Another year, another million!
In 1940, listeners sent WLS 1,058,032 letters, making it 11 million in 11 years—a million letters a year for 11 consecutive years—the period WLS has been under its present management.

It all adds up to this: the WLS audience is a responsive audience and loyal—loyal to the fine programs of WLS and to the advertisers who present them... and that means—WLS Gets Results!
The "Heart" of the South is ATLANTA—and the PULSE BEAT of ATLANTA is WAGA

VITAL STATISTICS about the South's Blue Ribbon station: WAGA serves an area containing 104,230 radio homes; a population of 645,065.

WAGA commands audience with over 30 big-time NBC Blue commercials; a well-balanced program of NBC Blue sustaining features; and scores of wide-awake, "listened to" local productions. The Blue Ribbon Station keeps its listeners up on the news with the full leased wires of United Press. It covers the area with 1000 watts day and 500 watts night.

TRY THIS ON YOUR STETHOSCOPE!

ATLANTA is the business dynamo of the Southeast!
Atlanta is the 28th city in the Nation!
13th in bank clearings!
18th in postal receipts!
8th in airmail volume!
LARGEST railroad center in the South!
LARGEST telephone center in the South!
THIRD LARGEST telegraph center in the WORLD!
Atlanta is served by 60 daily passenger planes, 110 daily passenger trains, 182 scheduled busses; so you see there's almost as much activity INTO this thriving city as there is IN it. Atlanta & WAGA: a rare combination in the heart of the South.

WAGA
The BLUE RIBBON STATION of the SOUTH
ask a John Blair Man
Duke Ellington delights Standard subscribers

... in our latest release of popular BMI and tax-free music. The "Duke" makes the third name band Standard has released within a single month; Will Hudson and Henry Busse having preceded him. And it wouldn't be fair to Don Allen's superb orchestra and Martha Tilton not to mention again what a tremendous ovation is still being given their bonus releases.

While on the subject of Duke Ellington, we are mighty proud of the fact that "Down Beat's" dance band poll selected him as the runner-up to Benny Goodman for the best rhythm band of 1940.

February may be a short month for some but there will be no shortage in more good names and more good music for Standard Library stations. More star-studded entertainment for February's 100 new selections will be announced shortly in this column.

Standard's basic library now stands at 2146 selections ... all non-ASCAP and every one a delightful earful.

Write for information on Standard Radio's Tax-Free Library, "SPOT-ADS" and Standard Super Sound Effects.
When you think of New Orleans you think of:

Carnival Balls . . .

and

WWL NEW ORLEANS

50,000 WATTS

The greatest selling POWER in the South's greatest city

CBS Affiliate Nat'l. Representative — The Katz Agency, Inc.
WGBI long has been the devoted public servant of listeners in the Nation's 17th Market. Maybe that's why advertisers regard it as the complete answer to advertising in the Scranton–Wilkes-Barre Market. Not only is WGBI the one regional or clear channel station serving this area, but recent field measurements prove that it is the one and only station covering this market. A survey by Dr. Starch & Staff showed that 98% of the daytime listeners and 96% of the nighttime listeners in Scranton's home county listen to WGBI regularly.

A CBS Affiliate
880 kc • 1000 WATTS DAY
500 WATTS NIGHT

WGBI
SCRANTON, PA.

SCRANTON BROADCASTERS, Inc.

Frank Megargee, Pres.
"...we've decided to switch to Mutual—and keep on growing"

STANDARD OIL COMPANY

You've a new date with an old flame
(THURSDAY)

To the thousands of radio listeners who for years have been "going steady" with the Standard Symphony Hour, this reminder: You've a regular date on Thursday, but the trysting place is a new spot on the dial and the time now is eight o'clock instead of 8:30. From now on, tune to your Mutual Don Lee broadcasting station. That goes, as well, for the Standard School Broadcast at 11:15 in the morning.

This change is all due to growth—the best of reasons. It increases the number of stations to 33 and promises better reception—so important for fine music—in certain communities of the Pacific Coast.

***

Growth is natural to these pioneer broadcasts. The Symphony Hour was a doubtful venture heard by a handful of people when it first went on the air 15 years ago. Now it is ranked among the nation's best radio features of all types. To many it has become as indispensable as their meals—a parcel of their lives.

***

First heard in 72 schools, now in 4500, the School Broadcast has also a vast adult, home audience. Thus has it kept growing pace with its big brother, The Symphony Hour. You can't check progress like that because of a few possible growing pains. So we've decided to switch to Mutual—and keep on growing.

Standard Oil Company
of California

DON LEE
MUTUAL
BROADCASTING SYSTEM
THE NATION'S GREATEST REGIONAL NETWORK

REPRINTED FROM PACIFIC COAST NEWSPAPERS—OCTOBER 1, 1940
Soon
50,000 WATTS
✓ High in Power
680 Kilocycles
✓ Low in Frequency
NBC RED NETWORK
✓ Long on Results

North Carolina's
No. 1 Salesman

WPTF
RALEIGH N.C.

NATIONALLY REPRESENTED BY FREE & PETERS, INC.
DID SOMEONE ASK ABOUT CINCINNATI?

Metropolitan Cincinnati is a large body of prosperous communities completely surrounded by one of the busiest and richest industrial areas in America... Machine tools, soap, paper, radio-sets, glass—in these and a dozen other industries, the Cincinnati area is tops, or nearly so.

In this juicy market, radio listening habits have undergone a bloodless revolution. National advertisers are rapidly learning the brand new Cincinnati radio picture. What has so completely changed it?

1. WCKY now has 50,000 watts, and thereby delivers a very conservative daytime primary coverage area including 850,000 radio families, with a much stronger and clearer signal throughout the territory than ever before. At night, its signal is available to thirty million people, if they want it.

2. A good many of them want it, because WCKY is now the basic CBS station in Cincinnati.

So today, if you’re asking about Cincinnati, you’re asking about WCKY. Don’t judge the present by the dim and distant past. Ask Free & Peters for the complete new story as of today!

WCKY—50 GRAND IN POWER

The L. B. Wilson Station... Basic CBS

---

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932
FCC Approves Accord on Treaty Shifts

Only Eight Changes Are Made in Original Reallocation: Stations Not Ready by March 29 Must Remain Silent

ENTAILING only eight frequency changes from the standard broadcast reallocation notifications last fall, the FCC Jan. 31 placed its final stamp of approval on the reallocation, to become effective as originally scheduled—on March 29. Action came a day after the conclusion of the North American regional radio-engineering meeting of delegations representing Mexico, Canada, Cuba and the United States to adjust assignment conflicts under the Treaty.

While the specific assignments of stations in Canada, Mexico and Cuba are being withheld, pending approval of the recommendations by the several home governments, the FCC made public its revised list, under which 795 of the 883 standard broadcast stations in this country will shift 10 to 40 kilocycles on March 29.

Must Be Ready

Those stations which because of inability to acquire crystals ground to their new frequencies cannot shift on that date, the FCC disclosed, will be forced to remain silent until they are prepared to make the change. Stations unable to complete construction of directional antennas by March 29 will be required to operate with sufficient low power to avoid interference with other stations.

The engineering sessions were hailed by State Department and FCC officials as highly successful and marked by an unusual degree of cooperation. All told, it was said, some 200 matters in conflict were eliminated during the sessions.

The United States retained all of the basic assignments agreed to originally under the Treaty, which was signed in Havana on Dec. 13, 1937. Only one Class II assignment — earmarked originally for Detroit and for which no assignments now are pending — was relinquished, and that on a tentative basis. This was the 1220 kc. channel, slated for 50 kw. operation in this country, which can be used by CJKL, Kirkland Lake, Ont., in lieu of 500 kc., a regional facility. If the Canadian station elects to use this frequency, WFIL, Philadelphia, will be accorded 5,000 watts fulltime as a III-A station. Otherwise, 1220 kc. will be available for assignment in this country.

The FCC hastened to approve the recommendations of the engineering conference, because of the short time remaining to effect the shift. Telegrams were rushed to all stations, notifying them of their assignments as of March 29, and instructions promptly were issued to all stations on how to proceed in procurement of new crystals and in otherwise meeting the reallocation requirements [see text on this page].

It was agreed by the conference that no information would be released in this country on Mexican, or Cuban assignments until acceptance of the recommendations had been accorded by the particular countries. It was understood, however, that the Mexican border station situation generally was cleared to the entire satisfaction of the various delegations. While no precise data were available either from the State Department or the FCC, it was understood that Dr. John R. Brinkley's 500,000-watt X.E.B.A. at Villa Acuna, across from Del Rio, Tex., and Norman T. Baker's 150,000-watt X.E.T.N., at Nuevo Laredo, across from Laredo, Tex., were not accorded assignments as border stations.

Reallocation Instructions to All Broadcast Stations . . .

The Commission today released the frequency assignments for all standard broadcast stations to be effective 0800 GMT (3:00 a.m. EST), March 29, 1941, pursuant to the North American Regional Broadcasting Agreement (NARBA). On this date every broadcast station must be operated on the frequency given in the list.

In all, some 795 of the 883 broadcast stations must change frequency. The Commission requests the cooperation of broadcast licensees and manufacturers of frequency control equipment to supply the necessary equipment to facilitate the change of frequency on this date. It is urged that every broadcast licensee immediately place an order for the necessary new oscillators or modification of existing oscillators to enable it to operate on the specified frequency. Licensees should specify in the order for crystals the exact frequency. A directional antenna is employed by the station.

Manufacturers are requested to give prior consideration to orders from station licensees using directive antennas in accordance with the receipt of orders for new oscillators. Each station should be supplied with only two crystals, one for the transmitter and another for the monitor when there are monoblocks with only one crystal. An order of crystals is recommended in so far as feasible. The NARBA has agreed to cooperate with any manufacturer supplying such equipment.

Tests Authorized

All stations are hereby authorized to test on the new frequency prior to March 29 during the experimental period (1 a.m. to 6 a.m. local standard time). Licensees are requested to cooperate to avoid unnecessary interference while testing during this period. Each licensee should make arrangements to adjust the equipment so as to operate on the new frequency prior to March 29. Most stations using non-directive antennas should not require over a few hours to adjust the equipment throughout to the new frequency after the new crystals are obtained. In some cases, where high power transmitters and complicated antenna coupling arrangements are used, two or more test periods may be required.

The procedure in general should be to connect the new crystal in accordance with the design of the transmitter and adjust each successive stage beginning with the first buffer for optimum operation on the new frequency. Clips or other markings should be made on all frequency settings.

New Frequency Shifts Under Havana Agreement

FOLLOWING are the changes in frequency assignments of United States stations under the Havana Treaty allocations, which constitute deviations from the list announced by the FCC Sept. 19, 1940 and which is published in the 1941 Broadcasting Yearbook now being distributed:

As a result of allocation conflicts with other nations

<table>
<thead>
<tr>
<th>Station and Location</th>
<th>Frequency From</th>
<th>Frequency To</th>
<th>Power in Watts</th>
</tr>
</thead>
<tbody>
<tr>
<td>WOAI, San Antonio</td>
<td>1210 kc.</td>
<td>1200 kc.</td>
<td>50,000</td>
</tr>
<tr>
<td>WCAU, Philadelphia</td>
<td>1200 kc.</td>
<td>1210 kc.</td>
<td>50,000</td>
</tr>
<tr>
<td>WBAB, Atlantic City</td>
<td>1230 kc.</td>
<td>1490 kc.</td>
<td>250</td>
</tr>
<tr>
<td>WEST, Easton, Pa.</td>
<td>1230 kc.</td>
<td>1400 kc.</td>
<td>250</td>
</tr>
<tr>
<td>WQXR, New York</td>
<td>1600 kc.</td>
<td>1560 kc.</td>
<td>5,000</td>
</tr>
<tr>
<td>WHOM, Jersey City</td>
<td>1560 kc.</td>
<td>1480 kc.</td>
<td>500-1,000</td>
</tr>
<tr>
<td>WCNW, Brooklyn</td>
<td>1490 kc.</td>
<td>1600 kc.</td>
<td>100-250</td>
</tr>
<tr>
<td>WWRL, Woodside, N. Y.</td>
<td>1490 kc.</td>
<td>1600 kc.</td>
<td>250</td>
</tr>
</tbody>
</table>

* WCNW and WWRL share time.
ASCAP ‘Parade’ Is Well Received, Says Gene Buck

103 Stations Request Series. ASCAP Official Declares

REPORTING an enthusiastic
response to the first broadcast, Gene
Buck, ASCAP president, stated
that thousands of radio
listeners had been received at
ASCAP headquarters and at the
stations which broadcast the first
shows. He explained that as of Jan. 28 ASCAP had re-
ceived requests for transcriptions of
four programs from the 103
stations. "Never before in
broadcasting have so many stations lined up to
play the radio premiere of a program as they have
to ASCAP on Parade," he said.

It was explained at ASCAP head-
quartes that the program is spon-
sored by the Society only on the
four New York stations, WMCA, WORL, WEW, and WKNY, which carry the
first broadcast by direct wire from
the WMCA studios. The five other
ASCAP "concurrents," cut by WBS, will be fur-
nished to other ASCAP-licensed stations requesting them, but
ASCAP will not time or tape more
stations, it was stated.

WDSA Drops Out

The spokesman added that WIX,
Washington, WWSW, Pittsburgh, WKNY, King's-
ton, N. Y., which carried the first
broadcast, had direct line from the
WMCA studios, themselves paid for
the program, and WDSA, Phila-
delphia, had been scheduled to get
the program by wire, but dropped out, so more stations can under-
stand that the series is available
for local sponsorship.

A spokesman of WDSO, manager of WDSA, said ASCAP refused to sign a
commercial contract. Moreover, he added,
WDSA could not carry the pro-
gram because the script was not avail-
able to avoid controversial issues,
the station thought it best not to
broadcast the program.

Headliners for the second broad-
cast on Feb. 1 were announced as
including Cole Porter, Johnny Mac,
Al Jolson, Herman Hildegarde, Benny Fields and Gene
Buck, in addition to the orchestra and
directors: Russell Bennett and Deems Taylor as m.c.'s.

This broadcast was also slated to
feature the band and William, bring-
ing Berlin's latest songs, "Little
Old Church in England" and "When
That Man Is Dead and Gone."

In addition to KSO's plea to the
broadcasters, the opening pro-
gram of the series contained sev-
eral other ASCAP "concurrents."
The oft-told story of Victor Her-
bert's annoyance at hearing his mu-
sic played in a restaurant which
led to the feature "Herbert's Night,"
was presented in dramatic form, and a
comedy-dramatic sketch featuring Arthur M. and M. S. Sh sapien-
fy the reaction of the average citizen to
the BMI-ASCAP controversy.

At another point in the program
the band played two of the most
familiar theme songs that, as Deems
Taylor put it, "you don't hear any
more on the air." A program of
known classics was included, and
a climax to this ASCAP "reunited" the
"Grand Canyon Suite" with "Joyful" in full for Philip Morris."

Mr. Buck's all-inclusive plea was:
"I have only one message that I
want to get through to the radio
public tonight. The American So-
cialists, Composers, Authors and
Publishers is not withholding its
music from you. We want you to
tell us how you are living. This station plays our music
for you. Some stations do not. We
have asked these other stations to
consider the situation and try to
some agreement. They have not
answered us. I ask them again, now,
in the hearing of millions of radio
listeners... Broadcasters of Ameri-
can... will you meet me and my
fellow songwriter, and will you
try to reach an agreement with us,
so that the public will not be de-
prived of the songs and the music
it loves?"

Whistler's Check
SIGN of the times is the plac-
nail to the wall recently
by the music clearance department
of KTSF, San
Antonio: "If you have us
whistle or sing in this office,
made it BMI or a tax-free
10. We operate for profit."

PLEA TO THE PUBLIC
Music Store Keeps Lists of
Sponsors on Counter

ON A COUNTER in the mid-Man-
hattan music store operated by G.
Schirmer Inc., ASCAP publishing
house, is a pile of mimeographed lists
of advertisers sponsoring musical
programs on the major net-
works. Attached to each list is a
printed card, reading:

"Were you polled... were you
told... were you consulted (By
CBS, NBC and MBS) about the
music that now comes into
your home? You used to get the
music you wanted... the songs of
your favorite program... the real
music of America. Now...

As chain stations... you get
synthetic songs instead of real
music. Your favorite programs
and your favorite bands are forced to
carry the music you want, but the
music controlled by the radio
chains. If you don't like it... if
you want your favorite music back
again... write to the sponsors and
tell them so."

THE LONGEST DAYTIME PROGRAM
Some Times the ‘920 Club’ on WORL, Boston, Runs
for 10 Hours, With the Average About 8

ANOTHER successful year has
been recorded by WORL, Boston,
whose 920 Club is celebrating
its second anniversary. Started on a
small scale in January, 1939, by
General Manager George Lasker,
the program has spread to a full
schedule of eight hours daily,
with sales increasing to a gross
of approximately $11,000 per
month, and an even more optimistic
outlook for the coming year.

The program is considered the
lengthiest single daytime show in the
country, running as much as 10
hours daily in summer. Formula
is simple, understanding the
program presents music from a huge
up-to-the-minute active studio
library of name band recordings, with
all programs handled by Bob Perry, program
director, and Ed Dinsmore.

Accounts Attracted

Originally thought a daring ex-
periment for Boston, the idea has
brought a surprising diversity of
accounts flocking to the station's
schedule. A mass market for
merchandising has attracted products
varying from coal to spices to
insurance to cars—and even houses.

Notable names on the list are
Marlin Razor Blades, Grove's Bro-
ome-Quinine, Public Loan Corp.,
Sears Roebuck, Royal Typewriter,
Marx Brothers, H. W. Schram, and
others. Some important local
accounts are Jordan Marsh De-
partment Store, Proctor & Gamble,
Moxie, Pepsicott Seltzer and Fi-
len's.

Fride of WORL's sales repre-
sentatives are the much-mentioned
"15 Success Stories," praise let-
ters from pleased clients surprised
at results. An 8:30-8:55 trans-
casting from Wednesday to Saturday,
 refrain magazine,
whose local circulation went up 1,000% in just two weeks
of broadcast, is a further source of satisfaction, showing
national interest among broadcasters
themselves, are numerous inquiries
about the program's setup received by
Mr. Lasker from other radio
stations as far South as Louisville
and Savannah and as far West as
Akron and Denver.

Perhaps, most remarkable is that
during practically the entire twel-
ve-month period the 920 Club operated
on but 500 watts output. Not
until 1940 had nearly ended (Nov. 20)
did WORL receive its FCC permit
for an increase to 1,000 watts. This
action, however, had long been an-
ticipated with construction last
summer of a new transmitter at
Bedford, greatly competent engineering
staff had it operating at the new
1 kw. strength three days after
the grant was made. Latest addi-
tion (in January) was a combina-
tion of two ten-watt loudspeakers
into tandarts, which at this moment are con-
sumingly and prosperity busy, pur-
veying popular tunes to the public
from sunrise to sunset.

GARDNER TO STAGE OWN CBS PROGRAM

ED GARDNER, Hollywood producer of
the weekly NBC Rudy Valentine
Show, is now producing his own
CBS program, the Nighttime
Products Corp. (Seastel), has re-
gined to take over another assign-
ment, and will wire in and pro-
duce the weekly CBS variety
show, Duffy's Tavern, sched-
uled to start March 1 under spon-
sorship of William Shirer Inc.,
Saturday, 8:30-8:55 p.m. (EST),
with West Coast repeat, 8:30-8:55
the following Tuesday.

New half-hour show is being
built around Gardner's Archie
character, and will be created on
This Is New York, CBS maintained
two years ago. Gardner terminates
activities on the Rudy Valentine
show following the completion of
"Mr. Sister Eileen," which will have a
feature comedy role in Duffy's Tavern. J.
Mathes Inc., New York agency, services the Schick
account.

Henke Gets Sales Post

HARRY HENKE, with Standard
Brands since 1928 and for 15 years
president of the subsidiary Stan-
ard Brands of California, has
been named vice-president and
sales manager of the parent
company. He will move from San Fran-
cisco to the New York executive
offices. He also becomes a director,
succeeding Jack Holmes, resigned.

Absorene Disc Series

ABSORNE MFG. Co., St. Louis
(cleaner), will sponsor transcribed
announcements in March, April and
May, with the agency of W. S.
Gould Co., St. Louis. The stations:
WSDT KMBD WCBS WDZ
WFBW, WABD WHB KO
WMAO WAPM WMBX
WKBH WMAQ WACO" WY
WGFS WSCS KDW KXXK WIL
WEW WMY

New Syrup Tested

H. FOX Co., Brooklyn (syrups),
ew to radio, is starting a test spot
campaign of one-minute daily an-
nouncements on four New York sta-
tions: WMCA, WNEW, WARD,
WEVD. Product advertised is Ubet,
a new chocolate flavored syrup.
Agency: Arthur Rosenberg

Commentators in Movies

Radio commentators and
newspaper personalities will be fea-
tured in a series of movies, "Radio
Noseal Forum," released by Columbia
Pictures, New York, and produced at
Esquire Studios in Los Angeles.
Co-stars Dorothy Thompson, W. "The" Will, "Duk" Burtsew, and
L. Shirer in roundtable discussions of
important events of the day. Raymond
Graffiti, with "Round the Clock cartoons illustrating Mr. Swing's
worldly.

Page 10  •  February 3, 1941  •  BROADCASTING  •  Broadcast Advertising
Crane Advocates School Stations
PUBLIC stations, operated by educational groups and working in cooperation with commercial stations, were advocated Jan. 17 by Dr. A. G. Crane, president of the University of Wyoming, and chairman of the National Committee on Education in Broadcasting, in an address before the KSTP Radio Conference in Minneapolis.

Discussing the work of the Rocky Mountain Radio Council, Dr. Crane, a Republican, who has been mentioned for the vacancy on the FCC created by the retirement of Commissioner H. B. Brown, said:

"Government monopoly of broadcasting is not desired in America. . . Public stations must also have a place in the American system. To banish, taverns and clubs without payment, fees will be on a graduated scale fair to everyone.

William Drahthaar, president of the Milwaukee local of AFM, introduced Mr. Skinner with an address that accused ASCAP of disorientation. In his address, Mr. Drahthaar said that when taverns, restaurants and clubs demand that their orchestras play only BMI music, the men do so. Sol Zien, TMPA secretary, urged the group to "play only BMI music and you'll get into no more trouble with ASCAP." Mr. Skinner presented the broadcasters' position in the music controversy to the Junior Chamber of Commerce at the invitation of that group, which had previously been addressed by an ASCAP representative.

Seek Another in Wheeling
ANOTHER application for a new local station in Wheeling has been filed with the FCC, which last November approved a franchise application headed by Joe L. Smith Jr., operator of WJLS, Beckley, W. Va., to construct the new WRWK in Wheeling, using 100 watts on 1570 kc. The new application is for WAPI, a new station to be operated as part of the Calloway Management Co., which has 100 watts on 1420 kc. Head of the company is Thomas A. Block, president of Mail Pouch Tobacco Co., Wheeling, is vice-president and largest stockholder, William Frankton, Mail Pouch advertising manager, is secretary, Mr. and Mrs. John R. Kennedy, owners of KETS, are members of the Board of Directors, and the WECD, Charleston, and the West Virginia Network, have subscribed $3,000 out of $21,000 worth of the stock.

CREASE OF 144,000 doughnuts a week at the end of its first week, sponsoring the Ballroom, and an increase of 432,000 doughnuts a week at the end of four weeks; BC Remedy Co., still using the program to promote its headache powders, has been on the Ballroom since 1937. Annual Party

Further proof of the success of the Ballroom came in February, 1940, when the National Biscuit Co., New York, by arrangement with WNEW, New York, Feb. 3, 1940. Staff announcer for WNEW back in 1936 at $25 a week, Martin Block today is often called "America's No. 1 Radio Salesman," with his current sponsors bringing WNEW a third of a million dollars yearly for air time and his talent.

How He Started

The "ballroom" idea started six years ago when WNEW was broadcasting daily reports of the Hauptmann kidnapping trial from Fleming, N. J. The station hired someone to fill in with recorded music between bulletins, and Martin was elected for the job. Remembering a record show he'd heard on the West Coast, he bought some popular discs and started the new "Stage Ballroom," at 127 Watts, WNEW's Bully Ballroom was administered by Dr. Vollmer, and the West Coast station was its prototype. Some 300,000 listeners have been attracted by the program's success so far.

Mr. BLOCK

A Fortune Between Records

with WNEW, placed transcribed continuities by Martin Block together with his musical selections on some 16 stations east of the Mississippi. This campaign enhanced the program's popularity even more, as well as acting as impetus for similar "ballroom" shows springing up on local stations throughout the country.

For the past several years, WNEW has given Make Believe Birthday parties, with many of Martin's wax artists attending and participating in the flesh. This year the program was set for Feb. 3 at the Hotel Ambassador, New York, 5:30-7:30 p.m., regular afternoon period of the Ballroom, with Martin Block conducting the program from the party.

BROADCASTING • Broadcast Advertising

February 3, 1941 • Page 11
ASCAP Faces Consent Decree or Courts

Justice Dept. Ready to File Criminal Action if Decree Is Spurned

By SOL TAISHOFF

OUTMANEUVERED and out-performed at every turn by Broadcast Music Inc., a desperate ASCAP now is confronted with the painful duty of electing whether it will accept a consent decree from the Government, terminating its long reign as the music-dispensing monopoly, or face new criminal litigation already in draft form at the Department of Justice.

Despite a meeting Jan. 31 in Washington with ASCAP Attorney General General Arnold and Finkelstein, Anti-Trust Division attorneys were prepared to file the criminal suit in Milwaukee next week. Only prompt acceptance of a consent decree, generally paralleling that signed by BMI in Milwaukee on Jan. 27, can forestall the new litigation. The fact that ASCAP last December rejected a far less stringent decree, abruptly ending protracted conversations with the Government, was viewed as indicative of its likely refusal to accept the BMI decree pattern.

Threat Removed

Meanwhile, the signing of the BMI decree, to become effective only when similar restraints have been imposed upon ASCAP, either by consent or litigation, was hailed in the broadcasting industry as the most significant music event since the break in ASCAP-industry relations Dec. 31. As predicted by BROADCASTING, the provisional decree gives the industry a chance in which to develop a "pay-as-you-play" basis and clearance at the source, and at the same time eliminates the threat of protracted antitrust litigation against elements in the industry.

The ASCAP attorneys met with Victor O. Waters, Special Assistant Attorney General in charge of copyright litigation, and his associates, during the afternoon of Jan. 31. The Department has made it abundantly clear that it does not propose to give ASCAP a preferred decree and that there has been no change in its announced intention of promptly proceeding against ASCAP. In addition to the specifications in the BMI decree, ASCAP presumably would be required to terminate its self-perpetuating board; radically revise its method of distributing royalties; and relax its rigid membership requirements - of which it has been charged, set it up as a music monopoly in violation of the anti-trust laws.

Mr. Waters is due in Milwaukee Feb. 3, along with counsel for BMI, at which time the BMI decree will be reviewed. While it is possible that the decree was signed the previous week, the court set Feb. 3 as the hearing date and only the technicality of actual signing of the legal document by Federal Judge F. Ryan Duane remains to be completed.

Since no one legally has a right to participate in these proceedings, Mr. Waters might file the criminal information against ASCAP at the same time he signs the agreement, a procedure obviating the more cumbersome grand jury indictment course, would seek dissolution of ASCAP as a monopoly in violation of the Sherman anti-trust laws. It would have no direct bearing on the civil suit against ASCAP pending since Jan. 27 in the Federal District Court for the Southern District of New York.

ASCAP on the Run

Meanwhile, signs were plentiful that ASCAP is on the run. Skyrocketing of BMI sheet music sales, in 1939, was profound a step in popularity of ASCAP numbers not performed on the air, have precipitated serious controversies in ASCAP's relationship with its listeners and from radio performers have practically ceased, with the increased popularity of non-ASCAP music. The die-hard loyalists were prepared to admit that ASCAP has been soundly thrashed, particularly with the continuation of the conditional decree, setting radio's music house in order as far as the Government is concerned.

UNCLE SAM'S DEGREE GETTER

Mr. Waters, a Legal Vet. at 32, Directs the Proceedings in Music Controversy

A LITTLE MORE than a year ago, after expiring from the high places, Assistant Attorney General Thurman Arnold, in charge of anti-trust matters, decided that special attention should be given to the Government's long pending anti-trust suit against ASCAP. He selected from the legal staff, Victor O. Waters, a then 31-year-old, 204-lb. lawyer with a reputation for getting things done.

While events did not transpire in the manner originally planned, it was this young attorney who handled the principal negotiations resulting in the Jan. 27 conditional consent decree with BMI signed in Milwaukee Jan. 27. He also was carrying on conversations with ASCAP on a similar decree and if they fail, will be the principal in the filing of a criminal suit against ASCAP - probably in early Feb.

