ON April 1, WLS had received a half million letters in 1941—in only a fourth of the year, already half way to its 12th consecutive “million letter year”—dramatic evidence of WLS results!

57,000 more letters were received in the first three months of 1941 than in the same period last year. Of the half million received the first quarter of 1941, 80,352 were from Cook County (Chicago). One advertiser has received 88,923 letters, another 56,038, and several others have received more than 10,000 letters each.

Here again is definite evidence of listener action. When WLS invites them to write, they write . . . and when WLS tells them to buy, they buy.
ANY way you check it, this must be reckoned as one of the indispensable top string of American radio stations...Ask any research expert!

WHAS
LOUISVILLE
840 on the Dial ... 50,000 Watts ... Represented Nationally by Edw. Petry & Company
Standard Radio's Twin Attractions!

"I'M BIGGER"

Bigger!
A BIGGER TRANSCRIPTION SERVICE

BIGGER BASIC LIBRARY
Now 2,500 musical selections

BIGGER MONTHLY RELEASES
100 new selections each month

BIGGER CONTINUITY SERVICE
20 hours of sparkling continuity every week

BIGGER PUBLICITY SERVICE
Photographs, newspaper mats, publicity stories furnished in Kit form, plus regular monthly releases

"I'M BETTER"

Better!
A BETTER TRANSCRIPTION SERVICE

UNINTERRUPTED SYMPHONIES
A totally new idea, featuring famous Philharmonic Orchestras

NEW NAME-BAND DANCE MUSIC
Featuring Henry Busse, Duke Ellington, Freddie Martin—and many others

MERCHANDISING "EXTRAS"
Including 192 readily salable "SPOT-ADS" as a bonus

IMPROVED FILING SYSTEM
New methods of filing transcriptions and index cards for easier programming

At The Convention:
ROOM 868
JEFFERSON HOTEL

LEADERSHIP IN LIBRARY SERVICE

Tangible evidence of Standard Radio's leadership in the transcription industry, in fact-and-figure form, awaits you in the Standard Radio Convention Exhibit—an impressive presentation of Standard's "twin attractions" for the year to come: A "BIGGER" transcription service—and a "BETTER" transcription service—tailored to fit YOUR individual talent and budget needs!

HOLLYWOOD. Standard Radio. CHICAGO
When you think of

New Orleans

you think of:

Natchez and the Robert E. Lee

and

WWL

NEW ORLEANS

50,000 WATTS

The greatest selling POWER in the South's greatest city

FOR SALE: The key to a large share of the Omaha area's annual retail sales of $250,000,000 . . . Yours, reasonable.
not next fall ... not
next winter — NOW

5 million Touring Vacationists will spend 12
million dollars in Detroit this summer... Extra
sales dollars added to Detroit's huge "payroll."

WXYZ
DETOIT
WATTS 5000 FULL-TIME
Letters... that took

In a busy day, these letters catch one by the coat-sleeve. A woman from Texas, a man from Michigan, each after ten years of listening, writes to CBS. Not just about radio as entertainment, or radio as education. But radio, so deeply rooted in the lives of its listeners that a man and a woman do write letters like these. They remind us that the roaring growth of radio has been so fast, so big, it tends to hide the most important thing of all. And that is the way in which a man and a woman take radio into their homes. As though each radio in each home were the only radio in the world. Warm, friendly, familiar—radio says what it has to say directly to each who listens.

This is the solid rock on which radio stands. And these letters make it plain.

DEAR COLUMBIA: I have planned for several years, to write to you. I say several years, because for 10 years I have been very, very grateful to you for what your program has done for my son. I am sure my experience is just one of the many—there are many grateful mothers such as I, but I do want you to know what your program has meant to my family.

When our son was 8 years of age (he is now 19), we were forced to take him out of school. For seven years he was hardly in school a year during that time—mostly in bed—so he naturally turned to the radio. Your program was his favorite and the American School of the Air had one of the requirements of each private tutor we secured for his schooling. When he entered private school, he influenced that teacher to have that program for the students (for which they were always grateful after hearing it once).

Your program has always been a part of his life, and when he was able to enter High School, his teachers were aware of his poor foundation and how he had been forced to acquire what education he had. They marveled at his broad knowledge and when he told them of the interesting things the American School of the Air had brought him through the loud speaker, they assured both him and me that he had missed very little and would have no trouble.

This year, my son will finish, although he is about a year behind. He has sailed through these four years without a failure, and he has his health to the extent of 6 feet 4 inches and 200 pounds and has played football. I do not think any of these things could have been accomplished without the aid of your grand program. When he has received his diploma, I'll feel as I know he will, you have played a major part in helping him earn it.

Thanking you again for all you have done for us and asking your pardon for such a lengthy letter—

Gratefully yours, MRS. GUY J. HOWARD
122 North Beckley, Dallas, Texas
DEAR COLUMBIA: After having listened to the programs of your network for nearly a decade I feel that the least I can do is write you a letter showing in a small way my appreciation.

My family and I like, and have liked, the features you have presented so well that without doubt I can surely say that 90% of the radio programs that come into our home are those of Columbia.

I suppose that if it were not for WJR (your network’s Detroit and Michigan outlet) we would not have been so exposed to CBS programs and thus not become such extensive listeners to them. Thanks are also due to WJR. Many times, too numerous to mention, when we found that WJR was not going to carry a CBS program that we wanted to hear we tuned to WGAN Cleveland, CFRB Toronto, WJSV Washington, WBT Charlotte, WABC New York, WWL New Orleans, KWKH Shreveport, KMOX St. Louis, WHAS Louisville, WRAV Richmond and many others. You would be astonished to hear with what clarity and strength we get your key station WABC New York out here in southeastern Michigan. That is to say between the hours of 6 p.m. and 2 a.m. each night. We cannot get WABC in the daytime at all.

We are quite aware of your fine coverage of the North American continent, as relatives in various parts of this nation and Canada hear the voice of Columbia just as much as we. I am as proud as you that yours is the world’s largest radio network.

Our favorite Columbia programs are too numerous to mention but here are a few: Ford Sunday Evening Hour (consider first and foremost)—Sunday New York Philharmonic—Symphony Orchestra concerts—Silver Theatre—Screen Guild—Dr. Christian—Lux Radio Theatre—Texaco Star Theatre plays—your many fine talks, etc…. We like best Elmer Davis as news commentator.

The only CBS program I have seen as well as heard is the Ford Hour. I have often thought that I’d like to see more. I am only sorry I didn’t write sooner. I intended to but quite typically as the average person I kept putting it off. I remain, a devoted Columbia listener.

Sincerely yours, JOHN BEVERLEY BLAIR
568 Ann, Birmingham, Michigan

We wondered what specific thing might have prompted Mr. Blair to write this letter, after ten years of CBS listening. We asked him. And this was the only explanation he could give. Happily, it is the best one: “There is no reason except that I felt that was the least I could do to express my appreciation of your fine programs.”

Columbia Broadcasting System
WORL

FEATURING

THE 920 CLUB

BOSTON'S BIGGEST
RADIO PROGRAM

WRITE FOR 15 OUTSTANDING
SUCCESS STORIES

950 KILOCYCLES
Boston, Mass. 1000 WATTS
NAB the richest listening audience in the central southwest

KWKH takes your sales message into a natural market area rich with varied resources and buying power.

in the center of the world’s biggest producing oil and gas field.

petroleum products, chemicals, window glass, roofing, fertilizers, truck trailers, iron and steel . . . lumber, hardwood flooring and woodpulp paper mills are representative of the wealth of industries located in this fertile listening area.

in a territory producing record defense crops.

more than 78,000 soldiers at Barksdale Field, Camps Beauregard, Polk, Livingston and Claiborne . . . plus about as many new civilians employed in construction and allied defense activities . . . over $50,000,000.00 in Army contracts alone.

This is the market you nab with KWKH.

Don’t take our word for it—just consult the CBS Audit of Nighttime Coverage which shows 425,683 KWKH Listening Families right in the heart of one of the nation’s richest and fastest growing markets.

KWKH 50,000 WATTS • CBS
SHREVEPORT, LOUISIANA
A SHREVEPORT TIMES STATION
MEMBER SOUTHCENTRAL QUALITY NETWORK
KWKH - Shreveport • KTBS - Shreveport • WMC - Memphis
KARK - Little Rock • WJDX - Jackson • WSMB - New Orleans
BRANHAM COMPANY • REPRESENTATIVES
GRUELING WEATHER CONDITIONS PROVE
REL FM TRANSMITTERS ARE DURABLE AND RELIABLE

Despite sub-zero temperature, average 72 mile wintry gales, blizzards, snow, sleet and rain, Yankee Network's Mt. Washington FM station, using a 1 kw REL transmitter,* maintained its remarkable performance record of 16 hours daily throughout the past winter. REL's transmitter met what Dr. C. Brooks of Harvard's observatory describes "as the worst weather in the world", without any impairment, proving beyond a doubt REL's durability and reliability in FM manufacture.

No wonder, then, the majority of FM broadcasters now in actual operation use REL transmitters. If you want to protect your FM investment, by all means check your FM needs with REL, the pioneer name in FM manufacture. Long Island City, N. Y.

*As soon as weather conditions permit, Yankee's W39B will install a 10 kw REL FM transmitter.
IN INDIANAPOLIS

GET THE BENEFIT
of WFBM's Merchandising and Promotional Punch

POSTER DISPLAYS on the rear tire covers of Indianapolis' leading fleet of taxicabs.

FOUR-PAGE FOLDERS inside these same cabs, published bi-monthly and read by thousands.

LOBBY DISPLAYS in Indianapolis' downtown theatres and movie trailers telling of station's programs.

DAILY ADVERTISING in newspapers playing up local and national programs.

LETTERS AND BULLETINS to dealers in all types of merchandise promoting WFBM-advertised products.

WINDOW AND INTERIOR DISPLAYS in leading department stores, specialty shops and neighborhood stores.

PLUS

5000 WATTS DAY AND NIGHT

To Reach the HOOSIER Market — in Indianapolis USE

WFBM
THE HOOSIER STATION

National Sales Representative
THE KATZ AGENCY, Inc.
the move is to THE MUTUAL BROADCASTING SYSTEM
The Sporting thing to do is to tune to Mutual. The Baseball World Series has for years been a Mutual exclusive. So, too, last year was the Professional Football Play-off. And now (starting June 18th) all World Championship Boxing Bouts come into our corner. All are sponsored by Gillette. Bayuk, "Phillies" found out long ago that sporting people are loyal to Mutual, that's why they have presented "The Inside of Sports" over this network 3 days a week on some stations (6 days on others) for 156 consecutive weeks.
1931 SESAC
5 music publishers ... first 10 radio stations licensed

1933 SESAC
22 music publishers ... 63 radio stations licensed
no increase in rates

1935 SESAC
48 music publishers ... 239 radio stations licensed
no increase in rates

1937 SESAC
74 music publishers ... 412 radio stations licensed
no increase in rates

1939 SESAC
97 music publishers ... 571 radio stations licensed
no increase in rates

1941 SESAC
125 publishers ... 738 stations licensed*
still no increase in rates

* SESAC has license agreements with a larger number of commercial radio stations
than any other performance rights organization has ever had in broadcasting history.

SESAC, INC.
113 W. 42nd St., New York City

SESAC represented by L. D. Callahan, C. J. Culmer, E. J. Gough, G. A. Hagenah and K. A. Jadassohn
SEE SESAC AT NAB CONVENTION • SUITE 908 - 10, JEFFERSON HOTEL
How to make 5,000 watts do the work of 480,000—

**WMCA** now is a 5,000 watt station, day and night. BUT, of even greater importance, it's **first** on the dial in New York. It's an engineering fact that the lower the frequency the longer the wave-length. And, the longer the wave-length the stronger the primary signal remains as you move away from the transmitter...based on curves prepared by the FCC.

**FOR EXAMPLE, if a non-directional ★ antenna were used:**

WMCA would lay down a 2 millivolt signal 43 miles away from the transmitter. (The FCC considers a signal of this density good coverage of city residential sections.)

**WMCA at 570 kc... 5,000 watts required to deliver 2 millivolts 43 miles**

If WMCA were on a 1000 kc. frequency it would need 76,500 watts to deliver a 2 millivolt signal 43 miles away.

**IF WMCA were at 1000 kc... 76,500 watts would be required to deliver 2 millivolts 43 miles**

If WMCA were at 1200 on the dial it would require 158,000 watts to transmit a 2 millivolt signal 43 miles distance.

**IF WMCA were at 1200 kc... 158,000 watts would be required to deliver 2 millivolts 43 miles**

And, if WMCA were at the extreme end of the dial (1600) it would require 480,000 watts (not a typographical error) to deliver a 2 millivolt signal 43 miles away.

**IF WMCA were at 1600 kc... 480,000 watts would be required to deliver 2 millivolts 43 miles**

★ Actually WMCA triples its power through the use of a three element directional antenna which amplifies the signal toward New York City, Long Island, Westchester and Connecticut.

wmca—AMERICA’S LEADING INDEPENDENT STATION

ASK YOUR MAN IN SYRACUSE!

New York State, as everybody knows, is by long odds the largest manufacturing section in the U. S. . . . and Syracuse, with more industrial output than many entire States, is actually the fifth manufacturing city in New York—surrounded by the richest agricultural area in the State.

Easy as it is to pick as a prosperous market, Syracuse offers an equally simple problem in station selection. By any test, WFBL is always the Number One station in Syracuse—in all of Central New York. More power, day and night. More top-flight shows. More coverage. More audience. And with one of its principal owners devoting his time entirely to merchandising work, WFBL voluntarily gives its advertisers an amount and degree of promotion help that is startling, even in this promotion-minded industry.

These facts are known and appreciated by every dealer, salesman or representative in the area. Ask your man in Syracuse. Or, for further data, “ask your Agency to ask the Colonel!”

WFBL FOR CENTRAL NEW YORK
Syracuse • 5000 watts • CBS

FREE & PETERS, INC.

Pioneer Radio Station Representatives
Since May, 1932
Networks Seek Ways to Halt FCC Action

Legal or Congress Delays Viewed As Likely

By SOL TAISHOFF

GIVEN LESS than three months to live as full-fledged networks, NBC and CBS officials and attorneys are frantic, trying legal means of thwarting the May 2 action of the FCC majority which decreed an end to their dominance in radio, unless the President or Congress intervenes.

Though they are not looking for miracles, observers in Washington saw last weekend two other possible developments that might stay the FCC's not yet definitely paralyzing mandate:

1. President Roosevelt, on the basis of recommendations made last Thursday by Mark Ethridge, whom he had delegated to survey the whole radio regulatory picture, might ask the FCC to postpone the effective date of its order pending further study.

2. Chairman Wheeler, of the Senate Interstate Commerce Committee, jointly with Senator White of Maine, might introduce legislation to "review" the FCC's action and simultaneously express it as the sense of the committee that the FCC hold everything until Congress has a chance to examine the whole issue.

The impact of the FCC's majority report, nurses through its final stages by FCC Chairman James Lawrence Fly after a three-year incubation, all but demoralized the industry. The only peans of peace, came from the firmest of the industry's ranks, which had advocated almost precisely the kind of action taken in the proceedings before the FCC which began in 1938.

While many station owners, particularly those ranking first in their markets, foresaw an unprecedented business boom for them as virtually "free-lance" outlets, they nevertheless were inclined to reserve judgment until they will have had opportunity to digest the 153-page document, and have heard the analyses to be presented to the NAB convention in St. Louis May 12-15. Some independent stations, too, saw visions of network service for the first time, but the general attitude was one of viewing with suspicion the claims of the FCC's majority that the new regulations are "a Magna Charta for American broadcasting stations".

Congress or White House

Aware of the crackdown temper of the FCC majority that voted the new orders, as exemplified in other rulings of that body during the Fly tenure, broadcasters, advertisers and agencies alike found little solace in the statements that greater and healthier competition would result. On the contrary, they were inclined to feel the action was just another step toward eventual Government domination or absorption of commercial radio, though temporary advantages might accrue to certain industry segments.

Mr. Ethridge submitted his final report to Lowell Mellett, as confidential assistant to the President, last Thursday. He recommended legislative action, it is understood, to forestall FCC assaults upon networks and upon newspaper ownership. On the preceding Wednesday (April 30) he had submitted a preliminary report suggesting the FCC issue its report on monopoly but withhold the regulations. There was no indication that the Administration had approved the Fly stampeding of the regulations.

Chairman Wheeler and Senator White planned to confer over the weekend. Both were alarmed over the FCC's action. Whatever the White House may do, it was deemed likely they would propose a

RCA Studies Ways to Dispose of Blue

Has Had Several Offers; Could Give Net to Stockholders

THOUGH key network executives have indicated a finish fight against the regulations promulgated with the FCC majority's Network Monopoly Report, the fact that RCA has long considered ways of disposing of the NBC-Blue Network, which it must virtually abandon under the regulations, and that the company has even given serious thought to getting out of the broadcasting field.

Not less than four approaches have been made to RCA, the parent company of NBC-Red and NBC-Blue, to persuade it to dispose of the Blue in one way or another—the latest occurring within 48 hours after the Network Monopoly Report was released May 3 and coming from a Wall Street banking house which asked for a price.

What to Sell?

The question facing RCA is, exactly what have we to sell? The only Blue stations which it owns outright are the 50,000-watt WJZ, New York, and the 50,000-watt WENR, Chicago, the latter being a halftime outlet sharing with the independently owned WLS. Otherwise all NBC has in affiliation contracts with the Blue Network stations, and their assignability is definitely clouded by the FCC's assumption of authority to determine whether a station may affiliate with a network and with what network.

More than that, the sale of the Blue as a separate entity might involve RCA in the defection of some of its most important outlets since all but WJZ and WENR would presumably have free choice to quit the Blue and operate independently or align with some other network. In fact, NBC counsel made point of the probability, at the network monopoly hearings in Washington, that some of the Blue's most important independent outlets would immediately shift over to Mutual Broadcasting System, strengthening that network substantially but leaving the field very thin for a strong fourth network.

In other words, they claimed that the Blue, if it survived at all, would become an extremely weak fourth network due to the absence of available outlets in many of the most desirable markets.

Thus it was disclosed at the hearing by NBC counsel that a representative of Col. Robert R. McCormick, publisher of the Chicago Tribune, which owns WGN and is one of the principal stockholders in MBS, had approached RCA with a proposition to buy either WJZ alone or WJZ and the Blue network. The offer made, it was said, was "ridiculously low", though its terms were undisclosed.

