting.

Commercial Manager—man with outstanding record for personal sales and directing highly successful efforts of sales staff of major market network station several years seeks permanent connection where future depends solely on ability. References prove highest character and integrity. Local sales record established reputation in national field. Age—agriculture, thorough and stable. Box 179, Broadcasting.

Programs—production—spots—music—personal direction—public relations—all these plus a capability for service and dependability are available in an individual presently under contract. Full details are available on request. Address Box 172, Broadcasting.

For Sale


JANSKY & BAILEY
An Organization of Qualified Radio Engineers Dedicated to the SERVICE OF BROADCASTING

National Press Bldg., Wash., D. C.

There is no substitute for experience

GLENN D. GILLET
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Television Equipment
Earle Building, Washington, D. C.

Clifford Yewdall
Empire State Bldg.
New York City

An Accounting Service Particularly Adapted to Radio Engineering

HECTOR R. SKIFER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
ENGINEERING EQUIPMENT
SAIN'T PAUL, MINNESOTA

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY

As an exclusive sports feature, MHS has arranged a series of four programs titled World Title Biffard Meet from the scene of the tournament in Chicago. Broadcasts are scheduled for Jan. 25, Feb. 1, 8 and 12.

WOODY HERMAN records for LANG-WORTH

McNARY & CHAMBERS
Radio Engineers
National Press Bldg. D. 1205
Washington, D. C.

PAUL F. GODYL
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

PAGE & DAVIS
Consulting Radio Engineers
Monsey Bldg., District 8456
Washington, D. C.

A. EARL CULLUM, JR.
Consulting Radio Engineer
Highland Park Village
Dallas, Texas

C. K. M. WILMOTTE
Consulting Radio Engineer
Designer of First Directional Antenna Controlling System

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BROADCASTING - Broadcast Advertising
Approval Sought Of WAPI Lease
Prior FCC Objections Are Removed in New Petition

PREVIOUSLY changed to take care of FCC objections in previous denials of the lease application, the revised application was filed Jan. 23 with the FCC for voluntary assignment of WAPI, Birmingham, to officers of Alabama Polytechnic Institute. The station, owned jointly by Alabama Polytechnic Institute, U. of Alabama, and the college trust fund, will be operated under a voting trust agreement with the Birmingham Trust & Savings Co. on the basis of the revised proposal, instead of directly by the leasors.

Objections Removed

The specific basis of the previous FCC denial, a recapture clause contractually obligating parties to the lease contract to agree to the license to revert to the schools jointly owning the station at expiration of the contract, has been completely eliminated from the new application. The other principal change in the new application provides that voting rights in Voice of Alabama Inc. will be exercised under a voting trust agreement with Maclin S. Smith, named as trustee on behalf of the bank.

Under this arrangement the 42% interest in the station held by Ed Norton, Birmingham businessman and controlling owner of WMBR, Jacksonville, Fla., that 111% interest of Thad Holt, manager of WAPI; and the 45% interest of CBS would be covered by the voting trust agreement, which also provides that Trustee Smith, in seeking instruction on any point, will get such instruction only from Stockholders Norton and Holt.

The new application climaxizes a three-year effort to secure FCC authorization for lease of WAPI to Voice of Alabama Inc. On Dec. 30, 1940, an appeal from the FCC's earlier denial of the application was entered with the U. S. District Court for the Northern District of Alabama (Birmingham, Jan. 1). It was indicated that favorable FCC action on the revised application will bring one closer to the people's cost and service.

The application provides for an 11 1/4-year lease of the station by Voice of Alabama Inc., at a cash rental of $1,125 per month plus radio time for the joint owners amounting to one hour per week between 12 and 1 and one hour weekly before 6 p.m.

Aspirtone Commentary

BLACKSTONE PRODUCTS, New York (Aspirtone) will start on Feb. 9 on WOR, Newark, a twice-weekly quarter-hour commentary with Johannes Steege. Broadcasts will be Sunday and Tuesday evenings. Program will be on a test basis, and if successful, another slot will be added. On Jan. 13 sponsor started John Hughes, news analyst in the Aspirtone quarter-hour slot in a weekly program to the same seven stations of the Don Lee network, and a three-hour, quarter-hour commentary by Guy Savage on WGN, Chicago. The Agency is Raymond Specter Co., New York.