Long Negotiations

A native of Pawnee, Okla., Vic. Waters received his A.B. degree at the University of Oklahoma in 1930 and his L.L.B. in 1932. He practiced law and served as county attorney in Greer County, Okla., for four years. In 1935 he became a special attorney for the Department of Justice in Washington and early in 1939, was appointed a special assistant to the Attorney General, handling anti-trust work. He participated actively in the General Motors Corporation Consent Decree.

It was in December, 1939, that Assistant Attorney General Arnold assigned Mr. Waters to the ASCAP case, after it had been dormant virtually since its filing in 1935 in the New York Federal District Court. Several months ago Warren Cunningham Jr., special attorney, was assigned as assistant. It was after repeated negotiations with ASCAP counsel, which culminated in the proposed consent decree veted by the ASCAP board, that the Department decided to proceed along criminal lines against ASCAP, BMI and the major networks. With the BMI issue settled by conditional decree, Mr. Waters now is handling all of his attention to ASCAP, with instructions to proceed criminally in Milwaukee unless a decree is accepted.

All of Mr. Waters' conversations have been carried on informally with immediate supervision of Assistant Attorney General Arnold and Holmes Baldwin, chief of the trial section of the Anti-Trust Division. Mr. Baldwin, a former special counsel of the FCC on the AT&T investigation, is well acquainted with communications and broadcast operations.

More threats of infringement actions by ASCAP came, but not in the wholesale original fashion predicted. ASCAP announced Jan. 29 that it had filed suit in the Federal District Court in New York against BMI for violations of a 14 of an ASCAP song, "Don't Be That Way" by Benny Goodman, over WEEI, CBS-operated station in Boston.

ASCAP also announced it had mailed a warning to stations that it regarded three songs in the BMI catalog as infringing ASCAP performers' rights in its catalog. It said that it would not bring suit on the basis of past use of the disputed numbers, but it would file actions if there are future performances by radio. BMI retorted it would continue to use the songs, asserting that ASCAP publishers "have been suing each other for years on every hit song and we cannot expect them to be any more ethical with BMI."

In contrast to the pattern of the BMI decree, the Department said the corporation had agreed "not to engage in activities which the Department believes would constitute violations of the Sherman Act." It explained that in order to avoid placing BMI at a competitive disadvantage, "it will not take effect only when similar restraints have been placed upon ASCAP, either voluntarily or as a result of litigation.

As outlined in previous issues of BROADCASTING, the decree (published in full text on page 22) specifically provides for non-discriminatory licensing of BMI music, with provisions for per-pay ment and for clearance at the source. The decree would not become effective until 90 days after ASCAP is brought in line with the clearance at the source provisions derived nine months after the BMI decree. In other words, a one-year grace period is authorized after ASCAP is subjected to the same terms.

Time to Produce

In a letter to the industry, NAB said that has the lead industry fight, said that from the industry's point of view the decree eliminates legal proceedings against BMI and other organizations in radio. It also "allows us to spend our time in productive work rather than in a long drawn out suit, sets a pattern to which ASCAP must conform, provides for 'payment for use' and clearance at the source - objectives we have declared ourselves when BMI was warned, and also allows radio time to adjust its affairs to take these steps in orderly fashion". He added that things in general "seem to be progressing in a general direction for over a year."

Following the negotiation of the BMI consent decree, ASCAP Counsel Frohlich disclosed that he had been conferring with Mr. Waters for ten days in connection with the termination of their old dispute. He also said that if the Department of Justice

(Continued on page 45)

Page 12 • February 3, 1941 • BROADCASTING • Broadcast Advertising
WHEN ATTORNEYS for Broadcast Music Inc., and the Department of Justice signed the conditional consent decree in Milwaukee last Monday, ASCAP, as at present constituted, was dealt a mortal blow. Only a complete reversal of court edicts of the last dozen years in anti-trust cases can preserve ASCAP's existing status.

It is significant that the decree agreed to by BMI becomes effective only when similar restraints have been imposed upon ASCAP either by decree or litigation. The provisions of the decree conform with the precise demands of the broadcasting industry from ASCAP over the years—a pay-as-you-use basis with no right to broadcast them all down the line.

ASCAP may find it expedient, at this late date, to accept a decree of its own and essay to salvage something. But the terms of the BMI conditional agreement constitute the minimum requirements for ASCAP. And their application to that combine would spell the doom of its self-perpetuating board of directors, its arraignment of broadcasters violations and its high-salaried high command.

More than likely, ASCAP will decide to take its chances on the criminal litigation which the Department of Justice proposes to introduce if the current new decree conversations again fizzle.

Ten years ago, when broadcasters first found ASCAP confronting them with a loaded gun, it was predicted that the copyright controversy would be settled on the courthouse steps. Six years ago, steps were taken in that direction with the filing of the still-pending anti-trust suit against ASCAP in the New York district courts. ASCAP’s dilatory tactics and the application of pressures from amazing places effectively stymied the trial of that case.

It was only after a small but determined group of broadcasters and attorneys previously identified with the copyright controversy virtually swung into action, that the Government’s interest in this suit was revived. Senator Wheeler, largely through the urging of Ed Craney, Montana broadcaster and arch-foe of ASCAP, finally goaded the Attorney General into action.

With the formation last year of BMI, and with ASCAP’s comedy of blunders, the entire Tin Pan Alley course was altered. If BMI never accomplishes another thing (and it already destined to become the No. 1 entity in music’s new order), it has more than justified the confidence of its supporters, with the signing of the conditional decree.

ASCAP’s biggest error was its illusion that the public would revolt against the non-performance of ASCAP music, and that broadcasters would be bitten to their knees by the pressure of listener reaction. It is now amply demonstrated that the public has been interested in the ASCAP trademark, and that plenty of acceptable music is still available.

ASCAP’s second colossal blunder was its refusal to accept the original consent decree offered it in December by the Department of Justice. It was relatively innocuous, and ASCAP could have lived under it. The test of public reaction might then have been unnecessary. ASCAP now knows it is not indispensable, and probably realizes that without radio performance its whole house will crumble.

It isn’t all over yet. There is still head-aches ahead over music. But thanks to ASCAP’s folly, BMI’s resourcefulness and ability and Uncle Sam’s sound intervention, chaos has been averted.

**FIRST COURT SUIT IS FILED BY ASCAP**

ANNOUNCING “the first court action in the ASCAP-radio chain war” ASCAP on Jan. 30 it revealed that Robbins Music Corp. had filed suit against CBS in Federal Court for the Southern District of New York. The suit charges that WEEI, CBS-operated station in Boston, broadcast without ASCAP’s permission “Don’t Be That Way”, written by Benny Goodman, Edgar Sampson and Mitchell Parish and published by Robbins. Papers were served Jan. 30 on Joseph H. Ream, CBS secretary and general attorney, who told BROADCASTING a Rhapsody in Blue, it is planned to make comment to until he had the bill of particulars.

John G. Paine, ASCAP general manager, announced notice had been served on stations that three songs published by BMI are regarded as infringements of ASCAP compositions and that stations have no right to broadcast them. The pieces are: “I Hear a Rhapsoady”, BMI’s most popular tune, by George Fragos, Jack Baker and Dick Gasparre, said to infringe “I Found a Dream” by Don Hartman and Jack Gorney; “I Look at You” by Alvin O. Aronson and Louis Lambert, said to infringe “My Heart Stood Still” by Rogers and Hart; “All of Me” by John Kavanagh and Arthur Godfrey, said to infringe “I Got a Guy” by Marion Sunshine.

**More Spots for Spur**

CANADA DRY GINGER ALE Co., New York, on Feb. 4 starts for 13 weeks three-quarter-hours weekly on Make Believe Ballroom, on WNEW, New York. Product promoted is Spur, a beverage. The sponsor also has place 10 announcement spots, weekly, on WJZ, CBS, Bridgeport, and a quarter-hour sports program on WFBM, Indianapolis. More stations may be added. Agency is J. M. Mathes Inc., New York.

**OLD GOLDS TEST**

P. LORILLARD Co., New York, will start a test campaign for Old Golds Feb. 10, featuring Benny Goodman’s orchestra in a series on WJZ, New York, Mondays, 7:30 p.m. First radio advising will be placed for Old Golds by J. Walter Thompson Co., newly-appointed agent for this product, the program will be expanded to network proportions if the one-city test proves successful. Agency is also preparing a comedy program, starring the Stebbins Boys, rural characters, which will be broadcast for a quarter-hour three times a week on the Yankee Network. The transcribed and overnights programs are being discontinued as contracts expire, it was stated.

**LARRY CLINTON TO BMI**

LARRY CLINTON, orchestra leader and composer, signed a three-year contract with BMI, making available for broadcasting all material composed and arranged by him since Dec. 31, 1940, when his ASCAP contract expired. Contract makes immediately available to radio more than 200 original and copyrighted arrangements. Composer of “The Dipsy Doodle” and other popular songs, the new one recognized as one of the leading arrangers of classic music in swing tempo, “My Reverie” adapted from Debussey’s “Reverie”, was a leading sheet music and record seller.

**BMI GETS BELL CATALOG**

BELL MUSIC Co., Chicago, announced Jan. 29 that Broadcast Music Inc. had acquired its catalog. Its first release comprises 18 tunes, “Billibilly, western and standards. The company said several new popular tunes are being prepared for early release.

**SHUBERT ADAPTING COPYRIGHT BUREAU**

New Society Will Conform to Consent Decree of BMI

THE Performing Rights Society of the Americas is currently operating under the aegis of J. J. Shubert (BROADCASTING, Jan, 27), is readjusting its licensing agreement form to comply with all the provisions of the consent decree entered into by BMI and the Department of Justice, according to Milton R. Weinberger of Klein & Weinberger, counsel for the Society.

A large number of applications for membership have been received from all sections of the country, Mr. Weinberger said, and in addition PRST executives have met with European writers, now in America and receiving no income from the foreign societies to which they formerly belonged, who may become affiliated with the Society.

**OWNS GRAND RIGHTS**

The group’s dual purpose is to encourage the production of popular music by young writers and to make available to radio the theatrical music to which the producers hold grand rights.

Grand rights generally cover performances of an entire production, something more than a “right” to one particular thing, whereas the small rights, held by ASCAP for most theatrical music, cover only performances of the individual songs. The weekly productions of the Chicago Theatre of the Air are broadcast under grand rights licenses and so have continued since Jan. 1 without interruption, although the individual numbers are licensed by ASCAP and so not available for network broadcasting. An ironic situation arose Feb. 1, when the Theatre presentation was Naughtty Marietta, work of Victor Herbert, founder of ASCAP.

**TUNE ADDS RHYTHM TO ITS NAME**

WOC, Boston, inaugurates a new program about railroad Feb. 2, titled Rhythm on the Rails. It will consist of music and railroad news and will be conducted by Jim Donovan.

**WINTER UNION IS CHANGING Its TUNE**

ASCAP appa rently has caught up with the company’s famous singing messages, so the use of “Happy Birthday” was discontinued as of Feb. 1. The company says the tune had outlived its usefulness, but despite official denials in New York there are those doubting Thomases who say its all ASCAP’s fault with its peaky license requirements. These folks say they wanted “justice for genius” from Western Union’s enthusiastic, if cracked tenors. However, all singing messages won’t be discontinued.

The announcement said that WU was adding other notes to its repertoire. May we offer as a suggestion the tune, “Practice Makes Perfect”?
29,397,000 Homes Have Radio Sets

THERE ARE 29,397,000 U. S. homes with radios, 11,000,000 of them with "secondary" sets, according to estimates by O. H. Caldwell, editor of the Radio Corporation of America's trade journal. Mr. Caldwell estimates, in addition, that 8,000,000 auto radios are in use in this country, and that 4,000,000 battery-powered sets are now used. His breakdown of homes with radios by states follows:

Alabama 405,000  
Arkansas 282,000  
California 1,290,000  
Colorado 259,000  
Connecticut 235,000  
Delaware 62,000  
District of Columbia 400,000  
Florida 825,000  
Georgia 107,000  
Idaho 2,055,000  
Indiana 637,000  
Kansas 405,000  
Kentucky 647,000  
Louisiana 384,000  
Maine 255,000  
Massachusetts 958,000  
Maryland 313,000  
Michigan 1,160,000  
Minnesota 614,000  
Mississippi 218,000  
Missouri 908,000  
Montana 22,000  
Nebraska 313,000  
Nevada 31,000  
New Hampshire 128,000  
New Jersey 1,123,000  
New Mexico 32,000  
New York 8,445,000  
North Carolina 1,618,000  
North Dakota 129,700  
Ohio 1,793,000  
Oklahoma 424,000  
Pennsylvania 2,450,000  
Rhode Island 12,000  
South Carolina 226,000  
South Dakota 47,000  
Tennessee 500,000  
Texas 1,100,000  
Utah 84,000  
Vermont 56,000  
Virginia 458,000  
Washington 681,000  
West Virginia 23,000  
Wisconsin 677,000  
Wyoming 64,000

RECOGNIZE THESE men in khaki? All are prominent broadcasters today. Their names, and what they look like now, will be found on page 23.

**Benny Again Wins Radio Editor Poll**

**As Favorite Comedian, Favorite Show**

**JACK BENNY** is the favorite entertainer of the country's radio directors, according to the tenth annual poll of preferences conducted by Alton Cook, radio editor of the New York World-Telegram.

As was the case a year ago, Benny won double honors from the radio writers, who voted him their favorite comedian and his program their favorite show. This is the ninth World-Telegram poll in which Benny has won the comedian award.

**Lovers of Fun**

Comedy is still the favorite type of program with the radio scribes, who ranked the Fred Allen show as second only to Jack Benny, with *Information Please* in third place, Bob Hope fourth and Fibber McGee & Molly fifth. The next five, however, show an appreciable interest in appreciation of classical music, with New York Philharmonic Symphony concerts ranking sixth, Detroit Symphony seventh and the program starring Andre Kostelanetz and Albert Spalding ninth in the poll. Seventh place was captured by Lux Radio Theatre and Kay Kyser finished tenth.

Dinah Shore, sultry songstress, was selected as the outstanding new star of the year and in the popular girl singer class was ranked second only to Kate Smith. Bing Crosby again topped the list of popular male singers, with Benny Baker second and Lanny Ross third, as last year. Guy Lombardo retained his 1939 position as favorite band leader, closely pushed this time by Glenn Miller, who rose from fifth place in last year's poll to second this year.

Leading quiz show was again *Information Please*; Bill Stern headed the sports announcers and Don Wilson the studio announcers, while Jack Benny was chosen as favorite commentator. Irene Wicker got the vote as best children's entertainer. Most popular dramatic program was Lux Radio Theatre and best 15-minute show was Fred Waring's daily Chesterfield broadcast. Lily Pons topped the classical singers and Don Redwine the symphonic conductors. The description of the sinking of the Graf Spee was selected as the year's outstanding newscast.

**Their Selections**

The following breakdown lists in order all programs or artists receiving ten or more votes:


**Quiz Shows—Information Please** 269, *Take It or Leave It* 114, *Truth or Consequences* 78, *Quiz Kids* 77, Kay Kyser 66, Prof. Quix 46, Double or Nothing 41, *Battleground* 17, *Ask It* 11.

**Orchestra—Guy Lombardo 140, Glenn Miller 130, Luxembourgity 89, Andy Kirk 130, Eddy Howard 89, Don Redwine 88, Ray Eberle 100, Bob Crosby 50, Artie Shaw 16, Mark Warwyn 14, Orrin Tucker 12, Sammy Kaye 11.


**Radio Programs Extols Role of Sponsor**

**CONTRIBUTION** of the advertising medium in the radio publicity field is no less significant than that of the artist, musician, writer or newspaper man, Mr. Trammell, director of publicity for CBS, told the 16th Women's Patriotic Conference meeting in Washington Jan. 28.

Mr. Trammell said the conference's sponsor's "support is the very fabric of the American system closer. His increasing use of broadcasting as a sales force has provided the American people with the finest radio programs produced anywhere in the world. His increasing use of employment of radio time has enabled us to give proportionate value to his client the audience and to expand and improve our public service broadcasts."

It is important that "no matter what emergency may arise, we maintain this fruitful cooperation; that we continue to give listeners the accustomed program service which has created a vast radio audience and a great radio industry.

Canada's Biggest Net

LARGEST commercial network has been achieved in Canada, according to a poll released Jan. 31, 9:10 p.m. (EDST), with the Canadian Government's War Savings campaign. A total of 4,940 carrying the program in English and 10 in French for five weeks. Production is in the hands of the Canadian Broadcasting Corp. and private station producers, the entire broadcasting industry having agreed to give the campaign [BROADCASTING, Jan. 20].

Numerous commercial programs during February will carry plugs for the War Savings campaign, through which the Canadian Government hopes to raise $120,000,000 this year by means of pledged weekly savings. The account was placed by a committee of advertising agencies in Toronto.

Classical Singer—Lily Pons 140, Richard Crooks 131, Lawrence Tibbett 87, John Charles Thomas 84, Irene Wicker 50, James Melton 58, Nelson Eddy 58, Laselle MacFarlane 46, Jesse Lasky 46, Craig 45, Kenneth Stone 45, Delbert Robinson 45, Sid Boyum 45, Delbert Robinson 45, Sid Boyum 45. -

Oddities—Winston Churchill 140, Sidney Smith 135, Czar Nicholas 125, Alexander Graham Bell 120, Franklin D. Roosevelt 115, Franklin D. Roosevelt 110. -

-
"THAT BORDER WAS
POSITIVELY VICTORIAN!"

- Old-fashioned politicians may view with alarm. Cartographers and geographers, peering dully through thick spectacles, may stick stubbornly to their dusty maps. But you know—and we know—that WHO is changing the economic border-lines of several Midwestern states!

Take Missouri. Recently 16 trained interviewers of Midwest Radio Surveys sallied forth into 16 counties of Northern Missouri. Working on approved "sampling survey" procedures they gathered some very interesting data that will help you to make your radio advertising more effective. It includes dependable figures, for instance, on the proportion of total listening done to that station mentioned as "listened to most", and a daytime listing by quarter hours of the four most popular stations .

The complete figures on this survey constitute a real proof that, so far as radio is concerned, a big slice of the Midwest is simply "Iowa Plus" . . . For the detailed analysis write us . . . or just ask Free & Peters!

WHO

for IOWA PLUS!

DES MOINES . . . 50,000 WATTS
J. O. MALAND, MANAGER
FREE & PETERS, INC., . . . National Representatives
WAR IS REAL, very real, to British and Canadian announcers in London but the show must and does go on, day and night. Not at all downhearted are these radio folk as they work under trying conditions. In Broadcasting House, London, men and ladies of the mike catch a nap while a show is in progress (left photo) during an air raid. Pat Burke (at mike) sings while some of the BBC staff rest on mattresses; Gerry Wilmot, Canadian Broadcasting Corp. commentator, is in shirt sleeves holding script. In center photo R. T. Bowman (at left), in charge of the CBC overseas unit, works a show with A. E. Alther, CBC engineer. In a church air raid shelter (right photo) is H. R. Pelletier, Montreal, in action under fire.

**Burdett Silenced After Riot Story**

State Department Intercedes; Brown Back on the Air

STATE DEPARTMENT, for the second time since Jan. 1, is making inquiries into the suspension of a CBS correspondent in Southern Europe. It was revealed in Washington Jan. 31 the Department had instructed the legation in Belgrade, Jugoslav, to investigate the banning of radio facilities to Winston Burdett.

Cecil Brown, CBS Rome correspondent, was denied use of Italian facilities earlier in the month but was reinstated this week after intercession on his behalf by American diplomatic officials with high Fascist leaders.

**Cabled Riot Story**

Burdett's suspension followed a story he cabled to CBS in New York reporting serious rioting in Milan and other Northern Italian cities. The story was broadcast by CBS Jan. 18 on its regular evening news summary, The World Today, and was distributed by leading press associations.

The New York Times printed a similar story from its correspondent in Milan.

It is understood the Italian legation in Belgrade filed a protest with the Jugoslav government and a hearing was ordered at the Press Ministry which was attended by both American and Italian legation representatives. The New York Times reported Jan. 30 that its correspondent and Burdett were denied use of the international telephone for seven days by a decree of the Jugoslav Foreign Ministry.

Burdett was denied use of radio facilities for an indefinite period. CBS headquarters in New York was awaiting word from Burdett himself as to whether he would be allowed to return to the air. Network officials refused to comment on whether he would continue to file cables or radiograms from Belgrade if broadcasting privileges were denied or if he would be shifted to another post.

**Old Tunes Swing Back**

THE SONG "There'll Be Some Changes Made," written in 1923 has joined "Oh! Johnny," "Maybe," "Mexicali Rose" and other songs which have come back into public favor after lying dormant for years. BMI reports. Made available for broadcasting by the BMI contract with the publisher, the song is being called "Changes" appeared on the Hit Parade Jan. 35 and since then has had heavy sheet music and record sales. Although its original popularity with the public did not last very long, the piece has been a favorite of swing musicians and has been recorded many times by Benny Goodman, Mildred Bailey and Bunny Berrigan, among others.

**Dapper John**

JOHN PATTS' debonair styling of the masterpieces of Cleveland's best tailors brought its reward Jan. 30 when he was named one of Cleveland's 10-dressed men. The selection was a double-bill, consisting of two suits from both the Ohio Retailer's Clothiers' and Furnisher's Association's showrooms, from the Men's Club of Ohio. No other broadcasters were included in the selections.

**More for Morrell**

JOHN MORRELL & Co., Otumwa, Ia. (E-Z Cut Ham), on Feb. 14 starts a five-week, 8:30 to 9:00 p.m. hour participation in Around the Town, featuring Ann Ginn, on WOCN, Minneapolis, while the same date renewed its three-weekly quarter-hour program recorded on WDAF, Kansas City, and its three-weekly participation in the B & P program, on KSTP, St. Paul. On Feb. 12 firm renewed its eight-week five-minute participation in Studio 7, on WDAY, Rochester, and two five-minute participations on Thursday, three on Friday and one on Saturday in the Martha Ross Temple program on WSB's. Baltimore. All contracts are for 20 weeks, except the one on KSTP which is for 29 weeks. Agency is Henri, Hurst & McDonald, Chicago.

**Radio Advisory Group Formed Within BBDO**

BBDO, New York, to facilitate administration of its radio department, has created an executive committee, headed by Arthur Pryor Jr., BBDO radio director. Other members are C. M. Underhill, recently advanced to post of assistant radio director, and E. V. Midgley, business manager of the radio department.

Day and Saturday the executive committee will be newly-organized "development committee" with C. M. Underhill as chairman assisted by H. S. Kline (R.N.Y.) and R. E. Brower (R.O.) to cut the appropriation on the house floor.

The National Advertising Committee early the week of Feb. 3 and it is expected Senate action on the measure will be rushed before consideration of the lend-lease bill.

Granting to the FCC of the full amount of budget estimates for fiscal 1942 pressures broadened FCC activities. Included in the $4,259,729 appropriation is $2,15,229 for salaries and expenses, $24,500 for printing and binding, and $75,000 for general administrative expenses [BROADCASTING, Jan. 13].

Apart from a $500 decrease in the appropriation for national defense activities [BROADCASTING, Jan. 13]. The increase in the salaries and expenses item represents an increase of $188,889, indicating that emphasis will be on action during 1942.

**Swift Adding**

SWIFT & Co., Chicago (smoked meat products), on Feb. 3 will add four stations to its Breakfast Club program making a total of 67 NBC-Blue stations, Thursday, Friday, 8:30-8:45 a.m. (CST) [BROADCASTING, Jan. 27].

Stations to be added are WPBC, Greenville, S.C.; WIBC, Indianapolis; WIST, Nashville; WBT, Charlotte, N.C.; WDF, Kingsport, Tenn. Agency is J. Walter Thompson Co., Chicago.

**Wrigley's Army Serial**

WILLIAM WRIGHT & Co., Chicago (gum), on Feb. 3 increased its Sunday airing from 25 to 45 minutes with the inauguration of a new 30-minute dramatized serial Dear Mom on 10 CBS stations. Gene Autry's Melody Ranch is heard from 5:55 p.m. while the Wrigley's serial is heard from 6:15 p.m. (CST). Dear Mom is built around life in an Army camp and the Adventures of Homer and Red are dramatized as Homer pens them to his "Dear Mom." John Walsh, Chicago radio actor, plays the part of "Homer Stubbs," Delphi Nelson, his "chum Red," and a hard-boiled sergeant is played by Marvin Mueller. The series originates in Chicago. Agency is Arthur Meyerhoff & Co., Chicago.

**Budget for FCC Passed by House**

Record $4,259,729 Provided In Appropriation Bill

PROVIDING funds for FCC operations during fiscal year 1942, the House on Jan. 31 approved a record FCC appropriation totaling $4,259,729 in passing the Independent Offices Appropriation Bill. The House acted without amendment the recommendation of the House Appropriations Committee for the record-breaking appropriation, despite efforts of Rep. B. L. Tidball (R-N.Y.) and Rep. (R.O.) to cut the appropriation on the House floor.

The Senate Finance Appropriations Committee early the week of Feb. 3 and it is expected Senate action on the measure will be rushed before consideration of the lend-lease bill.
**FCC Methods Draw Criticism, Investigation Again Advocated**

Wiglesworth Revives Old Favorites in the House; Committee Hearings Cover Many FCC Policies

By LEWIE V. GILPIN

FURTHER agitation to investigate the FCC appeared in the House Jan. 29 during debate on the Independent Offices Supply Bill, which included a provision for appropriation for FCC operations during fiscal 1942. Rep. Wiglesworth (R-Mass.) and others waded into various aspects of FCC operations during the last year (see page 16).

Continuing the same line of general and specific criticism he followed Jan. 8 during hearings on the FCC appropriation before the House Appropriations Committee, Rep. Wiglesworth railed several old skeletons in holding to the need for a thorough investigation of the agency.

Repeats Charges

Briefly covering much of the ground gone over during the committee hearing, Rep. Wiglesworth in effect charged the FCC with fostering monopoly, permitting trafficking in licenses, opening itself to political pressure, misusing funds and allowing itself to be controlled by "bureaucrats." Rep. Taber (R-N.Y.) joined him in branding the FCC as "the most glaring example of an incompetent setup."

The Appropriations Committee report, released Jan. 29 as the House took up the appropriation measure providing funds for independent Federal agencies, indicated comparatively mild treatment of the FCC, perhaps the mildest since the agency's organization. However, several points drew fire from committee members.

Among these were the purchase of 13 FM-combination radios by the FCC, installed for "test purposes" in the homes of FCC officials; alleged monopoly charges brought out during hearings last year on the reappointment of former Commissioner Thad H. Brown; the WMCA license transfer, which allegedly involved not only trafficking in licenses, but also improper interaction by former FCC employees and purported White House friends.

The WMCA transfer brought protracted questioning from committee members, particularly Rep. Wiglesworth, with FCC Chairman James Lawrence Fly and Commissioner Case supplying the bulk of the answers. Interpreting the testimony presented under questioning in the committee, Rep. Wiglesworth declared in the House: "It appeared that the transfer was approved in a manner of days when most of them require several months for approval; that it was approved despite lack of information that the Commission had requested; that it was approved despite charges of coercion of which members of the Commission had information; and that it was approved without any hearings on the merits of the case, despite the position taken by at least one member of the Commission that a hearing should be had before action. The interest of the White House in the transfer is notable, particularly in view of the alleged eventual ownership."

White House Interest

Questioned regarding White House interest in transfer of the station from Donald Flamm to Edward J. Noble, former Civil Aeronautics Authority head and Undersecretary of Commerce, Commission Case stated that he had received telephone calls from Brig. Gen. Edwin M. Watson, a Presidential secretary, and Rudolph Forster, White House executive clerk. He said the latter "called me and said that any rumor to the contrary was false. The White House was not interested in this, in any way, shape or manner." (Continued on page 49)

**FCC'S NIGHT WORK**

Wiglesworth Touts Buying Of Sets for Homes

WITH cautious reference to "night work" by FCC officials, Rep. Wiglesworth made opening remarks Jan. 29 during debate on the Independent Offices Appropriation Bill, which includes increased FCC funds for fiscal 1942, took issue with the FCC's purchase of 13 FM-combination radio receivers to conduct tests to determine frequency-transmitting sets for Washington. Purchase of the sets, which were installed in the homes of FCC officials, was revealed during hearings before the House Appropriations Committee, released when the appropriation bill came up for debate in the House.

The receivers, of which an "incidental feature" was a phonograph turntable, cost about $150 each and were purposely installed in the houses for test purposes, according to an explanation to the committee by FCC Chief Engineer E. K. Jett. He pointed out that the home installations were desirable to provide the necessary quiet for good reception and proper antenna facilities, with the phonograph turned off.