NBC counsel concluded therefore that the plan was to salvage the best Blue affiliates, join them to MBS to bolster up its week spots and abandon the remainder. Informally it was also suggested that, in the event of Tribune acquisition of WJZ, there might be no more need for WOR as the New York key of MBS.

Patterson's Offer

Another offer, it was learned, came from Capt. J. M. Patterson, publisher of the New York Daily News, who is a cousin of Col. McCormick though usually on opposite sides of the political fence. Ownership of both the Chicago Tribune and New York Daily News, however, resides in the same family, although Col. McCormick does not interfere in any way with the management of the New York newspaper nor Capt. Patterson with the Chicago newspaper.

The Patterson offer, it was said, also contemplated purchase of WJZ and the Blue. Capt. Patterson (Continued on page 108)
Chain, next August, if the FCC majority’s calendar of conquest holds, Radio by the American Pluton, as we know it today, will go into the discard. What is today the best and the freest radio system in the world will begin rotting away—the prelude to a government-operated system for which the public will long suffer.

Many broadcasters may not realize the full impact of the FCC’s monopoly order smuggled out of the Commission during the stillness of that May 3 Saturday forenoon. It is certain that the public, buttered up with headlines about more networks and free competition, has no appreciation of what the FCC edict means.

The majority report is as brilliant as it is clear. It is a tribute to the genius of FCC Chairman James Lawrence Fly as a lawyer and an editor, and to the top members of the FCC Law Department who carried out the instructions of the FCC’s majority. But in our judgment it does something far worse than a disservice to 150,000,000 Americans who make up the radio audience.

The FCC order is for the destruction of the existing system of broadcasting (for that is its obvious long-range effect) did so on fallacious grounds, however noble their intentions. Despite the artful language and inspired conclusions, there is apparent the blind rage of certain commissioners against the major networks and their directing heads. The majority, in our studied view, has set up rules that cannot work, and will bring about a public reaction that is bound to force another change. And the only avenue left in these times of world stress would be government operation.

The majority evidently had only one thought in mind—divide and rule. Up to the present writing it has been attacked by those who see the only advantage to themselves. Big stations envision all of the network business coming their way; little stations that feel they have been pushed around by the chains figure they will cut in on network business for the first time and, of course, many promoters see the opportunity for new chain operations overnight, without the necessity of supplying sustaining programs or of having anything more than a sales organization and a rented studio and long-lines contracts for a tailor-made hookup.

We cannot conceive of the Administration or of Congress permitting the FCC order to stand. And we feel that the FCC is in minority in their view that it will create chaos in which service to the public will suffer. We cannot see how Chairman Fly, himself the sponsor of the Defense Communications Board, a war agency, can lead his Commission pell mell into a remaking of the whole broadcasting structure, all in a few days, while the nation is on the brink of possible involvement in war and actually on a war-footing.

The fact that the upheaval which would be induced by the new rules probably will not occur Aug. 1, as a result of some sort of intervention from higher places, does not minimize the danger that faces not only radio but all industry in these times. It demonstrates the utility of pressure for prompt and forceful action to curb bureaucratic agencies drunk with power.

We are not attempting here to whitewash the major networks. In a highly competitive field they have indulged in practices that are subject to criticism. But the public has not suffered. There has been a murmer of complaint about network programs on the whole. The controversies—more or less smug in character—have been within the industry, and therefore (if we interpret the Supreme Court’s dictum in the Sanders case rightly) outside the purview of the FCC.

Such matters as NBC’s dual network operation and network ownership of stations may warrant scrutiny and action by the Government. But we seriously question the jurisdiction of the FCC to do anything about them without a specific mandate from Congress under the facts as they exist. To use the public interest clause as a catch-call, goes far beyond the Congressional intent.

Chairman Fly’s allusion to the majority report as the “Magna Carta for American broad-casting” is simply another dramatic play on words. It is rather silly to talk about more network competition when the problem is simply one of allocation. If there were additional outlets in important cities there would be more network competition and the major networks cannot supply any more program service to a city with four stations than do the existing four networks. The programs simply would bear different trademarks, because the aggregate number of hours available for service would be the same.

But there would be a decided change in the culture of programs. Incentives for the production of sustaining programs would die. Many of the advertising agencies now buying networks or spot do so because of listener loyalty created over stations by the network service. All that would be gone. And there’s no reason why the Young & Rubicams and J. Walter Thompson should not set up their own stations, or have the desirable markets and leaving the lines. They already have the studios and the talent. They wouldn’t be interested, however, in the sheep-herders in Montana or the nomads of the Great American Desert.

President Roosevelt, in a recent letter to Congressional leaders on the new $3 billion dollar tax measure, asked for legislation that would not make the rich richer and the poor poorer. That, in our judgment, is precisely what the new monopoly order of the FCC will do. And that may be the intent, in what appears to be a planned drive toward government absorption of radio.

It isn’t up to the major networks to try to stem the tide alone now. Maybe they have tried to do too much already. But it is up to every broadcaster, in the interest of its public service, and in its own self-preservation, to take the long-range view and bring the FCC majority—perhaps through its creator, the Congress—to its senses.

Disposal of Blue

(Continued from page 17)

It has long evinced an interest in getting into radio, being one of the applicants for an FM station whose application has been held up due to the pending newspaper ownership inquiry.

The fourth offer was said to have come from George E. Allen, twice a Roosevelt appointee as commissioner of the District of Columbia and now vice-president of the Home Insurance Co. New York. Representing unnamed principals, he is said to have learned of the proposed FCC divestiture of the Blue and to have approached NBC officials with a suggestion that his group might buy. Mr. Allen’s intentions were understood to be known to FCC Chairman Fly, who was asked for an opinion on the assignability of the affiliation contracts.

The proposed Allen deal is shrouded with considerable mystery, and efforts to secure details have been unavailing. The only thing that could be learned was that the buyers’ bargaining for the severe restrictions to be imposed by the FCC on affiliation contracts, time options etc. in the then forthcoming Network Monopoly Report, cooled on the deal as a too risky investment. Because Allen has always been close to the New Deal, there was a suspicion that the object was to get the Blue and develop it as a sort of “pet” New Deal project and as a possible offset to newspaper opposition to New Deal activities.

How to Dispose of Blue

In New Deal quarters no secret has ever been made of antagonism to Col. McCormick and the Chicago Tribune, because their opposition to Roosevelt policies, and New Dealers in conversations have frequently stated they would fight any effort to strengthen his position in radio.

The proposed deal would involve with the possibility of being forced to dispose of the Blue, one of the proposals made to RCA is that the network should be split up into separate parts of $10,000,000 and that its stock be distributed as a dividend to the 250,000 RCA stockholders. It could be moved into separate quarters with its own executives, staff and program organization, and it would be operated as an absolutely independent entity in no way beholden to RCA.

What the stockholders would elect to do with their stock would be their own choice. They could keep it as private citizens or sell it as they pleased. There would be no subsidy, but manifestly new money would have to be brought in as working capital and, in keeping with the FCC’s divestiture demands, this capital could not be obtained from RCA.

The merit of this plan was said to be that it would (1) preserve the Blue as a going business and maintain its payroll, probably augmented; (2) obviate the danger of the Blue stockholders suits charging dissipation of the assets of RCA; (3) follow the letter and spirit of the FCC demands to divide networks and the implications of monopoly.

That the Blue could continue in business was regarded as certain since it already enjoys a gross revenue of $10,000,000 a year or more.

It has also been suggested that RCA might do the same with the Red, thus getting out of the broadcasting business altogether and concentrating on its manufacturing and communications activities. It was recalled that Electrical Co., once-time half-owner of NBC, got out of the network broadcasting field just as it got out of the field of public utility operation when it divested itself of all interest in the Electric Bond & Share.

Another proposal has been to incorporate the Blue separately and poorer. The proposal that emerged, however, is to pocket the proceeds and leaving to a company formed by the affiliates whether it should be operated for stockholder profits or as a mutual enterprise like MBS.

Page 18 • May 12, 1941

BROADCASTING • Broadcast Advertising
Summer Time Sales to Break All Records

RADIO advertising faces a good summer, easily its best summer. That prediction is a safe one; it's based on business actually since last fall and in the works.

Furthermore, it applies to the fall and winter months, assuming the world crisis doesn't upset the nation's economy. A possibly disturbing factor is noted in the FCC's Network Monopoly Report, which may react unfavorably on some radio contracts. What results the goings-on among Washington radio regulators will bring cannot yet be foreseen.

In a survey of agency, advertiser and broadcast industry executives from coast to coast, Broadcast correspondents have submitted reports that point to record-breaking business in the approaching months.

Defense Stimulus

Combining the field for facts about the radio advertising business, they have been unanimous in reporting optimism everywhere.

The usual ifs and buts are centered mainly on problems involved in the national defense—a factor that has provided the main stimulus to general business and a corresponding stimulus to radio advertising.

The general uprising even overspills a year that would have rung the bell in an ordinary year.

The fact: Summer no longer is hard for broadcasters to sell!

Nor is Saturday! In fact, the current summer will find many stations sold out, or almost so.

Any other year this situation would have had the advertising world agog. But the spring of 1941, teeming with talk about war, priorities, taxes and the breakup of network relations, is too full of excitement for such a phenomenon to arouse much attention.

How long the boom will last no sane prognosticator would care to guess. Observant agency executives, quick to note soaring retail sales, are revising advertising schedules to get their clients a piece of this business. As a flexible medium easily adapted to changing trends, radio is naturally beneficial.

Luxury buying is a factor of growing importance. As more money goes into circulation and payrolls increase, observers, for example, note a tendency for buyers to shift from 10 to 15-cent cigarettes.

Priorities Minimized

Talk of priorities is widespread, of course, but so far there has been little impact from Government control over basic commodities, except for cancellation of the Keptner beer can network.

Should priorities hit radio-advertised products, substitutes would tend to minimize the blow. Further, some sponsors would turn to institutional copy, if Canada's wartime experience is a criterion. And heavy industries don't buy much radio.

But most important of all, the increased sales of packaged goods will likely offset any loss of advertising from priority, tax and other troubles, it is believed.

All types of broadcast rendition are shown by the rise in business. Networks, regional bookings and local stations are booking this business faster than they ever have booked it before at this time of year. For radio is active are transcribed musical spots and jingles.

The brief spot campaigns are running into a schedule problem—a problem arising from the fact that schedules are jammed. One of the natural results is a Saturday morning boom at many stations, and it wasn't long ago that Saturday morning time was hard to give away.

In Canada, broadcast stations are still getting more and more business. Of war, whose consumer products have been affected have turned to institutional copy. There, too, summer bookings indicate a record.

And there, too, the first quarter of 1941 set all-time records. In this country the quarter showed an increase of perhaps 20% for networks, more for spot.

All of Canadian comparisons are a help, they are not exactly parallel because the United States approaches war participations at a time when serious shooting is under way.

Autos, for Example

The war factor, difficult to analyze or predict, has varying effects.

In the automobile industry, production for the next model year, starting in the autumn, will be curtailed by 20%. That will be more before many months have passed. This will affect sales. Since auto time is bought on dealer or zone recommendation, a marked curtailment in production may cut into radio bookings.

On the other hand, curtained product may bring a boom in the second-hand car market, with radio advertising since it has proved an effective medium for this business.

That's a sample of the knots a forecaster gets into if he tries too much exacting.

Much as one man thought could be gained, however, from a scanning of the nation's radio centers. Hereewith are the analyses of Broadcasting's regional representatives:

NEW YORK

By BRUCE ROBERTSON

BUSINESS as usual, and indeed somewhat better than usual, sums up the current status of advertising on the air, according to some 50 executives of advertising agencies, networks, stations and station representative organizations interviewed by the New York office of Broadcasting during the past couple of weeks.

The first quarter of 1941 was better than the first quarter of 1940 by about 20% for the networks and by somewhat more than that for spot, with a number of station representatives reporting March as their all-time high billings.

A Good Summer

The outlook for summer business is extremely good; more network advertisers are continuing through the summer than ever before and spot radio placements are also well ahead of previous years.

Beyond the summer season, no one was willing to do any predicting. To date the war abroad and the defense program at home have had little effect on radio advertising, but the growing list of materials placed on the defense priorities list, the diversion of public funds into the purchase of defense and commercial goods, and the anticipated tax increases are considered certain to alter the present picture to some degree.

Up to now, however, the defense program has served only to put more money into circulation, stimulating purchases and the consequent need for advertisers to secure their share of those purchases, which has resulted in more advertising on the air.

Some of the station representatives report increased billings for stations in defense markets, industrial cities and cities with Army camps nearby, where there is more money available for the purchase of advertised products. Other representatives, however, say that their efforts to sell certain "pay-poor" categories to advertisers have met with small success.

Several agencies stated that the defense picture and its effects on retail sales are among closely watched and that spot and network schedules are being reviewed (Continued on page 19)
NAB Assembles for a Stormy Convention

Net Report, Music, War Are Main Subjects

A SOMEWHAT DAZED broadcasting industry, staggered under the impact of the FCC's latest pronouncement aimed at networks and stations, was able to meet this week in St. Louis for the 19th annual NAB convention, hoping to find some means of bringing a semblance of order out of the threatened chaos.

The agenda for the convention, worked out weeks in advance, may be all but thrown overboard to accommodate the free-for-all discussions expected to develop as a result of the FCC monopoly order, as well as eleven hour developments on the copyright front.

The War Problem

Totally aside from these considerations, however, the seriousness of the war situation, with its effect both on the program schedules and on equipment availability from microphone to transmitter, is bound to provoke action of extraordinary importance.

The outlook is far from harmonious, with Mutual Broadcasting System taking a position diametrically opposite to that of NBC and CBS on the industry regulation issues. MBS likes the NAB Monopoly Report, despite the dire predictions from other industry quarters. And it wants to deal with America First, and not to that favored by BMI, NAB President Neville Miller, the major networks, and even a number of its affiliates.

"Anything can happen" atmosphere seemed to pervade the industry just prior to the opening of the convention May 13. Extraordinary sessions of NBC affiliates, as well as those of CBS and Mutual, were planned, with the NBC session definitely scheduled for 8 Sunday evening. In addition, all of the industry groups functioning under the NAB, such as Independent Radio Network Affiliates, National Independent Broadcasters, regional stations, clear channel group and several "rump" sessions of particular interest to the broadcasting industry, all planned pre-convention meetings, to arrive at positions—they propose to take in the discussions expected to occur.

Mr. Miller, at President Miller, because of his appointment both in regard to the Network Monopoly Report and the ASCAP formula accepted by that board, had the emblems of precipitating a first-class row. Fred Weber, MBS general manager, launched both vitriolic attacks upon Mr. Miller.

The whisperings of past conventions that the NAB is, in effect, acting in the interests of certain of its members as against those of others (i.e., NBC and CBS, as opposed to MBS) apparently are being heard on a grander scale.

Advance registrations and room assignments as of last week-end have outstripped over 800 with likelihood the over-all registration will eclipse 1,000. This would be a new record, with the previous high figure at 850, including non-members exhibitors and other satellites of broadcasting.

Monopoly Report?

While the regular convention agenda (published herein) stands, it was made clear that any spontaneous discussions from the floor on these latest developments would be given right of way, except for definitely scheduled speeches of outstanding personalities attending.

As Broadcasting went to press, there still was no clear-cut industry opinion on how the Network Monopoly Report might affect industry, station,保存for the post-

The FCC has serious doubts of the explosive report as one that would open up "new and healthy competition among the radio chains and give individual stations more independence," no FCC support yet has been heard. By the time of the opening gavel, however, it is expected that sentiment will have crystallized to the point where definite positions will be taken by particular industry groups.

With so many crises on so many fronts, broadcasters were a bit bewildered as to what direction the convention might take. Newsprint stations expected to consolidate their own position with respect to the FCC newspaper divestment inquiry, as yet unscheduled, at a meeting called by Chairman Harold V. Hough to be held Friday after the convention itself closes.

Mark Ethridge, former NAB president, who was delegated by President Roosevelt to make an all-inclusive survey of the radio regulatory problem, also was to make an over-all report. It was expected he again would prove the rallying point in the battle to give the industry out of the wilderness. Mr. Ethridge is scheduled to address the convention at its Wednesday session. Prior to that, however, it is expected he will have an opportunity to advise the industry on the outcome of his eleventh hour appeal to the Administration to prevent an industry upheaval by legislative means [see page 17].

Prior to the May 3 release of the FCC's monopoly report, indications had been that IRNA would become institutionalized. The admission immediately resulted in a revival of that organization as the strongest entity in the industry. At a breakfast meeting scheduled for Tuesday, May 8, the IRNA board of directors plans to adopt a plan of operation, with likelihood that at the general IRNA meeting the same afternoon, steps will be taken toward a new approach on the whole-network-affiliate issue.

Public Service of the Industry Is Outlined in Miller's Report

No Place for Internal Warfare, He Declares; Reviews Achievements of BMI for the Year

CITING radio's response to its opportunity of increasing public service in the light of worldwide events since the San Francisco convention last August, NAB President Neville Miller in his annual report declared that the broadcasting industry could look back on the last nine months "with a real sense of satisfaction and pride."

He emphasized the successful operation of Broadcast Music Inc., paying tribute to BMI executives and the industry's realization "that yours and mine is no key to the luxury of internal warfare" as the key to the organization's success.

Defense Activity

Full cooperation of broadcasters in the national defense effort also drew praise from President Miller. He declared that the NAB program code is winning continual public approval and that its success "proves the wisdom shown by the industry in adopting the code."

Highlights of the last year's code enforcement covered the placing of commercial sections in effect, an exhaustive survey of children's programs prepared by Mrs. Dorothy Lewis, and continuous intelligent work by the Code Committee, headed by Edgar L. Bill, of WMBD, Pat.

Mr. Miller announced that NAB membership has reached a new high, with 526 active and 21 associate members. The associate membership plan, developed to allow broadcasters to pool their energies and resources with those engaged in other branches of the radio industry, was put into effect last winter, he explained.

SUMMARIES of yearly reports of NAB officers to the Convention will be found on page 98.

"The greater portion of your President's time this year has been devoted to activities connected with the music copyright controversy," Mr. Miller explained confidently that finally we have solved a problem which has vexed broadcasters for the last two decades. He noted that M. Kasey, and Albert E. Tompkins and Carl Haver-lin, and to the entire BMI staff and board of directors, we owe a debt of gratitude for the simply marvelous job which has been done.

BMI Achievements

"Not only have they performed miracles, but have secured the cooperation of the broadcasters and, of many other industries, to the end that what many thought was impossible is now an accomplished fact. Radio has created a competitive market of music, has opened the door of opportunity to the young author and composer, and has, despite many handicaps, continued to give the American public musical programs of high quality."