Goodrich Baseball

B. F. GOODRICH RUBBER Co., Akron, again will sponsor play-off baseball during the 1941 season in cooperation with General Mills. Cities on the Goodrich schedule are San Francisco, Tokama, Portland, Salt Lake City, Akron, Jackson, Miss. BBDO, New York, is the Goodrich agency. Besides baseball Goodrich will sponsor a minimum of five daily radio and/or television newscasts on a cooperative basis. The manufacturer will split time costs with dealers.

New York Key Stations Of Major Networks Sign Three-Year Music Pact

NEW three-year contract covering 235 studio musicians employed by the New York key stations of the three major networks was signed Jan. 23 by officials of the network and Local 802 of the American Federation of Musicians. The new contract covers 65 musicians at WABC (CBS), 65 each at WEAF and WFAN (NBC), and 40 at WOR (MBS).

The new contract increases the weekly minimum of musicians on sustaining programs from $110 to $115 per week and musicians on a 20-hour commercial schedule to $120 starting further for an increase of $5 in both categories, effective Feb. 1, 1942.

No change is stipulated in the $125 weekly minimum for studio musicians on a 25-hour commercial schedule. Conductors receive an $8 increase under the new contract, with violins rated for an $8 increase after the first year. Arrangers and copyists receive the same increase for the first year as before, and piece-workers receive 40c per page instead of 35c as under the old scale.

STATE DEPT. PROBES CBS NEWSMAN BAN

U.S. EMBASSY officials in Rome have made “inquiries” into reasons why Newsman Charles Basile, the Italian capital for CBS, has been denied use of radio facilities, was quoted by the State Department in Washington Jan. 24.

A spokesman for the Department said that he was unable to say anything further in the matter but intimated that the Department had no reports from the embassy as to reasons why Brown had been suspended.

An Associated Press dispatch from Rome, quoting “a reliable source,” stated that the “Italian government has issued an order peremptorily ruling Cecil Brown off the air.” The AP story stated that facilities had been denied Brown because of the “general attitude” of his broadcasts.

If the ruling is permanent, Brown will be the first American radio correspondent to be officially barred in any of the war-ravaged countries since the war broke out in September, 1939. A former INSC staff member, Brown worked in CBS headquarters in New York before being sent to Rome over a year ago.
Notice of a product to be broadcast over WLW has been a guiding factor in checking our merchandise to assure us of having a full stock to meet consumer demand. Without doubt we feel this sales building media through every product advertised over WLW.

John B. Adamson  
President and General Manager  
W. L. ADAMSON CO.  
Wholesale Grocers  
Dayton, Ohio

The Adamson Company travels 21 Salesmen covering Southwestern Ohio.
SENSATIONAL PERFORMANCE . . . at a New Low Price!

LONGER LIFE—Assured by radically improved new filament, dome bulb and insulated plate cap.

HIGH RATING—10,000 volts, peak inverse voltage. 1000 ma., peak plate current.

ENORMOUS EMISSION RESERVE—Provides ability to withstand high peak loads.

SECRET OF 866-A/866 SUPERIORITY IS ANOTHER TOP-NOTCH RCA ENGINEERING ACHIEVEMENT—THE EDGewise-WOUND RIBBON FILAMENT UTILIZING A NEW ALLOY MATERIAL WHICH NOT ONLY HAS TREMENDOUS ELECTRON-EMITTING CAPABILITIES BUT WHICH HOLDS THE KEY TO LONGER LIFE.

RCA-866-A/866 Half-Wave Mercury-Vapor Rectifier Tube represents a big forward step in providing higher voltage at lower initial cost. Equally important is the amazingly long life achieved by virtue of the new edgewise-wound coated ribbon filament and other features of design and construction. Judged from any angle, it is far and away the finest rectifier tube value RCA has ever offered—not only a money-saver and a truly deluxe performer.

This new tube supersedes the 866 and the 866-A and may be used in equipment designed for these types. It combines the high conductivity of the 866 at low plate voltages with the ability of the 866-A to withstand a high peak inverse voltage—and, in addition, gives plus performance all along the line.

RCA-866-A/866's new edgewise-wound filament has great mechanical strength and provides more cathode area for the same filament-power rating.

Important among other features of the tube is the special filament shield which makes practical the use of a very low starting voltage. A ceramic cap insulator and new dome-top bulb minimize danger from bulb cracks caused by corona discharge and resultant electrolysis.

Install 866-A/866's and forget rectifier tube problems for a long, long time to come!

RATINGS:

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$1.50 NET