He was critical of any decision turning a diatribe against the FCC in general. Rep. Wiglesworth declared: "It developed in the hearings that some 13 radio and phonograph sets had been purchased out of the funds of the Commission at about $150 a throw, and that those sets had been installed in the homes of the Commissioners and other officers. It is a matter of no doubt that any other company could do their night work better, particularly with the phonograph turned off. The Commission denies that any other company's sets have been provided to date out of the funds of the Commission for its members or officers."

Bristol-Myers Signs WLW

FOUR months after signing a 13-week contract with WLVO, Cincinnati, Crosley shortwave station, Bristol-Myers Co., New York, signed a new contract Jan. 30 with the station for 52 weeks. Like the former contract, it calls for seven 15-minute news broadcasts in Spanish each week. Bocaro Ady, New York, handles the account.

Committed's Picked For NAB Session

Merle Jones Named Chairman, With Burbach as Assistant

COMMITTEES for the 19th annual convention of the NAB, to be held May 12-15 at the New Jefferson Hotel, St. Louis, were selected Jan. 29 when C. E. Arney Jr., assistant to NAB President Neville Miller, and John F. D. Dickson, director, met with the convention city broadcasters.

Mr. George W. Dorsey, general manager of KMOX, previously named acting chairman of the convention committee, was named permanent general chairman. Mr. Dorsey, general manager of KSQ, was appointed assistant general chairman.

Heading the Entertainment and Reception Committee is William H. West Jr., as chairman. Others included E. L. Reed, chairman; Robert T. Convey, KWK; Chester G. (Tiny) Renier; Nicholas Pagliara, WEW.

Facilities for Exhibits

The Exhibits Committee consists of Claude R. K.W., chairman; Edward W. Hamlin, KSD; Lester A. Benson, WIL, vice-chairman; and lessors must be associate members of the trade association to procure exhibit space or maintain headquarters. In addition to the lessors, Howard O. Peterson, WOW, was named chairman of the Station Promotion Committee. Mr. Peterson, along with Allan, WLW; Robert Samson, KWK; J. Soulard Johnson, KMOX, and others, will be available to be picked.

Co-chairmen were named for the Golf Committee. They are Robert Richardson Jr., KWK, and Roy Smith, KSQ. Also present was the editor of the St. Louis Post-Dispatch. The NAB golf tournament trophy will be held Monday, May 12, the opening day of the convention.

Looking forward to what will probably be the largest attendance in NAB convention history because of numerous industry problems, with copyrighted radio's part in the national defense structure being of paramount importance, and the central location of the convention city, the local committees and the Convention and Publicity Bureau of St. Louis, headed by Fred Biebel, president, is one of the most entertaining of all conventions. A special program of social events for women is on the agenda.

Pierce's Adds

PIERCE'S MEDICINES Inc., Buffalo (Favorable reception), on Jan. 27 added five stations carrying its varying schedule of one-minute transcribed announcements making a total of 55 stations being handled. (See page 27.) Stations added are WSAI, Cincinnati; WHIO, Dayton; WFBM, Indianapolis; WHKC, Columbus; WSPD, Toledo. Agency is H. W. Kastor & Sons, Chicago.
FCC Orders Hearing on Video Report

Industry Group Urges Standards Similar

To Prior Basis

COMMERCIAL operation of television upon standards similar to those adopted last year by RMA, with an image of 411 lines and a 50 frame interlace, was recommended to the FCC Jan. 27 by the National Television System Committee.

Delivering its first "progress report" to the FCC at an informal public meeting with Commission members, the NTSC, made up of leading technical radio figures representing both RMA members and other radio manufacturers, recommended substantially the same standards under which the visual broadcasting art has developed during the last several years.

A Formal Hearing

On Jan. 28, following the conference, the FCC announced that a formal hearing will be held March 20 to consider the various engineering standards suggested and to set a starting date for commercial television operations, opening with a meeting of the committee at the time of the hearing announcement, FCC Chairman James Lawrence Fly declared:

"I believe that the results of the committee's work, which were presented to the Commission in the informal conference, form a basis upon which the Commission can move to the definitive questions of standardization and commercialization." He also indicated that he was particularly optimistic about television possibilities after participating in the Jan. 24-25 "television tour" [BROADCASTING, Jan. 27].

The principal change recommended by the NTSC, following several months of intensive study of the technical television situation, called for the further perfection of transmission of the aural signal, with the visual and synchronizing signals still employing amplitude modulation. Although several other changes were recommended, the main transmission standard recommendations advanced by the RMA-industry committee, these represented readjustments of previous standards rather than the new bases of technical operation.

As expected, color television drew much attention at the Jan. 27 meeting, both from Chairman Fly and NTSC members. Although the committee was not recommending any definite standards for color broadcasting, since the best-known color system was brought out by CBS only a few months ago, after the FCC had rejected its work, it left the door open for operation of visual broadcasting in color without discommoding black-and-white broadcast activity.

Enthusiasm was shown by NTSC members for a color system developed under direction of Dr. Peter C. Goldmark, CBS chief television engineer, but it was indicated that the CBS system, as well as other color systems, should go through extensive tests in the field before standards are set for commercial operation.

Opening the Jan. 27 conference, Chairman Fly noted the origin of the NTSC to attempt to formulate television standards after the industry earlier had become "divided against itself" and commented that "the manner in which the industry has been able to receive all in taking pride.

Many Meetings

Directing presentation of the NTSC report, Chairman W. R. G. Baker, of General Electric Co., introduced each of the nine panel chairmen of the committee, who in (Continued on Page 36A)

Preparation for Television in Color Seen as Recent Progress Is Studied

COLOR television, newest development in visual broadcasting, bears much of the burden in putting television across to the public. This appears true in view of the attention given color television systems, particularly that recently developed by CBS, by the National Television System Committee and the FCC.

With color admittedly adding to the development of television, it is felt that after the various systems have been thoroughly tested in the field, standards for commercial operations of color television should be set up to dovetail with black-and-white visual broadcast standards.

Fly Interested

A highlight of the Jan. 27 FCC conference on television, at which the NTSC presented its recommendations for technical operating standards for black-and-white television, was the interest shown in color television by FCC Chairman James Lawrence Fly and other members of the FCC, and NTSC members. A typical observation was made by Dr. A. N. Goldsmith, chairman of NTSC Panel No. 2, which considered the psychological and physiological questions related to television operations and service: "The radio listener today is blind. When television comes, we give him sight. With color television we take away his color blindness."

As an outgrowth of its studies, NTSC's Panel No. 1 undertook a survey of NTSC members to get their impressions of the color television transmission, demonstrations conducted by CBS, under direction of Dr. Peter C. Goldmark, CBS chief television engineer. A summary of the comments, appearing in the panel's report filed with the FCC, stated the NTSC attitude on color television: " trying present demonstrations given generally by CBS were impressive, and confirmed that the addition of color to the television picture increases the enjoyment to be derived from it. It is recommended that investigations of the addition of color for the 6 mc. channel and that nothing be done knowingly to rule out color in the setting of standards for the group A segregation channel. However, it is felt that black-and-white standards should be set first, or at least not compromised for color. A large proportion commented that color has not been sufficiently field-tested to permit commercial standardization.

Color Preferred

A summary of individual answers to the comprehensive questionnaire distributed to NTSC members during the survey indicated that so far as color aspects were concerned, the great majority of the persons polled preferred color television as demonstrated by CBS to black-and-white television under present standards. Other indications, in regard to color aspects, were:

Addition of color increases the entertainment value of televised pictures; opinion is divided as to whether color means more to television than to moving pictures; the greater majority considered color commercially feasible only if color on television and acceptability to the public and agreed that color adds to apparent brightness, while professionally divided as to whether the apparent resolution of color television is greater or less than black-and-white of the present standard; indicating a consensus that the apparent resolution is about equal in both cases; there was considerable doubt among observers whether the apparent resolution is satisfactory, and most agreed that the color resolution would not be acceptable; brightness generally considered acceptable.

As of the survey, the summary indicated: Almost all members agreed the public will pay more for color receivers than for black-and-white receivers, although it was believed receivers for exclusive black-and-white reception also should be marketed, and that consequently color reception should not be enforced; opinion was divided on whether all black-and-white receivers should be able to receive color transmission in black-and-white.

Most members believed that introduction of experimental color transmission would make the sale of black-and-white receivers more difficult if they are not able to receive color transmissions in black-and-white, which was about equally divided as to the probable effect if they are able to do so; most do believe that experimental color transmission would hamper the commercial progress of television generally. Opinion was definitely against ready convertibility from black-and-white to color reception, with the majority also against the inclusion of color in black-and-white possible.

Regarding transmission standards, the summary showed: A majority believed color transmission in Group A channels, but several wanted it permitted only experimentally for the time being; color in black-and-white was felt to be too many, and the question of standards now: most of the members answered negatively the question: "Would you wish for black-and-white should be influenced by color television considerations, and compromised black-and-white and color transmission standards were rejected by a still larger majority.

FM License Is Granted to Canadian Marconi Co.

AN EXPERIMENTAL FM license has been granted to Canadian Marconi Co. at Montreal, the first issued for FM broadcasting in the Dominion. Construction of the station has not yet been started. It is licensed to allow experimental use of the station, with all programs supplied by Canadian Broadcasting Corp. The CBC has decided whether it will retain FM broadcasting for itself or throw it open to stations under independent ownership. The call of the FM station will be VESCM on a frequency of 43.7 mc. The license calls for 2,000 watts.

In addition Canadian Marconi has been given a 25-watt FM license for use with the construction of FM receivers. Similar licenses have been issued to Stromberg-Carlson, both cable television manufacturing companies in Toronto.

Spry Also on Discs

LEVER BROTHERS Co., Cambridge is rebroadcasting via transcription Aunt Jenny's Real Life Stories, heard on 66 CBS stations. Interest in Spry shortening. Stations airing the transcriptions are WHO WTMJ WTAM KDKA WGY KFTR in Cleveland, and WNYC & Ryan, New York, is agency.

WICC, Bridgeport, was incorrectly listed in the Blue Note as a new call, WNBC, Hartford, should be as new call, and is listed from the Blue supplementary list to the Blue. WICC has been added to the Blue summary for the year, 1941.

The Blue Notes: 10-18-40

BROADCASTING • Broadcast Advertising

Page 18 • February 3, 1941
WKY has more listeners in Oklahoma City morning, afternoon and night than all three other stations combined!  

-- Ross Federal Survey  
Based on 9,460 telephone calls during week of October 7-13, 1940.
IN THREE MONTHS (April 27) radio will go through its semi-annual hassle of re-arranging practically all of its programs because of Daylight Saving Time. There is nothing quite so disconcerting as the lost motion involved in this unfortunate situation, but where it hurts most is in the cash drawer. Time change is actually money out of the pockets of radio stations.

On the spur of the moment I can think of four advertisers whose programs I have been privileged to service, who—primarily because of the fear of change—renewed their programs earlier in the spring or returned to the air later in the fall.

More Than 13

There are certain advertisers who, because of the nature of their products or because of other reasons, prefer to remain off the air during the summer months. In radio parlance "off-for-the-summer" would mean, under normal conditions, a month or so off of the air.

What incentive is there for an advertiser who has the time of his program changed to continue on at the rate he is paying, or, as is more frequently the case, is paying the network to continue it at a rate which is higher than he is now paying? I am thinking of the many advertisers who are losing money as a result of the change from standard to daylight saving time.

Can radio observe Standard Time? We say it can, and in this way radio can eliminate, or at least reduce, one of its most expensive and non-productive practices.

Contrary to what one might think, the number of radio homes affected by Daylight Saving Time is less than 20 per cent of total radio homes in the country—this, despite the fact that such metropolitan areas as New York, Chicago, Boston, Philadelphia and other large metropolitan areas advance their clocks each April. The 28 per cent change is only a small fraction of the total radio population.

(Continued on page 36)

Millions That Daylight Saving Loses

Timebuyer Proffers a Suggestion to Relieve Semi-Annual Agonies

By J ACK LAEMMAR

Lord & Thomas, Chicago

I FIRST, let it be understood that I am making no confession of my inability with the Advertising Federation of America or the National Assn. of Broadcasters. This is personal, although I am sure that I do not stand alone in my position.

W. E. Heurmann, Assistant Advertising Manager of J. A. Folger & Co., in the May 16 issue of Broadcasting and again in the Oct. 18 issue of Printers' Ink, accused radio of being ungrateful to its advertisers by observing Daylight Saving Time. Mr. Heurmann registered a gentlemanly protest, seeking to feel out the industry on this subject. I was not surprised at his politeness. Mr. Heurmann probably suspects what many of us know, that the industry has no feeling on this subject. As a group, we don't feel anything. Chastising radio about Daylight Saving Time is like cursing a dumb animal.

Out of Radio's Pocket

Reports filter in that station men go raving mad during change of time each spring and fall, but this has not been confirmed by any concerted action on the part of the industry. If it should follow such agitation, one would think. It may be that our maniacal babblings at such times cannot be concealed into anything intelligible.

Let's try something more business-like, such as the fact that Daylight Saving Time cost radio approximately $418,801 in 1938 and $809,896 in 1939. This represents lost revenue for the months of September, because radio continues to call "time-out" for a full month after the rest of the advertising and consuming world has resumed its normal fall schedule on Sept. 1.

NOBODY gets hotter under the collar than a commercial manager or a timebuyer when the semi-annual time-changing orgies approach. No commercial manager has more trouble with his blood pressure in those trying times than KVOO's Willard D. Egolf, whose trenchant pen is genuinely inspired every time the subject is brought up. And no timebuyer has more trouble with his blood pressure when spring and fall approach than Jack Laemmara. Right now, midway between radio's equinoxes, the time is ripe for a perusal of the issues.

Mr. Egolf does some aromatic purging as he fortifies his arguments with a set of potent figures. And Mr. Laemmara has a neat idea that is quite worthy of some careful consideration.

Advertisers, Agencies and Listeners Suffer From Program Shifts

By W I L L A R D D. E G O L F

Commercial Manager, KVOO, Tulsa

Most amusing is the fact that the network which has cuddled this change of time since its inception, lost $481,801 of the above amounts in 1937, $780,014 in 1938 and $581,896 in 1939. Not a bad price for their fun!

The balance of the loss was sustained in national spot time sales. Local sales are not included in any of my calculations.

Network affiliates, however, absorbed a great part of the network loss, so it's back on the stations again, as usual. If you divide the total loss in revenue evenly among the network affiliates, you find that each affiliate lost approximately $2,000 in September of 1939 alone, with corresponding losses in September of each of the other years.

Many of you may be wondering, "Where do you get those figures?"

Elementary, gentlemen, elementary!

Newspapers, for Instance!

Newspapers are an infallible index of advertising trends. Allow me to reproduce the vital portion of a study of national newspaper advertising in 54 cities, from Media Records Inc., showing the August and September monthly percentages of each year's total business in the three years, 1937, 1938 and 1939:

<table>
<thead>
<tr>
<th>Year</th>
<th>Aug</th>
<th>Sept</th>
</tr>
</thead>
<tbody>
<tr>
<td>1937</td>
<td>7.0</td>
<td>7.7</td>
</tr>
<tr>
<td>1938</td>
<td>7.3</td>
<td>7.8</td>
</tr>
<tr>
<td>1939</td>
<td>7.2</td>
<td>7.4</td>
</tr>
</tbody>
</table>

A glance reveals that, for the newspapers, September averages better than August by more than 1% of the entire year's volume.

For the newspapers, these increases in September actually meant added national advertising billing of over $1,000,000 a year for each of the three years, 1937, 1938 and 1939. Note that I say added billing. Those figures are simply the increase over August, computed in national advertising alone, based on total national advertising statistics for all newspapers.

Network Percentages

Let's look at the percentage table of gross network time sales for the same periods:

<table>
<thead>
<tr>
<th>Year</th>
<th>Aug</th>
<th>Sept</th>
</tr>
</thead>
<tbody>
<tr>
<td>1937</td>
<td>7.6</td>
<td>7.9</td>
</tr>
<tr>
<td>1938</td>
<td>7.1</td>
<td>7.4</td>
</tr>
<tr>
<td>1939</td>
<td>7.0</td>
<td>7.2</td>
</tr>
</tbody>
</table>

Network increases over August percentages average 2% and are more than 1% higher than national average.

Now for the gross national spot time sales, based on stations re-
Modern radio selling in a market as complex and diversified as Greater-New York demands more than a single exposure of your message on one major station.

You don't have to look beyond the next paragraph for proof of that.

In 1939 twenty-six sponsors used WOR in addition to a major station outlet in New York. In 1940 forty-seven sponsors used WOR in this same manner. An increase, you'll notice, of 81%.

These WOR plus-programs are not only increasing sales, they're building audiences as great and, in many cases, greater than the same programs attract on other major stations.

We've proved these points and surrounded them with some other very astonishing facts in a presentation called, "The Story of Plus-Programming on WOR." A copy will be sent—free, of course—to all advertisers or their agents who get in touch with WOR at 1440 Broadway, in New York.

how to be a two-timer...and succeed

WOR that power-full station
Reynolds Resigns To Head WKWK
Leaves Commission to Take Over Wheeling Station

LEAVING the regulatory branch of radio after a decade to enter actual broadcast operations John B. Reynolds, former chairman of the FCC, formally resigned Jan. 27 to become general manager of the new WKWK station in Wheeling, W. Va. While he left the FCC as of that day, his resignation will not become effective until spring, upon expiration of his current term as member of the board.

Appointment of Mr. Reynolds’ successor from the present FCC staff is expected. Among those considered by the Commission are William P. Massing, chief of the License Division; Theodore L. Bartlett, assistant administrative assistant to General Counsel Telford Taylor, and Nicholas F. Cureton, chief of the FCC Service (Pro-station Division). All three are veteran FCC employees.

An FCC Veteran
In 1930 Mr. Reynolds, a native of Minnesota, joined the former Radio Corporation as an Assistant Secretary under Secretary James W. Baldwin. Regarded as an expert in broadcast personnel matters, he has served continuously as Assistant Secretary since then.

The new Wheeling station, a local, is owned principally by Joe L. Smith Jr., son of the Congressman from the 4th Congressional District of WJJS, Beckley, W. Va. The station is expected to go on the air sometime in April, operating on 1370 kc. with 100 watts.

Mr. Reynolds has been in the Government service for nearly 20 years. He moved to Washington after two years in France as an Army engineer. He was first Superintendent of the Government’s Navy Blg. and in 1924 went to the Department of Justice as Assistant Chief Clerk, later becoming an examiner and later representative with the U. S. Attorney at Brooklyn. He joined the Radio Commission in May, 1930 as Assistant Secretary.

Coast Paint Series
NATIONAL LEAD Co., San Francisco (Dutch Boy paints) on Feb. 20 will start sponsorship of Answer Auction quiz show with Tom Brennan as host, Thursdays, 9 to 10 p.m. for 30 weeks on nine CBS-Pacific Coast and Salt Lake stations (KSFO KXX KARM KROY KVIN KIRO KFI KFIY KSL). Program will be sponsored as an outgrowth of the company’s campaign under the Hollywood. Agency is Erwin, Was- sey & Co., San Francisco.

Studebaker News
STUDEBAKER Corp., South Bend, Ind., in January started a 13-week varying schedule of 15, 90-10 and 15-minute news periods on 20 stations. Selected stations are WCFL WGN KWWH WTCN WCSD KWW WOR WDBG WADC WCKY WFMX KBIX WAZL WGBL WMC KRIC KRIS KTRH WTMJ. Agency is Roche, Williams & Cunyngham, Chicago.

FEDERAL Trade Commission as yet has taken no action on a decision by the U. S. Circuit Court of Appeals for the Seventh District (Chicago) modifying an FTC order against the Kidder Oil Co. of La- Crossa, Wis. The Commission now can either decide to accept the ruling of the court or file an appeal from the decision.

The Commission order was an outgrowth of advertising copy used by the oil firm claiming that the oil, sold under the trade name of Koatta, reduces friction as much as 50%, provides “perfect” protection against burned out bearings, makes metal self lubricating, and also performs “amazing” feats of lubrication.

Principal interest in radio to the decision centered in use of the words “perfect” and “amazing” which often appear in copy written for the air and which have led to many a bitter word battle among continuity checkers, agency representatives and sponsors.

The court had this to say about the use of the words: “. . . Such terms are largely a matter of personal opinion. What might be an ‘amazing distance’ to one person might cause no surprise to another. So far as we know, there is nothing ‘perfect’ in this world, but still it is a common term, which undoubtedly means nothing more than that the product is good or of high quality. We can conceive of situations where the use of such words might be deceptive and even fraudulent. As used by petitioner, however, we are of the opinion they are nothing more than a form of ‘puffing’ not calculated to deceive.”

Two “Tune Detectives”, sleuthing for ASCAP in its efforts to prohibit the playing of ASCAP music from stations which are not licensed by BMI instead of that licensed by ASCAP, but the comments that whenyou’re listening to one good tune you’re not wondering why you’re not hearing something else” apparently holds good for most listeners At least, there has been no flood of protests reported by any broadcasters. Here are quotations from a few letters of broadcasters’ comments on the situation received by the NAB.

More Requests
David G. Jones, WLAW, Lawrence, Mass., writes about one of the requests ever received: “Under ASCAP regime prior to Jan. 1, the greatest number of telephonic requests ever received by ASCAP, but the comment that when you’re listening to one good tune you’re not wondering why you’re not hearing something else” apparently holds good for most listeners. At least, there has been no flood of protests reported by any broadcasters. Here are quotations from a few letters of broadcasters’ comments on the situation received by the NAB.

A second letter (from a KMBC, Kansas City, Mo., manager) reads: “We have received wonderful satisfaction from the ASCAP music being played on your station. We have no complaints whatever.”

“TUNE SLEUTHS’ DUD
ASCAP Snoops Get a Clue
But It Fizzes"

BROADCASTING draws favorable reaction
but it fizzes.

TWO “tune detectives", sleuthing for ASCAP in its efforts to prohibit the playing of ASCAP music from stations which are not licensed by BMI instead of that licensed by ASCAP, but the comment that when you’re listening to one good tune you’re not wondering why you’re not hearing something else” apparently holds good for most listeners. At least, there has been no flood of protests reported by any broadcasters. Here are quotations from a few letters of broadcasters’ comments on the situation received by the NAB.

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“TUNE SLEUTHS’ DUD
ASCAP Snoops Get a Clue
But It Fizzes"

BROADCASTING draws favorable reaction
but it fizzes.
To radio advertisers looking for an easy selling opportunity, the Detroit Market and Station WWJ offer one of the most exceptional opportunities of 1941. Detroit is now in its THIRD YEAR of sharply rising business gains, with still greater increases indicated for this year. WWJ leads all radio stations in listener interest in this big, active market. Investigate Detroit and WWJ—at once!

America's Pioneer Broadcasting Station
Est. Aug. 20, 1920—NBC Red Network

George P. Hollingbery Company
New York — Chicago — Atlanta
San Francisco — Los Angeles
FOLLOWING is the full text of the consent decree entered Jan. 27 in the U. S. District Court for the Eastern District of Wisconsin in the case of the United States v. Broadcast Music Inc.: This cause came on to be heard on this 27th day of January, 1941, the plaintiff being represented by Thurman Arnold, Assistant Attorney General of the United States, and Warren Cunningham Jr., Special Attorney, and the defendant being represented by its counsel and having filed its answer to the complaint herein.

Violations Not Admitted
It appears to the Court that defendant, Broadcast Music Inc., has consented in writing to the making and entering of this decree, without any findings of fact, upon condition that whether or not this decree shall be construed as an admission or adjudication that said defendant has violated any law.
It further appears to the court that this decree will provide suitable relief of the matters alleged in the complaint filed herein and that by reason of the aforesaid consent of defendant, Broadcast Music Inc., and its acceptance by plaintiff it is unnecessary to proceed with the trial of the action, or that in the opinion of the court that any adjudication be made of the facts.
Now, therefore, upon motion of plaintiff, and in accordance with said consent, it is hereby ordered, adjudged and decreed:
I. The court has jurisdiction of the subject-matter set forth in the complaint and of the parties hereto with full power and authority to enter this decree and the complaint states a case of action against defendant, Broadcast Music Inc., under the Act of Congress of July 2, 1890, entitled “An Act to Protect Trade and Commerce Against Unfair Rules and Monopolies” and the acts amendatory thereof and connected thereto.
II. Defendant, Broadcast Music Inc., its officers, directors, agents, employees and all persons acting or claiming to act on its behalf are hereby perpetually enjoined and restrained from entering into or carrying out, directly or indirectly, any combination or conspiracy to restrain interstate trade and commerce, as alleged in the complaint, by doing, performing, agreeing upon, entering upon or holding out that the acts or things hereinafter in this paragraph II prohibited:

Exclusive Rights
(1) Defendant, Broadcast Music Inc., shall not, with respect to any musical composition or any copyrighted musical compositions, assert or exercise any exclusive performing right as agent, trustee or otherwise on behalf of any such composition or other owner of the performing right, or pursuant to any understanding or agreement with such owner, under any license, the payment of which is controlled or, of, or an amount measured by, the receipts or revenues of said defendant.

Nothing contained in this sub-

paragraph (1) shall be construed as preventing defendant, Broadcast Music Inc., from acquiring or asserting exclusive performing rights (a) in any musical composition of which said defendant shall also own or acquire the copyright; (b) in any musical composition concurrently with the exclusive right to publish such composition in the U.S. A.; (c) in any musical composition purchased or acquired by said defendant as a assignee or licensee (but not as agent, trustee or otherwise on behalf of another) in consideration of the payment of a compensation or agreement to pay, as the sole compen-
sation for such performing rights, a fixed sum stated in the contract of purchase, assignment or license; or (d) in any musical composition, as a purchaser, assignee or licensee (but not as agent, trustee or otherwise on behalf of another) in consideration of the payment or agreement to pay, as the sole compensation for such performing rights, an amount determinable by reference to the number of licensed performances of such composition at a fixed per performance price and basis stipulated in such contract.

(2) Defendant, Broadcast Music Inc., shall not enter into, recognize as valid or perform any license agreement which shall result in discriminating in price or terms between licensees similarly situated; provided, however, that differentials based upon applicable business factors which justify different prices or terms shall not be considered discrimination within the meaning of this sub-paragraph; and provided further that nothing contained in this sub-paragraph; shall prevent price changes from time to time by reason of changing conditions affecting the market for or marketability of performing rights.

License Provisions
(3) Defendant, Broadcast Music Inc., shall not require, as a condition to any offer to license the public performance for profit of a musical composition or compositions for radio broadcasting, a license fee of which any part shall be (a) based upon a percentage of the income received by the broadcaster from programs in which no musical composition or compositions licensed by said defendant for performance shall be performed, or (b) an amount which does not vary in proportion either to actual performances, during the term of the license, of the performances of any composition or compositions licensed by said defendant for performance, or to the number of performances performed, or any of them shall be performed; provided, however, that nothing herein contained shall prevent said defendant from licensing a radio broadcaster, on either or both of the following bases of compensation which may be specified by the broadcaster:

Sustaining Programs
(i) in respect of sustaining programs a per program license fee, expressed in terms of dollars, requiring the payment of a stipulated amount for each program in which musical compositions licensed by said defendant shall be performed;
(ii) in respect of commercials programs, a per program license fee, either expressed in terms of dollars, requiring the payment of a stipulated amount for each program in which the musical composition(s) licensed by said defendant for performance shall be performed, or, at the option of defendant, the payment of a percentage of the revenue derived by the licensee for the use of its broadcasting facilities in connection with such program.

In the event that defendant shall offer to license performance for profit of a musical composition or compositions for radio broadcasting, a license fee of which any part shall be (a) based upon a percentage of the income received by the broadcaster from programs in which no musical composition or compositions licensed by said defendant for performance shall be performed, or (b) an amount which does not vary in proportion either to actual performances, during the term of the license, of the performances of any composition or compositions licensed by said defendant for performance, or to the number of performances performed, or any of them shall be performed, the offer shall not be valid, in good faith, a relationship between such program and such other basis, justifiable by applicable business factors, so that there will be no frustration of the purpose of this sub-paragraph to afford radio broadcasters alternate bases of license compensation.

(4) Defendant, Broadcast Music Inc., shall not license the public performance for profit of any musical composition or compositions except on a basis whereby, insofar as network radio broadcasting is concerned, the payment of a single license, authorizing and fixing a single license fee for such performance, shall be fixed by and the network broadcasting, shall permit the simultaneous broadcasting of such performance by all stations on the network, shall broadcast such performance, without requiring separate licenses for such several stations, or for the same composition.

(5) With respect to any musical composition in defendants’ catalogs, no license shall be granted by defendant for radio broadcasting and which is or shall be lawfully recorded, transmitted, or advertising of a single license, authorizing and fixing a single license fee for such performance, shall be fixed by and the network broadcasting, shall permit the simultaneous broadcasting of such performance by all stations on the network, shall broadcast such performance, without requiring separate licenses for such several stations, or for the same composition.