While some of the work of the BMI staff, the greatest single factor in accomplishing this result has been the realization by broadcasters that they could no longer afford the luxury of internal warfare. The skeptical, who have often repeated that broadcasters would never approach a problem as a united industry, and those who in the past have been successful by

Notable Speakers

A blue-ribbon slate of guest speakers has been arranged for the convention, headed by Vice-President Henry A. Wallace, who will address the luncheon session Tuesday, May 11. Among other things, probably brings greetings from President Roosevelt.

At the first business session Tuesday morning, the subject will be the radio's contribution to the national defense. Participants in this

(Continued on page 98)

The pursuit of a policy of divide and rule, have been sorely disappointed.

"It would serve no purpose here to review the events of the last six months which are fresh in the minds of all of you, but may I repeat once more what I have so often stated—that the determined man in which the industry has fought through this fight will give courage and determination to the industry in the future, and for many years to come you will be gathering additional fruits of your well-earned victory."

"I believe there are those in radio who have the experience and the sound sense and the patriotism to guide this service to which we are committed and that as a privately operated competitive business will render a greater service than under Government control. We in radio face the future with confidence and know that come what may, radio will perform its task with credit to itself, to the Government, and to the American public".
SUNDAY, MAY 11
2:30 p.m.—Public Relations Committee, Room 2.
3:00 p.m.—NAB Bureau of Copyright, Board of Directors, Room 8.
3:30 p.m.—Board of Directors, Broadcast Music, Inc., Room 8.
9:00 p.m.—NABC Affiliates Meeting, Niles Trammell, presiding.

MONDAY, MAY 12
7:45 a.m.—NAB Staff Breakfast, Room 9.
9:00 a.m. to 5:00 p.m.—Registration, Mezzanine.
10:00 a.m.—Engineering Committee, Room 2.
Legislative Committee, Room 2.
Research Committee, Room 7.
Sales Managers' Executive Committee, Room 8.
2:30 p.m.—NAB Annual Golf Tournament, Sunset Hill, (The ABC Radio Magazine Trophy). Entries and Transportation arrangements may be made at the time of Registration.
7:00 p.m.—NAB Board of Directors, Room 3.
Accounting Committee, Room 3.
Code Committee, Room 7.
Labor and Wages and Hours Committees, Room 6.

TUESDAY, MAY 13
7:45 a.m.—NAB Staff Breakfast, Room 9.
8:30 a.m.—(IRNA) Board of Directors Breakfast, Room 2.
10:00 a.m.—Business session, Neville Miller, presiding, Ivory Room.
President’s Annual Report.
Appointment of Convention Committees.
Speaker-Treasurer’s Annual Report.
Federal Amendments to By-Laws.
Report of Nominating Committee.
THE RELATION OF THE RADIO TO THE NATIONAL DEFENSE.
Commlr. H. R. Thuber, Public Relations Officer, E. S. Navy.
Hon. James Lawrence Pry, Chairman, FCC and Defense Communications Board.
Mr. Mellett, Director, Office of Government Reports.
12:30 p.m.—Luncheon, Gold Room.
1:20 p.m.—Address of Welcome, Hon. William De Beck- er, Mayor of St. Louis.
1:50 p.m.—Address: Hon. Henry A. Wallace, Vice President of the United States.
2:20 p.m.—General Meetings.
IRNA, Ivory Room.
NIB, Room 9.
Sales Managers’ Executive Committee. Sales Managers’ General Committee. Station Representative Associate Mem-
bers, and Agency Representatives, Room 1.
Address: “Selling and Servicing Radio Advertisers”, W. F. Buhler, WHAS, Room 8.
4:15 p.m.—Clear Channel Group, Room 9.
Regional Channel Group, Room 8.
Local Channel Group, Room 7.

WEDNESDAY, MAY 14
7:30 a.m.—NAB Staff Breakfast, Room 4.
8:30 a.m.—Breakfast Sessions.
Department of Broadcast Advertising Roundtable, Frank E. Peltgrim, presiding, Room 10.
M.I. Projection Representation Roundtable, Merrill Tompkins, presiding, Room 5.
Labor, Wages and Hours Roundtable, Russell P. Place, presiding, Room 6.
Research Roundtable, Paul F. Seler, presiding, Room 2.
10:00 a.m.—Business Session, Neville Miller, presiding, Ivory Room.
The Commercial Programs of the NAB Code, Ed. B. Billings, Chairman NABC Code Committee.
Broadcast Advertising Record, William Scrippes, Will Scrippes, Chairman NAB Research Committee.
B. Y. Finian, WSPD, Chairman, NABC Sales Managers’ Executive Committee, Chairman.
Broadcast Advertising, an Industry Job, Frank E. Peltgrim, Director, NAB Department of Broadcast Advertising.
Planning Today for Post-War Business, Col. Willard Chevalier, Publisher, Business Week.
12:30 p.m.—Luncheon Session, Open to NAB members, (NAB associate members only), General discussion on Monopoly Report, Gold Room.
2:15 p.m.—Business Session, Ivory Room.
Neville Miller, presiding, “Labor and the Broadcaster” (open discussion).
3:00 p.m.—Election, Directors-at-Large, and Network Directors.
6:00 p.m.—Advisory Ballot on Site of 1942 Convention.
Report of Resolutions Committee, Adjournment.
7:00 p.m.—Refreshment service preliminary to banquet, Ivory Room.
7:45 p.m.—Nineteenth Annual NAB Banquet, Gold Room.
FRIDAY, MAY 16
10:00 a.m.—Newspaper Radio Committee, Room 8.
10:00 a.m.—NAB Board of Directors, Room 9.

Territory Disc Ruling
AMERICAN FEDERATION of Musicians has temporarily revised its ruling on delayed transcription programs going to Hawaii, the Philippine Islands and Alaska so that programs may now be broadcast from any location for broadcast without any additional fee to the musicians. Programming will hold until the AFM convention, to be held June 9 in Seattle.
Defense Offices Coordinating Radio

Army, Treasury, Navy Are Organized for Use of Medium

RADIO broadcasting, long accorded a prominent place in paper defense preparations, is now established as a functioning factor in the government's national defense effort. With personnel drawn largely from experienced radio circles, the government's broadcasting organization is staffed to supply practical advice, guidance and production ideas to the industry.

The government's defense radio activities run the gamut from arranging time for speakers representing the Office of Production Management and other defense organizations to writing spot announcements for Army and Navy recruiting and community production designed to educate the listening public to the defense effort.

The scope of the program extends from radio in the Army to the Treasury Department's campaign for defense savings bonds and stamps to clearing authority for mailing broadcasts from U. S. Army reserve units.

Army Activity

The Radio Branch of the newly organized Bureau of Public Relations of the War Department, headed by Capt. C. G. Richardson Jr., is establishing itself as the busiest and farthest-reaching defense broadcast setup in the government. With Edward M. Kirby, public relations director of NAB, as a dollar-a-year civilian advisor directing the radio branch's work, its key personnel have been drawn directly from broadcasting and advertising fields.

The War Department's radio activities center in the Radio Branch of the WRC-BBC Publications 41, which is broadly divided into two divisions—a writers' section and a special events section. As administrative executive, Robert C. Cole- son, formerly in charge of radio and special events at the San Francisco Golden Gate Exposition, is responsible for assigning and scheduling work, as well as the follow-through on details.

In the writers' division are Jerry Ross, chief script writer, formerly freelance radio writer for the New York Post man and writer with Blackett-Sample-Hummer; Morris Jacobs, writer, formerly of Benton & Bowles and B-S-H, and in 1936 publisher of the American Advertising National Committee; Joseph L. Brechner, who has written the scripts for most of the army recruiting transcriptions now on some 200 stations, and A. C. Cole- man, handling research assignments, former freelancer on Washington stations.

Two of the newsmen formerly in charge of news, special events and sports at WSM, Nashville, is in charge of the special event division. Associated with him are Brooks Watson, formerly of WMDB, Pearsall, Ill., and Ross Worthington, former producer of WE, The People and with Pathe News, who is responsible for coordinating pictorial aspects of Army radio special programs from the pictorial branch of the Bureau of Public Relations for newscast and still picture coverage.

Liaison with educational broadcasting is Capt. Harold L. Marland, formerly in charge of radio for the Chicago public schools. Capt. Gordon Hitioneck, of WRC, Washington, is in charge of radio activities of the Morale Branch of the Army, clearing through the Radio Branch. Also functioning as an advisor on radio matters is Lieut. John S. Hayes, formerly of WOR, New York, head of the radio section of the public relations branch of the Office of the Quarter master General.

On the listeners basis, the radio section's field extends to all national or sponsored programs originating at a military reservation. Clearances have been cleared through the commanding officers of the posts involved. Mr. Kirby has urged stations to make inquiries of the Radio Branch whenever they are in doubt about authorization or commitments, and it is planned to have authorized persons on hand in the Radio Branch throughout the day from 8:15 a.m. to midnight, to handle telephone inquiries from stations.

Treasury Drive

In the Treasury Department, the Radio Section of the Defense Savings Staff is headed by Vincent F. Callahan, former newspaperman, general manager of WILK, New Orleans, and WBZ-WBZA, Boston-Springfield. As chief of the Radio Section, Mr. Callahan directs the nationwide radio campaign to sell Defense Savings Bonds and stamps, which started May 1.

Assisting Mr. Callahan is Charles J. Gilchrist, for 10 years radio director with the Chicago Daily News and later for two years director of news and special events for WBZ-WBZA. Before joining the Treasury Department organization he was general manager of Radio Feature Service Inc., New York.

Callahan is in charge of Defense Savings radio staff includes Frank King, continuity editor and script writer, with the Treasury Department since 1931 in public relations work. Irvin Solids, director of defense language programs, former newspaperman who some time ago was employed by the Justice De- partment to handle foreign language radio activities, is in charge of the alien registration campaign; Mar- jorie L. Spriggs, director of women's and children's programs, who was formerly continunly with publicity director of WOR, Bos- ton, and WBZ-WBZA.

Headed by Bernard C. Schoen- feld, formerly in charge of the Radio Section of the Division of Information of the Department of Interior, the Radio Section of the Office for Emergency Management was established on March 1. Besides writing and assisting in the production of live and transmitted programs slated to the national situation, the Radio Section assists in arranging broadcast time for officials of the Office of Production Management and associated defense organizations.

In addition to Mr. Schoenfeld, the staff of nine includes John Fin- nerty, assistant to the chief of the Radio Section; formerly in charge of advertising as well as press relations and radio work; Dorothea Lewis, chief script writer, formerly Washington newspaper correspondent and chief script writer for the National Parks Service; Armand Deutsch, field representative, widely experi- enced in commercial radio and formerly with Young & Rubicam and program director of Rudy Vallee shows.

Selective Service

Radio activities of National Se- lective Service Headquarters, which hit a high last fall just before the nation-wide see registration, promise to rise again when an expected second registration is held in few weeks. Broadcast operations are supervised directly by Mr. Joseph Ernest M. Culligan, public relations officer of National Se- lective Service Headquarters, who also has appeared frequently before the Senate and House committees on selective service problems and progress.

He is assisted in radio work by Bourke Foyd. Under the cooper- ative setup between broadcasters and the Defense Branch of the NAB and network liaison function as an advisory radio committee.

It is expected that the functions and personnel of the radio section of the Office of Defense Branch of the Navy Department will be ex- pared shortly, following the ap- pointment of Frank E. Mason, NBC president, to charge of informa- tion. Mason, who is under a $1,000-a-year contract, will work with the Secretary of Defense, Wilson, to set up a Navy radio news service.

Mr. Mason's appointment was made by Rear Admiral Arthur J. Hep- burn. Although Comdr. Sharpie at the moment is a one-man staff for the Navy Department, it is expected that additional personnel will be appointed under the reorganization to be engineered by Mr. Mason.

WBWN Post to Wilkins

BERNE W. WILKINS has been appointed manager of WBWN, Brooklyn, as of May 5, ac- cording to an announcement of Burt M. Thomp- son, vice-president and general man- ager. Mr. Wilkins' background in radio includes executive sales positions in many stations in the Metropolitan New York area, including WNEW and WMCA. He came to New York from his previous station, where he had been serving as advertising manager in charge of all radio for the Air Conditioning Training Corp., Youngstown, Ohio. Following his successful running his own New York advertising agency.

Seek Draft Deferment

LGAEW OF Wisconsin Broadcast- ers which met at La Crosse last week with WBKH as host, adopted a resolution which results in a two-month draft classification for radio station technicians and other men in key positions by which they will have automatic deferments. The resolution has been submitted to the NAB with a request that it be discussed at the St. Louis convention. At the same time the meeting were Ed Cunniff, Otto M. Schlabach, Howard Dahl, WBKH, La Crosse; James Kyles, WCLO, Janesville; William C. For- rest, WIBU, Poynette; Harold Newcomb, WBXN, Racine; Donald R. Burchenal, WFL, Waukesha; Anthony Frechette, W F H R, Wisconsin Rapids.

Chicago AFRA Pacts

TWO MORE Chicago-area stations have signed contracts with the American Federation of Radio Artists for a basic wage setup which includes announcer and staff talent. New contracts will be in effect until Nov. 1, 1943. WJJD, Chicago, which formerly had a minimum wage of $55 a week per year, now will pay $55. WIND, Gary, Ind., with studios in Chicago, went into the pact at $65 a week. In addition, the working week has been cut from six to five days. Both stations are owned by Ralph L. Atlas.

Weed Sues Stenger

JOSEPH J. WEEF, president of Weel & Co., New York, station representatives in day time, filed suit for $6,012.42 in New York Supreme Court against John Stenger Jr., former oper- ator of WBAX, Wilkes-Barre, Pa., which had its license renewal denied by the FCC April 1. Weel has charged that Mr. Stenger's company represented WBAX from June 1938, to March 1941, and that the sum due him is commission on a 15% basis.
"I'D NEVER THINK THEY LISTEN DIFFERENT!"

- If you (or anybody you know) thinks there aren't significant preferences in the listening habits of various kinds, ages and classes of people, you need a copy of the 1941 Iowa Radio Audience Survey. There are decided preferences... and the Survey will tell you what they are!

(Also it will help you plan a lot of really dependable ideas on ways to capitalize these preferences.)

Whether your best prospects are urban, village or farm families—the 1941 Iowa Survey will tell you

1. Which programs they "listen to most"
2. Which stations they "listen to most"
3. How much they listen to each station named as "listened to most"

Won't that help you with your radio plans?

Fourth of an annual series of similar studies, the 1941 Survey is now under way. Eighty trained interviewers are sampling the Iowa audience, under the direction of Dr. H. B. Summers of Kansas State College and Dr. F. L. Whan of the University of Wichita. Within a few weeks the figures will be on the press. If you'll drop us a line now, we'll put you down for one of the first copies. No obligation, of course.

Address:

WHO         + for IOWA PLUS! +

DES MOINES . . . 50,000 WATTS
J. O. MALAND, MANAGER
FREE & PETERS, INC. . . . . National Representatives
Los Angeles Newspapers Again Ban Radio News

Los Angeles metropolitan newspapers have again clamped down on radio news. Hedda Hopper's daily Hollywood column was pulled from the May 6 issue of the Los Angeles Times because it ran contrary to the Los Angeles metropolitan publishers' ban on radio news, which was tightened in early May to bar all mention of the NBC testimonial dinner to Jack Benny, staged at Biltmore Hotel Bowl, May 9. Miss Hopper had devoted her entire May column to Benny's show business career.

Los Angeles Times tossed out the column and requested her to substitute another. Miss Hopper refused on grounds that she was busy with rehearsals for her three-weekly CBS Hedda Hopper's Hollywood, sponsored by California Fruit Growers Exchange (Sunkist oranges, lemons). Handled by the Des Moines Register-Tribune syndicate, her column ran as usual outside Los Angeles. Hollywood Citizen-News is the only Los Angeles area daily that gave consistent mention to the Jack Benny dinner.

New MBS Comedy

A HALF-HOUR comedy sketch, The Great Gams, story of the antics of a theatrical family, will be heard on MBS, Thursdays, 10:30-11 p.m., replacing In Chicago Tonight which went off the air for the summer on May 1. The summer sustainer is produced by William A. Bacher, written by Forrest Barnes, and features Bret Morrison, Barbara Luddy and Phil Lord.

'Liberty' Spots

MACFADDEN PUBLICATIONS, Inc., New York, promoting the circulation of Liberty Magazine, is starting a 35-word announcements three times weekly on WHK KOMO WJAX WBAL WTAM WWJ WBEN and quarter-hour newscasts once weekly on KFI KGY and KPO. Erwin, Wasey & Co., New York, is agency.

Grant of Two Stations to Tacoma, Wash., Carries Out 'Survival of Fittest' Theory

THE FCC's "survival of the fittest" policy, laid down in the Sanders-Dubuque case, was again pointedly demonstrated May 7 when it authorized two new broadcasting stations, one of them a regional, in Tacoma, Wash., where two stations have long been in operation, where some service is rendered by some of the eight stations located in nearby Seattle.

In addition, the previous day the Commission authorized new regional stations in Everett, Wash., and Dallas, Tex., and a new local in Cedarown, Ga.

No Newspaper Grants

None of the station grants involved newspaper interests, although in the case of one of the Tacoma grants the successful applicant is a former newspaper editor and executive with no present connections. This Tacoma grant went to Michael J. Mingo, who was granted an optional 500 or 1,000 watts fulltime on 1430 kc.

The other Tacoma grant went to Tacoma Broadcasters Inc., and carried 250 watts fulltime on 1490 kc. Officers and stockholders are: G. C. Cavanaugh, lumberman, president, 52.5% stockholder; T. S. Lyle, banker, vice-president, 22.5%; Harold Woodworth, construction company executive, 25%; James Dempsey, lumberman, 1%; Roy Davison, standard paper Co., 1%; C. S. Chapman, lumberman, 1%; B. E. Buckmaster, North Pacific Bank Note Co., 1%.

The Everett, Wash., grant, was to Cascades Broadcasting Co., Inc., of which Dr. R. B. Binyon, owner of an optical company, is president and 50% stockholder. L. W. Waggren, an engineer, holds 49.2% of the stock, and C. A. Hampton, radio dealer, holds a qualifying share. Dr. Binyon also recently made a signifying purchase of interest in KWAL, Walla Walla, Idaho. The station was assigned 500 watts fulltime on 1460 kc.

Chilton's Dallas Regional

The Dallas grant gives the community its fourth station. It went to A. L. Chilton Radio Corp., Inc., of which A. L. Chilton, chief owner of KLRA and KHGI, Little Rock, holds 9,500 shares of stock and his wife 36 shares. In addition, James R. Wood holds four shares. The grant covers 1,000 watts daytime on 660 kc.