Right of Refusal
(6) Defendant, Broadcast Music Inc., shall not, in exercising such an offer to license by it the public performance for profit of musical compositions, refuse to offer a license, or price or prices to be fixed by said defendant, for the performance of such individual musical composition(s), for another public performance for profit of such musical compositions the use of which shall be requested by the prospective licensee.

(7) Defendant, Broadcast Music Inc., shall not assert or exercise any right or power to restrict from public performance, for profit, by any licensee of said defendant any copyrighted musical composition in its licensed catalogue in order to
Paine, Levy See Early Settlement

Music Issues Are Discussed In Philadelphia Debate

SETTLEMENT within a month or so of the differences between the radio industry and ASCAP was indicated in direct statements Jan. 27 by both John G. Paine, president of ASCAP, and Isaac D. Levy, chairman of the board of the American Federation of Musicians, and Isaac D. Levy, chairman of the board of ASCAP, and director of CBS. That was the ultimate conclusion of both men, discussing both sides of the controversy, following a final debate before the new Pennsylvania Radio Council of the Pennsylvanian Federation. They payed to recognize that radio, instead of aiding a song's popularity, usually kills the song by over-plugging and results in lowering, rather than increasing, sheet music sales. No one will dispute that since Jan. 1 the pop tunes licensed by BMI have been given about as extensive radio performances as any number has ever received. The effect of the broadcast on record sheet music sales may be gauged by examining the records compiled each week by E. M. Wickes and printed in the New York Enquirer and Good Housekeeping.

On Jan. 6 the 20 best-selling songs in the East, as listed by Mr. Wickes, included five BMI tunes. The Jan. 13 list showed six BMI numbers; there were seven on Jan. 20 and ten on Jan. 27.

But that's not all the story. "Frenesi," in third place in the Jan. 6 list, has held top position during the subsequent weeks. On Jan. 6 BMI had three of the top ten tunes. By Jan. 27 the six leaders in sheet music sales numbers, as were ten of the first 13.

A similar picture is reflected in the mid-western sheet music sales: four BMI tunes making the Jan. 6 list and 11, including the top trio, on the list for Jan. 27.

The ranking of the list of tunes popular in coin boxes includes 20 selections each week but does not attempt to rate them in order. The list for Jan. 6 showed three BMI numbers; there were four the next week, and the week after that; the Jan. 27 list included six BMI selections.

Suit Names BMI

CHARLES ROSEBY, Hollywood composer and Adelaide Halpern, lyric writer, on Jan. 22 filed a 450,000-dollar suit in Los Angeles Federal Court against Broadcast Music Inc., John Shunkly, orchestra leader, and John Whitney, lyricist. Plaintiffs claim that their song "That Gypsy Moon," has been misappropriated by BMI; that they composed it in 1938, but that it had never been published. The complaint charged that since November, BMI has been broadcasting the number with aid of Stanley and Miss Whitney, without giving its real authors credit.

NOW THEY LOOK LIKE THIS

See page 14

AGMA to Appeal Injunction Denial

Membership Drive Is Planned By AFM to Sign Artists

AMERICAN GUILD of Musical Artists will carry its case against James C. Petrillo, president of the American Federation of Musicians, to the New York Supreme Court. It was announced Jan. 28 following a special meeting of the AGMA board of directors that unanimously approved the further appeal.

Four days before, on Jan. 24, the Appellate Division of the New York Supreme Court had unanimously dismissed a claim for a permanent injunction restraining Mr. Petrillo from forcing AGMA's instrumentalist members to join AFM under threat of otherwise barring them from employment in radio, concerts, motion pictures or on recordings by refusing to allow AFM members to work with them.

AGM Plans Drive

Mr. Petrillo, in Miami for a meeting of his union's executive board, made no comment on the decision, but Henry A. Friedman, attorney for AFM, said that the union would in due course begin a drive to sign AGMA's instrumentalist. He denied any immediate intention of "pouncing down" on the east coasters, but said that if they continued in their refusal to become AFM members they would be prevented from their employment with AFM members, which would be tantamount to "barring themselves from either the AFM or unemployment."

Decision of the Appellate Division went even further than that of the Supreme Court Justice Aaron Steuer, who denied AGMA's plea for a temporary injunction pending a trial of a permanent restraining order but refused to dismiss AGMA's complaint [BROADCASTING, Dec. 1]. The Appellate Division upheld Justice Steuer in his denial and went on to dismiss the entire action.

Stating that AGMA "has not shown that the defendant (Petrillo) maliciously or illegally interfered with the contracts of the members of plaintiff's union," the Appellate Division decision said that although the union has been "constantly seeking to protect itself and to increase its membership," it was within its rights to refuse to permit its members to perform with non-members. Since both unions received charted work from the American Federation of Labor, the court said that the AFL appeared to be "the proper tribunal to solve the difficulties of the parties to this controversy."

The suit dates from last August, when Mr. Friedman, accompanied by his client, Robert J. Tibbett, AGMA president, that AFM members would not be permitted to perform with members after Labor Day unless they had by that time joined AFM. Stayed and held in abeyance by Justice Ferdinand Percoco of the New York Supreme Court [BROADCASTING, Sept. 1] and continued after the hearing that preceded the decision [BROADCASTING, Oct. 1] pending his decision. Although the decision on this appeal is now in order, no attorneys for both parties agreed to maintain it until the present ruling of the Appellate Division.

PHOTOGRAPHS ON PAGE 14 have these modern counterparts in the same (1 to r) order: Martin Campbell, manager of WFAA, Dallas, who served during the last war as a lieutenant in the Army Quarter-master Corps at Camp Alexander, New York; John C. S. Hooben; Frank Mullen, executive v.p. of NBC, who was a bugler with the 20th Engineers of the A.F. overseas during the war; Glenn Snyder, who while he still had hair on his head joined the infantry in 1917, then took officers training successively at Camp Funston, Camp Mills, Camp Gordon, Camp Perry and Camp Shelby, ending his Army career as a second lieutenant after the signing of the Armistice back in 1918.

BROADCASTING • Broadcast Advertising

February 3, 1941 • Page 23
NOW YOU CAN MAKE
ORTHACOUSTIC
PRESTO RECORDINGS

PRESTO 88-A AMPLIFIER

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

Using this complete system you can make Presto instantaneous recordings which will reproduce a frequency range from 50 to 9,000 cycles, uniformly, from start to finish. A selector switch on the 88-A control panel pre-emphasizes the high frequency response to match the NBC Orthacoustic or either of the two high fidelity lateral reproducing systems now standardized in most broadcasting stations.

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

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

Canadian Distributor: Walter P. Downs, 2313 St. Catherine St. W., Montreal

Consent Decree
(Continued from page 22)

exact additional consideration for the performance thereof, or for the purpose of permitting the fixing or regulating of fees for the recording or transcribing of such composition; provided, however, that nothing in this sub-paragraph shall prevent said defendant from restricting performances of a musical composition in order reasonably to protect the value of the public performance for profit rights therein or to prevent the dramatic performing rights therein or, as may be reasonably necessary in connection with the claim or litigation involving the performing rights in any such composition.

III. The terms of this decree shall be binding upon and shall extend to each and every one of the successors in interest of defendant, Broadcast Music Inc., and to any and all corporations, partnerships, associations and individuals who or which may acquire the ownership of control, directly or indirectly, of all or substantially all of the property, business and assets of defendant, Broadcast Music Inc., whether by purchase, merger, consolidation, reorganization or otherwise. None of the restrictions or requirements herein imposed upon the defendant shall apply to the acquisition of or licensing of the right to perform musical compositions publicly for profit outside the United States of America, its territories and possessions.

Compliance Clauses
IV. For the purpose of securing compliance with paragraph II of this decree, and for no other purpose, duly authorized representatives of the Department of Justice shall, on the written request of the Attorney General or an Assistant Attorney General, and on reasonable notice to the defendant, Broadcast Music Inc., made to the principal office of said defendant, be permitted

(a) reasonable access, during the office hours of said defendant, to all books, ledgers, accounts, correspondence, business records and documents in the possession or under the control of said defendant, for the purpose of investigating any of the matters contained in this decree.

(b) subject to the reasonable convenience of said defendant and without restraint or interference from it, and subject to any legally recognized privilege, to interview officers or employees of said defendant, who may have counsel present, regarding any such matters; and said defendant, on such notice, shall submit such reports in respect of any such matters as may from time to time be reasonably necessary for the proper enforcement of this decree; provided, however, that information obtained by the means permitted in this paragraph shall not be divulged by any representative of the Department of Justice, nor by any other than a duly authorized representative of the Department of Justice except in the course of legal proceedings, or similarly, or by any person authorized or required by law.

Jurisdictional Matter
V. The provisions of sub-paragraph (4) of paragraph II of this decree shall not become effective until nine months after the effective date of the other provisions of said paragraph.

None of the provisions of paragraph II of this decree shall become effective until 90 days after plaintiff shall have delivered to defendant, Broadcast Music Inc., a certified copy of a consent decree or other final decree of a court of competent jurisdiction, further review by which is not subject to such restraint and requirements in terms substantially identical with those imposed herein shall be imposed upon American Society of Composers, Authors & Publishers; provided, however, that if said defendant shall be of the opinion that the agreement and requirements so imposed against American Society of Composers, Authors & Publishers are not substantially identical with those imposed herein, the court within 20 days after receipt of a certified copy of said decree, for a determination of that question, no provision of said paragraph II shall become effective until the court shall have determined that such agreement and requirements are substantially identical with those imposed herein.

VI. Jurisdiction of this court is retained for the purpose of enabling any of the parties to this decree to make application to the court at any time after the delivery to the defendant of a certified copy of a decree against American Society of Composers, Authors & Publishers, complying with the provisions of paragraph V hereof for such further orders and directions as may be necessary or appropriate in relation to the construction or carrying out of this decree, for the modification hereof upon any ground for the enforcement of compliance herewith and the punishment of violations hereof. Jurisdiction of this court is retained for the purpose of granting or denying such application and directions as may be necessary or appropriate in relation to the construction or carrying out of this decree, for the modification hereof upon any ground for the enforcement of compliance herewith and the punishment of violations hereof.

EMERGENCY source of power, and practical, too, is this Caterpillar Diesel electric generator tested recently by WMBD, Peoria, and Caterpillar Tractor Co. All of WMBD's broadcasts for three days were put on the air by this 30-kilowatt generator, with usual clarity and no trace of interference or distortion. Watching the generator in operation are (I to r) H. H. Howard, G. M. Walker and W. H. Smith, Caterpillar executives, and Edgar L. Bill, president of WMBD. Similar generators provided emergency broadcast power during the 1939 flood.
WRNL IN RICHMOND, VA. IS NOW NBC BASIC BLUE

Richmond — Virginia's No. 1 market — is now yours on the basic N.B.C. Blue network! You'll like this station in the middle of the dial because people in the Richmond radius do. Night and day it gives you 1,000 watts and a Merchandising Service that is far more than just a name.

Edward Petry & Co., Inc.
National Sales Representative
MEMBER stations of the Ted Taylor group in Texas—KGNV, Amarillo, KFYO, Lubbock, KTXA, San Antonio, KKVY, Weslaco—have started an "idea line" to collect and distribute successful merchandising and sales ideas among the four station managers. Originated by Leon Krupp of KGNV, the "idea line" takes shape as a weekly bulletin contributed to by department heads of the four stations. It is claimed that the plan, started early in December, already has resulted in seven new accounts built up on the new program ideas.

NAB Successes

MORE success stories are exploited by the NAB in a new promotion series. Vol. 2 No. 1 of its series of trade studies, "Results From Radio," tells the success story of the Model Laundry, Miami, Fla., using 65% of its budget for radio. Model sales went up 95% in four years. The stories are printed in folder form.

Merchandising & Promotion

Idea Reveille—Stories of Success—Button Tuning—More for 50 kw.—Sweets From Cactus

Advertised Brands

EVIDENCE of radio's power to sell advertised brands is printed in a booklet produced by Walter P. Burn & Associates for KGIR, Butte, Mont., and the Z-Bar Net. Illustrations and success material are succinctly presented. Attached is a message from Ed Craney printed on a sheet of copper.

Salute to WLW

G. A. TRIPPLETT'S Drug Store, Osgood, Ind., in a display ad saluted WLW, Cincinnati, and Service manager J. E. Rudolph. The store said, "We sell and recommend 79 of the 145 products advertised over the nation's station WLW!" A list of the product was printed, with price.

FOR THE THIRD time in the last two years WNEW, New York, has taken a full page in a New York newspaper to promote "New York's Night Mayor—Stan Shaw," who conducts the WNEW Milkman's Matinee program from 1-6 a.m. every morning. Copies of the Jan. 22 New York World-Telegram, in which the page ad appeared, were delivered during the afternoon to radio editors, advertisers and agencies in the Greater New York area.

THE new WINX, Washington, D. C., advises listeners to drive their cars around to specified radio stores for adjustment of push button radios to the WINX frequency, with no charge for the service.

WANTED!

SOAPS CLEANSERS!

To help wash 7,200,000
Dishes Daily

It wouldn't be fun to wash all the dishes that are dirtied daily in the KFH Airea but you would get a kick out of selling all the soaps and cleansers used by the housewives out Wichita way. They're good eaters, these Central Kansas folks, good dish dirtiers, good buyers of soaps—in fact, good buyers and users of everything, because each family has $246 more money to spend than the average family in this good old U. S. A.

So, if you're looking for a market where you can really "clean up," check the sales possibilities in Central Kansas-Northern Oklahoma—and the selling abilities of KFH—the Wichita Station with the programs.

That Selling Station for Kansas

KFH

WICHITA

The Only Full Time CBS Outlet For Kansas

CBS • 5000 Day • 5 Kw. Night Ready Soon • Call Any Edward Petry Office

SANDWICH man with sound effects was the innovation offered by KOTN, Fine Bluff, Ark., to promote its affiliation with MBS. The portable radio, of course, was tuned to KOTN. The pedestrian pair handed out program schedules as they toured local sidewalks. Other items included a Crosley midget auto which was draped in signs.

More KYW Promotion

AMONG stunts employed by KYW, Philadelphia, to promote its Jan. 16 switch to 50,000 watts [BROADCASTING, Jan. 20] was use of new-column format and pictures in full-page newspaper advertisements. Layouts differed in each case. According to Lambert B. Beuwekes, KYW advertising and sales promotion manager, all local dailies were used "to insure positive more-than-once readership." The ads included a statement on KYW's future plans by Walter Evans, vice-president of Westinghouse Radio Stations.

Peregrinating Presents

A ROWN tablet of gifts follows two roving microphones when WDSM, Duluth-Superior, has its Monday night cooking school program on the air. Ten accounts sponsor the hour. Merchandise prizes are awarded during a home-making quiz conducted on the Dr. I. Q. plan, with sponsors providing the gifts. The hour opens with 15 or 20 minutes of demonstration, 10 or 15 minutes of quizzing, more demonstrating and more quizzing. A male quartet and comic chef provide variety. Promotion includes placards in 120 buses, newspaper space and air announcements.

Stamps for Prizes

PRIZES on the Saturday evening Colgate-Palmolive-Peet network shows Share The Wealth and Sweet & Sugar on Canadian Broadcasting Corp. network during February are war savings stamps, as part of the Canadian War Savings campaign, according to Lord & Thomas of Canada, Toronto, handling the account.

Cream of the Cactus

THE TRADE can thank KTSN, El Paso, for tasty helpings of cactus candy. The station distributes two-ounce packages of the sweets, with a suggestion that "KTSN can help you sink your teeth into El Paso's luscious market."
Utah Youths

They're proud of their country in Salt Lake City, where KDYL's I Am an American program heard twice weekly has been so successful that Morning Milk Co. has cancelled all other programs. Youngsters get application blanks from grocers. To participate in giveaways they send in 25-word Americanism essays. More than 7,500 have enrolled. Tom Cafferty and Doug Gourlay, who m. c., have given away some 300 presents.

* * *

Town Hall Badges

In response to demands from listeners, New York's Town Hall which presents America's Town Hall of the Air, on NBC-Blue, has issued an official emblem in the form of a miniature mike embossed with the "Town Crier" carrying the stars and stripes and with the letters NBC. The microphone pins are available in gold and silver—the silver emblem is available to listeners, the gold are for Town Hall associates.

BROCHURES

WEAF, New York—Eight-page folder. "November 9th was Moving Day for a Line", with coverage maps showing WEAF's enlarged listening area since its new transmitter began operations Nov. 8.

CFNY, Charlottetown, P. E. I.—Illustrated studio and personnel brochures with letters on public service broadcasts from federal government ministries.

KFRO, Longview, Tex.—20-page compilation of market data and sales figures for KFRO service area.

WMSL, Decatur, Ala.—Salmon colored file containing promotional data on station's programs.

KMPC, Beverly Hills, Cal.—Six-page folder on KMPC sports broadcasts.

CFQC Saskatoon—Pictorial brochure showing new studios and staff.

Girl Starts to Survey Nation's Radio Stations

Radio station managers all over the country will be invited to air their "chief headaches" to groups of Camp Fire girls 15 years of age and older when they visit their local radio station in a project launched by the Camp Fire Girls at a New York Conference recently.

The radio survey is part of a project titled "Three M's—Movies, Mags, and Mikes", in which the Camp Fire girls will endeavor to scrutinize the behind-scenes operations of the three forms of entertainment. The radio survey has been divided into four sub-projects: (1) popularity poll of programs to be taken among family and friends; (2) listener groups to new programs, with suggestions to sponsors; (3) tour of local radio station; (4) "opportunities," the stimulating of radio activities among various groups.

RMI has bought two prison songs, written by a Chicago lawyer named Kenneth K. Krippen. Title of the tunes are "Moon Over County Jail" and "Rug Cutting In The Prison".

Announcer Bill Wigginton is the Great Horned Owl. That's his title as emcee and philosopher on WCCO's new, midnight-to-1:00 a.m. "Night Owl Club", an unusual program of transcribed recordings and interviews.

One midnight three weeks ago, when his show was just two months old, Bill announced: "Night Owls, there are over twenty-six hundred of you. You have fellow members in forty-five states—in all of them except Maine, New Hampshire and Vermont."

Now we're not intimating that WCCO is a national medium. It's not. Over sixty per cent of the "Night Owl Club" members live in the Twin Cities. Eighty-five per cent live within WCCO's evening primary listening area of three and a quarter million persons. And that's as it should be.

But half an hour after Bill made his announcement, he received a wire from Newport, Vermont: "Here's Your Vermont. Please Sign Me Up and Shoot Me a Membership Card."

We feel that this forty-six-state response is a tribute to WCCO programming. It takes a mighty good formula to get 2,600 people in that wide an area to write or wire requesting membership in a midnight radio fraternity. The "Club" has a mighty good formula. It's a good show. You might find it profitable to learn more about it.

WCCO * 50,000 Watts Where It Counts the Most

Only Western Electric FM Transmitters have these 7 outstanding features:

1. The factors and circuit elements which control the modulation capabilities and those that control the carrier frequency stability are completely isolated in their action.

2. The electrical circuits used in the process of controlling a high frequency generator with a stable low frequency oscillator are not in the program transmission path and, therefore, their adjustments do not affect the character of the transmitted wave.

3. The application of a balanced electric oscillator and reactance control tube circuit permits wide frequency excursions while using only a small and linear portion of the reactance control tube mutual conductance-grid bias characteristic.

4. Negative feedback in the modulated oscillator circuit minimizes distortion that otherwise results from amplitude modulation of the wave applied to the reactance control tube grids.

5. Because of (1) to (4) a high degree of linearity is obtained in the modulation characteristics over a frequency deviation range of ± 150 kilocycles. This large linear range obviates the need for critical circuit adjustments to obtain consistently low harmonic distortion over the smaller range required in practice. For the frequency deviation of ± 75 kilocycles, required in practice, the measured RMS harmonic distortion is less than 1% for all signal frequencies between 30 and 15,000 C. P. S.

6. The carrier frequency stability is exactly that of a single crystal controlled oscillator and is independent of any other circuit variations.

7. Since the carrier frequency stability is that of a newly developed low temperature coefficient crystal, the need for temperature control equipment is completely eliminated.
The Synchronizer's one moving element has jeweled bearings, requires no lubrication. Under normal operation, the displacement of the moving element is so small and so slow as to be imperceptible.

The Western Electric SYNCHRONIZER

In Western Electric Synchronized FM Transmitters, the mean carrier frequency is continuously and precisely maintained by a single low temperature coefficient crystal. The Synchronizer compensates immediately and automatically for a change in the mean frequency of the modulated oscillator arising from any cause such as temperature changes or even violent disturbances that might arise if tube failures should occur. It eliminates completely the need for frequent checking of the transmitter circuits and manual readjustment of frequency controlling elements.

Developed by Bell Telephone Laboratories for use in frequency standard work, the Synchronizer is uncannily accurate—an outstanding contribution to the new art of FM broadcasting!

For further details: Graybar Electric Company, Graybar Bldg., New York, N.Y.
The Radio Book Shelf

The ART of radio directing is the subject of a new book by Earle McCallister, directing director and producer, of CBS. Titled Radio Directing, it treats the many problems that arise in presenting a radio show. Chapters are devoted to microphone position, studio setup, sound effects, broadcast preparation, casting, rehearsals and the various types of shows. The foreword is written by H. Clay Harshberger, Department of Speech, University of Iowa, and production manager of WSUI, Sioux City, Ia. The book is published by McGraw-Hill Inc., New York, at $3.50.

Conrad Rice, newly-named program director of WEMP, Milwaukee, in collaboration with William V. Carle, former continuity chief of WTCN, Minneapolis, has written a book for "teen-age boys titled Your Career in Radio, scheduled for publication this month by E. F. Dutton, New York. The book will be actual but written in fiction form, telling the story of three boys interested in radio and unfolding as they visit a station and explore its inner workings.

SCHEDULED for publication in February is Television Today & Tomorrow by Dr. Lee DeForest, inventor of the radio tube who now lives in Los Angeles where he manufactures high frequency diathermy apparatus. Dial Press, New York, will bring out the book, which has been edited by Tom Kennedy, who recently succeeded Orrin Dunlap Jr. as radio editor of the New York Times.

Having kept a diary of his years in Central Europe, from 1934 to 1937 as Berlin correspondent of the old Universal Service and from 1937 to a few weeks ago as CBS correspondent in Vienna and Berlin, William L. Shirer is expected to "tell all" in his new book about Germany of the last five years for which he has consulted with Alfred Knopf Inc., New York. Shirer returned to this country at the end of 1940, and is not expected to return to Berlin.

Some Ideas on what goes to make up a song hit, drawn from interviews with music publishers and writers, are presented in the Jan. 19 New York Times Magazine in "Song Hits—and Misses," an article by Ira Wolfert. More chronic than guide for would-be song writers, the story relates experiences of music folk with big hits of the past.

February issue of The Journal of Educational Sociology, published monthly by New York U, is devoted exclusively to radio, with Gilbert Seldes, CBS director of television programs, editing the articles contributed. Papers include: "The Investigator" by Gilbert Seldes; "The Broadcaster Speaks" by Neville Miller; NAB president; "Promoting the Course of Education by Radio" by John W. Studebaker, U. S. Commissioner of Education; "Scope of Educational Objectives in Broadcasting" by Dr. James Rowland Angell, NBC counselor on public service programs; "Can Radio Educate?" by A. Ulric Put Science on the Air," by Lyman Bryson, CBS program director; "Radio Builds Democracy" by George V. Denny Jr., president of Town Hall, New York.

The Wrong Slant

AFTER YEARS of inner-council deliberations, the Associated Press has finally yielded to the inevitable. Somewhat belatedly, it has decided after a vote of its membership to enter the broadcast field and make available to radio, on a pay basis, its valued news report.

With the disclosure of its precise plan, however, it appears that AP has entered the field somewhat belatedly, as though radio were some sort of necessary evil. Instead of providing the service through its regular channels, it announces the creation of a subsidiary to be known as Press Association Inc., or "P.A." And with what seems to be extreme ineptitude, it labels the functions of this subsidiary as "salvage operations," lumping radio in with what is loosely described as "bi-product" operations.

All the news-gathering organizations are hard-pressed these days meeting increased overhead due to tremendous war-coverage expenses. AP, a cooperative organization, unquestionably is finding it increasingly difficult to make its member newspapers meet extra assessments. It is looking to radio, as its competitors with foresight and intelligence did some years ago, to carry some of the load.

Transradio pioneered the broadcast news field as an exclusive radio news association, taking first advantage of the shortsighted attitude of the majority of the publishing fraternity in fighting rather than joining with radio. Then came UP and INS, fulfilling a prediction we made in these columns nearly ten years ago that the press associations inevitably must treat radio as a "publishing" business—that it made no difference whether the publication of news was in print or by utterance.

When UP and INS went into radio, they did not relegate it to second-fiddle status and they prospered accordingly. Their interest was pecuniary, of course, and for the last five or six years they have provided a service for which they have been fairly and properly compensated. They are satisfied with the arrangement, even if a few recalcitrant publishers among their clientele aren't. Radio welcomed them.

There is room in radio for AP, because radio is a volatile and growing field and because many of the news-gathered stations are strong AP members. AP has every right to change its mind, but it cannot continue to look down upon radio as a stepchild and it won't get far by labeling it among its "salvage operations." There is no thought on our part to deprecate AP's project, but we cannot forget AP's paid advertisement of 1935 cracking its competitors for selling news for broadcast and other purposes [Editor & Publisher, Oct. 26, 1935].

It seems to us that the better part of business grace on the part of AP (or PA) would be to recognize in forthright fashion that radio is a responsible news disseminating (and gathering) medium and is not a hybrid development that must be "tolerated" only because of its public acceptance and commercial success.

Time to Change

THE TIME will come, and soon, when networks, stations, agencies and advertisers will suffer their semi-annual daylight time-changing agonies. Since radio's infancy these periodic miseries have been endured by the industry, along with its customers and followers. Unfortunately, much is said but little is done about a situation concededly burdensome to all concerned.

At last a young wave of protest is getting under way well ahead of time. On another page, two figures familiar with intimate details of the dilemma point out that the industry is losing money by putting up with seasonal time juggling. Better than that, one of the writers, Lord & Thomas' timebuying Jack Lemmbar, shows how simple it would be to put the whole industry on standard time the year round. His argument is convincingly stated, and splendidly bulwarked, from the station viewpoint, by KYVOO's Willard Egold and we would like to know what others think about it.

Invitation to Canada

OUR CANADIAN brethren, whose broadcast operations are generally on the same basis as our own, want the NAB convention in Toronto in 1942. Why not? It's too late, of course, to consider a Canadian city for the 1941 conclave of U. S. broadcasters because it has already been set for May in St. Louis. But in the interests of continued goodwill between nations of kindred outlook and unfortified boundaries, we think the NAB should give every consideration to the invitation of the Canadian Assn. of Broadcasters. And in the interests of hemisphere solidarity, perhaps Havana and Mexico City will be good convention places later.
JOHN PORTWOOD BLAIR

JOHN BLAIR does not look his 41 years, but he was born in Chicago, July 23, 1899. Even though radio is a young man’s business, many men have commented on how young he looks to be the head of one of the major firms of station representatives.

But radio is that way, and John Blair’s family background — his father, Edward B. Blair, having been closely associated in the advertising business of Chicago more than 40 years — and his own 20 years of advertising and radio experience are typical of the personal contributions which have so largely built radio into the public service and advertising medium that it is today.

Following public school and high school in Chicago, John Blair entered the University of Wisconsin, class of 1922. But the call of merchandising and advertising was too strong to permit his completing the four-year term, and he started his business career in the merchandising department of Montgomery Ward, a year or two, during which time he made many lasting friendships in the Delta Kappa Epsilon fraternity, he started his business career in the merchandising department of the Chicago Americans, led to an attractive offer from the General Outdoor Advertising Co. sales department.

John Blair was with General Outdoor until 1925, the last year in Detroit as sales manager of that office. He joined J. Walter Thompson Co., in the new business department in Chicago. After a six-month training period he was transferred to the Pacific Coast in charge of new business development in San Francisco.

But prior to going to the Coast, there occurred another event of major influence in his life — his marriage to Constance Foss, daughter of George Edmund Foss of Chicago, who served in Congress for 26 years.

His record on the Pacific Coast is a matter of justifiable pride, for under his direction the new business obtained by J. Walter Thompson more than doubled Coast billing within a year. Included in the new accounts was Shell Oil Co. of California, at that time operated on a regional basis but since integrated nationally under Thompson’s direction.

The men associated with John Blair in the Thompson office in San Francisco are still with the company and in important executive capacities in the New York and Chicago offices.

John Blair resigned from J. Walter Thompson in the spring of 1929, which lead him into radio. But first there was an interesting experience with Electrical Products Corp., pioneer Pacific Coast neon distributors. He was manager of the agency service department for San Francisco and the Pacific Northwest.