The new station in Cedartown, Ga., will operate with 250 watts fulltime on 1340 kc, and the construction permit was issued to Northwest Georgia Broadcasting Co. C. L. Lam, of Rome, Ga., theatre and farm owner, is president; treasurer, and 82.5% stockholder. R. W. Tounsaville, of Rome, dancing school owner, is vice-president and secretary; and 16.75% stockholder. Joe W. Lam holds a qualifying share.

Gillette Razor Dickers

On World Series Option

GILLETTE RAZOR CO., Boston, which has an option with Judge Kenesaw M. Landis, baseball commissioner, for the broadcast rights on the World Series games this fall, is reported to be signing the contract for the games early this week, although no official statement on the matter was forthcoming from Maxon Inc., New York, the agency.

NBC has been bidding for the broadcasts, but it is probable that MBS will get the contract again, making the third consecutive year that network has carried the Series exclusively.

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BROADCASTING • Broadcast Advertising

Soft Drink Firms In Summer Drives

Coca Cola, Pepsi-Cola, Nehi, Clicquot and Par Active

RADIO will be more widely used this summer than ever before by the national soft drink companies, judging from the companies' network and spot summer schedules that are nearing completion. In some of the major markets, radio advertising is underwritten entirely by the company, while in the majority of cities, the appropriation is split on a cooperative basis with the local bottlers.

The local bottlers have been encouraged to take advantage of radio and transcriptions and have been supplied to them by most of the companies. The following national soft drink companies are active in summer radio:

Coca Cola, Atlanta—On May 25 renew program Pause That Refreshes on the Air, on 105 CBS stations. The 25-second quarter-hour transcriptions have been placed on 221 stations five times a week in cooperation with local bottlers. D'Arcy Adv. Co., St. Louis, is agency.

Jingle Series

Pepsi-Cola Co., Long Island City—Has started the Niels Man, a five-minute program five times a week on 135 NBC Blue stations. Transcribed 15-second jingles have been placed in about 375 stations in cooperation with local bottlers. Newell-Emmett Co., New York, is the agency.

Nehi Corp., Columbus, Ga.—Has placed cooperatively five-minute Howard & Shelton transcriptions twice weekly on 325 stations. BIDCO, New York, is agency.

Clicquot Co., Mills-Mass.—Starting one-minute transcribed announcements twice daily on WBZ-WBZA WEEI WPFO WJAR WOR WTAG WSHI WGBH WJAS WJRT NELC WRC. More stations may be added, according to the agency, N. W. Ayer & Son, New York.

Par Beverage Corp. (formerly Vanti Pa-Pi-A Corp.), New York—On May 13 starts Can You Top This half-hour comedy program on WOR, New York, featuring Harry Hershfield, "Senator" Ford, and Joe Laurie Jr. Company may eventually sponsor program on a split network. It is also sponsoring three announcements weekly on Make Believe on WNEW, New York. Erwin, Wasey & Co., New York, is agency.

WOR Staff Bonuses

SIX MEMBERS of the staff of WOR, New York, received bonuses ranging from $100 to $430 last week for having exceeded their sales quotas. Bonuses were awarded to New York salesmen Robert Garver, George Schmidt, Robert Smith and Otis Williams; and Chicago salesmen Harold Higgins and John Shelton.
Let's Look at the RECORD...

EVERY station we represent has enjoyed a steady, substantial increase in business from the day we took over their national selling problem.

This record of outstanding successful achievement is impressive evidence of our worth as radio station representatives.

AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK • DETROIT • CHICAGO • SAN FRANCISCO
AFRA's Disc Code Delayed to May 15

No Reply Yet From IATSE on Sound Effects Employees

AMERICAN Federation of Radio Artists has changed the effective date of its new transcription code from May 1 to May 15 because of delays in distribution of the code which made it impossible for transcription producers to receive copies at the same time. Copies will be turned out before the earlier date.

Signed copies are beginning to come into AFRA headquarters, however, and the union expects that all of the major transcription companies will be signed up before May 15.

Union has secured contracts covering the talent employed by WIND, Gary, and WJJD, Chicago, from the management of those stations, after prolonged negotiations which at one point reached an impasse that nearly resulted in a strike of AFRA artists. Contracts, running until Nov. 1, 1943, were described as containing all the standard AFRA provisions and raising the minimum wages at both stations to sums in line with those paid at other major Chicago stations.

No Reply From IATSE

AFRA stated that as yet it has received no reply from the International affiliates of Theatrical Stage Employees, AFL stagehands union, to the correspondence advanced by AFRA that the question of which union should have jurisdiction over radio's sound effects men be decided by the respective state officials. The question of soundmen's work on the air is similar to that of stagehands in the theatre and that therefore the jurisdiction of employees should belong to IATSE.

Annual AFRA ball, held May 9 at the Waldorf-Astoria, was a complete sellout, according to Betty Garde, entertainment chairman. Eddie Cantor was m.c., with the assistance of Harry von Zell. Half of the receipts went to AFRA's sick benefit fund; the remainder was divided between the American Theatre Wing of British War Relief, Greek War Relief Assn. and the Chinese War Relief Society.

Gen. Foods Symphony

GENERAL FOODS Corp., New York, sponsoring the nightly Symphony Hall on WQXR, New York, since September 1940, has renewed the sponsorship of a program of Sania coffee for 52 weeks through October 1942, following the completion of the current year's contract. Program is broadcast on Wednesday p.m. featuring serious recorded music. Agency is Young & Rubicam, N. Y.

CONGRATULATIONS were in order for A. M. McGregor, chief owner-manager, and Hugh L. Gately, advertising manager and stockholder, of WJBO, Bloomington, Ill., as the station's new studios were opened. In addition to a main studio which seats 100 and a smaller studio a number of other rooms and offices have been equipped for broadcasting. Twenty-six radio remote studios are maintained on a fulltime basis. The new studios, located at 134 N. Main St., were opened and employed a 56 station Gales Console monitor. Celebrating are (1 to r) Mayor Marsh, of Normal, the sister city; Mr. Gately; Mayor Mark B. Hayes of Bloomington shaking hands with Mr. McGregor; Ralph N. Weil, manager of the Chicago office of International Radio Sales, the station's newly-appointed representative.

'ALL OUT' MERCHANDISING AID

The Case of the Apple Peddlers Teaches a Lesson; How WFIL Cooperates With Sponsors

EDITOR, BROADCASTING:

The "quadruple nought" boys will not agree from me if I don't ex-pose them. I'm a firm believer in "all out" merchandising support for every advertiser on WFIL. Before we start let's get our 1500 "all out" tickets.

By "quadruple nought" I mean the numbers 4, 4, 4, 4 that get orders by parading four noughts, prefaced by any number from 1 to 5, in front of a sponsor or timebuyer. By "all out merchandising support" I mean giving not only the easy natural support, but going "all out" within the limits of gray matter and every fibre in our organization to help our advertisers produce results.

I and my men have been ordered "all out" merchandising support. What they really mean is they will have to start thinking for themselves. They'll have to take their heels off the deck tops, come out from behind those smug "quadruple noughts" and go to work. Getting results for our advertisers is, as we are all aware, a matter of dollars and cents.

Take Apple, for Instance

This merchandising support idea is as elemental as two apple peddlers. One has large fruit. The other has little fruit. The former may sell all his apples whereas the man with the smaller fruit and the coat sleeve uses more energy. He must put more time and thought into displaying his wares. He must be more aggressive, more constantly alert. He gets his customers from those who are attracted by his brighter fruit, from those who prefer to buy of the peddler who takes an interest in what he has to sell and whether or not his apples please his customers. That is what we have learned at WFIL.

A little over a year ago WFIL went "all out" in merchandising support of its advertisers. Today we have 58% more advertisers than at this time last year. Today old customers are spending in excess of 50% more money with us this year. And why? More power? No. But three of our competitors obtained more power. New Antenna? No. New frequency? No. Extra merchandising? YES!

The fact is that WFIL's "triple nought" station, prefixed by the number 1 covers within 2% of the land area of the city's best-covering "quadruple nought" station, prefixed by the number 5, but then we have always had that, too. No, the only difference is we've rubbed our apples correctly.

With our "all out" merchandising job that has helped sell products advertised over WFIL, advertisers like this and have come back for more with increased appropriations. That's the whole answer. And WFIL doesn't want any "ceilings" put on its efforts by anyone. You can have the "floor".

Merit Recognized

Of course, the "quadruple nought" boys who shout against this "free" merchandising occasionally recognize merit when it is uncovered by a sleeve-rubbing peddler. It happened in Philly a few months ago. We developed a merchandising avenue that looked pretty good to a "quadruple noughter".

This peddlerizzled the merchandising avenue with the size of his apples and stole a customer. However the "quadruple noughter" woke up to find we had already delivered the goods in this avenue that surpassed the first of all the ways we were ready to go anyway. (Names, places, dates and statistics are in order.)

Unless a radio station is geared to it, unless it is thinking rapidly and doing energetically, it is not able to compete. I don't blame the "quadruple noughters" for being wilder and embarrassed when "all out" merchandising support is suggested. I don't blame them for wanting a "ceiling" on it—and a low one at that.

A radio station that is giving complete merchandising support is able to "sell" the advertiser better advice. That station is closer to the seller and the purchaser. That station has the "feet" of the market. That service is a better advertiser buy. I know because WFIL has stood in the market place. We've been equipped with our coat sleeves. We've taken customers from the "quadruple nought" boys and "all out" merchandising is giving "all out" merchandising support to its advertisers and we can prove it pays.

ROGER W. CLIFF

General Manager

May 6

WFIL, Philadelphia

THREE NEWSPAPERS GET FM STATIONS

THREE new commercial FM stations—all licensed to newspapers—are now a part of the FM service. One station will be operated by the FCC, without prejudice to determination of the newspaper divestment issue, in line with the recently declared policy that such applications will be granted upon finding that the public interest will be served.

The new grantees are W4SD, Detroit, Detroit News (WWJ); W4SD, Springfield, Ohio, the State Journal and The Columbus Dispatch (WBNJ); and W4SD, Baton Rouge, La., the Baton Rouge Advocate and Baton Rouge State Times (WJBO).

Issuance of the construction permit to the New station was accompanied by authorization to operate a 3,000-watt transmitter for 60 days without prejudice to the determination of the newspaper issue. The Columbus grantees hold a construction permit issued by the FCC to a外表 named WJBO. In the authorization to Baton Rouge, no mention was made of a construction permit. Authorization was granted without prejudice to determination of the newspaper ownership issue.

WNBZ-WMF Blue Hookup

WNBZ, Saranac Lake, N. Y., on May 10, signed an agreement with the Blue, operating in conjunction with WMF, Plattsburg, N. Y. It was understood that two stations will be sold at a combination rate and that contracts have already been signed with several accounts regionally on the joined stations. WNBZ is 100-watt outlet on 1320 ke., and is owned by Carl F. Woese, of Saranac Lake.

Dunlavey Named

MARY DUNLAVEY has been ap-pointed the new General Manager of New York office of Erwin, Wasey & Co., replacing John Schultz, who has been assigned to the Government. Miss Dunlavey has been with the agency over 1½ years. Schultz is the eighth chairman of the office.
WE SAY—
"Thank you, Billboard"

KOA is very proud to be the recipient of this special award for most consistent exploitation. Consistency has long been our theme, and whether it’s in results for advertisers, program popularity, or general leadership, consistency remains our watchword. That is why we say, it all adds up to—

First in Denver in Everything!
CAB Finds Rural Audience Uses Radio In Day More Than City, But Less at Night

RURAL listeners use their radios more than city dwellers during the daytime, but the city listening tops in rural areas after 8 p.m., a survey just published by the Cooperative Analysis of Broadcasting reveals.

Because its regular semi-monthly report covers only metropolitan areas, although 45% of the country's population is still rural, the CAB during the first week in March interviewed 33,032 rural set-owners in 13 communities contrasting their answers with those of 41,636 listeners in 22 cities, interviewed Feb. 12-26, and March 5-15.

The regular CAB day-part method, involving eight daily calls made at two-hour intervals, was used in the study, which was conducted by the regular CAB interviewers.

Favorite Programs

Analysis of program preferences reveals that by and large the programs most popular with city residents also rank high with ruralities. The top five urban favorites were, in descending order, Jack Benny, Chase & Sanborn Program, Aldrich Family, Lux Radio Theatre and Fibber McGee & Molly. Five top rural programs were Aldrich Family, Lowell Thomas, Jack Benny, Chase & Sanborn Program, Fibber McGee & Molly. Lux Radio Theatre ranked 10th with the rural audience, Lowell Thomas 15th with city people.

If the lists are extended to 20 programs, the rural list contains five programs not so popular in cities: National Barn Dance (ranked eighth in the country, 36th in the city), Gene Autry, Battle of Jesse James, Betty Grable and the Salvation Army (rurally ranked 17th, 18th, 19th and 20th, but ranked 36th, 50th, 56th and 74th in the city). Similarly, Kay Kyser, Big Town, Fred Allen, for example, are the highest rated programs in the remote areas.

Tune-In Shows are included in the first 20 city favorites but are much farther along in the list in rural areas.

The same rule also holds with daytime shows. Fifteen appear on the list of the 20 favorites for both urban and rural listeners, but there are such startling differences as Tom Mix & His Roland Straight Shooters, which is tied for second place in the rural list and ranked 60th by urbaites, and Our Gal Sunday, third most popular city show but placed 33rd by rural listeners.

Comparing favorite types of programs among city and rural dwellers, both rank variety shows first; audience participation programs are second in the country and third in the city, with both ranking the country and second in the city. Both groups rank serial dramas fourth, classical music fifth and popular music sixth. The city rank seventh with ruralities and familiar music eighth, with those positions reversed for city dwellers.

Daytime programs had average rural ratings of 6.2; big-city ratings of 5.5. Evening programs averaged 10.6 rurally; 12.8 among city people. Rural listening is growing faster than when it was up 8 p.m. weekdays, 9 p.m. Saturdays and 7 p.m. Sundays, except for the Saturday hours of 9 to 11 a.m. and 2 to 6 p.m. and during most of Sunday, when urban listening rises ahead.

Networks Answer Censoring Charge

Say Hitler Will Be Aired If Speeches Are Noteworthy

IN VIEW OF a story in the New York Daily News and Washington Times- Herald May 6 to the effect CBS, NBC and MBS had banned Adolph Hitler's speech May 4 and would not carry future broadcast speeches of foreign political leaders, the three networks have issued statements asserting that the decision on broadcasting such addresses lies entirely in whether the speeches are newsworthy.

NBC did feed summaries of the Meyer 5 long radio talks, but did not feel the speech important enough to interfere with its regular Sunday morning religious broadcasts. MBS also had previous commitments for regular programs and added that it had received no word from its foreign correspondents that the speech warranted special attention. MBS feared national wide broadcast on its stations.

God or Hitler?

CBS issued the following official statement on the situation: "CBS broadcast one of its weekly devotional programs the Church of the Air, at the hour when Hitler spoke. "To have carried Hitler's words in a foreign language would have deprived millions of listeners of the religious inspiration and solace of this traditional, non-commercial program."

"As soon as Hitler's long range could be translated into English and condensed, CBS broadcast its lengthy, legitimate, news summary of an international event within 20 minutes of the conclusion of his talk.

"CBS believes that the word of God is more important than the words of Hitler in German."

Nesbit Active

NESBIT FRUIT PRODUCTS, Los Angeles (orange beverage), on May 15 introduced the first im- ported version of John Nesbit's Passing Parade, on 19 Don Lee Pacific Coast stations, Monday, Wednesday, Friday, 5:15-5:30 p.m. Contract is for 13 weeks. Program is to originate from KBC, San Francisco, for release on KMO KIT KPK KXKO KVOS KOL KGK KURL KOFX KMMR KEXO KSD KORR KMRD KLAH. Merchandising will include point sales display, news- paper advertisements and this title with the MGM short film, "Passing Parade," narrated and produced by John Nesbit. Agency MARY MARGARET McBride, CBS "Columnist of the Air," heard five times weekly under sponsorship of the Phoenix Communications Co., Orlando, Fla., celebrated her seventh anniversary as a radio commentator May 5.

Page 28 • May 12, 1941
Another famous luminary joins Lang-Worth's All-Star Dance Band Parade which already includes: Gene Krupa, Joe Reichman, Will Bradley and Ray McKinley, Tony Pastor, Woody Herman, John Kirby and Maxine Sullivan, Larry Clinton, Mal Hallett, Ray Herbeck, Russ Morgan, Del Courtney, Johnny Long, Charlie Barnet, Jimmy Lunceford, Tommy Reynolds, Shep Fields, Emery Deutsch and others. Today Lang-Worth is FIRST in popular dance music. It has always been the leader in every other classification.

Get your copy of "NAA... How Modern Programs are Built", at LANG-WORTH'S Convention headquarters. Room 741 HOTEL JEFFERSON
Arms vs. Navy Quiz

NEW QUIZ show, Play As-I-Call, in which men of the United States military forces are pitted against each other, had its debut on WGN, Chicago, on May 5. Programs originate at various training camps and training stations. They follow the principle of baseball, but a question missed is recorded as an "out." All during the queries contestants earn cash prizes.

Sports Queries

QUESTIONS pertaining to the sport world are selected by listeners to Quiz Bowl, weekly MBS program which features a board of three permanent sports experts and weekly guest star. For every question answered, the sender receives $2.50 with a bonus of $2.50, if the correct answer is not given by the experts and a free subscription to Sporting News. Board includes Dick Neibi, San Antonio, noted athletic officer, and Charles O'Conor, sports columnist of the Cincinnati Times.

Historical Backgrounds

HAPPENINGS of historical interest which occurred at the time when famous musical compositions came from, or were written by, various composers are woven together in the new Musical History Book on KGO, San Francisco. A new program sets the scene for the composition, pointing out it was written while various historical events were occurring in other parts of the world. He relates the events briefly and then a concert orchestra plays the composition.

No-War News

"NEWS—NO WAR"—That is the title of an innovation in newscasts presented daily by KFRC, San Francisco.

The station has nearly a dozen newscasts daily, all of which stress the news from the war zones, so the station decided to give the listeners one period a day in which war news was entirely eliminated. The newscast is aired in the evenings in the nation, state and city.

Religious Problems of the Day

ROUND TABLE on RELIGIOUS problems of the day, discussed with laymen, members of the Sunday School, Section A, of the Salvation Army, New York City, is broadcast over WEN, Philadelphia, under the auspices and supervision of the Salvation Army. Each Sunday, a group of eminent clergymen are to be assembled to discuss with laymen various religious and social problems arising from current world politics.