His first radio connection was also in San Francisco with the then firm of MacGregor & Sollie, now C. P. MacGregor Inc. This experience, running through 1932, in transcription sales and “time placement,” was significant, as it was the last year of general brokerage of radio station time.

Early in 1933 he joined Humbolt J. Greig, one of the Scott Howe Bowen men, in the organization of Greig, Blair & Co., a partnership for exclusive radio station representation. Their first station was KNX, and it was so pleased with the first few months of this type of selling that its operators urged the immediate formation of a national company. This resulted in the organization of Greig, Blair & Spight Inc., with the inclusion of Lindsey Spight — one of the early NBC Pacific division men who had organized the local service bureau, NBC’s first spot sales effort in that territory, and who was also at that time commercial manager of KPO.

This took John Blair back to his home base in Chicago, with Greig opening a New York office in late summer of 1933. The addition of other personnel and other stations followed inevitably, along with all the problems inherent in a pioneering venture in a new business field.

In January, 1935 he purchased Greig’s interest in the firm, and in March of the same year the firm was changed to John Blair & Company, with Lindsey Spight continuing as manager of the San Francisco office. The organization now has a full staff of large radio advertising salesmen, with offices in New York, Chicago, Detroit, St. Louis, San Francisco and Los Angeles.

John continues to make his headquarters in Chicago.

It is difficult to write of John Blair as an individual without frequent reference to the company, as his interest is so keenly tied up with its welfare. As an example, a matter of no little pride to John is that the company has never represented any medium except radio and never on any but an exclusive basis, nor has any Blair man any side business interests taking time away from the main issue.

Gold also is an element in which, still, John Blair is loyal to John. In this, too, he had an early start. When still a boy he was member of the Edgewater Golf Club, and in 1916, the year that Chick Evans, a fellow member and one of the national championship, John won the Junior Club championship.

However, John Blair’s greatest interest and hobby is his business and his business associates.

HARRY ROESLER has taken charge of the Transradio Press office in Philadelphia, back after a year with the same bureau in New York. He replaces William Severn, who left to accept an executive post with a Rochester newspaper.

SAM SEROTA, program director of WHAT, Philadelphia, becomes production manager of WRTI, Philadelphia, Feb. 7, succeeding Ed Wallace, promoted to assistant program director and in charge of new music and public relations. Wallace takes the place of Bob Horen, who resigned as an announcer as a member of the announcing staff so as to devote more time to several commercial shows he has been handling.

JOHN MCKAY has been named the first production director of the Quaker National Radio Network, business chain keyed by WIP, Philadelphia. He locates at WPIL, coming from BJR, Detroit, and is in charge of building, writing, directing and producing shows for the Middle Atlantic regional network.

CHARLES LEHNHAAS, formerly of WHO-WOC, Des Moines and Davenport, Iowa, has joined the sales staff of KFBR, Sacramento, Calif.

ROBERT G. SOULE, vice-president of WPIL, Syracuse, has returned from St. Augustine, Fla., where he was called recently when his father, win- tering there, was sick. Mr. Soule is reported much improved.

JOHN A. KENNEDY, president of WHHS and the West Virginia Network, Inc., has been named to the Kennedy for an extended tour of South America, a trip to plan to return the first week in April.

JOHNNY SCALES, chief engineer of KARM, Fresno, Calif., has been promoted by station owner General Manager Clyde Coombs.

WILLIAM T. REED JR., vice-president of WSGR-TV, San Francisco, is the new manager of WRVA, Richmond, a recently elected president of the Richmond Chamber of Commerce.

JOHN FERGUSON, salesman of WOA, San Antonio, is the first member of the station’s staff to be called to training under the Selective Service Act. He will report Feb. 6 to Fort Sam Houston.

KING PARK, sales director of WBBM, Chicago, on Jan. 21 became the father of his first child, a baby boy born Jan. 22 in Hollywood.

KEN PETERS, sports announcer of KTMA in Santa Barbara, has been appointed publicity director of the new KTMA. Peters is a graduate of Stanford.

MAL. GEN. JOSEPH O. MAUHORNE, Chief Signal Officer of the Army, will speak over an NBC network program on Monday afternoon, having been invited by the American Institute of Electrical Engineers on the subject of the American Army Signal Service. The address will be one of a series at the national venue.

KENNEDY, program director of WDAY, Fargo, N.D., has been appointed chairman of the Junior Chamber of Commerce and Jack Fawcett, Winter Carnival director, has been named publicity director.

HARRY SEDGWICK, CFRB, Toronto, was taken sick with influenza in Montreal on the last day of the annual convention of the Canadian Association of Broadcasters. He was confined to bed in the Mount Royal Hotel.

ERNEST L. BUSHWELL, Canadian Broadcasting Corp. controller, who left back in Canada after being on loan for the last half year to the British Broadcasting Corp. to organize CBC’s North American broadcasts. He resumed his duties in Toronto Jan. 29.
Coe Gets WIND Post

D. O. COE, salesman of WIND, Gary, Ind., has been elevated to the newly-created post of resident manager, according to Ralph L. Atlass, president. Mr. Coe will handle commercial and civic contracts for the Gary studios in cooperation with the Chicago office. Before joining WIND in 1935, Mr. Coe was sales manager of WDZ, Tuscola, Ill., and previous to that was connected with the national sales department of WMBD, Peoria, Ill.

ROCCO STANO, staff organist of WIEI, Philadelphia, composed a descriptive tone poem based on a day's diversity of radio programs. The composition, called The Radio Suite, is for the organ and will be given its premiere on the station shortly.

HARRY BUTLER, formerly of WITL, Urbana, Ill., has joined the announcing staff of WTXA, Springfield, Ill.

LIE KARSON, newscaster of K TAR, Phoenix, has a role in the Phoenix Little Theatre's production of Margin For Error, being presented for the British War Relief Fund.

FRED VANCE, formerly sports announcer of WDWS, Champaign, Ill., has entered training for a reserve commission in the U. S. Navy.

TOM BENNETT, NBC director, who has been producing the Monday night Chamber Music Society of Lower Basin Street on NBC, has been transferred to the network's music department where he will write original music for NBC programs. Replacing him on the Basin Street program is Joseph Thompson of the NBC production department.

GROVER COBB has joined the announcing staff and Dorothy Skelley the commercial department of KSAL, Salina, Kan. Helen Geis also has joined the KSAL commercial staff as secretary.

WILL YEARNOUT, formerly of KTSW, Emporia, Kan., and Arden Booth have joined the announcing staff of WREN, Lawrence, Kan.

FERN SHARP, conductor of the Round Robin Review on WBNS, Columbus, O., will also direct the new five-hour weekly quarter hour women's program, Ann Sterling, sponsored by F. R. Lazarus & Co., local department store.

IRWIN ELLIOTT, formerly of WMEX, Boston, and Steven Douglas, formerly of WCKY, Kingsport, Tenn., have been added to the announcing staff of WRC-WMAL, Washington.

BILL DEAL, continuity editor of KDRA, Pittsburgh, is the father of a boy born Jan. 20.

JOHN A. HARRIS, newscaster of KFRC, Columbia, Mo., has been named chairman of the Central Missouri Committee for the Celebration of the President's Birthday for the second consecutive year.

KEN ROBINSON, Jack Erison, and Joe Sierer, former employees of NBC in New York, have been added to the staff of WTAR. Norfolk. Robinson and Erison have become staff announcers, while Sierer has been placed in charge of commercial continuity and promotions.

CHARLES HIGGINS, of WLAV, Lawrence, Mass., is the father of a baby girl born Jan. 23.

WARREN SAVOY, new to radio, has joined WDAY, Fargo, N. D., as newscaster. Virginia Huglen has been placed in charge of the music library.

SHELDON STARK, writer on the Greens Hornei, Less Ranger, and Ned Jordan, Secret Agent programs, has signed a new contract with WXYZ, Detroit.

HAROLD CHAMBERS, announcer, has joined KROW, Oakland, Calif., replacing Bob Gorman, who resigned due to illness.

EDWARD D. CAMPBELL, formerly of WMBO, Auburn, N. Y., has been added to the announcing staff of WSMN, St. Petersburg, Fla.

HURT REPINE, of the WRVA, Richmond, traffic department, has been transferred to the music clearance division.

PAUL CREASAP has been named program director of WCBT, Columbus, Ohio. He is succeeded on the announcing staff by Joe Byars, of Birmingham.

DONNA FARGO, former publicity agent of WMCA, New York, and KMPC, Beverly Hills, has re-joined the staff of Voice Inc., New York, as office manager.

HENRY UNTERMAYER, program producer of WABC, New York, has entered the Army as a first lieutenant and is stationed at Governors Island, New York.

HELEN GWEN REES

COOKING, home economics, and the latest fashion trends offer no problems to Helen Gwen Rees, and she gives listeners the benefit of her knowledge on a six-weekly program on WCKY, Cincinnati. Miss Rees has had a wide experience as a woman's page editor, home service director and radio speaker. She conducted programs over WCB, Newark, and WNEW, New York, and was home economist for the New York Enquirer and the Long Island Daily Press. In 1937 she spent 12 weeks in 11 European countries, seeking recipes for the many delicacies peculiar to those countries. Although she came to Cincinnati only a short time ago she is rapidly building a following in WCKY's listening area.

HERBERT RICE, program director of the Buffalo Broadcasting Corp, wrote and directed the play "Ambition," first radio drama offered on Sunday Night Playhouse, weekly series featuring original plays which started Jan. 20 on WOR, New York.

WILLIAM BROOMALL, formerly of WOY, New York, has resigned to head the southwestern lecture bureau of CBS, with headquarters in Dallas.

ROGER BROWN, formerly of WHK, Cleveland, and WIOD, Miami, has joined WOV, New York, as m.c. of the station's all recorded dance music program titled Roger Brown Around the Town.
WOR, New York

WITH official sanction by the FCC of removal of the main studios of WOR from Newark to its business headquarters address at 1440 Broadway, the station will hereafter be known as WOR, New York, rather than WOR, Newark.

DR. WALTER DAMROSCH, NBC musical director, has been elected president of the American Academy of Arts & Letters at the society's recent annual election. Also elected to the Academy's board was Deems Taylor, commentator on the CBS Philharmonic concert programs Sunday afternoons.

AFTER an absence of four weeks, Arturo Toscanini on Feb. 1 resumed direction of the NBC Symphony orchestra, heard Saturdays on NBC Blue 9:35-11 p.m.

Davenport Heads WRBL

JAMES A. DAVENPORT, sales manager of WRBL, CBS outlet at Columbus, Ga., has been appointed station manager. Prior to his affiliation with WRBL, Mr. Davenport was connected with the sales department of WGST, Atlanta.

CHINS, Halifax, has changed its studio and offices from the Lord Nelson Hotel, to a new building, Broadcasting House, 10 Tobin St.

Staff of New WMRN

ROBERT T. MASON, brother of Frank M. Mason, NBC vice-president, reports that his new WMRN, Marion, O., which the FCC authorized for construction last July with 250 watts at 1500 kc., is now in full operation. It is RCA equipped with a Wincharger tower, and the staff comprises A. M. Dunlap, commercial manager; Russell G. Salter, from WOR, program director; S. Robert Morrison, from WBNS, Columbus, chief engineer; W. Max Thomas and Edgar Smith, operators; Stanley A. Miller, from NBC New York, production manager; Richard Peckinpaugh, music director; Louis E. Mahla, news editor. The station is controlled by Mr. and Mrs. Frank M. Mason.

No matter where the defense orders are placed... chances are the Pittsburgh district furnishes a large proportion of the necessary materials! Smoke and flame—red skies at night—reflect the prosperity of the Tri-State-KDKA Area...and the business indices are now at all-time peaks. Tap this rich market by using 50,000 watt KDKA—the only radio station that completely covers The MASTER MARKET.
PROUDLY PROGRAMS

COOPERATING with the Army Signal Corps to train radio operators to meet expanded needs caused by the defense program, WCOP, Boston, has inaugurated a beginners instruction course in code. The WCOP Radio Code School will be conducted just like a classroom. The instructor will explain the code, sending dots and dashes over the air and giving written examinations on each broadcast. W. W. Chamberlain, a former ship operator and instructor in code since 1921, will conduct the course.

Pro-Democracy

TO ANSWER effectively the charges made by totalitarian governments against democracy, the Council for Democracy is presenting a series of Friday evening programs, "Why Democracy," on WMCA, New York. Authorities from all fields of business, labor and art participate in the question and answer program to refute the objections most often raised to the democratic system of government.

Army Interviews

QUARTER-HOUR interviews of Wisconsin army personnel in training, transcribed at Camp Beauregard, Alexandria, La., are flown to WMJ, Milwaukee, for performance. The program, aired Tuesdays and Thursdays, 8:45 to 9 p.m., under the sponsorship of the First Wisconsin National Bank, featured Brig. Gen. Paul B. Clemens on the initial broadcast.

Kid Successes

BUILT around the unusual accomplishments of juveniles in the artistic field, athletic achievements, or juvenile business ability, is the new thrice-weekly "We the Kids," on KFA, San Francisco. Dwight Newton, of the San Francisco Examiner, conducts the interviews. Each broadcast presents youngsters who have attained recognition for a worthwhile achievement.

Out of the Files

TO CELEBRATE the 1,000th newscast sponsored by San Antonio Brewing Assn., WOAI, San Antonio, read bulletins from the 750th, 1250th, and 2500th programs. About 150 attended the anniversary, with Hugh Halff, WOAI president, and B. B. McInnis, sponsor vice-president, participating. Corwin Riddell is newscaster.

Meet the Famous

KEEPING pace with the Palm Beach social season, WJNO, West Palm Beach, Fla., has started the new "Welcome to . . ." feature, built around interviews with interesting visitors. Originating in the private office of Hugh Dillman, president of the Palm Beaches Club, the series presents interviews with visiting celebrities.

IN BALTIMORE--IT'S

55,120 VISITORS

55,120 people visited WFBR's Radio Centre last year--evidence of public interest and the pulling power of WFBR's local "live talent" shows!

(3 announcements brought more than 1000 requests for one Sunday afternoon show.)

★ Let WFBR's program department build you a crowd-getting live talent show. No other Baltimore station has comparable facilities.

Edward Petry & Co.

National Representative: Edward Petry & Co.

BROADCASTING • Broadcast Advertising
**Sailfish Derby**

**DURING the 22-day Silver Sailfish Derby of Palm Beach, Fla., WJNO, West Palm Beach, is carrying daily broadcasts covering interviews with daily contest winners and leaders, official and unofficial catch reports, and complete Derby news. WJNO is broadcasting direct from the Duchess 8d, flagship of the 102-boat fishing fleet, through its relay station, WJNP. Vernon Crawford, WJNO announcer, is m.c. of the program, with Jack Butler, prominent Palm Beach sportsman and owner of Duchess 8d, handling color. The West Palm Beach Fishing Club has designated Feb. 6 as WJNO Day as a tribute from the 51 chartered and 51 privately owned boats of the official fleet.

**Kids' Hour**

**CHILDREN'S HOUR** quiz show, *Children's Encyclopedia*, has started on CHILP, Montreal, for Ogilvie Flour Mills Co. Ltd., Montreal. The program goes on the air Saturday afternoons from 2 to 3 before a studio audience of 300 children, who obtain admission to the show by sending in a question with a box top. All children are assigned numbers, all can take part. Prizes in the form of jackknives, hockey sticks and other boy and girl items are handed out for correct answers among studio audience and to those sending in questions used. The account was placed through J. J. Gibbons Ltd., Montreal.

**Odd News Items**

**NEWS ODDITIES** are the substance of the news commentations of Announcer Stewart Finley, of KYW, Philadelphia, who started his daily Oddities in the News on KYW Jan. 27. In the early morning, aimed at the women audiences, emphasis is on the unusual and comical incidents in the day's news, local and national, rather than spot and timely events.

**Fans vs. Experts**

**HYDE PARK BREWERIES, St. Louis,** on Jan. 30 started *Sports Quiz With the Experts* on WCBG, Springfield, III. Four local sports authorities are quizzed on each program and if they are unable to supply the correct answers, persons from the studio audience are called upon. Each person answering a question correctly receives $1.

**Conscript Conference**

**VIEWPOINTS and questions on military training of four average draftees were presented in a round-table discussion on WDBM, Duluth. Discussion was presided over by Capt. Paul Sevareid, public relations officer of the Minnesota State selective service office, and brother of Eric Sevareid, CBS Washington correspondent.

**Snow Status**

**DEALING with skiing and other winter sports, conditions at the various winter resorts in Northern California and presenting interviews with leading skiers, KROW, Oakland, Cal., recently started the weekly *Up-ski*. Program is conducted by Jack Carmody, member of the California and National Ski Clubs.

Shrewd advertisers have left significant signposts along the WEEI-way. For those who want to take the shortest journey to the entire Boston market—in very successful company—WEEI cites these direction-pointing facts:

- WEEI's Caroline Cabot Shopping Service (now in its fourteenth year) carried 2,254 commercial announcements during 1940, beating the previous year by 266 and the year before that by 576. For Miss Cabot gets results with her fifteen minutes of straight selling talk each weekday morning.
- Two successive studies have proved that WEEI serves more Boston advertisers—the men who know Boston best—than the next two stations combined.
- In 1940 non-network billings at WEEI exceeded 1939 by 15%, for a new record vote of confidence.
- Obviously advertisers like the way WEEI sells merchandise to the nearly 1,000,000 New England families who like the way WEEI and CBS serve them. WEEI's straight trail to sales in Metropolitan Boston and an equally salesworthy "outside" area is short... and sweet.
in all the areas observing Daylight Saving Time, according to a report issued by the Merchants’ Association of New York. This is found to be the most complete source showing all localities observing Daylight Saving Time. To date the tail has been wagging the dog. If radio were to observe Standard Time throughout the year, the majority would be served and the irregular changes of times of programs would be eliminated.

Let’s examine just what would happen if Standard Time were observed by radio throughout the year.

First, when the last Sunday of April came along in those cities observing Daylight Saving Time, all programs would be heard one hour later. While this would create several problems which we shall discuss below, the fact still remains that the radio audience could much more easily adjust itself to a one hour change in all programs rather than to the irregular changes throughout the day.

Programs Affected

One of the first problems resulting from observance of Standard Time would be with regard to evening programs. Ten o’clock origina-

tions would be broadcast at 11 p.m. However, a quick glance at a last summer’s schedule showed that only the following programs originated at 10 p.m.:

**Monday—Carnation Co., Contested Pro- gram, NBC-Red; Lady Esther Co., Guy Kuyper, CBS.**

**Tuesday—Premier Oil Co., Jimmy Dorsey, NBC-Red; Lippert & Myers Tobacco Co., Glenn Miller, CBS.**

**Wednesday—American Tobacco Co., Kay

*Laemmar on Daylight Saving*

(Continued from page 20)

Kuyper’s College, NBC-Red; Glenn Miller, CBS.**

**Thursday—Seaboard Inc., Rudy Vallee, NBC-Red; Ben Hecht, CBS.**

**Friday—F. Lorillard Co., Don Ameche, NBC-Red.**

**Saturday—R. J. Reynolds Tobacco Co., Donald E. Erwin, NBC-Red; Pet Milk Co., Serehuda, CBS.**

**Sunday—General Electric Co., Hour of Charm, NBC-Red; Ironized Yeast Co., Good Will Hour, NBC-Blue; Walh Co., Take a Little Buyer, NBC-Red.**

These programs last summer originated at 10:30 p.m.:

**Wednesday—Brown & Williamson Tobacco Co., Dog House, NBC-Red.**

**Thursday—Miller Labs, Quiz Kids, NBC-Red.**

Summer Habits

I believe everyone will admit that listening habits are later in metropolitan areas—including those ob-

serving Daylight Saving Time—in the summer so that at 11 p.m. origination in the Eastern Time

Zone would not be as bad as it sounds. An important factor off-setting this disadvantage is that time costs would be reduced by one-half in the Eastern Time networks.

Another problem would be with regard to the rates to be charged those advertisers whose network programs are scheduled between 5 and 6 p.m. during Standard Time. These programs would be aired be-

tween 6 and 7 p.m. during Daylight Saving Time in cities observing DST which carries night rates. Perhaps the networks could establish a transition rate for the sum-

mer—advertisers would not be forced to pay night rates.

The third problem would perhaps work out as an advantage. Morn-

ing programs would be broadcast one hour later in cities observing Daylight Saving Time. This would result in musical clock programs reaching the audience for which they were intended. However, due to the fact that an additional hour would be available, musical clock times could be adjusted accordingly.

With regard to the script programs which are so abundant dur-

ing the day, few advertisers should object to the one hour shift which would be necessary, with the same program sequence. Under the present system, programs are reaching the listeners an hour earlier in those cities not observing daylight saving time so that there would simply be an hour change in the other direction.

The idea of radio observing Standard Time throughout the year should not be considered as a cure-all. It does seem, however, that it would be a definite improvement over the present method. Instead of realigning the entire week’s pro-

grams, it would be necessary to re-

schedule some, not all, of the early morning and late evening programs—but only in those cities observing Daylight Saving Time.

What Do You Think?

When the NAB Code was adopt-

ed it took on particular significance because many station managers and advertising inter-

ests were able to overlook their own interests and think of what was best for the radio industry as a whole.

If the time-change problem were solved by having radio observe Standard Time throughout the year, it would be necessary again to call on the industry as a whole. For both radio and the advertiser it would be a matter of give and take. I believe it is possible to have this take place by April, 1941.

Simultaneous with the publica-

tion of this article, this suggested solution to the time-change prob-

lem is being submitted to the re-

search and sales managers’ division of NAB, to the four networks, NBC-Red and Blue, CBS and MBS, and to the chairman of IRNA.

One way to get this movement under way would be to express the opinions of all those interested so that it will be possible to tell whether or not this solution would reflect the enthusiasm of both radio stations and advertisers alike.

Will those who are interested in a solution to the time-change prob-

lem write in their expressions, addressing them to the writer?

Swan Soap in Northeast

**Leaver Brothers Co., Cambridge,** starting its promotional drive for its new product, Swan soap, is sponsoring 30-minute an-

nouncements on a number of Nor-

theastern stations. Copy stresses the claim that the product over other floating soaps, according to Young & Rubicam, which has announced no further de-

tails.

**Garfield Tea Tests**

**Garfield Tea Co., Brooklyn,** on Jan. 21 started a test campaign to promote its tea products and headache powders using three spot announcements weekly on KMPC, Beverly Hills, for a 26-week period. Agency is Green-Brodie, New York.
COMMERCIAL PROSPECTS of television may or may not have been the subject of this similar discussion that of RCA-NBC folk at the Jan. 27 conference during which the National Television System Committee advanced technical recommendations for commercial television operation. They are (1 to r) O. B. Hanson, NBC vice-president and chief engineer; Dr. C. B. Joliffe, RCA frequency service; A. H. Morton, NBC vice-president who is in charge of television operations.

Video Group Offers Standards

(Continued from Page 18)

turn briefly reviewed the questions considered and recommendations finally agreed upon by individual panel groups. He estimated that the NTSC organization had held some 80 meetings, which with an average of 10 persons attending each meeting accounted for more than 5,000 man-hours in bringing out the comprehensive technical reports, which constituted a foot-high stack of mimeographed volumes.

Panel chairmen appearing before the four attending FCC commissioners—Fly, Craven, Case and Walker—to make individual reports were Dr. P. C. Goldmark, CBS; Dr. A. N. Goldsmith, New York consulting engineer; J. E. Brown, Zenith Radio Corp.; E. W. Enstrom, RCA; B. Ray Cummings, Farnsworth Television & Radio Corp.; J. J. Kaar, General Electric Co.; M. D. H. Kaelinzel Corp.; Dr. T. T. Goldsmith, Allen B. DuMont Labs.; David B. Smith, Philco Corp.

Both text of the formal report of the NTSC, covering 22 specific recommendations, offered by Dr. Baker as the hearings concluded, follows:

The National Television System Committee recommends herewith transmission standards for commercial television broadcasting. The committee recognizes the coordinate importance of standardization and the commercial application of technical developments now in the research laboratories. These standards will make possible the creation, in the public interest, of a nationally coordinated television service and at the same time insure continued development of the art.

Monochromatic transmission systems other than those embodied in these standards should be permitted to operate commercially, when a substantial improvement would result, provided that the transmission system has been adequately field tested and that the

transmitted television picture shall be 4 units horizontally to 3 units vertically.

2. It shall be standard, during the active scanning intervals, to scan the scene from left to right horizontally and from top to bottom vertically, at uniform velocities.

III. Picture Signal Modulation

3. It shall be standard in television transmission to use amplitude modulation for both picture and synchronizing signals, the two signals occupying different amplitude ranges.

4. It shall be standard that a decrease in initial light intensity result in an increase in radiated power.

5. It shall be standard that the black level be represented by a definite carrier level, independent of light and shade in the picture.

6. It shall be standard to transmit the peak carrier level with 75% (within tolerance of plus or minus 2.5%) of the peak carrier amplitude.

IV. Sound Signal Modulation

7. It shall be standard to use frequency modulation for the television sound signal in accordance with the incidence-frequency characteristic of series inductance-resistance networks having a time constant of 100 microseconds.

V. Synchronizing Signals

8. It shall be standard in television to radiate the synchronizing waveform shown in a drawing (Drawing II).

9. It shall be standard that the time interval between the leading edges of successive horizontal pulses shall be less than 0.5% of the average interval.

10. It shall be standard in television studio transmission that the rate of change of the frequency of recurrence of the leading edges of the horizontal synchronizing signals be greater than 0.15% per second, the frequency being determined by an unmodulated carrier process carried out over a period of not less than 20, nor more than 100, line intervals. It shall not be necessary to indicate the proportion of the vertical blanking signal (see Note A).

VI. Transmitter Ratings

11. It shall be standard to rate the picture transmitter in terms of its peak power when transmitting a standard television signal.

12. It shall be standard in the modulation of the picture carrier that the radio frequency signal amplitude be 35% or less of the peak amplitude, for maximum white (see Note B).

13. It shall be standard to employ an unmodulated radiated carrier power of the sound transmitter that be greater than 50% nor more than 100% of the peak radiated power of the picture transmitter.

14. It shall be standard in the modulation of the sound transmitter that the maximum deviation be plus or minus 75 kc. per second.

VII. Polarization

15. It shall be standard in television broadcasting to radiate horizontally polarized waves.

Note A: It is recommended that as progress in the art makes possible the maximum rate of change of frequency of the transmitted horizontal synchronizing signals for studio programs is decreased and that limits be set for transmissions originating elsewhere than in the studio.

Note B: It is the opinion of the NTSC that the picture transmitter not be capable of a drop in radio frequency signal amplitude to 166% or less of the peak amplitude without becoming unsatisfactory since it would not utilize the best advantage of the available peak frequency power. At the same time the NTSC is aware of the practical situation that it may not be possible for all of the first picture transmitters to meet this standard. It should be possible in picture transmitters for the lower frequency channels in Group A to meet the standard, although it may not be possible for picture transmitters for the higher frequency channels in Group A to meet it at first. After the picture transmitter on the lower frequency channels and as designs progress it should be possible to meet it. It is requested that the FCC cooperate in this situation.
New Assignments For Three Westinghouse Engineers Announced

THREE ranking engineers of Westinghouse Radio Stations on Feb. 3 take up new assignments, according to an announcement by L. A. Wailes, Westinghouse manager of broadcasting. Dwight A. Myer, for the last five years in charge of technical operations of WBZ, Boston, has been assigned to KDKA, Pitts-

burgh, as chief engineer. F. M. Sloan, of KYW, Philadelphia, succeeds Myer as WBZ chief engineer as well as tech-

cical director of WBOS, Westinghouse international shortwave outlet in Boston. His place at KYW has been taken by George E. Hag-

er, who was technical assistant to Chief Engineer Ernest H. Gager. In announcing the appointments, Mr. Wailes explained the shifts were made to fill vacancies result-

ing from the company's policy of releasing men for armed services. Mr. Myer's first broadcasting job was chief engineer of WOC, Daven-

port, Ia. He joined the Westinghouse organization a year later as operator at KYW, then located in Chicago. In 1926 he was assigned to

WBZ-WBGSA as chief engineers, four years later taking over as chief engineer of KDKA, and finally returning to Boston in 1938 as

plant manager of WBZ. Mr. Sloan, who goes to WBZ, has been with KYW for more than six years. He joined Westinghouse in

1925 at WBZ, then located at Springfield, Mass., Mr. Hagerty, who began his professional career before entering college, for four

years was a marine radio operator. After graduating from Tufts Col-

lege engineering school in 1936, he joined the technical staff of KYW.