Visits to States

TOUR OF STATES, a visit to a different one each Sunday is the subject of Transcontinental Tour, new program of KGIR, Los Angeles, San Antonio.

The tour is conducted in such a manner as to stop in principal cities and visit points of interest.

Eavesdropping

TO DEVELOP an extemporaneous type of radio discussion about things of current interest, the U of Kentucky is introducing Conversation Hour, designed to catch participants "off guard." Each week a different professor, plus a group of heartbeats, will be invited to come to the studio about 11:30 a.m., when they will be ushered into the small studio and served, and some time during the conversation the mikes will be opened unknown to the participants. In this way it is hoped that the real feelings and attitudes of the performers will be made known to the audience.

Musical Movie Quiz

A MUSICAL MOVIE quiz makes its debut daily on WDS, Philadelphia, as the Hollywood Star Musical Quiz. The title of a recording played suggests the name of a well-known composer. A group of five listeners sending in the correct name are given passes for a first-run movie. Each week, five different movie house are awarded, the Warner Brothers theatre circuit donating the passes in return for readings on the picture at the drive-in.

Studio Audience Amateurs

STUDIO AUDIENCE provides amatures for the C. S. Hamilton Amateur Hour, on KGKO, Dallas. Following the amateur entertainers who are chosen by audition, an impromptu skit is presented with the cast selected at random from the audience by the mc. As reward for appearing in the play, each person is given a smoked ham. The top amateur every six-week period is given an all-expense trip to New York City and an audition before Major Bowes.

Call to the Colors

ANSWERING many questions that are an integral part of enlistment in the Army, WOP, Boston, has inaugurated Call to the Colors, designed to detail activities of the various branches of the Army and indicate chance for advancement and training. The series is under the direction of Capt. H. E. Linder son, assistant recruiting officer, 4th Recruiting District.

Analyzer of Writing

A WEEKLY SERIES of Psychographs——the science of psychoanalysis by studying handwriting, has been started on WINS, New York. Henry O. Scheller, conductor of the half-hour program, analyzes the handwriting of famous men and women, and varying interests of guest celebrities on the program.

Autoless Folk

FOLKS WITHOUT AUTOS will get a break on Let's Get Out of the House Saturday mornings on KSTP, St. Paul. In addition to suggesting new ways of spending time, MBS announcer will tell families how to enjoy the weekend by using streetcars, buses, trains and bicycles.

Paper Strip

THE Press-Democrat, daily of Santa Rosa, Cal, which owns KSRQ, that city, helped acquaint its readers with the new frequency of 1340 kc. on the Northern California stations. Each day the paper arrived at subscrib ers' doors, a strip pasted to the front page on which was printed the new wave-lengths of 15 stations, also called attention to KSRQ's forthcoming power increase to 1,000 watts night and day.

Two Girls on a Bus

STORY OF TWO WORKING GIRLS who daily ride the bus to work, discussing their business and personal lives, is told of in a new daily show, on KOB, Albuquerque. The program, sponsored by the Albuquerque Bus, is titled Joans & Patsy Ride the Bus, has a background of sound effects recorded from actual sounds of a bus in operation.

Book and People

THOSE WITH LITERARY talent will turn to Book and People, on a new series on WTMV, E. St. Louis, Ill. The quarter-hour Saturday morning feature will include book reviews, interviews with prominent local authors and personalities, and discussions of new literature.

Collegiate

DIRECTED at "jobhunters" among the college crowd is a new series of 5-minute programs on WTAG, Worcester. Entitled "Off the Record," broadcasts dramatize success or lack of success of students, and real case histories are listed on the records of a local business school. Purpose of the series is to encourage out-of-a-job college graduates.

Odd Jobs

MONEY MADE from various unusual types of work by men and girls is the theme of Odd Jobs, heard weekly on WSB, Atlanta. Each program two or three youngsters who have some unique vocation or avocation are interviewed.

Slist of Links

GOLFERS receive air instruction on the Hook & Slice Club program, half-hour, week-end broadcast on WHN, New York, with Dick Friel, a three-man quiz on the sport and interviews with leading golfers.

MBS Sales Figures

MBS HAS announced it will henceforth release its figures only on an annual basis, instead of monthly as heretofore. sun D. Tejan, who took the first three months, said the move was a first of the year, but Mutual continued its monthly income statement through the first quarter of 1941. No explanation was made for the change at MBS, but it is anticipated that all major networks will announce a new method of establishing a new system of comparative business reports based on time rather than dollar units.

Looking ON while Jerome Leyton, advertising manager of Crawford Clothes, New York, signs the contract for a leading theater company ever placed on WMCA, New York, are Don Shaw, WMCA engineer (left), and Wilbur Stark, WMCA account executive. Contract, started April 28, calls for 48 quarter-hours weekly, including Gregory Abbott's news, Lester Bromberg's sports program and other programs of music and news.

Miles Coast Test

MILES LABS, Elkhart, Ind. (Alka Seltzer), in a 13-week test campaign starting June 2, will sponsor "Lam & Abner" rural comedies, on a group of NBC-Pacific Red stations, Monday, Tuesday, Thursday, Friday and Sunday nights, in 7:30 p.m. (PST). If test is successful, the series will be sponsored transcontinentally on the Red, starting in the west at the end of June for more than a year and formerly sponsored on CBS by General Foods Corp. (Frostum), Chester Lauck and Norris Goft, portray the Lam and Abner characters. Sybil Chipman has been signed as organist for the series, with Lou Crosby announce. Wade Adv. Agency, Chicago, has the account.

Magazine Test

PROGRESSIVE Magazine, Milwaukwe, founded 50 years ago by the senior Robert La Follette and now edited by his two sons, Phil, former governor of Wisconsin, and Bob Jr., U. S. Senator, is testing with 13 quarter-hour programs to air in 10 cities for one month. Tentative plans are to in crease to 50 stations and possibly a network in the next 30 days. Stations being used are: KFXL, KWOI, WSSW, KMO, KHJ, WAAF, WRSO, WMC, WHK, WDFN, KRAM, KMA, KTRI, Agency is advertisers' Sales Agency, Milwaukee and Los Angeles.

Blue Summer Series

A SUSTAINING variety program, titled Talent Ltd., has been started on NBC-Blue, Sundays, 3:30-4 p.m. Built around the adventures of operating a talent bureau, the program features Gary Moors as m.c.; Shirley Sadler, contralto; Murray Forbes and Marie Tolen, character actors. Guest vocalists will be heard on the program each week.

BIRNEY IMES, licensee of WCB, Columbus, Miss., and publisher of Columbus' daily (left), has applied to the FCC for a new station in Tupelo, Miss., 250 watts at 1240 kc.
YES, we operate "service" stations. Frequently we roll up our sleeves to perform those important "extras" for our communities and their institutions, for our listeners.

In 1940, WWVA's manager, George W. Smith, was chairman of Wheeling's Red Cross drive. WSPD topped all trumps for promotion of Toledo's Community Chest last month. WHIZ, Zanesville, even chartered a plane to insure adequate coverage of Zanesville High School's basketball games—a public service "first". WLOK did no less for its sports fans.

Atlanta, sizzling with civic pride, always drafts WAGA when there's a service job to be done. And just ask any Fairmont citizen what WMMN did for his hospital.

Fort Industry managers believe in "service"; they know it's the life force of American broadcasting. They think that inspired service, like virtue, is its own reward.

THE FORT INDUSTRY STATIONS
BROOKLYN may think the Dodgers have everything, but at least they never had a symphony written about them up until now. Dodger Manager Leo Durocher looks properly pleased here as he hears an explanation of the copyright of "A Symphony in D for the Dodgers," written by Russell Bennett (right), who conducts the "Russell Bennett's Notebook" program on WOR, New York. Red Barber, WOR sports commentator for the Dodger games, takes part in the last movement of the symphony, looks on in bewilderment. The symphony has its premiere May 16 on WOR, by the way.

PORTENTS of a new copyright fight of industry-wide proportions developed last week over acceptance by MBS of a new ASCAP formula for return of its music to the air.

A battle of telegrams, conference calls and letters followed the move made Thursday by President Neville Miller in asking MBS stations to withhold ratification of the MBS-ASCAP proposal until the convention in St. Louis, May 12-16.

The upshot was that MBS announced calling of a meeting of its affiliates for Saturday, May 10, at the Chase Hotel in St. Louis, in the hope of coming to an agreement for reinstatement of ASCAP music not later than the weekend and before the NAB convention officially opened.

Conflict of Views

The MBS effort to canvass its affiliates by wire, with a decision requested not later than May 6, apparently proved inconclusive because of the cross-fire of communications to affiliates from both the NAB and from two members of MBS own organization — John Shepard, 3d, president of the Yankee Network in Cincinnati, and Hal Taft, manager of WKRC, Cincinnati.

Fred Weber, MBS general manager, in his telegram to affiliates May 6 calling the St. Louis meeting said: "We know that there are elements in the industry at work to forestall action and they will intensify their efforts in open meeting. Therefore, the network cannot await action at the NAB convention."

Mr. Miller, in his May 1 telegram, advised MBS affiliates that in order to comprehend the effect of the MBS-ASCAP proposal, a factual analysis is being made. He said this would be transmitted to stations in time to be available for consideration at the convention. On the heels of this move and after Messrs. Shepard and Taft had implored stations to await the NAB convention before ratifying the contract, Alfred J. McCosker, MBS chairman and president of WOR, W. E. Macfariane, MBS president and manager of WGN; Gene Buck, ASCAP president; and John G. Paine, ASCAP general manager, as well as others, leaped into the fray. Each issued statements or telegrams protesting any effort to block ratification for MBS.

On May 6 Mr. Weber also dispatched a copy of the proposed MBS-ASCAP formula to members, urging them to withhold ratification for consideration when attending the convention. In a letter to stations, he said the proposal is "...the only possible way to deal with the problem on which the anti-Trust division of the Department of Justice has declared it will have to act if the current copyright legislation is not reformed."

Today, the NAB President called a meeting of the MBS-ASCAP committee.

POSSIBILITY that the Department of Justice again will step into the copyright picture to see that its consent decrees entered with ASCAP and BMI are followed out in the marketplace, was expressed in Washington after release of the ASCAP formula accepted by MBS but not formally ratified by its affiliated stations.

While no formal word came from the Department, it was learned that a preliminary study of the MBS proposal indicated a per-program single station license proposal, containing a minimum guarantee, fails to comply with the consent decree terms. One of the fundamental objections of the Government was to eliminate any guarantees anywhere down the line, it was pointed out, as interference with free competition.

Under Observation

While the Department has not yet moved and probably will not unless complaints are received, it is known that the Anti-Trust Division is watching closely all developments on the copyright music market. With the cooperation of the DC and the NAB, a special assistant to the Attorney General in charge of the copyright prosecution, has been instructed to continue his observations of the over-all negotiations.

Meanwhile, it was evident that MBS had not procured from a majority of its 176 affiliated stations the ratification it sought by May 6 of the agreement reached with ASCAP and approved by a majority of its board of directors [Broadcasting, May 5]. A special meeting of MBS affiliates had been called in St. Louis for Saturday, May 10 to consider the ASCAP proposal.

The entire question of copyright, embracing both the ASCAP formula and the projected optional per-program and blanket license proposals of BMI, designed to conform with the decree, is therefore slated for over-all consideration at the NAB convention May 12-16. 

Supplementing his telegram of May 1 to MBS members and affiliates, asking them to withhold confirmation of the ASCAP contract until there is a discussion at the NAB convention, John Shepard, 3d, President of the American Music Network and a member of the MBS board, sent May 6 to the MBS board (Continued on page 104)
Associated

The transcription library with

"MUSIC FOR ALL"

BEST MEETS THE REQUIREMENTS OF ANY AND ALL BROADCASTERS

Proof that "quality pays" is found in the fact that 15 of the 22 FM stations now actually broadcasting subscribe to ASSOCIATED RECORDED PROGRAM SERVICE

With Associated You Get:

QUALITY
Western Electric Wide-Range
High-Fidelity Vertical Cut
Transcriptions . . . Vinylite
Pressings.

ARTISTS
The largest roster of name artists, recognized as leaders in their various fields of musical expression.

WIDE VARIETY OF MUSIC
A basic library of more than 2,700 selections . . . additional releases twice monthly . . .
everything from hillbilly to grand opera.

CONTINUITY
A variety of quarter and half-hour shows, designed to make the most effective use of the musical selections in the library.

ASSOCIATED RECORDED PROGRAM SERVICE

25 WEST 45th STREET • NEW YORK CITY

BROADCASTING • Broadcast Advertising

May 12, 1941 • Page 33
A Timebuyer Talks to Radio Salesmen

Some Pregnant Tips on
What and How to
Peddle Time

This article was originally written
for "Sport Data," an infor-
mation bureau in the
NBC National Spot and Local
Sales Department. We asked
permission and NBC to reprint it. In
our opinion it merits wider circulation
because it is such a straightforward
presentation of a timebuyer's thoughts,
views and reactions.

By JOHN HYNES

Lord & Thomas
New York

IN THE COURSE of six years as a
timebuyer, I've been approached
by all types of radio time salesmen.
Naturally, I've arrived at some
pretty definite conclusions as to how

The salesman must supply the
whit
story.

Do you have a list of stations to sell, make sure that you

4. Don't be a social bug. You
can't sell a timebuyer by merely
taking him to lunch or dinner or
buying him a drink. Strengthening
your contacts is a good plan, but
this in itself will not produce
business.

5. More Than Contacts

business story during
business hours and don't ex-
pect social contacts to pay out.

6. Don't be a one-station sales-
man. If you have a list of stations

in his ignorance of what you

will sell, make sure that you have
covered and sold all of the

Or in the American

and sustaining, needed in the
every station. Ask him what
other markets he is placing and

by the buyer.

This will create
correlation in your

Don't appeal for sympathy.

the salesman is not concerned
as to whether or not your boss
will hit the ceiling if you lose the

His job is to place his client's
advertising in the best, available
spot at the best price. Your job is
to sell your stations. If he doesn't
buy them, it's because there's a
flaw in the sales story.

Kolynos Shortwave

AMYRIC HOME PRODUCTS,
New York, on May 7 started
five-week sponsorship of Jean Salbon,
French baritone, on four quarter-
hour programs weekly to

AIR SCHOOL EXHIBIT

AT THE INVITATION of the
Canadian Broadcasting Corp.,
the exhibit of the "Air of the
Americas" will be staged in Toronto May 17,
Montreal May 22, and
Winnipeg May 29 under the supervision of
Sterling Fisher, CBS director of
education. Canada was one of the first
nations to accept an invitation to
participate in and broadcast the
series, "Canada's School of the Air,"
when the network decided to make it
educational project for the
entire Western Hemisphere.

The program will be heard on the
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AIR SCHOOL EXHIBIT

AT THE INVITATION of the
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the exhibit of the "Air of the
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Montreal May 22, and
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Sterling Fisher, CBS director of
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during the 1941-42 season.
The most accurate measure of network coverage yet developed

NBC RED Evening Effective Coverage Area Map on following page...
NBC RED NETWORK
EVENING EFFECTIVE COVERAGE AREAS

Where the percentage of listeners to the network is at least three quarters as high as in the cities where C. A. B. and Hooper ratings are made.

STATION AREAS - 26,073,000 RADIO FAMILIES
COMPOSITE AREAS - 4,611,000 RADIO FAMILIES

○ RED NETWORK STATION CITY
○ OTHER CITIES OF 25,000 or more population

Source: NBC All-County Survey of Station Listening Habits, February, 1940
Radio Family Figures based on 1941 Estimates

COMPLETE RED NETWORK OF 118 STATIONS
HERE IS A MAP that does away with "primary" and "secondary" areas of past coverage maps. It recognizes only one standard of coverage! When this is provided by a single Red Network Station the "station area" is shown in dark red. When a combination of Red Network Stations is required to provide this standard coverage, the "composite area" is shown in a lighter shade of red. Sub-standard areas appear in white.

County by County

The importance of this map is readily recognized when one considers that it shows—county by county—where each Red Network Station is listened to, not just occasionally, but regularly enough to establish it as one of the three or four preferred stations on the listener's dial.

Now, for the first time, you can tell—county by county—where you can expect Red Network Stations to deliver your program with an effectiveness directly comparable to the network's effectiveness in the cities where C.A.B. and Hooper ratings are made.

Now, for the first time, you can tell—county by county—where you can best merchandise your program to dealers and distributors.

The 1940 NBC All-County Census, on which these maps are based, shows that in the entire United States—the NBC Red Network is listened to most by more families than any other network both day and night—ample evidence that NBC Red is the network where advertising dollars are sure to find not only the highest standard of coverage, but the most responsive audience as well.

Copies of the new NBC Effective Coverage Area daytime and night-time maps are now available to advertisers and their agencies. National Broadcasting Company, A Radio Corporation of America Service.
It's second nature for most radio listeners in the New York area to push the button on their radio dials marked WEAF. They've been doing it for years. And no wonder! WEAF carries 7 of the 10 most popular programs on the air. What's more, WEAF as the New York outlet of the NBC Red Network, carries the fullest schedule of popular features in the entire market—the programs most people listen to most!

But there's still another reason for WEAF's ever-increasing popularity in the world's richest and most concentrated market. Since last November, WEAF's signal has been better-than-ever—because it comes to listening millions via the "salt water way." You see, WEAF's 50,000-watt transmitter is located at Port Washington, Long Island. The path from antenna to New York travels almost entirely over Long Island Sound—and there's no better sounding board for radio than salt water. This makes it possible for WEAF to lay down a signal of at least 25 millivolts—day and night—in New York's 5 boroughs—give all listeners in the New York area a reception from 2½ to 10 times clearer than ever before!

We could tell you, too, about listeners in Florida, Texas and Alaska, who praise WEAF's reception in those scattered areas. But let's forget about that. The main thing to remember is—WEAF dominates the world's richest and most concentrated market. So if you want your sales message to enter the greatest number of homes—be sure to send it via WEAF's "salt water way" into the world's richest market. National Broadcasting Company—A Radio Corporation of America Service.
Summer Time Sales to Break Records

Normal Industry Gains, Defense Funds Are Main Factors
(Continued from page 19)
to take advantage of boom town purchasing.

It has also pointed out, however, that orders for materials in one city usually mean orders for tools, specialized equipment and supplies from dozens of other cities, so that the real effect of these purchases has been increased payroll, and therefore purchasing power, throughout the country, rather than being confined to the defense cities per se.