Seeks Control of WMRC

C. GRANVILLE WYCHE, an attor-

ney and 61% owner of WMRC, Greenville, S. C., if the FCC authorizes a transfer of 1,500 share to the common stock of the

$55,040. Mr. Wyche proposes to purchase the remaining interest of R. A. Jolley, head of the Nehi Bottling Co. of Greenville and the

Royal Crown Bottling Co. of Charleston and Orangeburg, S. C. Russell C. Peterson, publisher of the

Greenville News and Piedmont and operator of WFCB, Greenville, over the other 49%. WMRC was authorized last June and operates with

250 watts on 1560 kc.

More for Plough

PLough Inc., Memphis, continuing expansion of its radio campa-

ign, has added 12 more stations in the South and Southwest on-

ing with Schoudt, Wiley and Aspinar and Penetro. The new schedule includes one-minute announcements on stations from El Paso to Fort Wayne. More than 35 stations have been carrying fall and winter copy for the products. Additions include WNSY, WJIA, WTAR, WSPA, WMR, WMRC, KXOK, KJW, WJL, and KYW.

in the

CONTROL

ROON

CHARLES WAZLO, technician of KPY, Phoenix, is the author of an article in a recent issue of the Journal of the Electrical Engineer, titled "Electr-
ic Aids Physicians in Cures."

WILL HAAE has been appointed chief engineer of KVY, Tacoma, Wash., succeeding Jim Wallace, who resigned to go with Graybar.

PAUL FARKELL, recently resigned from the technical staff of KFMC, San Rafael, Calif., to accept a position with the State Highway Patrol station at Sacramento, W. A. McFarland, formerly of Redding, succeeded him at

KPM.

L. D. CARDWELL, has resigned from the technical staff of KGDM, Stock-
ton, Cal., to join KENO, Las Vegas, Nev.

R. E. REILAND, technician of KGW, Stockton, Calif., has been called to active duty in the Naval Reserve. Paul Roegner, formerly of KOL, replaces Venon.

MICHAEL McMULLEN, formerly chief engineer of WXJ, Seattle, Wash., recently resigned to join the technical staff of KJOY. Johnny Dunnette suc-

ceded him at KJOY.

ARTHUR TURNROSE, formerly of the Radio Division of the Golden Gate Ex-

position, San Francisco, and KYO, Los Angeles, with the ABC, has joined the technical staff of KJW, Gloce, Ariz.

C. J. OTTE resigned from the tech-

nical staff of WRVA, Norfolk, Va., the end of January to go on active duty with the 115th Observation Squadron, California National Guard.

THEODORE S. CHEZIK has been promoted to chief engineer of WPRO, Richmond, Va.

WALTER NEAL PKE has joined the engineering staff of WMR, Green-

eville, S. C.

FRANK J. ELLIOTT, formerly of KVUS, Bakersfield, Calif., has joined the engineering staff of KYAN, Cheyenne.

ALDEN M. DOUGHTY, formerly of KYKL, Kansas City, has joined the engineer-

ing staff of WFL, Lawrence, Mass.

THOMAS C. REID has joined the engineering staff of WYFD, Fred-

ersburg, Va.

PAUL LAWRENCE has joined the engineering staff of WIRE, Asheville, N. C.

ALBERT H. WRIE has been added to the engineering staff of KFMO, St. Louis, as a relief operator, substituting

for an operator now taking mili-

itary training.

J. A. HEDRONT, Jr., has joined the engineering staff of WJHY, Minneapolis, Minn.

MARION WADE. Joe Clune and Guy Glenn have joined the engineering staff of WCLW, Kansas City. William McKenzie, WREX engineer, is the father of a boy born recently.

J. C. CONNELLY, engineer of KGNC, Beulah, Colo., has joined the engineering staff of WFMB, Milwaukee, Wis.

 JOHN M. PETTY has joined the engineering staff of WKBZ, Muskegon, Mich.

WILLIAM B. HAVERSCHMID has joined the engineering staff of WGAL, Lancaster, Pa.

WHITMAN N. HALL, formerly chief engineer of WCOB, Boston, has been made chief engineer of WOR, New York.

RICHARD JOHNSON, from WOCB, Brooklyn, has joined the engineering staff of WBWA, Boston.

SCOTT HELT, chief engineer of WIBS, Columbus, S. C., has been appointed chairman of the engineering committee of the fourth district of the NAER.

LEO MOEN, technician of KSRC, Seattle, has resigned to become assis-

ORRIN STERN, engineer of WAGA, Atlanta, is the father of a lady boy, born Jan. 1.

CHARLES CHISHOLM, formerly of WKPT, Kingsport, Tenn., has been named chief of the studio engineering staff of WAGA, Winston-Salem, N. C. Clyde Penny has joined the staff.

KENNETH LITE, engineer of KIT, Yakima, Wash., and Catherine Arm-

strong have announced their engagement. Wedding is scheduled for Feb-

uary.

LOREE ANDERSON, engineer of KGDR, Long Beach, Calif., recently entered active military training.

CHARLES DAVISON is the first member of the engineering staff of WOF, Newark, to be drafted. He has been with the station for six years.

PETER GOSCH, of Houston, has joined the operating staff of WOAI, San Antonio.

EDWARD CURRIE, formerly with Eastern Airline, has joined the engineering staff of WCHI, Columbus, Miss.
Notes from a network program

Here is a quotation from The Telephone Hour—a regular network program heard each Monday night at 8 o'clock, E.S.T. It gives a brief history of a company which has worked hand-in-hand with the radio industry since the beginning of broadcasting.

* * *

"Two years after the invention of the telephone, there were only 234 telephones in this country. But it was not long before the demand outgrew the little shop where the telephone was born and then came the need for more and better telephone apparatus. So Alexander Graham Bell and his associates began buying equipment from six different companies.

"But there was one company whose instruments, somehow, were always a little better than the others. It was the shop of Gray and Barton, which became known as Western Electric.

"In telling of those early days, Thomas A. Watson, who worked with Bell on the first telephone, said: 'When a piece of equipment built by Western Electric came into our shop, we boys always had to admire the superlative excellence of the workmanship.'

"So the record of performance determined the course of events. The Bell Company acquired an interest in Western Electric. Later it bought the company to gain the full benefits and economies of centralized manufacture and closer co-operation with the research of the Bell Telephone System.

"The experience of the past half-century has proved it to be a good move. Western Electric apparatus is one reason why this country has the best telephone service in the world. For it is Western Electric that provides a dependable supply of telephone equipment, uniform in design and of high quality, to your Bell Telephone Company and to every other Bell Telephone Company throughout the country.

"The centralized plan of purchasing and manufacturing has brought constant improvement in the speed, clarity and efficiency of the telephone and saved millions of dollars for telephone users."
Egolf on Daylight Saving
(Continued from page 20)

reporting to Publishers' Information Bureau:

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Sept. decrease over Aug. (% of entire year): 2 3 3

Take the networks' actual billing for September, compare it to the potential billing based on the newspaper index, namely .9% of the entire year for 1937, 1.5% of the entire year for 1938, and .9% of the entire year for 1939, and you see how much the networks lost in revenue for those three years. The total amount is $1,852,711.

Three Losing Years
Do the same thing with national spot time sales, using the radio percentages as the index for all national spot time sales, as reported to the FCC. That will show you how much national spot business was lost in those three years. The total amount is $1,062,100.

Combine the two and you have $2,914,811, radio's approximate total loss of revenue in those three years alone! We will not exhume the dead figures of 1936, 1935 and previous years. What about 1940, already gone and not yet figured? 1940 having been an election year might improve that picture somewhat. But what about 1941 and years to come? Staggering losses in potential revenue are piling up because radio has change of time and continues to play around with an eastern, big-city expedient, Daylight Saving Time. Perhaps we just don't care. We're doing pretty well. In other words:

Shoot the millions to me, Mullenove.
When they're gone, shoot me more!

If you don't like figures, (and I don't like these, either) look at it another way. Using as an index the increase in national newspaper advertising in September, a few August we find that in 1937, 1938 and 1939, gross network time sales for September were only slightly over 20% (1/5) of their potential, each year.

Gross national spot time sales for September, 1937, were only slightly over 20% (1/5) of their potential; for September, 1938, were 15% less than their potential (a minus .3% of the year under August); and for September, 1939, were exactly 33 1/3% of their potential. This might not disgust Wall Street but it makes sales managers wince.

Make charts of all three, national newspaper advertising, gross network time sales and gross national spot time sales, for 1937, 1938 and 1939. You will see that the three fluctuate, meander divergently and convergently, until they come to September, when they take on an insidious consistency which spells the loss of revenue to radio which I have described. October does not offset radio's September losses. October increases over August are relatively the same in all three, newspaper, network and national spot radio.

Down the Summer Chute
One other thing stands out: Newspapers turn to a normal level, that is, don't drop off so badly, from April to October, whereas network and national spot radio scrape bottom. We put ourselves on a greasy slide in April and hit quicksand in August and September. But grab your hats, boys! The networks slide as fast as we do.

Summertime radio has always been handicapped, since the days when scarcity and weakness of stations and receivers made poor reception noticeable and advertisers wary. By practicing change of time radio has set up for itself an impassable barrier to the removal of this handicap.

Today, blessed with pronounced advantages over other media for combating the summer slump, radio yet adds fire to its own difficulties by defying summer, by calling attention to summer, by allowing summer to make mince-meat of its broadcast schedules and by continuing to offer that unpalatable warm weather dish until everyone has long since become sick to death of Eastern Daylight Saving Time. Radio has placed itself in a bottleneck and put a stopper on it. In an unguarded, or possibly an-

A POINT OF PRIDE...

WWNC—owned and operated by The ASHEVILLE CITIZEN-TIMES CO. points— with pride—to the compliments of satisfied advertisers on a COMPLETE MERCHANDISING SERVICE...

WWNC—a Best Buy on CBS's South-eastern Group—a Must for National Spot.
not big enough now, however, to take independent action with respect to changes of time, we never shall be.

The advertisers themselves, particularly national spot advertisers, are not coming off so well as they might imagine. Everyone in radio knows that the ATC (after time change) schedules are completely unreliable if prepared earlier than two weeks prior to time change. They are scarcely reliable then. Yet 30 to 60 days before time change stations are peppered for availability. This is particularly true preceding time change in the fall, when agencies are trying to get appropriations set and distributed over hundreds of radio outlets.

The jockeying becomes furious. Stations which attempt to do a sincere job of scheduling, pleading with agencies and representatives to wait until two weeks before time change, are badgered, brow-beaten and threatened with loss of the business entirely. If some form of ATC schedule is not submitted at once. To the warning that such schedules are palpable, bare-faced lies, agencies and representatives will reply: "Who cares about that? We've got to get the appropriation or it will go somewhere else! Send us anything and we'll correct it later."

A Bard Amok

Last fall I gave up in disgust and send in schedules prefaced by the following verses:

Last night I heard upon the air
A little spot that wasn't there!
Tonight once more I listened
And jeeze, it wasn't there again!

If buyers rave and tear their hair
To see a spot that isn't there,
I wonder what will happen when
They find it isn't there again?

Who suffers when radio is forced to disregard ordinary business ethics and desert the conscientious position upon which advertisers are bound to depend in the execution of all radio contracts?

Personally, and on this ground alone, I dislike lying to protect a system of operation which is the most deceitful and damaging that we have known in all radio history.

The newspaper editor who changed the entire make-up of his paper twice in one year, even though the paper still came to its subscribers in full between the first and last pages, probably would not be there to change it another year. Radio, however, changes its entire make-up twice yearly with bland indifference to the consequences. The result is wholesale confusion of the listeners, which lasts all summer, and then the blunder is repeated in the fall.

What shall we do about change of time?

What do you do about anything that costs you money, disrupts your organization, attacks your integrity and creates animosity in the place of good-will?

ARMOUR & Co., Fort Worth, has started a weekly series of quarter-hour programs over 14 Texas State Network stations in behalf of its Clover Bloom butter and cheese.

Former Governor's Son Runs Cordele Outlet

E. D. RIVERS Jr., son of the former Governor of Georgia, has been named manager and commercial manager of WMJM, Cordele, Ga., owned by the Cordele Dispatch, succeeding Harry G. Clark, resigned. The elder Rivers is the owner of WCOV, Valdosta, Ga., which like WMJM went on the air last year. The two stations have a working arrangement because John W. Green, publisher of the Cordele Dispatch, is ex-Gov. Rivers' business manager. J. J. Mangham Jr., is general manager of WGOV. The Cordele station also has a new chief engineer, George Farriss, who has succeeded Noel Martin, who has been drafted for military service and leaves Feb. 10.

Medford, Wis., Plans

DUE TO POOR building conditions at this time of year, the FCC has authorized the new WIMG, Medford, Wis., to start construction in mid-April, and George F. Meyer, who holds the construction permit issued last November, reports the starting date has been set for early June. Mr. Meyer, a public accountant, reports that Waldenar C. Porsnow, of Milwaukee, has been appointed manager and program director; Nathan Williams, of Philadelphia, chief engineer; Bill Brooks, of Milwaukee, chief announcer. Equipment has not yet been selected. Station will operate with 100 watts on 1520 kc.

WMVA Starts Feb. 15

WITH R. Hoy Whitlow as commercial manager and the remainder of the staff as yet unchosen, the new WMVA, Martinsville, Va., local outlet on 1420 kc. authorized last April by the FCC, will go on the air Feb. 15, according to Jonas Welland, operator of WPTC, Kingston, N. C., who is half owner of the station. His partner is William C. Evans, publisher of the Martinsville Bulletin. An RCA transmitter and Hoke vertical radiator have been installed. Mr. Welland will supervise operations, with Mr. Whitlow, former commercial manager of WMMS, High Point, N. C., handling local commercials.

"SALES through the air with the greatest of ease!" We've said it — You've heard it. Here's an advertiser who proved it!

The simple recipe for proof-of-the-pudding was just this: Over 50,000-watt WJZ, and over another great 50,000-watt network station, went the same program ... at the same time. Each made the same offer to listeners.

And in poured the mail responses—thousands of them. Both stations did well . . . but WJZ did better—2.6 times better!

Success stories like this are nothing new—ask any of the advertisers who have proved WJZ's sales power in the World's Richest Market. Better still, phone us—make us prove what WJZ can do for your product!
FCC Approves Treaty Shift Accord

Only Eight Changes in Reallocation as First Drafted

(Continued from page 9)

The delegation arrives in Havana next week. Only the frequency assignments and wattage for the some 80 Cuban stations were authorized.

Mexican Action Awaited

The precise disposition of the remaining Mexican stations must await the approval of recommendations by the Mexican Communications Ministry. The clear-in-New-York victory was drawn that only those stations actually owned and operated by Mexican citizens would be accorded assignments under the reallocation, spelling the end of the border station raids on American and Canadian broadcast operations and broadcast advertising. According to the Mexican advice, only those facilities assignments of more than 5,000 watts will remain on the border.

Eight frequency shifts agreed upon for stations in this country since the original notification on Sept. 10 centered mainly in the New York-Pennsylvania-New Jersey area. Because of commitments with assignments in other countries, WOAI, San Antonio, and WCAU, Philadelphia, were ordered to swap assignments. WOAI will operate on 1200 and WCAU on 1210 kc., effective March 29. This necessitated shifting of assignments of WBAJ, Atlantic City, which moves from 1230 kc. to 1490 kc. and WEST, Easton, Pa., which moves from 1300 kc. to 1600 kc.

As a result of suggestions from licensees after the announcement of the September lists, four changes were effective in the New York area. WQXR, New York, was ordered to shift from 1600 to 1560 kc.; WHOM, Jersey City, from 1560 to 1540 kc.; WNW, Brooklyn, and WWRL, Woodhaven, Utes, shared assignments on 1490 kc., ordered to 1600 kc.

The FCC made no effort to decide in advance the frequency assignments on 680 and 690 kc. Under the Sept. 10 lists, KFQF, St. Joseph, Mo., was shifted to 860 kc., a Class II facility. KWK, St. Louis, has applied for this facility and both applications have been designated for hearing.

In the case of 690 kc., assigned last September on a sharing basis to KGGF, Coffeyville, and WNAD, Norman, the FCC permitted the applicants to seek change. It will not, however, take into account the pending applications of KMBC, Kansas City, KOMA, Oklahoma City, and the Fred Jones Broadcasting Co. of Tulsa. These applications have been set for hearing by the FCC and, under the established procedure will be decided on their merits.

WHN May Get Boost

Terms of the bi-lateral agreement—under which this country acquiesced to the Mexican suggestion that the frequencies 730, 800, 900 and 1570 kc. be kept entirely clear—remain intact, it is understood. On 1050 kc., which goes to WHN, New York, as a Class I station, it is presumed that 50,000 watts will be authorized with WHN the only full-time station on the frequency. This is understood to be in line with the agreement.

The sixth facility involved in the agreement was 1220 kc., now slated for Canada. It was found that the greatest difficulty would be experienced in placing this facility in the Midwest, because of the assignments to the stations in adjacent frequencies, which would not provide the necessary tolerance. As a consequence it was concluded that the facility properly could be assigned to Canada. This agreement, according to best available information, will prevail for two years.

It is entirely possible that other changes, within the framework of both the treaty and the engineering agreement, may be necessitated by the existing assignments. For example, some change may be entailed in the assignments of WAPI, Birmingham, WWA, Colorado Springs, and KUOM, Oklahoma. A Alabama station is slated for operation on 1070 kc., but with the proviso that it shall operate on a power of 500 watts "pending worldwide domestic problems." All three of the stations are slated for 50,000 watts. It is presumed a temporary adjustment will be made.

Long Diplomatic Parleys

Completion of the technical conversations was the result of diplomatic negotiations which first went under way in 1937 with the signing of the North American Regional Broadcast Agreement in Havana. Mexico and Cuba never before have been signatories to a continental agreement on allocations of broadcasting facilities or "squatters rights" on the entire 550-1600 kc. band. These operations have resulted in serious interference in both this country and Canada.

It was Commissioner T. A. Craven who was credited with bringing the Mexican and Cuban administrations into line in the 1937 deliberations, as the dominant force of the conference. He was in a similar role in the engineering discussions during the last three weeks, with his chief assistant Andrew D. Ring, assistant chief engineer, being in charge of the drafting of the FCC. Thomas Burke, chief of the International Communications Division of the Department of State, supervised all of the diplomatic conversations and presided at the plenary sessions of the technical deliberations.

The final agreement was decided favorable. While in several instances stations feel they were not accorded the facilities sought, the predominant view, nevertheless, was that an admirable job was done in an atmosphere of virtually unprecedented harmony in deliberations of this nature. Until the Canadian, Mexican and Cuban plans to set up a crystal exchange bureau in coordinating this work.

The FCC also set forth procedure to be followed in the issuance of licenses and construction permits pursuant to the reallocation. It emphasized that in case any station, or group of stations, due to any cause, to change the new frequency March 29, the Commission must be notified and the station will be required cease operation until such station can change frequency. Some question was raised regarding this, since the Communications authorization was subject to require notice and hearing before a station can be silenced.

Renewal Plans

The FCC pointed out that license renewals will be issued effective March 29, 1941, specifying the new frequencies and subject to such conditions as to protect national and international antennas as may be required under the agreement.

It said this did not mean that all applications for renewal will be granted and that in cases where the Commission, because of complaints or investigations, or upon its own initiative, may determine to hold hearings or conduct other proceedings, regular procedures applicable in such cases will be followed.

Where new construction is involved under the changed assignments, the Commission said that when applications cannot be completed by March 29, "such station will be required to operate without directional antenna at a sufficiently low power to avoid interference with other stations".

The FCC pointed out that some stations are listed at a power in excess of those contained in the station license. It emphasized that in no case is any station authorized to operate with any power other than that contained in the license or otherwise ordered by the Commission. Applications must be filed with the Commission, it pointed out, for the addition of any power increase specified under the listings, and such applications will be considered in order of filing. The FCC said, so far as its present reading, it was, stressed, that the listed station or existing licensee will receive the power specified.

The State Department, in its announcement Jan. 31, pointed out that the engineering studies which ran from Jan. 14 to Jan. 30 involved 490 of the some 800 contained in the station license. It emphasized that in no case is any station authorized to operate with any power other than that contained in the license or otherwise ordered by the Commission. Applications must be filed with the Commission, it pointed out, for the addition of any power increase specified under the listings, and such applications will be considered in order of filing. The FCC said, so far as its present reading, it was, stressed, that the listed station or existing licensee will receive the power specified.
NEW FORMS SET BY AAAA AND NAB

THREE types of station facilities contracts, instead of a single standard form, were agreed on by representatives of the AAAA and NAB committees. Although the meeting was continuing as BROADCASTING went to press, it was learned that substantial agreement had been reached on practically all points of difference raised by the AAAA committee. The agreements followed a recommend- ed standard contract form by the NAB [BROADCASTING, Jan. 13, 20, 27].

Under the plan agreed upon at the Jan. 31 meeting, no joint forms will be issued. However, the AAAA will offer a form for agencies dealing with stations, and the NAB will offer another form for use by stations when a non-AAAA agency is involved in the transaction, along with a third form for use by stations dealing directly with an advertiser. It was not expected the actual recommended forms would be available before next week, since only general considerations were agreed upon at the meeting and some time will be needed to iron out legal phraseology.

Another Tax Bill

THAT the broadcasters must continue to be on the watch against subversive State legislation, was evidenced again in Tennessee where a legislative committee recently proved a measure imposing a 3% tax on gross receipts of radio stations, newspapers and other periodicals. The Legislative Committee on Education and Pensions recommended to its further consideration because of doubt of its constitutionality. The Tennessee Press Assn. has asked for permission to appear before the committee to fight the bill on grounds of freedom of the press.

Red Headed and completely appealing, Miss KYW (Ann Swan) depicted $50,000 on the Red Network" in connection with the start of the season. Miss Swan acted as official KYW hostess and appeared Jan. 17 at the annual banquet of the Post-Richard College Philadelphia advertising organization.

Reallocation Instructions to Stations

(Continued from page 9)

be made on each tuning capacitor and inductance so that the old frequency can be returned to in the minimum of time.

Monitor Checks

At stations employing non-directive antennas, this process may be car- ried on through the antenna systems and equipment in good operating condition should have no difficulty in adjusting the frequency to the new assignment. However, it is recommended that the frequency monitor- ing service when the adjustments are complete. And if possible, on the morning of March 20.

Such commercial frequency moni- toring service is requested to cooper- ates by making their service available during the entire test period for a week or two before and after March 29, 1941. General monitoring through- out the broadcast band should be car- ried on when scheduled checking permits, so as to keep informed of any change in frequency operation. The Commission advises that operators notify their listeners in operation to advise of any off frequency operation but cannot assist in making announcements similar to a commercial service.

Stations employing directional an- tennas in a manner which changes the phase or inductance of the antenna in the direction required should:

1. Change frequency and adjoin each program stage as instructed above.
2. Roughly adjust the antenna coupling and phasing in accordance with the new calculated value.
3. Exercise care to mark all in- ductance and capacitors so that the original frequency is returned to in a short time.
4. If the rough adjustments are made in the phasing and coupling equipments, turn on the power and check the field pattern in pertinent directions.

Proof of Operation

It may be necessary to purchase new fixed capacitors which should be tem- porarily connected in the circuit dur- ing tests and dropped out when re- turning to the old frequency.

Annexed are proofs of the protective antenna operations from readings made on the radial through the monitoring points (in which protection is required) and a few readings in other directions.

All told, the final readings need not be in excess of some 8 or 10 in most cases. In every case, readings on ap- propriate selected points should be made before the frequency change and repeated after the change. Only three or four measurements on the radial through the monitoring points should be made, as well as a few checks in the unprotected direction to determine the radiation efficiency.

The usual regional or clear-channel stations utilizing two or three elec- tronic directive antennas in which the opposite phase is not excessive, should be able to complete the entire adjustment during two or three test periods. If greater time is required in cases of high directivity or complicated an- tenna systems, appropriate arrange- ments should be made by the licensee.

The time to change the equipment back from the new frequency to the old 30 kc., or less removed should not in any case exceed 39 minutes. The matter is engineered in a service manner.

That stations having engineers familiar with the technique of adjust- ment of the different circuits should experience no difficulty in making all required adjustments in changing to the new frequency. Those stations em- ploying directive antennas necessarily require the services of engineers com- petent to do the calculations and to adjust directive antennas and equipped with the necessary field intensity measuring equipment.

It is believed that stations engineers will be in a position in shifting the equipment including directional an- tennas over to the new frequency channels on March 29, once they have been previously fully adjusted. These data on the radiating characteristics of the antenna will be transmitted to the Commission with this new frequency.

Frequency standard should be supplied to the Commission with each assigned frequency.

New Construction

In order to comply with the assign- ments permissible under the agree- ment, new construction is involved in some instances. Licenses whose appli- cants for any reason may continue the direct construction permits to carry out the construction involved for con- sideration of license requests under the Commission. That is, if a station now operates on frequency A it will be considered the former frequencies, and when an application to limit the radia- tion in some direction less than the radiation of the old station on frequency A is filed an application and will be granted authority to the necessary equipment with required warrant.
**Station Accounts**

- **Suspensions**
- **Spot Announcements**
- **Transcriptions**

- **Ward Baking**
- **Lever**
- **A. Twentieth Century**
- **D’Arrigo Brothers**
- **American**
- **Friday Inc.**
- **Absorene**
- **Utilities Engineering**
- **Chattanooga**
- **Ru**
- **Thomas Learning**
- **Sperry**
- **Thompson**

- **Ward Baking**
- **Lever**
- **A. Twentieth Century**
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- **Chattanooga**
- **Ru**
- **Thomas Learning**
- **Sperry**
- **Thompson**

- **FUTURE EPISODES**
- **as well as current production problems of the weekly half-hour NBC One Man’s Family, sponsored by Standard Brands, (Tenderleaf tea), were discussed when these representatives of the agency, and Carlson E. Morse, author of the serial, conferred at a luncheon meeting in Hollywood. They are (l to r) John H. Christ, of J. Walter Thompson Co., producer, Carlson E. Morse, and John U. Reber, New York agency vice-president in charge of radio.**

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**Macfarlane, ReCoester Re-elected to Executive Posts by MBS Board**

W. E. MACFARLANE, business manager of the Chicago Tribune (WGN) was re-elected president and Alfred J. McCosker, president of WOR, was re-elected chairman of the board of MBS at its recent stockholders and directors meetings in Chicago. Theodore C. Streibl, WOR general manager, and Louis Allen, chairman of the executive committee of the Don Lee Broadcasting System, were re-elected executive vice-presidents. Anne E. Antrim, Chicago Tribune, executive secretary and treasurer; Fred Weber, general manager; Miles E. Raphihy, director of sales.

Directors elected were Mesars. Macfarlane, Antrim, McCoester, Streibert, Weiss and Weber; H. K. Carpenter, WHK-WCLE, Cleveland; John Shepard 3d, Yankee Network; Willetti Brown, Don Lee. Operating board members are F. Admission, Schreiber, WGN; J. E. Campeau, CKLW, Windsor- Detroit; J. M. E. Cramer, KXOK, St. Louis; Denver; Edward W. Wood Jr., commercial manager, MBS; Hubert A. F. Johnson; William D. WOL, Washington; and Mesars, Streibert, Shepard, Carpenter, Weiss and Weber.


White King Soap Co., Los Angeles, 260 ap, thru Raymond J. Morgan Co., Los Angeles.

Fair Deal Hatchery Co., Centennial, Mo., 2 ap, thru Shaffer, Brennan, Margulis, St. Louis.


WKZO, Kalamazoo, Mich.

Purina Mills, St. Louis, 3 ft, direct. Peter Edruch & Sons, Fort Wayne (Barbers Lof), 5 ft, direct.

Standard Oil Co. of Indiana, Chicago, 156 ft, thru McColm-Kennedy, Chicago.

WOR, Newark

P. F. Duft & Sons, Pittsburgh (cake and confections), weekly ap, thru BDDO, N. Y.

N. Y. Telephone Co., New York, 6 ap, thru BDDO, N. Y.

WJJD, Chicago

Kemp & Lane, Leroy, N. Y. (Orange Powders), weekly t, thru F. A. Hughes Co., Rochester.

WABC, New York

California Fruit Growers Exchange, Los Angeles, daily, thru Loth & Thomas, Los Angeles.

WENN, Chicago

Williamson Candy Co., Chicago (Hen Hen), weekly t, thru Ashby, Moore & Wallace, Chicago.

WJR, Detroit

P. Lorillard & Co., New York, 39 ap, thru Lennex & Mitchell, N. Y.

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**Noon Program on KHJ**

**Sponsored by 15 Firms**

FIFTEEN concerns are using daily participation in the 30-minute Homemaker’s Club started Jan. 27 on KHJ, Los Angeles, under direction of Glasser-Gailey & Co., local affiliate of the MBS-owned Cable Network, operated jointly by Norman Young and Stu Wilson, includes informal discussion on homemaker’s problems; fashion news about women’s clothing and music, with special authorities participating in each broadcast.