Luxury Buying

The radio director of one large agency explained it like this: "We are making surveys of the cities getting defense orders, but we are not planning to rush into these cities immediately because we feel that it will be another six months before the increased spending there will be felt by the advertiser.

"In package goods it is our belief that the increase will not be in volume, but in dollar sales. In other words, with income levels going up, the defense areas will be markets for 15-cent rather than 10-cent cigarettes, 15-cent tubes of toothpaste instead of 10-cent tubes. To a certain extent, the defense program has put these communities into the luxury buying bracket."

Following this line of reasoning, it might have been expected that the defense program would have produced more advertising for electric refrigerators, range-tinted tubes, washing machines, etc. Such items, however, have not appeared on either network or national spot schedules, although several station representatives reported with some indignation that their stations are carrying quite a volume of advertising for such merchandise, all placed by local dealers and at local rates.

Certainly, on a national scale, there has been no appreciable change in the line-up of radio-advertised merchandise. Foods, beverages, soaps, drugs and cosmetics, cigarettes, candy bars, gasoline and motor oil continue to supply most of radio's revenue just as in the past.

Such products, by and large, are not apt to be affected by priority schedules nor is their volume of sales apt to skyrocket with increased purchasing.

An analysis of advertising in England during the first year of the war, recently published by a drug trade paper, showed automotive advertising off 80%, household equipment advertising off 60%, etc., but a decline in drug advertising off only 7%. If it is fair to compare the two countries, it might then be assumed that under similar conditions radio would be less affected than other media with a larger percentage of business from the automotive and home appliance fields.

Institutional Drives

Another expectation that failed to materialize was the anticipated volume of institutional advertising on the air. Radio, which began its commercial life almost exclusively as an institutional medium, has so far proved its power to sell merchandise that there are only a handful of institutional shows on the air today, and most of them are of long standing.

American Can Co., which recently started a series on MBS to promote its Reglind cans, is cancelling at the end of the first 13 weeks because of defense demands for tin, rather than continue to do an institutional job. Several agency executives expressed the belief that as priorities cut further into the national production of consumer goods, other manufacturers will go off the air rather than continue on an institutional basis.

As far as could be discovered, no advertisers are planning increased advertising as a means of curtailing the size of their profit taxes. On the contrary, there may be some curtailments in advertising to enable the payment of those taxes. But on the whole it is confidently expected that the increase in package goods advertising will more than make up for other losses.

Spot radio advertising continues to grow rapidly, following the trend of the past few years. New advertisers, notably several magazine publishers, who are using regular spot campaigns to announce the contents of their publications and so stimulate newstand sales, and a number of new grocery and drug products which are testing radio in smaller markets, account for some of the increase, while more extensive use of spot by former advertisers supplies the rest.

Announcements are in such demand that the better spots on the better stations are already sold out for months ahead. Participating programs, long used by local advertisers, are rapidly finding favor with national accounts as well.

Chain-Break Problem

Recentment against "hitch-hiking" chain-break announcements on the part of national advertisers, particularly sponsors of high-rating evening programs, has again reached the "something's got to be done about it" stage, but without having any apparent effect on the prevalence of such spots, possibly because of many of the loudest objectors are among the largest users of this type of radio advertising.

One leading station representative said that a careful analysis of station revenue had convinced him that spot announcements account for more than half the average station's income, and that under such conditions there is little likelihood of the broadcasters agreeing to any curtailment of announcements unless the advertisers would guarantee to replace them with an equal dollar volume of commercial programs.

Another trend, just getting under way, is toward Saturday morning time, which has probably been the most neglected period by radio advertisers, although numerous surveys have shown Saturday mornings to have a larger potential audience than any other weekday morning. Many agency men reported that they and their clients were watching closely the progress of current Saturday morning programs, and it is anticipated that before the year is out the amount of Saturday morning advertising

INTERVIEWS among the striking soft coal miners at Cranberry, W. Va., were treated to the delight of the women program manager, Kathryn Riddick, then of WJLS, Beckley. When the miners in the area downed Miss Riddick took the station's mobile unit to the strike scenes every day for a week and conducted quarter-hour programs, since most of the station's listeners are miners and their families. Assisting Miss Riddick is Charles Armentz, assistant manager. Since this picture was made Miss Riddick has joined WKWK, Wheeling.

on the air will rival that of any other day.

While daylight saving, with its concurrent mixup of network and local schedules in communities which must deviate standard time the year round, has occasioned more talk this year than for some years previously, most of the radio executives interviewed have come to take it as "one of those things" about which not much can be done, unless the Government should decide to put the entire country on a DST basis.

Draft Hits Agencies

Another newer problem, that of replacing men who have been drafted into the Army, has as yet caused no serious trouble for radio stations, according to network officials and station representatives. Several agency executives, however, said that their organizations are being seriously affected.

As one radio director put it, "Advertising is one of the most specialized of businesses and a good agency executive, especially in radio, is a rare combination of salesman, executive and creative artist. Such men can't be developed overnight and when one is drafted it competely upsets the organization."

"One of our men was deferred for six months because he was working on a radio program where it would be impossible to replace him any sooner." Others reported that while the draft had not particularly affected them, they were apprehensive as to the future, since a number of executives, while beyond draft age, are reserve officers and subject to immediate call.

Despite all the unusual problems caused by the war across the seas and its repercussions here and despite all the fears for what the future may bring, most executives interviewed did not bring up such topics until they were suggested.

Rather, when asked about busi-
ness and their radio schedules, they talked about the problems and conditions without reference to the state of the nation and the world. Business for the nonce is good: advertising is up; summer commercial broadcasting will dip less this year than ever before.

Certainly the general increase in income levels has something to do with increasing the traditional summer slump, but more emphasis was placed on the growing realization of the advertiser that most people are at home, and that portable and automobile radios, in ever increasing number, accompany vacationers on their travels, making them almost as mobile as commercial broadcasting and commercial messages as during the winter months.

### CHICAGO

By EDWARD CODEL

Midwest agencies, advertisers, station executives and representatives are looking forward to the coming season and coming campaigns with confidence.

On the whole, the outlook is encouraging; long range spot and network business is still on the rise and will continue to be so through the remainder of the year. This statement will still hold true, according to the majority, even if this country actually joins in armed conflict, with the possible exception of a few of the time of actual entry. This lag, it is believed, could last at most but a few months.

Government priorities should cause no great concern to radio. With but one exception of all those questioned, did priorities seem a problem. For the most part priorities represent the same "stickling" to which all industries, manufacturing and others, have been the least lucrative of all radio advertisers. Naturally, priorities will be felt in some instances, especially tin, but not to the extent of changing the advertising outlook.

### Summer Bright

On the question of summer advertising, there was no disagreement. Revenue for the summer will be high; the highest, it is believed, in the history of radio advertising. With more money in circulation, advertisers, with the exception of those with seasonal products like "sticking" to guns, and even increasing expenditures. In some cases less expensive network shows will be substituted but, more important, the number of markets and hours of advertising—air time used, will not be diminished.

Other factors tending to hold advertisers who formerly pared expenditures and cut back—many times because choice broadcast time was lost—after a summer layoff.

3. The general all-round improvement of summer radio programs.

The large number of participation shows using name bands and other outstanding features, which allow advertisers with small appropriations an opportunity to sponsor a portion of a specially built big-time production.

5. Large advertisers have found that averages of costs and program ratings in the price bracket in which the salesbasis are ahead of those based on a 9-month basis when total results are considered. In many instances, agencies said, the loss sustained in product sales by dropping advertising during the summer has been far greater than if advertising had been continued during the summer months even if returns per dollar spent were less than in the other seasons of the year. Ratings on some programs have never climbed back—many times because choice broadcast time was lost—after a summer layoff.

6. In the Midwest, especially, the Rural Electrification Administration has brought power to many areas which are now markets for all products electrically operated.

And along with the death of the "summer myth" is also sounded the knell for special summer rates. The few remaining are negligible.

### Taxes Not the Key

A surprising, almost unanimous declaration was expressed by agencies and sponsors regarding anticipated increased excise and excess profits taxes. Six months ago there was much talk regarding increased taxation causing sponsors to exploit new markets, develop additional products, improve packaging and general increase advertising appropriations.

Today there is a somewhat different tune. Not the taxes levied by the Government but money in circulation, in the most part furnished by the Government, is raised as the cause for increased expenditures. A composite of the sentiments could be stated: "We intend to promote to the fullest extent during this period of economic plenty. But the reason for this promotion is increased spending caused by higher wages and more employment, not an attempt to spend our profits so that we pay less taxes.

In some instances where demand may exceed the supply in some companies (due to priorities), "insurance" advertising — that which serves only to keep the company and trade name before the public and is institutional in nature—will be used. Not one instance could be found of a sponsor who was interested in ceasing advertising if their plant were operating to capacity. Before and during World War I, newspapers, magazines and outdoor advertising profited by this advertising. Radio is now, and will continue in greater measure, to get a large share.

### Sponsor's Job

Under capacity production, the sponsor has the many-fold job of maintaining established distributors and/or dealers, keeping the consumer acceptance strong despite the fact that deliveries cannot always be made, and maintaining the morale of the trade. Continued advertising of the "insurance" type will, when normal times return, move goods off the shelves by pure momentum. In addition, this type of advertising informs the consumer that the advertiser is doing his part to the best of his ability. Thus prestige is gained.

The basic buying market must be maintained and the sponsor knows it. With millions of buyers entering new markets each year reduction of advertising, even for a short time, may undo years of effort and expenditures. Established brand names give consumers the opportunity to recognize the quality and uniform standards. When emergency contracts expire, if advertising is curtailed, dollars will find their way to their neighbors.

Chicago station, effective the day the draft started, began the training of three people for every job in the organization! Each person of eligible draft age has taught the fundamentals of his position to two others. Jobs were switched for short periods of time. Now preparation is complete and it will be continued for the duration of the draft and as and when the person in charge of certain work is called, there will be two others who know his work and a third will start training. Most stations and agencies have made some preparation along this line. As yet, no key man has been lost to Midwest organizations.

Luxury items, it is generally believed, should profit greatly during the remainder of 1941. The average American household has always enough income for the necessities of life and a few of the luxuries. With increased incomes due to increased production by all manufacturers, the luxury items will be among the first to profit. If there is a shortage of new automobiles due to the agreed 20% cut in production by the industry and the deletion of 1943 models, which has been agreed to by the major companies, the used-car market will come to the rescue. This market is apparent when one realizes that although the national income went up but 5% during the last year, dollar sales of automobiles were up 25%. Women can now look forward to additional fineries; families in general to improved homes and the things that make them more comfortable.

### Musical Spot Trend

The trend toward transcribed musical spot announcements is growing steadily. Many sponsors are having sales messages incorporated in singing jingles. Single voices, duets, trios, musical ensembles and orchestras are being used for this purpose. Some one-minute time is being purchased—and more will be in the future—for 20 or 30 seconds to precede and followed by a musical selection.

In most cases the musical portion or melody of the jingles remain the same. After all, the basic composition being varied. It was found that many Midwest agencies are recommending these types of commercials except for very small campaigns where the music or jingles might not be heard often enough so that...
Leadership Requires Vision

DON LEE LEADS IN TELEVISION—representing a $500,000 investment, Don Lee's new television studio atop Mount Lee in Hollywood is the only all-television studio in the West.

DON LEE LEADS IN SALES on the Pacific coast with 50% more regional advertising than all other networks combined.

DON LEE LEADS IN COVERAGE with 9 out of every 10 Pacific coast radio homes within 25 miles of a Don Lee station... the nation's greatest regional network.

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

THE NATION'S GREATEST REGIONAL NETWORK
 whichever is the more important facts brought forward by individuals or small groups of Midwest executives:

While six months ago there was much talk of "war clauses" in contracts, today this seems to have almost entirely died out. This is taken as a healthy sign by agencies.

Stations report that more than ever sponsors and agencies are asking advice regarding the best type of programs to reach their particular audiences. Stations believe this will lead to a greater number of local, live talent shows during the summer and fall.

There is general belief that national daylight saving time would be tolerated today, in driving on almost a straight line of little more than 200 miles in Illinois it is necessary to change the watch four times to conform to local time.

DETROIT

PROSPECTS for radio business out of the Detroit area are both bright and gloomy. Perhaps nowhere else in the country is the entire outlook so conditioned by the situation in the automobile side of the war, and the defense program. If "business as usual" continues to any fair degree, the likelihood is that radio time-buying will continue to gain.

In the same breath, each contradiction of "business as usual" in favor of augmented armament output appears likely to develop requisites for the use of all advertising media.

Auto Troubles

The automobile companies account for an overwhelming share of advertising booked out of Detroit, and their situation, likewise, is good and expected to continue.

On the one hand, retail sales are booming along at levels which have established records for the particular months involved, through from last October until April. April's volume was close to the all-time record peak of April, 1929.

But on the other side of this picture is the fact that the Office of Production Management has already arranged a 20% curtailment in output during the 1942 model year, starting early next year. Although no execution of the curtailment has been put in regular production, it could be altered at any time. The Office of Production Management has been regularly put in regular production, it could be altered at any time. The Office of Production Management has looked throughout the country in radio circles. As has become a fairly settled policy in the auto industry, radio time is bought (with the exception of the few chair shows) by dealer or zone account representation, with costs proportioned between the retail outlets and the factories in a very few cases, by dealers collectively in others.

Accordingly, the factory agencies are practically unable to say with any surety how much increase has been manifested since the turn of the year in radio advertising. Requiers for scripts, etc., furnished by the factories are generally reported to have increased. On this basis, and on the basis of reports of individual stations of new business, the agency men believe there has been a noticeable pickup in radio spot purchasing by their respective outlets through the country.

This is expected to continue as long as sales keep in high gear—and sales are expected to hold strong as long as cars are obtainable.

The situation would appear to presage a more active summer than usual, so far as radio sales are concerned. After that, as President E. Wilson of General Motors said in a news conference late in April, "nothing is known to happen, and anything could." It is certainly, with the 20% OPM curtailment, that no more than 4,000,000 vehicles will be built in the 1942 model run. This is slightly below the size of the 1940 model span, and the current situation might be hypothesized that radio advertising, if so far as automotive accounts are concerned, will be slightly below the level of October, 1940, and July, 1940.

But if further curtailments come past experience would indicate that radio will suffer somewhat more than proportionately.

What to Expect

It is expected here that regardless of the extent of the curtailment, however, that a fairly active start will be seen on the 1942 model year. Reasonably good production and promotion activity, then, could be expected in the early fall of this year.

The transition from automotive manufacture to armament output in the Detroit area, one of the focal points of the war, is not expected to be accomplished without maladjustment. Scattering unemployment during the late fall and early winter months is believed almost impossible to avoid, so it might be expected that a rather luscious period of consumer buying and attendant radio promotion this summer may be offset by that deepening in the fall. Accordingly, retail promotion over radio, an increasing tendency in Detroit in the past, may be temporarily halted after the summer months, but could be expected to improve later.

Occasionally, there appear few signs of the "Detroit market" picture can be summarily thrown out of focus by labor trouble, always a factor in appraising Detroit conditions. The Ford strike in early April in throwing 100,000 men out of work in the area for a fortnight, was just bringing a slump in Detroit trade and local advertising re-enforcement had already begun.

Labor negotiations for General Motors Corp. are proceeding, and if they should eventuate in a strike, a situation likely to set off the whole Ford tieup might develop, not only in Detroit but in many other Michigan and midwest cities where the auto plants circles. As it is, it was indicated last week.

LOS ANGELES

By DAVID GLICKMAN

CHECK-UP with Pacific Coast agency timebuyers, sponsors, broadcasters and station representatives reveals that war jitters, prevalent throughout the remaining portion of the country, have had no ill effect on Western radio business.

To the contrary, the West Coast is reaping a harvest from the money being expended through defense activities. Present sponsors are expanding operation and many new ones are coming in with extensions of accounts for summer and early fall, using either spot radio, regular network time, or both. There will be no let down, is the general opinion.

A New High

Although January and February started out at a slow pace for most Pacific Coast radio, business picked up at an accelerated tempo with the first quarter of 1941 reaching a new high, substantiating in part the forecast contained in the January 1 BROADCASTING summary.

Many stations on the West Coast declared this past quarter has set a new mark in sales with volume prospects looking even brighter.

Increases are reported by stations as from 7% to 35% for the first quarter over that of 1940. On commitments on hand, and campaigns in the making, there is every sign of further increases.

For summer and early fall, there is every reason to expect that local business continuing to climb to a new peak. That general note of optimism is tempered, of course, with an if and but, and many an executive has his fingers crossed.

Many stations in the West report themselves practically sold out

Page 42 • May 12, 1941
Every man, woman and child in this country is grateful to you, America’s Broadcasters, for the tremendous job you are doing in helping to mobilize the nation’s industrial and military might.

You have had to cancel programs, disrupt schedules, extend facilities, work day and night. But it's your Number One job and you accepted it wholeheartedly.

The Western Electric Company has its Number One job too—producing vast quantities of communication equipment for the armed forces and mounting industrial needs. To concentrate wholly on these demands and on your needs, we have foregone our usual practice of exhibiting equipment at the N.A.B. Convention. However, your old friends from Western and Graybar will be on hand with full information on all latest developments. Drop in. Suite 648-650-652.

Western Electric Company
Kearny, N. J.
for the next several months, with sales executives of others informing Broadcasting that available choice time is gone. Still other station executives say that since summer and early fall business will put them on a par with activity of this past winter, indicating a top season. Signed summer business for KNX, Hollywood, is reported up 21% over that of 1940. Other stations also quote off the record percentage increases as compared to years past.

A great deal of this is renewal business which will take sponsors through the fall. Some advertisers are new to radio. Others are returning after a lapse of months. Then there are seasonal users.

From the consensus, there definitely will be no summer slump on the Western slope. Stations report that buyers are shuffling their money to take the reported avalanche of new business being offered by agency timebuyers and sponsors. Problem of the moment, it was pointed out by agency men, is to find available time on key stations, especially those affiliated with networks. Many accounts are luxury business, such as new and used cars, home furnishings, clothing, shoes and florists. Local and chain retail furniture concerns in the Southern California area are also going in for heavy schedules of spot radio. There are cosmetic manufacturers.

Food products concerns and chain drug stores continue to be big users of spot radio in the Southern California area. They are all doing a straight selling job, many using participation programs, or sponsoring a full quarter-hour several times weekly on local stations.