Twice-weekly the program originates from the Sunset Boulevard Hollywood Kitchen, with 200 clubwomen as guests. Quiz contests and other games are added, with cash and products awarded. Women are also luncheon sponsors of guests. Bridges and other card games are included. Regional and national participating sponsors are:

- **Albers Packing Co. (olives); Swift & Co. (Formay and Jewel oil); Tropical Preserving Co. (preserves and canned products); Lombar & Co. (wine vinegars); Rolle Juices Inc. (vegetable juices); Ralph Grocery Co. (retail chain); California Sanitarium (preserves and canned products); Mandarin Food Products Inc. (prepared foods); Kern Food Products (preserves and canned foods); Redfield Products Co. (tobacco); Dr. Pepper Co. (beverages); Chip Steak Co. (pressed meats); Ben-Hur Products Inc. (coffee); Castilian Products Corp. (soaps); Los Angeles Barroeta & Pretzel Co. (potato chips and peanut butter).**
When a "hot" car is speeding away, every second counts. The highway patrol must have reliable information AT ONCE. In spot radio, too, speed is often essential—speed with accuracy. When you need data on any John Blair markets, we see that you get it right now—with accent on the RIGHT as well as the NOW.
Michigan Bill Proposes Levy on Music Agents

A HOUSE bill introduced late in January in the Michigan Legislature would impose a State charge of 25% on gross receipts of music agents, such as ASCAP, BMI, and others. All agencies would file with the State their identity, song titles controlled, rate schedules and receipts from radio stations and other outlets for music. The agency would be licensed by payment of a franchise tax of 25% of its annual income.

The bill, introduced by Reps. Stanley and Sawyer, would require investigation for music agencies to pay a $20 annual license fee. Misdemeanor penalties would be imposed on persons who call radio stations to request tunes, playing of which later develops into the basis for copyright suits. Other minor regulations also would be imposed. The bill was sent to committee for consideration.

Drama Guild Plan

A SERIES of dramatic broadcasts presenting the principles of American freedom, with presentation of a free contribution by different writers and playwrights of the state, was decided upon by the company, is under consideration for network broadcast by the organization, fees for which would be paid to deserving propagandists in America. The Free Company proposed by a voluntary committee comprising W. B. Lewis, CBS vice-president, representing radio; Robert E. Sherwood, representing writers; Burgess Meredith, representing actor, and James Boyd of Southern Print, N. C., as chairman. Arrangements have been completed to place the series on CBS.

ORANGE, TEXAS

$100,000,000

It stagers the imagination! Even in terms of payrolls for thousands of highly skilled shipyard workers and suppliers, it is a picture of tremendous buying power, highly concentrated.

Even before the U. S. Navy awarded over $100,000,000 in contracts to the shipyards of Orange, this was considered one of the most prosperous industrial areas in the country for its size.

And still the most powerful voice that has the ear of this booming Gulf Coast industrial area is Radio Station KFDM in Beaumont, only 22 miles away.

Speak up to one hundred million dollars! Your schedules placed with KFDM, 1000 WATTS FULL TIME, will carry you over this fabulous market.

KFDM, BEAUMONT

560 KC NBC BLUE

1000 WATTS FULL TIME

Represented by HOWARD H. WILSON, COMPANY

BROADCASTING • Broadcast Advertising

Page 44 • February 3, 1941

BMI RECORDINGS WELL LIKED

Pep Boys Requests Back to Normal, Survey Shows;

—income of Juke Boxes Shows Decline

radio listeners are responding to BMI recorded tunes as before they did to ASCAP tunes before the first of the year. This conclusion was reached after a five-week survey of listener reaction conducted by Adolph Strauss, advertising manager of Pep Boys, who sponsored the greatest number of hours of recorded music on the air.

In Lawrence, conducting the Pep Boys’ ‘‘Dawn Patrol on WIP, Philadelphia, and Frank Young, of Washington D.C., asked a question by carefully checking and analyzing listeners reaction since late December. The BMI records were broadcast to the exclusion of ASCAP tunes.

A Swing of Sentiment

The survey indicates that the first week of BMI programs showed an increasing listener reaction with much of the increase in the ‘‘comment’’ category. According to Mr. Strauss, a discussion of ASCAP complaints arose through lack of understanding of the BMI-ASCAP situation. About this time the controversy began getting front-page newspaper space, and misunderstanding diminished. Public reaction was reflected in a drop in listener requests, along with a drop in complaints.

The third week showed a growing number of requests, indicating the BMI tunes were taken hold, according to Mr. Strauss. The fourth week further improvement registered was shown with many expressions of cooperation. At the end of the fifth week, BMI was changed, was shown to be about normal compared to last year.

During the same period a survey of juke-box receipts in both the Washington and Philadelphia areas indicated an approximate 50% drop in revenue from the coin machine receivers, according to Mr. Strauss. Analyzing this indication, Mr. Strauss observed it constituted further proof that radio was the most powerful promoter of ASCAP and BMI tunes and that juke-box receipts would increase again with a few more BMI smash hits.

Craney Offers to Add KGIR to BMI As Decree Amends Copyright Royalties

WITH THE signing of the conditional decree by BMI, pay- ing the way for a per-use royalty basis, as well as clearance at the copyrightee source on music, Ed Craney, head of KGIR, Butte, and leader of the Independents in the copyright controversy, disclosed Jan. 27 his intention of joining BMI. In a telegram to Gene O’Fallon, president of KFEL, Denver, and NAB district director on the occasion of the NAB district meeting in Denver, Mr. Craney expressed his belief that Justice action and praised Senator Wheeler (D. Mont.) for keeping the Department of Justice on the issue.

His telegram follows in full: ‘‘BMI has done fine job supplying stations with necessary checking and cooperation of agencies and national advertisers but poor job in showing the copyrightees how to keep track of music. Stations must be instructed in this. You should pass resolution favoring this. With the signing and filing of the BMI consent decree today in Milwaukee the Department of Justice has successfully forced something independent broadcasters as a whole could achieve in no other way, even in the absence of some small payment on use. With BMI to license on this basis I am only too happy to go in and pay on same basis any other broadcaster has paid to date."

Board’s Action

“I would be well if broadcasters knew how the vote stood deadlocked with BMI’s board on the question that they did not have a good knowledge of who was for and who was against such acceptance before they met. Broadcasters must not fight for an immediate dollar advantage on music contracts but rather, even when they come to pay on the same basis as other broadcast has paid to date.

“Broadcasters must keep in mind that they have a responsibility to the public and the copyrightees to keep track of music if a proper system is once installed.”

HOSPITAL rules prevented William D. Egoz, commercial manager of KVOD, Tulsa, from meeting his new daughter, Jean, face to face before she was safely out of nothings. He had a microphone set up in the nursery and listened to Jean’s first words over the phone in general via earphones. Mike had to be sterilized with a cyanide solution.

NO NEED TO WAIL

Utility Sponsor Renews and Praises BMI

THERE IS no need for weeping or wailing” because ASCAP tunes are no longer on the air. This opinion was advanced in January by Wm. E. Leverette, official of the Nashville Gas & Heating Co., in a letter to P. C. Sowell, general manager of WLAC, Nashville, notifying the station of an increased radio budget.

Noting that the utility company’s announcement of its 1941 advertising plans had been delayed purposely to await heavy publicity given the ASCAP-BMI fight, pending study of the situation, Mr. Leverette commented that after listening to radio closely since Jan. 1 he had come to the following conclusions:

“I doubt very seriously it had not been for the publicity given that I would have noticed any difference. Eventually it may have come to my mind that a few choice selections I have always liked were not being played. To offset this, it seems that many of the other older pieces are being played with better arrangements than ever. In brief, I am still an attentive radio fan.”

Commenting specifically on the network broadcast of ‘‘高地 Bess America’’ Mr. Leverette said this was “excellent” because “playing this beautiful piece as they were it would have soon found itself in the theme song category of ‘My Time Is Your Time’ and others. The only thing in my mind regarding ‘God Bless America’ is that I would like to see it presented to this country without any reservations whatsoever, and to future generations the composer’s name would stand alongside Francis Scott Key,” he added.

Writers-Agents Settling AMERICAN Federation of Radio Actors and Radio Writers Guild are winding up their jurisdictional settlement with writers in Cincinnati and St. Louis taken into AFRA several years ago. Attorney to AFRA, Frank J. Bunting, and Emily Holt, executive secretary of AFRA, explained that radio writers were taking AFRA membership on their request before the organization was incorporated. Mr. Bunting and Mrs. Holt said redrafting is progressing.

OPERATORS’ CRUISE

SIXTEENTH anniversary dinner-dance, held annually by Wireless Operators Assn., is scheduled for Feb. 11 at the Hotel Fairview, New York, with ‘‘The National Defense’’ as its theme. Participating will be prominent members of the radio field and leaders of the AFRA membership. Some of whom will speak on a broadcast from the dinner. Dr. Lee, chairman of the AFRA-WW operators committee, will speak from the Los Angeles dinner. W. J. Halligan, president of Hallicator, will be inducted as a life member, and several honorary memberships will be tendered.

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Text of Department of Justice Statement IN BMI CONSENT DECREE CASE

FOLLOWING is the text of the official statement Jan. 27 by the Department of Justice announcing signing of the consent decree with BMI [text on page 21]:

The Department of Justice announced today that Broadcast Music Inc. had signed a consent decree with the Department of Justice and the Eastern District of Wisconsin, in which it agreed not to engage in activities which the Department alleges would constitute violations of the Sherman Act.

In order avoid placing Broadcast Music Inc. at a competitive disadvantage, the decree will take effect only when similar restraints have been imposed upon the American Society of Composers, Authors & Publishers (ASCAP) and BMI, and without a consent decree with ASCAP.

In the light of this voluntary action, the Department will withdraw its previously announced prosecution against Broadcast Music Inc., the National Broadcasting Co. and the Columbia Broadcasting System. There is no change in the Department's announced intention promptly to proceed criminally against the American Society of Composers, Authors & Publishers. Negotiations looking to a settlement in that case ended abruptly in late December.

Under the decree signed today, Broadcast Music, Inc., agrees, when the decree becomes effective, not to engage in the following practices which the Department deems to be in violation of the antitrust laws:

1. BMI agrees not to exercise exclusive control, as agent for any other person, over the performing right of music of which it does not own the copyright.

2. BMI agrees never to discriminate either in price or terms among the users of any authorized music which has been offered for performance to all users of the same class on equal terms and conditions.

3. BMI agrees to license music on a pay-when-you-play basis. That is, broadcast stations engaged in the commercial or profit-making program business, including network stations, shall not be required to pay any sum whatever for the right to commercially use BMI music until they have met the pay-when-you-play requirements established by BMI.

4. BMI will never require a license from more than one station in connection with any network broadcast. Licenses will be issued to networks or originating stations, not to stations which transmit such programs.

5. Manufacturers of electrical transcriptions, or sponsors, or advertisers on whose behalf such electrical transcriptions are made, will, if they so desire, be able to buy transcriptions of such transcriptions for broadcast purposes.

6. BMI agrees never to engage in an all-or-nothing policy in licensing its music. That is, motion picture exhibitors, restaurants, hotels, radio stations, and all commercial users of BMI music will be able to obtain the right to perform or to air BMI music in all its various forms, not just the radio broadcast form, and not just to the extent that it is included in BMI's radio catalog.

7. BMI will not attempt to restrict the performance rights of its music for the purpose of regulating the price of recording its music on electrical transcriptions made for broadcast use.

Sing For Your Supper
NOVLEK feature of the new Saturday afternoon variety series on the NBC Blue, titled Sing for Your Supper, is the story behind the origin and development of well-known advertising slogans. Musical content of the program rests with the Four Eyes and vocalist Bob Hannon. Norman Dicken is the musical director and the script is written by Gordon Nugent.

STATEMENT BY NEVILLE MILLER

FOLLOWING is the statement of Neville Miller, president of NAB and BMI issued Jan. 27 upon signing of the consent decree with the Department of Justice:

The Department of Justice today announced that the National Association of Broadcasters (NAB), the American Society of Composers, Authors & Publishers (ASCAP) and Broadcast Music Inc. (BMI), the country's largest music publisher, had signed a consent decree that will end a long-running antitrust lawsuit.

The decree, which affects BMI, requires the company to license all its music to individual broadcast stations on a non-exclusive basis. BMI also agrees not to discriminate in setting license fees, to provide licenses on a pay-go basis, and to allow for the use of BMI music on television, radio, and other media.

The decree is a major victory for the broadcasting industry, which had been fighting BMI for over 20 years. The case began in 1941 when a group of broadcast stations sued BMI, alleging that the company was engaging in anticompetitive practices.

ASCAP's Dilemma

(Continued from page 18)
tice was “fair and reasonable”, he was confident some arrangement could be made, but that up to that time the situation had been wholly satisfactory to ASCAP. In the ASCAP - Anti-Trust Division consent decree conversations prior to the year-end, Milton Diamond and Lieut. Gov. Charles Poletti, of New York, acting as special ASCAP counsel, conducted the conversations with Mr. Walters. It was after a proposition had been drafted on December that the ASCAP board refused to consider it and conversations terminated abruptly.

ASCAP's acceptance of a BMI-type decree would mean a full-scale recognition of the problem, in effect, would wreck its present operation. It could not perform exclusive performing right functions for its copyright owners and it could not pay its members on its present arbitrary classification system.

Thus, ASCAP of necessity would wind up as a music clearing house only.

California Given Anti - ASCAP Bill

Collective Bargaining Powers Are Outlined in Proposal

FOUR BILLS, designed to outlaw the right of ASCAP to act as a collective bargaining agent for its members, have been introduced in the California Legislature by Assemblyman Jack B. Tenney, former president of the Los Angeles Musicians Union, is a non-ASCAP composer of several well-known songs. He has patterned three of his proposed bills after acts adopted in Washington, Nebraska and Florida. The fourth bill, he stated, combines the best features of the other three.

Per-Piece Payment

Section of the proposed bill patterned along lines similar to the Washington doctrine states with "rates assessed on a per piece system of usage" and reads:

It shall be unlawful for any person or persons holding or claiming separate copyright in a musical composition to force one of the United States to band together or to pool their interests for the purpose of fixing the prices on the use of said copyrighted composition in any territory in the United States to be used by one or more than one person or persons in any manner whatever, and in any manner whatever, to negotiate for the use of said copyrighted composition for the purpose of fixing the prices on the use of said copyrighted composition, and in any manner whatever, to negotiate for the use of said copyrighted composition in any territory in the United States to be used by one or more than one person or persons in any manner whatever.

The bill also provides that any person who shall be convicted of violating the provisions of the act shall be punished by a fine or imprisonment or both, or both, in the discretion of the court, for a period not exceeding five years.

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SAVE $20 PER MINUTE IN RICHMOND

That's right—you save $20.00 on a minute spot when you buy WMBG—the Red Network Outlet in Richmond. For a minute spot—night-time rate—on WMBG costs only $15.00. A minute on the other leading Richmond Station—Night-time rate—costs $35.00. That makes the money odds on the Red over 2 to 1.

WMBG offers you the Red Network audience—5000 watts daytime—1000 watts night—and equal density of coverage. WMBG charges you only for what it covers—a saving of $20.00 on a minute spot—other savings in proportion. Before you buy—get the WMBG story. WMBG, NBC Red Outlet, Richmond, Va., National Representative—John Blair Co.

OIL...WHEAT...CATTLE...MINES...
Make Western Canada a Rich Sales Territory...NOW!

Oil has "come in" in Western Canada...production in her mines and smelters is rapidly increasing...farm crops have reached a new high, both in volume and price. All these things—together with the added impetus of new market development—are creating new wealth in the foothills of Western Canada. It is a good time to increase sales of established lines or to obtain a profitable market for new products. Secure your share of this wealthy market by placing your programme:

THE ALL-CANADA FOOTHILLS GROUP
(All Basic CBC Stations)

The Western offices of the CBC's national sales organization are across Canada from coast to coast to coast, with sales representation in every major city. The experienced salesmen are all veteran broadcast specialists, with the necessary knowledge of local conditions and customs to get the most out of your adver- tising. The facilities of the Western Establishments are unique in the broadcast field, with the newest and most modern equipment.

U.S.A.-WEED and COMPANY
CANADA - All-Canada Radio Facilities Limited

Page 46 • February 3, 1941
McCann - Erickson Plans Branch in Minneapolis

McCANN-ERICKSON will open an office in the Hodgson Bldg., Minneapolis, April 1, according to H. K. McCann, president. Merrill Hutchinson, founder and president of the Hutchinson Adv. Co., Minneapolis, will be in charge. Appointment of Mr. Hutchinson as a vice-president of McCann-Erickson is to be announced in the near future.

One of the country's largest advertising agencies, McCann-Erickson, has 12 offices in the principal American cities and organizations in Canada, Europe and South America. It is expected the greater part of the McCann-Erickson staff in Minneapolis will be drawn from the present Hutchinson personnel.

During the time required for establishment of the new office, members of the Hutchinson organization will continue to service present clients—the Pillsbury Flour Co., Northwestern National Life Insurance Co., Gluek Brewing Co., Twin City Federal Savings & Loan Assn., American Farm Machinery Co., First National Bank & Trust Co., Northland Milk & Ice Cream Co., Atwood Coffee Co., Federal Schools, Lavoris Co., Allied Motors Corp. NO CHANGES are contemplated on the weekly NBC Kraft Music Hall, sponsored by Kraft Cheese Co. All is well with the present program setup, and Bing Crosby's reported dissatisfaction over continuing with non-ASCAP music is groundless. So declared this group of executives representing sponsor and agency, in squelching reports of a shakeup. In Hollywood for annual conference during mid-January, were (l to r), Arthur H. Farlow, J. Walter Thompson Co., San Francisco, vice-president in charge of Pacific Coast operations; Henry M. Stanton, vice-president in charge of the agency's Chicago office; Daniel J. Danker Jr., vice-president in charge of Southern California territory; John H. Platt, advertising manager of Kraft Cheese Co., Chicago; W. F. Lochridge, Chicago vice-president of the agency and Kraft account executive.

Luxor Net Series

LUXOR Ltd., Chicago (subsidiary of Armour & Co., cosmetics) on Feb. 22 starts a weekly half-hour musical program featuring Wayne King and his orchestra on 35 CBS stations. The program will be heard Saturdays 7:30-8 p.m. (CST) and originate in Chicago. Contract is for one year. Agency is Lord & Thomas, Chicago.

Biscuit News

NATIONAL BISCUIT Co., New York, is sponsoring new programs, 5 to 15 minutes, 5 to 6 times weekly, on WSGN WEPR WCAX WTMA WKRC WHK WENY KPRC WNBC WNBY WSAY KTSA WOLF. Time has also been purchased on WGY, Schenectady. McCann-Erickson, New York, is agency.

Not Just One—

But many advertisers feel the same way about WIRE cooperation.

Merchandising by WIRE means:

- Display advertising in the leading Indianapolis newspaper
- Car Cards in 376 Indianapolis street cars and busses
- Direct calls on dealers and distributors
- Distribution of display material
- Letters and cards to the trade
- Courtesy announcements

WIRE INDIANAPOLIS

Represented Nationally by Geo. P. Hollingbery Company

AGENCY Appointments

PIONEER SALT Co., Philadelphia (Malt- salt), to J. M. Korn & Co., Philadelphia. Test radio campaign has been released.

NATIONAL HOME PRODUCTS, New York, to Brown & Thomas Adv. Corp., New York, for EM cleaner. Radio has been used for the product in the past, but no plans have been made as yet by the new agency.


PHAOSTRON, Alhambra, Cal. (photo equipment) to Newport & Associates, Los Angeles.


ARMOUR AND COMPANY

GENERAL OFFICES UNION STOCK YARDS

CHICAGO, ILLINOIS

ADVERTISING DEPARTMENT

Mr. Rex Scheppe, Business Manager
Radio Station WIRE
Indianapolis, Indiana

December 17, 1940

Dear Mr. Scheppe:

WIRE was one of the 14 stations to win the Armour and Company Merchandising Award, for outstanding merchandising cooperation on the YOUR TREAT Program and WIRE COAT CONTEST. Please accept our congratulations.

A total of 56 leading stations from coast to coast participated in this campaign, so you can be proud of WIRE's accomplishment.

WIRE certainly deserves special recognition for the splendid cooperation you gave us, and for the support you gave the Indianapolis sales operation. You may be assured that these efforts were appreciated and we hope that this award will, in some measure, express our thanks.

With very best wishes, we remain,

Cordially yours,

[Signature]

ARMOUR AND COMPANY
Music Dominates Regional Meeting

10th District Given Report of Progress Made by BMI

OMAHA stations were Jan. 25 to 50 radio programs representing half a million dollars in advertising in Nebraska, Iowa, and Missouri, at the regional conference of the 10th District, NAB. In his report, Mr. Arney, the NAB's director of BMI, emphasized principally the ASCAP-BMI controversy which was explained in detail by Mr. Arney, and the release a smear or controversy. The meeting reflected the increasing daily. He added that since that time public acceptance of non-ASCAP music has increased.

On the Run

"There are many indications that ASCAP is now in desperate straits," he continued. "The only thing left for ASCAP to do is to release a smear or controversy. ASCAP sees 50 million dollars disappearing during the next five years. The sheet music and record sales falling off. It sees the big stars on the air running behind other music, even though some of them are definitely allied with ASCAP."

The forenoon session was given over to discussion by Mr. Arney of other industry problems, including: NAB's unit plan of volume music. Mr. Arney talked of the Radio Committee on Children's Programs; revisions of the broadcasters' code; labor relations problems; wages and hours questions; legislative matters; organization of the new NAB Department of Radio Advertising; and details of the national NAB convention in St. Louis May 12-15.

Others who spoke briefly were Earl Eaves, vice-president of WCCO, director of the 11th NAB District; Father W. A. Burke, S. J., of WEW, St. Louis; Carl H. Haverlin, associate director of the Radio Advisory Committee on Children's Programs; Rev. W. C. Shafter, manager of KMOX, St. Louis; and Arthur B. Church, president of KFNC, Kansas City.

John Gillin Jr., general manager of WOW, and director of the 10th District, presided. The afternoon session was given over to a question and answer session, mostly on ASCAP-BMI matters.

Those Attending

Those in attendance were:

Rev. W. A. Burke, S. J., WEW, St. Louis;
Rev. W. C. Shafter, KMOX, St. Louis;
Arthur B. Church, KFNC, Kansas City;
George Coe, KOL, Omaha;
Sheldon S. Shambaugh, Dietrich Dirks, KTRI, Sioux City;
Fred Beneford, KGFD, North Platte, Neb.;
E. C. Elledge, KGDO, Davenport;
Bill Evans, WHO-WOC, Davenport;
Jack Felker, WBBM, Chicago;
L. J. Kaufman, WADA, Kansas City;
T. Flaberty, Elizabeth Sammons, KCSJ, Stockton, Calif.;
John R. Cline, KGEX, Springfield, Mo.;
Paul Boyer, KOIL, Omaha;
Earl H. Gammon, WCCO, Minneapolis;
Gustav M. Hagenah, SESAC, New York;
Edward Z. Harr, KROX, St. Louis;
Herbert R. Leff, KORD, Kansas City;
Jack Luther, KORN, Fremont, Neb.;
Craig Lawrence, KNS-KEKT, Des Moines;
J. S. Lewis, WHO, Des Moines;
N. M. Moyer, KBB, Burlington, Iowa;
Beryl Lottridge, WHO, Davenport;
Walter Quarrt, WBBM, Chicago;
Rex Rapidus, WHAS, Kansas City;
Orville Renne, KIAS, Hastings, Neb.

All EYES were on Carl Haverlin, station relations director of BMI, as he spoke to the 10th District NAB meeting, which met Jan. 25 at St. Louis.

Mr. West

WEST IS ELECTED AS NAB DIRECTOR

WILLIAM H. WEST, WTMV, East St. Louis, Ill., was reelected NAB director of the 11th district, comprising Illinois and Wisconsin, at a special meeting at Chicago's Stevens Hotel, Jan. 30. He has served since the latter part of 1938 when Gene Dy er, WGES, Chicago, resigned. He will start his second year tenet of 1941-1943.

The meeting was held primarily for to elect a director, other items were removed to ground and the remaining time spent in a discussion of the music situation. Members reported unan imously that ASCAP was more favorable to BMI and other non ASCAP tunes and hardly a committee has been registered since Jan. 1.

Attending the meeting were C. E. Arney, Jr., assistant to Neville Miller, NAB president; Rev. James A. Wagner, WTAQ-WHBY; Edwin Brady, WGN; Walter Asche, R. H. Monahan, WBBM; William R. Clune, Harold A. Safford, George R. Cook, WLS; Marie E. Clifford, WFHC; S. Peter Donald Marcotte, A. W. (Sankey) KENY, WERMAQ; Edgar L. WIBMB, WIB, Kenney, R. L. Ogmundson, WRJN; Leslie C. Johnson, WHFB; J. L. Van Volkenburg, WBBM; Bradley R. Eidemann, Arthur F. Harris, KWW, Haverlin; J. D. Rankin Jr., 1C. Rapp, Owen Sanders, WOKY, WBBM, WBBT, KMAC, KDFX, KSD, KFKE, WIB, WBBM, WOR; Jack H. Eaves, KGDO, WBBM, KDFX, KSD, WBBM, WBBT, WOB, KOKO, WOC; John J. Gillin Jr., WOC, WOR, WOB, KOKO, WOC; John J. Gillin, WOW, Omaha, also attended.

APPEARING for the first time on a radio program devoted exclusively to sports, Mrs. Eleanor Roosevelt will be the guest of Bill Stern, NBC commentator, on this Feb. 2 Sports Neurtrail of the Air, on the Blue.

Randall Ryan, E. C. Woodward, Elbert A. Nicholas, J. D. Rankin Jr., R. H. Monahan, Owen Sanders, Alex Sherwood, Standard Radio, Chicago, will make their debut here.

Since the beginning of the year, some 250 news items have been released by BMI, 150 of which are non-English. A new release that day was a专题 featuring a special program for the Children's Hospital in New York.

Mr. West continued:

KANSAS CITY Junior College students recently voiced their radio program preferences in a questionnaire survey conducted by the college magazine, The Jugashank. Ten favorite programs were: Bob Hope, Glenn Miller, Jack Benny, Kay Kyser, Hit Parade, Fibber McGee, Love Radio Theatre, Charlie McCarthy, Dance with America, America, in a daily special music hour.

Mr. West, superintendent, cooperating with the local board of education, has started a study course in various phases of broadcasting for high school students. More than 500 students visit the studio each week in connection with a special program of the school's board of music department, and shows are being written and produced, and those scheduled to remain in regular broadcasts.

Under direction of Gene Ede r, BMI, the ASCAP-BMI campaign is given in the various phases of broad- casting. The school is interested in the promising students are retained by the school as apprentice production assistants, and the establishment of a school television station to take advantage of the new broadcasting facilities.

ANNOUNCING the Careers in Advertising Course sponsored at Washington University, St. Louis, Feb. 3, 4, is American Advertising Federation convention. Included was the broadcast- ing and public relations instructors, to lead a panel discussion.

Mr. West also mentioned that the ASCAP-BMI campaign has started in various phases of broadcasting. The school is interested in the promising students are retained by the school as apprentice production assistants, and the establishment of a school television station to take advantage of the new broadcasting facilities.

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Network Accounts
All time EST unless otherwise indicated.

New Business

MAGAZINE REPEATING RAZOR Co., New York (Schick Injector razor), on March 1 will start DuBarry’s Tuscana on 55 CBS stations, Sat., 8:30-8:55 p.m. (repeat 11:30 p.m.) Agency: J. M. Mathes Inc., N. Y.

LUXOR Ltd. (sub. of Armour & Co.) Chicago (cosmetics), on Feb. 22 starts Wayne King orchestra on 55 CBS stations, Sat., 7:30-8 p.m. Agency: Lord & Thomas, Chicago.


 Renewal Accounts
B. T. BABBITT Co., New York (Bab-o cleanser), on Feb. 17 renews for 32 weeks David Harmon on 7 NBC-Red stations making a total of 50 NBC-Red stations, Mon. thru Fri., 11:15 a.m.-12 noon. Agency: Mason Inc., N. Y.


GULF OIL Corp., Pittsburgh, on Feb. 11 renews Screen Guild Theatre on 70 CBS stations, Sat., 10-11 p.m. Agency: Young & Rubicam, N. Y.

Network Changes
SKELLY OIL Co., Kansas City, on Jan. 27 added 3 stations (WHEN, KOAM, RMA) to Captain Horro Speaking making a total of 18 NBC-city network stations and deletes WDAF, Mon. thru Fri., 7:45-8 a.m. Agency: Henri, Hurst & McDonald, Chicago.

GEORGE A. HORMEL & Co., Austin, Minn. (Spam), on Feb. 3 shifts Burns & Allen on 67 NBC stations, from Hollywood to Chicago, Sun., 7:30-8 p.m. (CST), Mon. thru Fri., 7:45-8 a.m. (PST). Agency: BBDO, Minneapolis.