Defense Money

It must be remembered that $1,575,261,000 in defense contracts were let in the nine months of last year to March of this year. That's 18% of the national total—much more than the New England, South Atlantic or the South Central area. Consequently, employment is 30% higher on the West Coast. Payrolls, too, are 50% higher than nine months ago, with major developments in shipbuilding and aircraft yet to come. Approximately $100,000,000 in new merchant shipbuilding orders have been added to the $250,000,000 contract order on the Pacific Coast. This does not include over a billion dollars worth of naval ship contracts.

West Coast lumber production continues to exceed the calculated capacity of that industry, with the average weekly production in March, reported as 169,108,000 board feet, or 26% higher than in March, 1940. New car sales in California, always a good index of consumer prosperity, totaled 321,189 for the first quarter of this year, a 41% increase over 1940.

Western residential building, with a March value of $30,800,000 was 23% higher than in February, and 27% better than March, 1940. The outlook for a continuation of a higher level of home building was indicated as "good."

Changing Tastes

Of the top dozen cities profiting from defense spending, four of them are on the West Coast: Los Angeles, with $626,322,000 in contracts; Seattle-Tacoma, receiving $455,812,000; San Francisco-Oakland, $445,165,000; and San Diego, allotted $233,836,000. These four major Pacific Coast markets alone amount to 15.58% of all national defense contracts.

To visualize this more concretely, consider that in these cities defense spending amounts to $2,000 per family. There are more than 60,000 persons employed in the Southern California aviation industry alone. By summer that figure is expected to increase to 90,000.

Although there are no official figures available at the moment, it is generally estimated the defense program has brought into California alone over 50,000 new families from other parts of the nation. As results, defense dollars pouring into trade channels through pockets of factory workers are changing buying tastes on the West Coast. The public in general is buying better quality merchandise than a few months back.

Retail store sales in key cities currently are zooming along at a rate of from 7 to 50% above a year ago. Although sales totals dropped off somewhat during January and February, merchants in many centers found results unusually satisfactory in view of the burst of spending during the pre-Easter period and the limited promotional merchandise currently available for special sales.

Volume of department store sales on the West Coast during the week of April 26 jumped 33% over the corresponding period of last year, the Federal Reserve Bank reports. The Los Angeles area alone showed the greatest rise, with five downtown department stores reporting sales up 70% for the week, while 15 stores of the same type gave their increase as 52%.

Other department store increases in sales on the West Coast include Oakland, 7%; San Francisco, and Portland 15%, respectively; Seattle, 37%; and Salt Lake City, 13%. Volume of sales for the Western region was up 21% for the four-week period ending April 26, and 13% for the 13 week period as compared with last year.

Radio Benefiting

Because of this greater buying power, agency timebuyers and account executives emphatically stated there will be no clipping of advertising budgets. To the contrary, they are of the opinion that radio appropriations will be increased.

In many cases, appropriation allocations show extreme partiality toward radio with corresponding reduction in schedules for newspapers. It is expected that advertising budgets, using that advertising money instead for radio.

There are already several excellent examples. Richard Hudnut Inc., New York (cosmetics), which devoted its entire advertising budget to newspapers, periodicals and other media in the past, on April 1 started a weekly half-hour program titled Hollywood Showcases, on 8 CBS Pacific Coast stations.

The contract is for 13 weeks, as a test before going transcontinental. American Chicle Co., Long Island, N.Y. (chewing gum), a user of newspapers and other media, is now including national spot and also regional network radio in its advertising budget.

Firm on March 5 started sponsoring a two-twice-weekly news program titled By the Way, featuring Bill Henry, newspaper columnist, as commentator on 7 CBS Pacific Coast stations. American Chicle Co. also currently sponsors Franklin Bingman in Drama Behind the News thrice-weekly on 11 NBC-Pacific Blue stations.

Regional Neta Busy

Seiberling Rubber Co., Akron, (rubber heels), on April 14 started a thirteen week quarter-hour program on 16 California Don Lee stations, titled Texas Jim Lewis & His Gang. Billboards were used almost exclusively by Seaside Oil Co., Seattle, Wash., until the firm on April 15 started for 52 weeks sponsoring the weekly half-hour Spelling Beeletter on 6 CBS West Coast stations.

General Petroleum Corp., a heavy user of new media, has turned to radio for the first time in many years, having started sponsorship of the weekly program I Was There There, on 9 CBS West Coast stations on a 52-week contract.

It is interesting to note that more than 50 advertisers are sponsoring about 152 quarter-hours of West Coast regional network radio time, ranging it among Don Lee Broadcasting System, NBC-Pacific Red and Blue chains and CBS, with program originating from Hollywood and San Francisco stations. Of these advertisers, 20 new to radio, four of them are national, other strictly regional. Several are also using additional spot radio to supplement network coverage.

There is in a unique position having become the testing ground for several national accounts before going transcontinental. A specific example of this is the previously mentioned Richard Hudnut Inc. contract, and P. Lorillard Co., New York (Old Gold cigarettes), is another, having started on April 17 for 13 weeks, sponsoring Tommy Rigs & Betty Lou on 8 NBC-Pacific Red stations, Thursday, 9:30-10 p.m. (PST), in a summer test. If this weekly program proves successful, the firm will send it transcontinental on that network in fall.

From Spot to Net

There are still other tests being conducted on Pacific Coast networks, and unquestionably expansion of these programs to other markets are anticipated. An influx of radio advertisers who never before used radio went on the air this past quarter with successful results, and agency executives state that many of these accounts will continue through the summer.

There are several advertisers using spot just starting others started out using spot last fall and expanded into network.

Intensive effort was made to get definite information on new campaigns now in the works. Some advertiser's revealed much data; others readily supplied it, but off the record. Some placements will be on a short-term basis, not surprising in view of the present state of the general business mind. In some cases, agencies handling national accounts are waiting for approval on recom-
DEFENSE activities have made PORTLAND, ORE. a PLUS MARKET

Always reliable . . . always productive . . . now it offers bonus value through abnormal increases in spending power . . .

Shipbuilding . . . aluminum manufacture (with Bonneville power) . . . airplane parts . . . army airports . . . Tongue Point naval air base . . . 9 million dollar ammunition dump . . . million dollar bombing base . . . approximately . . .

$200,000,000 TOTAL TO MAY FIRST . . . AND CONTINUALLY INCREASING

. . . and there's a

PLUS STATION


KOIN FIRST

KOIN—The Journal—-is the Columbia Affiliate for Oregon and Southern Washington—-and 96% of ALL HOMES IN THIS AREA HAVE RADIOS

FREE & PETERS, INC., National Representatives
A LAUNDRY SELLS UP
Advertising Fund is Devoted
—Entirely to Radio

RADIO WILL CONTINUE as an exclusive medium for Manchester Laundry, Philadelphia, according to Sol Reivich, advertising manager, who appropriated the entire advertising budget to radio.

Since starting its three-quarter-hour broadcast a week on WIP, Philadelphia, on March 17, through Tina Alexander Agency, Philadelphia, the laundry has increased its potential customer list by more than 100,000.

The sponsor was solely interested in advertising the name of “Manchester” in the laundry field with “no direct attempt was to be made to increase consumer sales. As a result, a transcribed music program, MYSTERY MELODIES, was bought, based on the idea of having the listener guess the titles of the unannounced music set and the radio station broadcasting each tune. The weekly tickets are awarded each week to listeners who can correctly guess the title of the music set and the correct station broadcasting the program. While the tickets are delivered in person by one of the Manchester Laundry district managers, no service methods or schemes are permitted.

The merchandising of the program has also been thoroughly covered by Manchester Laundry. Their 60 trucks, covering all of Philadelphia, suburban Delaware County and nearby communities, carry full-side-banners advertising the program. In addition, each package of Manchester Laundry printed a insert calling attention to the broadcast. Covering the service area desired, these ads are shown one at a time, increase in listeners each week, thus creating an ever increasing potential customer list through the program.

“We are exceedingly surprised with the response we have received from our program,” said Mr. Reivich.

A similar exciting response is also expected from other advertisers, because an increasing number of agencies and advertisers are establishing a precedent by spending their advertising budget on radio. In the past, the radio industry has been reconciled to a falling off of business during the summer months, but 1941 will see a marked change in this practice. Business will cease to have its seasonal peaks and valleys for some time to come, and summer will see the wheels of industry grinding unabated. Buying power will therefore suffer no appreciable decline and advertisers will reap the benefits of this condition.”

EXPOSES SELLOUT

Mr. Clipp further asserted that at the present tempo of business, time spent on radio will be completely sold out before the summer season actually starts. The situation is reported at many other stations, time buyers at agencies admitting it is increasingly difficult to buy desirable time. WIBG, at suburban Glenside, Pa., revealed that 91% of a station’s time was sold by 15 minutes to 25 minutes the daily participating For Women Only to take care of a waiting list of prospective sponsors. WPEN has been holding down to a minimum usage of broadcasts in order to provide the time for advertisers, and by July 1 expected to have no more available time for foreign language programs.

Similar excitement is manifest at agencies, typical comment being “if business continues at this rate, we will need a year’s vacation.” We’re so busy, even the account executives are getting a taste of the true indication that radio here will find no seasonal lull this summer is seen at agencies. The usual tapering off of activity after Easter was not manifest this year, and instead of counting on the summer months for leisurely planning of fall campaigns, the agencies are completely booked up with current and continuing accounts.

This optimism is shared by all the large and small accounts showing new activity and pointing the way for further gains.

Batten Sees Gains

“Business opportunities should be substantially greater in 1941 than they were last year, due to the stimulated flow of money resulting from increased industrial activity. This expansion in the use of advertising, certainly during the first part of the year, and probably for the year as a whole,” stated R. A. Batten, president of N. W. Ayer & Son.

From Charles E. Eyles, president of Richard A. Foley Adv. Agency, “In my opinion, 1941 should be an especially good year for advertising agencies and clients whose products or services are classed as ‘common necessities.’ As the tempo of national defense accelerates, payrolls will lengthen. We must start advertising.

“No longer does any experienced manufacturer whittle down his advertising program in times of exceptional demand,” says Jay Laverne, president of the Lavenne Bureau.

From Charles Blum, head of Blum Blum Adv. Corp., “From all indications, appropriations are likely to exceed those of 1940 by 15% or better. Schedules in hand show variable degrees of increase, but not a single decrease. However, advertising agencies are increasing their advertising appropriations for the last half of the year—beyond those planned—seems likely.”

From Henry Haas, partner in the Broadcasting Adv. Agency, “Both in volume of advertising and in number of advertisers, 1941 should be a record year. From present indications our volume of business will be nearly twice that of 1940.”

“Many of our clients have made plans for budget expansion and greater output which will follow in the wake of great advertising,” says Philip Klein, president, of Klein Klein Adv. Agency.

Luxury Lines

At Gray & Rogers Adv. Co. it was stated that “not one of our clients who has increased his appropriation is working on defense accounts. This increased in business in radio will come from ‘luxury’ items. Moreover, the possibility of increased taxation on luxury items will tend to call for an increase in advertising and not a curtailment in advertising appropriations. It is pointed out by agency executives that heavier taxes on luxury items will create stiffer sales resistance on part of the public, and the advertisers will have to spend even more to break down that increased sales resistance because of added taxes.

New business for radio is also

PHILADELPHIA

By M. H. ORODENKER

PHILADELPHIA radio stations and agencies expect record business for 1941, barring war complications. With national defense and increased advertising budgets are reported throughout the agency field.

National advertisers are turning in increasing numbers to agencies in this city. Inactive accounts have suddenly come to life. Availability of radio time on all of the nine stations in this market, the industry is becoming less and less desirable the advent of summer, which will hardly show any slack this year, from present indications.

Defense Benefits

Apart from the fact that Philadelphia represents the third largest market in the United States, this...
FOREMOST

because it offers most

United Press serves more radio stations than all other news services combined.

It is radio's overwhelming preference because:

United Press maintains the largest staff of radio news writing specialists of any news service, operates the only transcontinental wire system carrying news written specifically for broadcast.

United Press offers radio's most complete sectional coverage—a network of more than 40 regional bureaus each manned by a special staff writing state and sectional news for the radio wire.

United Press provides news bonuses—11 regularly delivered radio news features. This means added time-sales for subscribers.

In consequence, United Press radio clients get the fastest, most complete national, regional and foreign coverage—day, night and Sunday; have the widest opportunities for sponsorship.

United Press radio news deserves to be foremost. It offers most.
Wash. Apple Drive
WASHINGTON STATE APPLE WASHINGTON, D. C., April 30 started a four-week seasonal radio campaign on stations KPO and WPNL to publicize its moonlight cruises and excursion boat trips. And with no time available even in the late evening hours for dance remotes, several night clubs in the city have been buying spot announcements on local stations.

The only disconcerting note is the matter of priorities. No one knows to what extent it will be necessary to remove advertising from the major programs to push aside civilian business once it goes into high gear. And until such time that the new conditions exist, none can determine the effect of such a development on advertising.

Despite the warnings sounded by the transcription and recording companies on the priorities of aluminum, none of the local radio stations are alarmed at this time, likewise feeling that the industry will find a suitable substitute should the emergency become acute.

SAN FRANCISCO
By J. CLARENCE MYERS

This BAY REGION broadcast "take" will cover a wide range of events during this summer over last and from present observations the same trend will continue through the fall.

Radio reaped a greater harvest of business during the first quarter of 1941 than during the same period last year, in some cases registering as much as 35% and 40% greater volume.

National defense building programs in the Golden Gate area, still in the embryonic stage, have had a pronounced effect on radio business, but advertising is expected from firms directly or indirectly benefiting from the program.

No Cancellations

War fear has caused no cancellations by advertisers. There were only rare cases where defense priorities or difficulty in getting raw materials caused radio advertisers to shelve or completely cancel their radio commitments.

A radio ad outlook gleaned from comments of station managers, sales managers, agency heads and timebuyers, station representatives and major sponsors in the Bay Region.

Station operators were further cheered by the San Francisco Chamber of Commerce report that business reached an 11-year high during the first quarter.

Typical figures show business as a whole 8.9% better than January, February and March last year. Business in payrolls skyrocketed 28%. Nearly $75,000,000 in defense orders was placed during March in the region. Total orders on hand amount to $879,000,000.

In the opinion of the majority of radio men and timebuyers, this program will soon begin to show its effect in advertising appropriations.

The San Francisco area is a prime field for merchants and regional advertisers, whose business is improved by the increased buying power of defense workers.

The San Francisco Bay area, for instance, is dotted with shipyards, which are humming with activity day and night. March saw an increase of 210% in number of shipyard workers compared to a year ago. Payrolls rose 26% during the same period.

Stores Yielding

The campaign by the four major network outlets in San Francisco to break down the resistance of the major department stores and specialty shops is slowly beginning to bear fruit. Their expected expansion of the use of radio time during summer and fall has caused optimism in the radio fraternity.

San Francisco still has a long way to go, and can be on a par with the eastern cities such as New York, Philadelphia and Chicago, in the opinion of Al Nelson, general manager of KQW in San Francisco.

"San Francisco businessmen have been ultra-conservative and have been afraid to step into this new medium of advertising," Mr. Nelson stated. "They still are not completely conscious of its tremendous possibilities. In the past, however, we have been successful in opening the eyes of some of the business leaders by means of programs well handled and broadcast productions right before their eyes either in their own business establishments or at their luncheon clubs. By bringing these business leaders in actual contact with the business of broadcasting we have been partially successful in breaking down a lot of resistance."

A cooperation in the NBC million-dollar building, soon to be constructed in San Francisco, is helping make the city more radio conscious.

The volume on both stations during the first quarter was considerably ahead of the preceding year. He added that from present commitments the fall looks particularly healthy.

The rewards for the majority of broadcasters interviewed were that to date sponsors are not spending more money in air advertising due to the resistance.

They also were united in their statement that labor troubles were practically nil in this area and therefore causing no cancellations by independents.

In fact, San Francisco has less labor trouble today than most cities.

So far, staff depletion due to selective training has not become a problem at stations here, replacements being made without difficulty.

Luxury business is increasing by a shade. The increase will probably be greater as buying power grows.

Institutional campaigns are replacing straight selling on the air in only a few cases. This method is principally utilized by utilities and a few large manufacturers.

Early daylight time is a thorn to West Coast network affiliates, but it has little effect on KQW and KZSF.

The managers of network affiliates and agencies handling accounts placed on those stations practically unanimous in their belief that Western States should go on daylight time.

As it is, with the West on standard time, programs originating on the East Coast or Hot House spots for East Coast reception are released here four hours earlier, bringing most of the major programs to the West between 1 and 7 p.m. This is far too early for the maximum listening audience.

Time Commitments

Network commitments on daylight time of course have many local or regional sponsored spots which have geared them to sell valuable early morning time and certain parts of the afternoon.

KSFQ, CBS affiliate in San Francisco, has played an equal part with the other network stations in breaking down the department store and specialty shop resistance to radio and it is now fully authorized for all of its efforts. General Manager Lin-coln Deliar stated his station has made a sales drive to replace win-ner accounts that were canceled to increase business and that large department and retail stores are showing unusual interest in radio this season. Summer slump in San Francisco is a thing of the past he averred.

As to the fall, Mr. Deliar said: "There are no signs on the horizon at this time that a fall show down will not show a substantial gain on a proportionately increased basis throughout 1941." And as to the growing interest on the part of department stores, the medium Mr. Deliar stated:

"Department stores, long aloof to radio, are gradually becoming more amenable to program ideas that fit into their particular needs. We at KSFO are endeavoring to build ideas that will fit into the particular sales problem of a department store and we believe we have been partially successful.

Hard-to-Sell Sales

"In the past year we have geared up our sales and program depart-ments to present, sell and produce local programs of network caliber. We have laid a stress on local live talent production. Our revenue has increased, too, by the proper selling of air time. This is a real near sell time, such as early morning, late night and Saturdays. We have accomplished this by carefully analyzing the audience and pro-gramming those times so that we were made attractive to the potential sponsors."

William Pabst, general manager of KQW, a Mutual affiliate, declared that from present commitments, his station will enjoy its best summer in the history of the station. He expects the upward trend to continue through the fall.

KQW showed a decided increase during the first quarter this year over last year.

Of the independents in this region, KQW, KYA, KJBS, KROW and KSRQ showed definite increases in the first four months of this year over last year.

Prospects for the summer and fall are particularly encouraging at this point, according to Harold H. Meyer, manager of KQW in San Jose, which through the re-allocation of frequencies gained a coveted spot on the dial between KPO, Red network outlet, and KSFO, the Bay Blue, has shown a 35% increase in business in the first quarter. C. L. McCarthy, manager, a record-breaking mid-day remotes for his station.