AXTON-FISHER TOBACCO Co., Chicago (20 Grand and Spark cigarettes), on Jan. 31 added 8 NBC-Blue stations to Your Happy Birthday, making a total of 82 NBC-Blue stations, Fri., 9:35-10 p.m. Agency: Weiss & Geller, Chicago.

OUTSTANDING Young Man of 1941 from Omaha is Frank E. Pel legrin (right), general sales manager of KOIL-KFAB-KPOR. He was formally notified of the honor by Frank Fogarty, Commissioner of the Omaha Chamber of Commerce.

Pathfinder Oil Places First Broadcast Series
JOHN B. BROWNE Jr., manager of the Seattle and Portland offices of Charles H. Mayne Co., Los Angeles agency, has resigned to become advertising manager of Pathfinder Petroleum Co., Los Angeles.

B. E. Deaver, general manager, stated that “an extensive advertising campaign, covering Southern and Central California, Arizona and New Mexico, is planned for Pathfinder gasoline during 1941”. Firm will use radio for the first time, and on Jan. 26 started sponsoring a weekly quarter-hour narrative program, The World’s a Stage, on KPI, Los Angeles. Program features Herb Allen as narrator. Contract is for 26 weeks, placed direct.

Curtiss Candy Spots
CURTIS CANDY Co., Chicago, will use one-minute spot and 100-word-announcement time signals three times daily on about 15 under determined midwestern stations. Campaign is to be run as test for Chick nuts, Carlson gelatine, Coconut Grove candy bar, and Saf-T-Pop lollipops, Curtiss products which heretofore have not been actively promoted. C. L. Miller, New York, is the agency.

FCC Criticized
(Continued from page 17)

(whatever.) Gen. Watson, he said, called him as acting FCC chairman and asked him whether he understood this matter before us, and representations had been made that Mr. Flamm had been forced into this thing, and would I look into the matter carefully.

Commenting momentarily in the midst of the lengthy discussion of the WMCA case, Committee Chairman Woodrum (D-Va.) declared that Mr. Flamm apparently felt he was being "flip-flammed" into selling for $90,000 cash. As the discussion continued, he observed:

“He found out that he could flim-flam somebody else for more than he could this other fellow, and he wanted the Commission to help him undo his original request, so that he can get a bigger price from somebody else for something that he has no right to sell.” The sale of the station for $850,000, after testimony indicated that the physical property actually was valued at $502,000, brought the further statement from Rep. Woodrum: “I do not see that he was very badly hurt.”

Another controversy arose out of testimony on the WMCA sale when Rep. Wigglesworth contested the propriety of participation in the case, as counsel for Mr. Noble, by William J. Dempsey and William C. Koplovitz, formerly general counsel and assistant general counsel of the FCC, respectively. Asked if the FCC two-year rule prohibiting former employees from participating in cases they have previously handled may be badly needed to keep Messrs. Dempsey and Koplovitz, who had left the Commission to enter private practice six months before, Chairman Fly maintained that their participation in the case did not violate any rule or law, although both had participated in preparation of a show cause order involving the revocation of the WMCA license.

1. Is an English Countess the wife of an English Count? (No—she’s the wife of an Earl.)
2. What food that we eat every day contains two deadly poisons? (Sodium cyanide and chloride.)
3. If you painted the number 1 to 100 houses, how many times would you paint the number “9”? (20 times.)
4. What man was jailed for vagrancy, while running for the office of U. S. President? (Earl Browder, Communist candidate—1936.)
5. Was William Tell a real person—or legendary hero? (Legendary hero.)
6. From what skins are hudson seal fur coats made? (Muskrat.)
7. In Rhyme time—what is an elegant handkerchief? (Fancy handy.)
8. A wet hobo? (Damp tramp.) A feeble minded sleuth? (Detective.)
9. What was the U. S. President’s name—twelve years ago? (FDR.)
10. True or false: There are no volcanoes in Alaska. (False, there are several.)

Invaluable to Your Man-in-the-Street
MORE THAN 1100 SPARKLING RADIO QUESTIONS AND ANSWERS
Absolutely the best!

ALL FOR $1.00-PREPAID

LEO BOULTE
First Morris Plan Bank Bldg., Springfield, Ohio

100 QUIZ PROGRAMS--$1!
Sample Quiz No. 71

1. Is an English Countess the wife of an English Count? (No—she’s the wife of an Earl.)
2. What food that we eat every day contains two deadly poisons? (Sodium cyanide and chloride.)
3. If you painted the number 1 to 100 houses, how many times would you paint the number “9”? (20 times.)
4. What man was jailed for vagrancy, while running for the office of U. S. President? (Earl Browder, Communist candidate—1936.)
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9. What was the U. S. President’s name—twelve years ago? (FDR.)
10. True or false: There are no volcanoes in Alaska. (False, there are several.)

11. In N. Y. State, is it legal for a man to marry his widow’s sister? (Not only illegal—impossible.)

Available for sponsorship
"The Classical Album"
The world’s masterworks of music
Every weekday evening at nine o’clock
WMEX
Boston
5000 watts full time

Broadcasting • Broadcast Advertising
February 3, 1941 • Page 49
**High Fidelity**

**Model S-31 Tuner**

Hailershifer Engineered High Fidelity Tuner for Frequency Modulation and Amplitude Modulated Broadcast Reception.

**Specifications**

- 8 tubes
- Frequency range: band one: 540 to 1600 kc; band two: 48 to 51 mc
- Power output: 120 milliwatts undistorted
- Control: Band switch, Phone switch, Main tuning, Audio gain, Tone Control, "8" meter indicator
- Operates on 115-125 volts, 60 cycles AC

Model S-31 Tuner, Complete with 19" x 9" x 4" rack panel, metal cabinet and tubes. $69.50.

Model S-314, high fidelity, 25 watt amplifier, with cabinet and tubes. $49.50.

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**FCC Waives Certain Technical Rules Covering FM to Speed Actual Service**

COINCIDENT with a Jan. 28 grant to Central New York Broadcasting Corp, for a new FM station in Syracuse, N. Y., the FCC has announced waiver of certain technical requirements to expedite FM operation. The new Syracuse station, 30th granted by the FCC since commercial FM operation was given the go-ahead signal, will operate on 46.5 mc, serving a 6,900 square mile area and some 600,000 population.

Holding that standardization of the maximum power rating and operating range of FM transmitters would aid both manufacturer and broadcaster, the FCC has waived two FM rules to broaden the technical operation base.

**New Series of Educational Recordings**

NEW SERIES of educational records, Student Music Library series, is announced by Columbia Records. The records are being made available to students of violin, piano and cello for practice purposes. They are recordings of classical pieces and junior classics. Offered in album sets of three five-inch records on the Columbia Popular label, the first sets are pieces by great masters never before recorded. Each record will contain literature for flute, clarinet, trumpet and other instruments.

**FM Market Group to Hold Meeting**

WITH CONSIDERABLE headway made through filing of FM applications for key markets, the executive committee of the FM Program Research Group, created last summer to explore the possibilities of cooperative 45-city FM network meets Feb. 18 in New York. The meeting is preparatory to a general session planned for Chicago in mid-March.

John R. Latham, advertising agency radio executive and former president of American Cigar & Cigarette Co., retained several months ago to blueprint the projected operation, will submit his report to the executive committee. Members of the committee are John Shepard 3d, Yankee Network president; Walter J. Damm, WMJ, Milwaukee; Elsey Roberts, KGK, St. Louis, KFP, Columbia; William B. Way, KYOO, Tulsa; Herbert L. Petty, WHN, New York; W. J. Scripp, WWJ, Detroit, and Gordon Gray, WSJS, Winston-Salem.

The main group, comprising owners or executives of some 45 broadcast stations or newspapers in major markets throughout the country, tentatively plan to meet in Chicago on March 19 to appraise the entire FM network situation. The planning includes creation of a cooperative venture.

**FM Pioneer Manufacturer**

Do you want your F.M. transmitter to be delivered prompt? We've already delivered dozens of them on time. You do not have to get it with a full power fed.

Do a few hours after you get it, with a full power fed.

We've already done this a dozen times. There's a whole world of difference between designs on drawing boards, and finished operating equipment. Then buy REL and go to it.

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**United Press**

Page 50 • February 3, 1941
One country had the courage and inspiration to challenge the might of the aggressor. Today this heroic little nation needs help.

On February 8, at 11:15 P.M. EST, "America Calling", one of the greatest radio programs ever produced will be made available to your station for the benefit of the Greek War Relief Fund. Scores of prominent radio, screen and stage stars have volunteered their services. NBC, MBS and many independent stations already have arranged to contribute their facilities. Motion picture theatres and leading department stores are cooperating. In such ways America shows its tangible appreciation of this gallant nation that keeps the light of liberty burning bright.

This is your opportunity. Help the cause of democracy... and at the same time help yourself. For you'll be giving your listeners one of the greatest broadcasts of all time. Arrangements have been made to permit you to tie-in with "America Calling" easily and efficiently. In addition, station managers will be awarded cash prizes of $250, $150 and $100 for the best exploitation of and cooperation with this program.

For complete details wire the following today:

**Spyros Skouras**
Pres., Greek War Relief Comm.
730 Fifth Ave., New York City

**PARTIAL LIST OF THE STARS PARTICIPATING IN "AMERICA CALLING"**

- Jack Benny
- Bob Hope
- Bette Davis
- George Burns and Gracie Allen
- "The Hardy Family" including Mickey Rooney, Lewis Stone, Cecilia Parker, Ann Rutherford
- Fanny Brice and Hanley Stafford
- Madeleine Carroll
- Ronald Colman
- Bob Crosby
- Alice Faye
- Clark Gable
- Charles Laughton
- Myrna Loy
- Carol Lombard
- Mary Martin
- Tony Martin
- Groucho Marx
- Frank Morgan
- Paul Muni
- Merle Oberon
- "Rochester"
- James Stewart
- Shirley Temple
- Spencer Tracy
- Robert Young

**THIS SPACE CONTRIBUTED TO THE CAUSE OF GREEK WAR RELIEF BY BROADCASTING MAGAZINE**
**FEDERAL COMMUNICATIONS COMMISSION**

**JANUARY 25 TO JANUARY 31, INCLUSIVE**

**Use of Wire Lines For FM Is Shown**

HIGH QUALITY wire pickup for broadcast on high-frequency was demonstrated before the American Institute of Electrical Engineers on Jan. 30 at Town Hall, Philadelphia. A demonstration of two long distance telephone circuits was presented by R. G. McCurdy, director of transmission and engineering, and Joseph A. Cowan, transmission engineer, and I. E. Lattimer, transmission methods engineer, for AT&T.

**Total Ranges**

The demonstration was designed to show how sounds of transmission over various kinds of telephone lines. A pickup was established with an antenna in a street where the Philadelphia Orchestra was rehearsing. Wagnerian music was selected to bring out the abilities of the system in both tonal and volume ranges. The music was not amplified, showing effect of frequency changes on sound.

At first the music was restricted to 5,000 cycles, later, the range was extended for band broadcasting. When the upper limit was raised to 8,000 cycles, the violins were crisper, the triangle rang out more sharply, and there was more resonance to the drums. With the limit extended to 15,000 cycles, virtually as high as the best ears can go, there was considerable further improvement, notes of the organ were presented.

To explain reactions of listeners, Mr. McCurdy asked them to participate in a test hearing. Pure notes of various pitches were sounded, and a show of hands made it clear that listeners could hear notes beyond 15,000 cycles, though some went as high as 18,000 cycles. The demonstration brought evidence of the effect of long distance circuits of various types, cable lines to both Toledo and Charlotte, AL, about 1,600 miles long. The first circuit demonstrated was of the type in present commercial use, having a limit of 15,000 cycles. A circuit over the same route arranged to transmit up to 5,000 cycles was shown. A wide band carrier system of standard type except that special program terminal equipment was used to give a range up to 15,000 cycles was demonstrated. Comparing transmission over the cable circuits with the telephone, the telephone circuit transmission of the same band width across a few city blocks, the telephone line showed no decrement, but suffered from its long journey over the wire. Telegram engineers argued that these lines are better and more reliable for use in FM than relay stations 40 miles apart as proposed by broadcasters and the demonstration was arranged to prove their point.

**DECISIONS . . .**

**JANUARY 29**

NEW, Central N. Y. Broadcasting Corp., Syracuse—Granted CP FM 483.6 mc 6,800 square miles, population 648,500, amended to 6,200 square miles, 6,484,500 population.

WWJ, Detroit—Granted modification CP to increase antenna height for approval of new antenna specifications.

WMJ, Minneapolis—Motion granted to consent transfer control of KVOX Broadcasting Co. from KVOX, Inc., to David C. Shepard, Howard Johnson and John W. Carollo, owners.

NEW, Burlington Broadcasting Co., Burlington, N. C.—CP 1420 kc 250 w D, amended to 500 w, new transmitter.

KATE, Albert Lee, Minn.—Modification license from Albert Lee-Austin Broadcasting Co. Inc. to Austin Lee-Austin Broadcasting Co. Inc. to David C. Shepard, Howard Johnson and John W. Carollo, owners.

KIBC, Cheyenne, Wyo.—Modification license to increase power to 100 w 190 w D to 1210 kc N D.

**TENTATIVE CALENDAR . . .**

**FEBRUARY 3**

NEW, Pan-American Broadcasting Sys- tem, Hollywood, Fla.—CP 1420 kc 250 w unlimited.

**FEBRUARY 4**


NEW, Caribbean Best. Assn., San Juan, P. R.—CP 1050 kc 250 w unlimited.

**FEBRUARY 5**

WSCC, Charleston, S. C.—transmitter, and John M. Rivers, trans- fer—Transfer license.

**FEBRUARY 6**

WOOD, Kink-Trendle Broadcasting Corp., assignor, and WOOD Broadcasting Corp., assignee—Voluntary assignment license.

**FEBRUARY 13**

WAPI, Birmingham—License renewal.

**MARCH 2**


**MARCH 27**


**APPLICATIONS . . .**

**JANUARY 29**

NEW, Stromberg-Carlson Tel. Mfg. Co., Rockford, Ill.—CP 240 w 240,000,000 population, amended to 2,200 square miles, 846,621,000 population.

**APPLICATIONS . . .**

**JANUARY 31**

NEW, Boston—Granted modification license.

**APPLICATIONS . . .**

**JANUARY 25**

NEW, WGBH, Boston—Modification CP to increase power to 100 w, new antenna and system, change population from 2,000,000 to 1,250,000,000 population.

**APPLICATIONS . . .**

**JANUARY 31**

NEW, Philadelphia—Modification CP increase power.

NEW, WICA, Ashhula, O.—CP new transmitter, directional N increase to 1 kw 5 kw, directional D to unlimited.
Herbst Granted Permit For Transfer of KVOX

ROBERT K. HERBST, department store owner, of Fargo, N. D., who owns KVOX, Moorhead, Minn., just across the Red River, on Jan. 29 was authorized by the FCC to sell the station to a company comprising officers of the North Central Broadcasting System, regional network of Minnesota, Wisconsin and Dakota stations. The purchase price was $25,000 cash and $15,000 in station stock to be used at a rate of not less than $2,000 per year.

The new owners of the station, a 250-watt outlet on 1510 kc., are John W. Boler, head of NBC; Howard Johnson, director of the American Hoist & Derrick Co., St. Paul, and David C. Shepard, Paul banker. The latter two are understood to be backers of Mr. Boler in the regional network project, which is affiliated with MBS. Mr. Herbst established the station in November, 1937.

ARTISTS RECORDING LIBRARY, Los Angeles transcription and production unit, has been established at 3443 W. 13th St., with Willard (Doc) Hall, as production manager and David H. Chapman, business manager. Charles Lampkin is chief engineer.

UP War Discs

SCENES behind the scenes of United Press are dramatized in the first two programs of a UP transcription series offered to subscribers. In the first Harry Flory, UP European news manager, describes news coverage during an air raid. In the second Edward W. Beattie Jr. tells from first-hand experience how six countries have been attacked. Both are fresh from the battlefronts.

ABTU organizes New England NEGOTIATIONS for engineers of the Yankee Network in New England, were recently concluded by Frank Repaci, representative of the Associated Broadcast Technicians Union, an IBEW Affiliate, Retrospective to 1940, the advantages of the contract are: Include a substantial increase in wages; a five-day, 40-hour week with two consecutive days off; three years background with any point in arbitration; a strictly union shop; seniority in layoffs; continued seniority during length of military service. Negotiations are now under way with WMAS, Springfield; WFBA, Manchester, N. H.; WTAG, Worcester; WMEX, Boston; WLLH, Lowell.

Herbst Granted Permit

KVOX Corp., New York (vitamin cola drink), KVOX-Cola has sent to dealers and bottlers a series of one-minute transcriptions cut by Charles Mielke, New York, for local placement. Account is handled direct.

for

CENTRAL ILLINOIS

(used in the name in pairs.)

One of America's three richest agricultural markets.

(2) One of America's bestconfined radio stations. Try WJBC.

1200 Kilometers — 350 W.

WJBC

BLOOMINGTON, ILL.

GENERAL ELECTRIC

PROFESSIONAL DIRECTORY

CLASSIFIED Ads

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge, 50c. Count three words for box address. Forms close one week preceding issue.

Help Wanted


Sports Announcer—with experience. Play by play, all sports. Must be capable of doing good studio commercial job in addition. Independent, 1900 watt midwest station. Box 193, BROADCASTING.

Register With Recognized Employment Bureau—we need salesmen, transradio press operators, combination announcer-operators, others. except talent. National Radio Employment Bureau, Box 884, Denver, Colorado.

Situations Wanted


Announcer-Program Director—excellent, experienced, dependable. Will play by play, now employed. Box 189, BROADCASTING.

Engineer—four years experience. Transmitter, control operator. Annoyance. 28. Married. Desire change. Reason, transcription, references, on request. Box 197, BROADCASTING.

Executive—With twelve years experience as Manager, Commercial Manager of nationally known stations, former network producer director. Now employed by national advertisers and agencies, young, dependable. Best references. Box 192, BROADCASTING.

Eversharp Co., Chicago (fountain pen), is sending Take It Or Leave It, heard Sundays on CBS at 10-10:30 p.m. on a tour of major southern cities. Program, which features Bob Hawk, as m.c., will originate from Atlanta Feb. 2. Other cities will include Birmingham, Memphis, New Orleans, Houston, Dallas, and Oklahoma City. Biow Co., New York, is agency.

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. GILLETTE

Consulting Radio Engineer

982 National Press Building, Washington, D. C.

JOHN BARRON

Consulting Radio Engineer

Specializing in Broadcast and Allocation Engineering

Earle Building, Washington, D. C.

Telephone National 7757

HECTOR R. SKIFTER

Consulting Radio Engineer

Field intensity surveys.

Station location surveys.

Consulting equipment.

SAINT PAUL, MINNESOTA

CLIFFORD YEWDA LL

Empire State Bldg. NEW YORK CITY

An Accounting Service Particularly Adapted to Radio Engineers.

Raymond M. Wilmotte

Consulting Radio Engineer

Designer of Fixed Directional Antenna Controlling Interference

Budem Bldg. WASH., D. C. or NA, 0718

McNary & Chambers

Radio Engineers

National Press Bldg. Washington, D. C.

PAGE & DAVIS

Consulting Radio Engineers

Munsey Bldg. District 8456

Washington, D. C.

A. Earl Cullum, Jr.

Consulting Radio Engineer

Highland Park Village

Dallas, Texas

Frequency measuring service

Exact measurements any hour—any day

R.C.A. Communications, Inc.

65 Broadway, New York, N. Y.

Broadcast Advertising - Broadcast Advertising

February 3, 1941 • Page 53
Vast Changes in Federal Setup Urged

Report Given Congress Based on Two-Year Investigation

OFFERING a comprehensive plan to remake Federal administrative agencies, including the FCC, Attorney General Jackson has issued a 141-page voluminous report and legislative recommendations for administrative reform compiled by the Attorney General and the Administrative Procedure. The report and accompanying statutory proposals, presented early in March to Congress, is said to have an impact of being in essence a full attack on the FCC, as well as specific recommendations for specific agencies, among them the FCC.

New Unit Proposed

A principal recommendation, designed to separate the prosecuting and adjudicating functions of these agencies, a provision for an Office of Federal Administrative Procedure, a new unit which would appoint independent administrative judges to serve all administrative divisions of the Federal government, make a continuing study of the work of regulatory agencies, and submit suggestions for improving and making more uniform the procedures of the agencies. The separation of powers idea would be further accomplished under a separate Commission by requiring that persons investigating and presenting cases also have no part in them. Under the plan outlined by the group, headed by Dean G. Anderson, of the American Law Institute, the Attorney General's Office, the "hearing commissioners" would hear and decide litigated disputes between the various agencies and private parties, with the agency heads acting wholly as appellate tribunals as far as quasi-judicial functions are concerned.

These "hearing examiners" would be appointed for seven-year terms by the Office of Federal Administrative Procedure, upon nomination by the President, and would be removable only by OFAP and only for cause. In effect, their findings and recommendations would receive more weight than the findings and recommendations of trial examiners, it was stated.

Other Recommendations

In addition to creation of this new office, the legislative bill advanced by the majority group of the Committee would: Regularize rates for new stations including those licensed for television, in order to secure the public a larger share in their making and a greater knowledge of their existence and meaning, and provide a lapse of time between promulgation of a rule and its effective date to allow interested parties to submit views and comments; simplify administrative procedure all along the line by widening delegation of authority; empower agencies to issue "declaratory" advance rulings in order to eliminate unnecessary uncertainty with these rulings enjoying full force on both the agency and the citizen and being reviewable by the courts just as final orders.

The Committee, in its house-sized report also made six specific recommendations regarding FCC procedure. Citing the FCC rule requiring that a petition to intervene must set forth not only the interest of the petitioner in the proceeding, but also "the facts on which the petitioner bases his claim that his intervention will be in the public interest," the committee stated: "If competitors have a legal interest in being protected from competition or the like, their petitions for intervention must, of course, be granted. If, on the other hand, they have no such interest, and their rights are no different from other members of the public, so that in effect they are no more than representatives of the public interest and indicators of the public rights, the commission's new and more stringent regulations concerning intervention are fully justified."

For Field Hearings

Pointing out that it looks to the advantage of both the FCC and private parties to participate in hearings, the field rather than in Washington, the Committee recommended that every effort be made by the FCC to secure sufficient appropriate to conduct its hearings in the field. Although the economic question is important from the FCC angle, the Committee observed, it is of even greater consequence to the other parties in the proceedings. In some cases, such as a commercial radio operator, the expense item of making the trip to Washington makes the right to a hearing for certain parties "in large part illusory," it was stated. Citing the practices of parties before the FCC filing numerouspetitions for rehearing simply to protest their right to appeal, the Committee stated: "In order to avoid the necessity for the filing and disposition of futile petitions, the Committee recommends that the FCC declare public, that in its opinion the decision of the court does not require anything more than the exhaustion of administrative remedies by an appellant, parties to hearings before the Commission need not petition for a rehearing prior to taking an appeal. The assurance of the Commission that the failure of such persons to petition for a rehearing will not be urged as a defense to an appeal should suffice to terminate the present wasteful and pointless practice."

Press Release

Another Committee recommendation evolved around press releases in cases involving revocation of broadcast licenses. Holding that the sanction of publicity "contains elements of unfairness," in that the license may read of the action in the papers before he receives official notification from the FCC, the Committee recommended "that except where protection of the public interest impels immediate public warning, the FCC withhold the press release at least until the license has had an adequate opportunity to examine the notice of hearing and either prepare a brief answer for simultaneous release or determines whether he should continue the program in issue as a prelude to requesting the Commission's immediate and informal termination of the proceedings."

While making recommendations, covering non-broadcast activities, centered on issuance to ships of certificates of compliances with the Safety Convention and interlocutory suspension of operator's licenses and their revocation. Pointing out that the responsibility of inspection and sole authority for authorizing issuance of certificates to ships lies with the FCC, the Committee recommended elimination of the "unnecessary step" requiring actual issuance of the certificates through the Bureau of Marine Inspection & Navigation of the Department of Commerce, peeling the executive order now vesting the issuing power in that Bureau. It also recommended amendment of the Communications Act of 1934 to vest the FCC power to suspend a radio operator's license pending the outcome of disciplinary action, as well as the power to revoke such licenses in appropriate instances.

No Judiciary Increase

One of the main points of difference between the Committee's proposal and the Senate McClellan-Walter bill lies in the failure of the Committee to make any provision for administrative adjudication of disciplinary actions. The Committee took the position that there is no reason for the presence of a court for ultimate review of such decisions, while the Logan-Walter proposal recommended additional judicial machinery, to take care of administrative appeals.

The seven committee members joining in the majority report of the committee included Mr. Acheson; Francis Biddle, U. S. Solicitor General; Prof. Ralph F. Fuches, Washington U Law School; St. Louis; Dean Lloyd K. Garri- son, University of Washington Law School; Prof. Henry M. Hart Jr., Harvard Law School; Judge James W. Morris, U. S. District Court of the District of Columbia; Prof. Harry Shulman, Yale U Law School. Joining in one of the minority reports, which attacks the recommendations as illusory, were Carl McFarland, former Attorney General; Dean Blythe Stason, U of Michigan Law School; Arthur T. Vanderbilt, former Solicitor General for the Attorney General's Office, and another in administrative reforms, were Carl McFarland, former Attorney General; Dean Blythe Stason, U of Michigan Law School; Arthur T. Vanderbilt, former Solicitor General for the Attorney General's Office, and another in administrative reforms, were

Standard Brand Spots

STANDARD BRANDS, Montreal, on February 1, will air free commercials and live announcements weekly for two months during the spring and two months during the fall, promoting Tender leaf Standard Brands, Coffee Concentrate and Fleischmann's Yeast. The campaign will promote Fleischmann's yeast. On behalf of Tenderleaf Tea, Standard Brands, and Standard Brands, Coffee Concentrate, Canadian National Radio (BROADCASTING, Jan. 27). The CAF office is also headquarters for BMI (Canada) Ltd.

"I Had to Do It, Officer . . . He Started to Whistle an ASCAP Tune!"

Drawn for Broadcasting by Sid His...
CINCINNATI DRUG WHOLESALERS SAY:

"WLW CREATES INSTANT DEMAND" (1)  
MOVES MERCHANDISE CONSISTENTLY" (2)  
MAKES SALES TAKE SHARP UPWARD TURN" (3)

1. When consumer demand is created on new items or increased on old ones, there is more business for the RETAILER and the WHOLESALER.

WLW, The Nation's Station, can always be depended upon to create instant demand on the new products which it advertises and to maintain or increase the movement on the good old regular "standbys."

We have found this to be true for a long time, and our customers recognize and realize this fact also. They always anticipate increased business on WLW advertised products.

LEO F. LANGEFELS,  
Manager  
Cincinnati Branch  
McKesson-Robbins

2. As a wholesale drug distributor of many years' experience in the Cincinnati trading area, I can safely say that products advertised over WLW move consistently through our house and stores we contact.

JOSEPH SCHNEIDER,  
President  
The Cincinnati Economy Drug Co.

3. It has been our experience through the years, when Drug Store items are advertised over the Nation's top radio station, WLW, that sales immediately make a sharp upward turn.

This condition, obviously, puts our buyers on their "mettle" and makes it necessary for them to order more frequently and in larger quantities in order to supply the demand thereby created.

A. W. PETERS, Manager  
Hale-Justice Drug Co.

REPRESENTATIVES: New York — Transamerican Broadcasting & Television Corp.  
Chicago — WLW, 230 N. Michigan Avenue.  
San Francisco — International Radio Sales.

WLW THE NATION'S MOST MERCHANDISEABLE STATION
NOW FLAT TO 15,000 CYCLES!

...Meets Every FCC Requirement for FM Broadcasting

RCA 76-B2 Console Speech Input System with Interlocked Push-Button Switching

All the features that made the RCA Model 76-B1 known the country over...plus an extended frequency response to over 15,000 cycles! That's the new RCA 76-B2, for simultaneous broadcasting and auditioning—with push-button control for more circuit combinations with simpler switching operations.

Monitoring, auditioning, cueing, and talk-back are all under push-button control. The high-fidelity program channel affords 6 mixer controls—4 microphone pre-amplifier input channels with switching control for as many as 6 microphones. Location of control knobs and correct slope of panel give greatest visibility and ease of control. High power output to line and loudspeakers. Hinged top and chassis mounting for instant accessibility of parts.

And all at a price that even the smallest station can afford! Get the facts on RCA 76-B2—write today for complete data.

RCA Broadcast Equipment

RCA Manufacturing Co., Inc., Camden, N. J. • A Service of Radio Corporation of America • In Canada, RCA Victor Co., Ltd., Montreal