Bright in Oregon

Philip G. Lasky, general manager of KROW, said Oakland has always been a good summer market. "Now, with shrinkage of unemployment, defense and a general optimistic outlook, it should be a better summer than ever," he
ARIZONA'S 1940 Farm income totaled more than $16,000,000.00.
Even better times are ahead! Reach the market as only KTAR can reach it.

ARIZONA STATE TEACHERS COLLEGE
Tempe, Arizona
March 25, 1941

Mr. F. Howard Tyler
President, KTAR Station
Phoenix, Arizona

Dear Mr. Tyler:

Having had such unprecedented success with our 1940 Club Paper that you were so kind as to publicize, we are very confident that our plans for the 1941 Club Paper will meet with even greater success.

Through the regular Tuesday afternoon broadcast, we have successfully encouraged over 5,000 men to join our 1940 Club Paper. We estimate that this number will increase to over 10,000 in 1941.

We appreciate your assistance and support in this venture.

Sincerely yours,

[Signature]

E. W. Outram
Associate Professor of Agriculture

Salt River Valley Water Users' Association

Radio Station KTAR
Phoenix, Arizona

April 16, 1941

Gentlemen:

In our great enthusiasm over the nearly 10,000,000,000 cubic feet of water we have stored behind the Dams of the Salt River Valley Project, we don't want to forget to thank those who have given us help in telling the world all about our good fortune.

Particularly noteworthy was your recent and very colorful broadcast directly from the overflowing spillways of Roosevelt Dam.

In the entire history of agriculture in the Valley of the Sun, our farmers have not known a period of such prosperity and they have given us a lot of satisfaction to find our opinion so generally shared by KTAR.

Sincerely yours,

[Signature]

L. B. Otte
President

ARIZONA FARM BUREAU FEDERATION

APRIL 16, 1941

Mr. F. Howard Tyler
President, KTAR Station
Phoenix, Arizona

Dear Mr. Tyler:

You have asked this office for a statement concerning the broadcast prospects for agriculture here in the Valley of the Sun.

They have never been more promising.

To the finest soil and year-round climate
in the world has been added enough water to come. With this, it is not surprising that the farmers are busy planning the water to be used for the 1941 season.

It is gratifying to know that we have continuous support from the Associated Broadcasters of the Phoenix Broadcasting Company. You have already proved your service invaluable.

Very truly yours,

[Signature]

E. W. Outram
Executive Secretary
Arizona Farm Bureau Federation

KTAR

KEY STATION OF THE
Arizona Broadcasting Co., Inc.

Represented and Managed by
PAUL H. RAYMER COMPANY

New York Chicago Detroit San Francisco Los Angeles

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said. "Our territory is hungry with defense activity. By fall we expect that the money going into these defense activities will have found its way down through the channels of the retail establishments, who are 85% of our advertisers on KROW." Wilt Gunzendorfer, manager of KSBQ, Santa Rosa, reports a slight outlook for his station and said resorts in the Redwood Empire are planning considerably enlarged radio campaigns.

The reports and predictions of the agencies were in conformity with the statements made by the broadcasters.

Alber Burke, radio director of McCann-Erickson's San Francisco office, said the majority of their accounts using radio would continue throughout the summer. These include Standard Oil, Pacific Gas & Electric Co., Southern California Gas, Southern Counties Gas, California Packing Corp., W. F. Fuller Co., and Associated Dental Supply Co. This agency placed more business during the first quarter of 1941 than it did a year ago. M. J. Burke declared: "We look to a greater increase in advertising this year by service accounts, such as transportation companies and utilities."

A Summer Gain

Hasset Smith, San Francisco manager of Long Adv. Service, said radio business placed out of his office will show a decided increase during the coming season. In some instances, he stated, the small advertiser is curtailing his advertising appropriation due to the tremendous increase in business, feeling it wasn't necessary to advertise while business was good. The larger advertiser operates in just the opposite manner, he said. The George W. Caswell Co. (coffee), and the Gallenkamp Stores (shoes), two of the many radio accounts handled by this agency, will continue their radio programs throughout the summer and fall.

Business placed on radio out of the San Francisco office of Erwin, Wasy Co. will show a decided increase during the coming season, Radio Director Marigold Cassin reported. Golden Glow Brewing Co., National Lead Co., Albers Milling Co., and Canadian Pacific are but a few of the accounts using radio through this office.

Barring any national emergency, the San Francisco agencies will reap a rich reward in radio contracts in the forthcoming months, in the opinion of Lindsay Spight, Pacific Coast manager of John Blair & Co. Mr. Spight represents many accounts. "Of course, 1940 was a record year in national spot business and 1941 will have to some top it," he said. "We have the ability to hold the accounts."

Other optimistic statements came from Fred Wilmar of J. Walter Thompson Co., Emil Brisch of Brunswig, Davis & Staff; Richard Holman, radio director of Beaumont & Hohman; Robert O. Davis of Refus Rhodes & Co., and Walter Quill, of Sidney Garfinke Adv. Agency.

FLYING FORTRESSES of the Army provide program material for KDYL, Salt Lake City, where the 20th Wing of the Air Corps is located. Emerson Smith (center, lower photo), KDYL program director, poses with two flyers as he boards a fortress for a shortwave broadcast from the air. The KDYL mobile unit parked under the motors of one of the big bombers during an interview with a squadron commander.

CANADA
By JAMES MONTAGNES

AFTER 20 months of war Canadian broadcasting stations still continue to report an increasing amount of commercial programs. The broadcasting industry is prosperous in Canada, and sees no signs yet of a falling off in commercial business because of the war.

While the majority of agency executives report a steady increase in radio advertising, one large representative firm reports Billings on spot business up more than 20% over last year.

The experience of the Canadian industry operating within the Dominion is actually at war, can be taken as a barometer of what United States broadcasters can expect if the United States should enter the war. Few advertisers have gone off the air because their production is entirely for war purposes, but the majority whose consumer products have been affected because of government contracts have turned to institutional advertising.

More Inquiries

One large company, unable to meet consumer demand for its products because of wartime production, is continuing on the air, deeming it wise to drop its radio program, and prefers to have greater demand for its product than it can meet at present. There is a greater interest in radio advertising today than ever before, and agencies as well as stations are receiving more inquiries from would-be advertisers than before the war. Wartime taxes on non-essentials have not yet greatly affected broadcast advertising of such products.

The first quarter of 1941 has come up to expectations, is better than the same period in 1940. Summer business booked at this time is on a par with that of the summer of 1940. Canadian advertisers are not yet using radio in summer as in the United States. But the consensus is that tentative and definite autumn bookings show there will be a great increase in commercial business after the summer.

Much time has already been definitely booked for autumn and early winter months. There has developed a tendency among some advertisers to book for shorter periods because of uncertain conditions, but this is not general.

Government ruling that normal expansion of advertising will be allowed under excess profits taxation accounts for part of the increase in advertising, which would have developed in normal times. A number of dormant accounts have been rejuvenated because of this ruling, it is understood. Wartime luxury taxation on the other hand has eliminated some advertisers, of course, or forced them to decrease their budgets, since some of the taxation cannot be passed on to the ultimate consumer.

Also a factor has been the demand for articles such as autos, electrical appliances, radios, just prior to the bringing down the budget in Parliament, with public demand increasing at that time without any special advertising. This has also curtailed some advertising.

Networks Improve

There has been a slight increase in the use of network broadcasts over last year, and while the usual summer cancellations have arrived, new summer network programs have been booked, including General Food's Aldrich Family, Carnation's Contested Program, and an all-Canadian International Silver Summer Silver Theatre. Because of the increasing demand for network time during evening hours, discussion continues on the rumored second national network.

No network discussions have yet been held on this subject, it is understood, between the Canadian Broadcasting Corp. and the private broadcasters, but it is being talked about strenuously by programming officers, representatives, and CBC officials.

A development of recent months which is expected to continue and probably expand is the amount of government paid time bought on broadcasting stations. While the broadcasters have given considerable free time to local and national war organizations, the financial campaigns of the government are being put on the air through this medium, national and local, in which nearly every Canadian station participates. A standing committee of the CBC, advertising agencies, government departments and the private broadcasters has this problem in hand. A number of commercial accounts and many station sustaining shows have been built around war activities in local areas. Many sponsors have put plugs in their announcements about some war service or purchasing campaign. Big names in the radio territories local and national, the United States have been brought to Canada for important paid and sustaining war theme shows. Few such shows are likely to come to Canada during the summer months.

Staff Depletions

The broadcasting industry does not expect much more depletion of staff through voluntary enlistments or conscription. Practically every station and agency has already lost some men either on active service with one of the three branches of the armed forces or conscripted in one of the called services last summer. Some now serving with reserve forces may volunteer for active service during the recruiting campaign planned for this summer.

Daylight saving is now considered a wartime necessity, and as such the industry is cooperating fully with Ottawa on this means of saving electric power. Canadians expect to see daylight saving continue in many more districts this autumn on a year-round basis than last winter when industrial centers in Ontario and Quebec were ordered to stay on 12-hour daylight time. There was talk of double daylight time for those districts for this summer, but this thought has been dropped by Ottawa. But the industry expects the same headaches as the summer when programs imported from the United States with standard time will have to be fitted into Canada's daylight saving time.

Generally speaking the industry does not expect to see many changes during the balance of this year, but believes business will carry on about the same as it has since the start of the war.
Five years ago, Presto offered the first high fidelity instantaneous recording equipment to radio stations. Today, more radio stations use Presto recording equipment than any other make.

Today, radio stations have a larger investment in Presto equipment than in all other makes of recording equipment combined.

We want to express our thanks to the hundreds of broadcast engineers whose endorsement of Presto equipment has given us this outstanding position in the recording field. More particularly, we want to thank those engineers whose practical suggestions have helped us adapt Presto equipment to the exacting requirements of station operation.

Shown here are some new Presto developments which will further improve the performance of your recording installation.

1. Presto 1-C cutter gives wider response range, higher playback level from Presto recordings. Can exchange for Presto 1-B cutter at low cost.

2. Presto 6-N recording turntable for portable or fixed recording installations. A great improvement over the standard 6-D table, less vibration, wider frequency response.

3. Presto 88-A, 50 watt recording amplifier. Selector switch pre-emphasizes high-frequency response to record NBC Orthacoustic or standard high fidelity lateral characteristic. Gain 85 db, 1% distortion.

4. Presto 8-N recorder, the finest recording turntable made by Presto. Used by the larger stations in U.S. and Canada. Records made on the 8-N reproduce uniformly range 30-9000 C. P. S. Noise level -50 db.

5. Presto 62-A transcription table, called by leading engineers the quietest, steadiest table on the market. Selector switch adjusts pickup response instantly for any type lateral recording.

6. Presto model Y recorder, used by scores of stations for outside pickups. Makes high quality 16" transcriptions suitable for broadcasting.

7. Presto recording discs, greatly improved by new manufacturing process to have more uniform coating, lower surface noise, wider frequency range, higher playback level.

8. Presto model L portable playback, lightweight, simple to operate, gives perfect reproduction of all types of lateral recordings. Ideal for time salesmen and agency executives.

VISIT THE PRESTO NAB CONVENTION EXHIBIT ROOMS 664-8 HOTEL JEFFERSON

PRESTO RECORDING CORPORATION
242 WEST 55th STREET, NEW YORK, N. Y.
World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

BROADCASTING • Broadcast Advertising
May 12, 1941 • Page 51
Canadian Stations Learn War Lessons

Private and Government Stations Cooperate In Emergency

By GLEN BANNERMAN
President and General Manager
Canadian Assn. of Broadcasters

Canadian broadcasters have learned a number of valuable lessons about broadcasting in wartime, the results of which are revealed today in the coordination of all war effort programs and the cooperation of the private broadcasters with the publicly owned Canadian Broadcasting Corp.

Canadian broadcasting has also advanced from a free service for wartime programs to a status similar to that of other media when a growing number of war effort programs and wartime money raising campaigns are carried as paid commercial programs.

Some Lessons

By trial and error Canadian broadcasters have learned that too many war talks will kill an audience and that money raising campaigns must not overlap, whether locally or on a national scale. For instance this year a government war finance campaign in February was to be followed immediately by an appeal of six war service organizations. There was a period of several weeks between the campaigns after broadcasters had shown authorities that from a radio standpoint the two campaigns were too close together. The broadcasters held up their own campaign, the sale of a Winston Churchill biographical booklet, until other campaigns had been entirely completed.

Broadcasters in Canada have also learned that Canadian listeners, being accustomed to commercial-type programs, would not effectively reach by applying commercial program methods to war effort programs. While there are still many who realize the importance of cooperation today, a number of campaigns for war finance have now been operated as commercial programs, with commercial announcements just as for any advertiser. These programs have taken the form of all-star shows, daytime serials, evening dramas, with interspersed commercial announcements about the campaign. This method has been found very successful.

Radio being a public service utility, first call on broadcasters is their service to the listener. From the outbreak of war station operators were besieged by numerous requests for time for announcements and talks. Many station owners thought there would be many such talks already on the air, and that listeners would soon tire of them.

The officers of the Canadian Assn. of Broadcasters and of the Canadian Broadcasting Corp. were approached on the question by individual operators, resulting in the setting up of a radio committee of the CAB and the CBC for the coordination of war effort programs. The CBC carries many such programs on its national sustaining network. Others are requested locally.

A system has now been developed where many local stations reserve a half-hour or an hour daily for wartime announcements of all kinds, feature it under some such distinctive name as The Red, White and Blue Program at a certain hour each day. One commercial sponsor has developed a similar idea, with such a program using patriotic music aired locally on nearly a dozen stations.

Requests for Free Time

National requests for free time came to the CBC and the CAB practically from the start of the war for Red Cross annual campaign, the Canadian Legion campaign, two government war loans, the stamp campaigns, then the saving stamps campaign, announcements about national registration in August, 1940, and other services with wartime appeal.

Last year all Canadian stations contributed an estimated total of 4,500 hours free time. For the first quarter of 1941 the amount of free time runs to about 960 hours, paid time to 350 hours.

As the hour ratio for free time kept growing, charitable war organizations and the government were advised that while radio stations in Canada are not at all anxious to make any money out of charitable and financial campaigns, they feel that all media should be treated alike—all paid or none at all. Radio stations are willing and give far more free time than the value of any time purchased. Except for the ten stations owned by the CBC all other stations are dependent solely on the sale of commercially sponsored time.

A committee was set up early this year representing the CAB, CBC and the advertising agencies, with a member from the latter as chairman. This committee now functions to line up the commercial aspects of government campaigns.

First in priority was the February government saving campaign with daytime serial and weekly all-star hour as well as numerous spot announcements. This campaign went so well that it has been renewed for war savings and for the government third war loan starting in June. That stations gave free time and programs, coming to the furtherance of the February campaign is shown by the figures of one metropolitan station which in free time provided more than five times the amount of time for which it was paid.

Another station for the month put in daily free time ranging from announcements to half-hour feature programs including a blank program. This blackout feature was announced solidly for a week as a television experiment. When the time came for the program to go on the air the audience was asked to turn off all the lights in their home, to sit in front of the radio in the dark. While this blackout was only a sign of things to come and an actual broadcast of a London air raid, recorded on the spot by Canadian engineers.

Close co-operation between the stations is the key to the success under the same ownership helped make this program a success. Similar co-operation between newspaper and broadcasting stations owned by the same group was obtained elsewhere throughout the Dominion.

Advertisers Help

Advertisers on Canadian stations have co-operated wholeheartedly with war effort programs, frequently giving up valuable time, and always with or without station request plugin in their commercials. Announcements for various charitable campaigns for which the stations give free time.

Radio has without a doubt demonstrated its usefulness in Canada as a medium for charitable and governmental appeals. Because of the small number of stations in the Dominion, 85 in all, there has not been much difficulty in obtaining a cooperative and coordinated working arrangement on the handling of war effort programs of all kinds.

Less than a dozen stations are either not members of the CAB or do not belong to the CBC, a few are small stations. As a result practically every station is represented either through the CBC or the CAB to the Toronto, where both have headquarters, and committee meetings of both organizations and the advertising agencies are usually well arranged. In this way we have been able to develop a central method of operation on all war effort programs.

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Glen BANNERMAN

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 EXPANSION OF UP IN YEAR REVIEWED

MEETING in New York in advance of the NAB convention, United States executives reviewed UP activities in radio during the year and outlined plans for the future. Don Lee, vice president and general sales manager, reported the year has witnessed the greatest expansion in radio news facilities in the history of UP.

"Noteworthy achievements," he said "included completion of the first transcontinental wire network providing news exclusively for commercial radio stations and bureaus. In Atlanta and the addition of new bureaus, manned by menespecially trained in radio writing. These strides have been of great importance to the radio industry as well as to the U.S. To the stations, he further pointed out, the improvements made have meant longer hours of continuous service, greatly increased speed in news transmission and a vastly enlarged volume of local, state and regional news available to individual stations.

A. F. Harrison, radio sales manager explained that the program of expansion this year has been a giant one and will be in a relaxed pace in 1945. He has already contracted well in excess of 500 stations.

A series of weekly radio transcriptions, dramatizing UP coverage of great news events, was supplied to 365 stations.

It was reported the contract will be represented at the St. Louis convention by Hugh Baillie, president; G. H. Hales, general sales manager; and Thomas R. Curran, central division manager, Chicago; Jacques D'Arma, southwestern division manager, Dallas; Stanley Whitaker, southern division manager, Atlanta; Jack Bisco, assistant business manager, New York; and business representatives Mims Thomson, Chicago, and S. D. Hales, Kansas City.

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IBEW Signs KFAC

KFAC, Los Angeles, formerly under CIO agreement, in early May signed a contract with Local 40, IBEW, covering all technicians. Contract provides for wage increases to $215 per month for technicians and starting at $240, increasing to $250 per month for the chief engineer, with increased jurisdiction. pact also calls for three-week vacation with full pay, sick leave, overtime pay, double scale for leave, and other improvements working conditions. Al Spede, business manager of Local 40, with Roy Tindall, chairman of the Broadcast Technicians Division, State Electrical Workers Assn., and W. A. Kelly, internationalssecretary, IBEW, negotiated the contract with Calvin Smith, station manager. IBEW reports it is negotiating a new contract with KMPC Broadcasting System, Hollywood, covering technical staff of KJH KFRC KGB.

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MEMBERS of the Congressional Sec-
BUT A WOMAN WILL ALWAYS LISTEN WHEN THE TIME AND PLACE ARE RIGHT

That's why these special radio programs for women...these daily station features...are such successful sales producers...They are broadcast when women want to listen...by women who know how to keep them listening...And, most important, they are featured on eleven great NBC stations, dominant in their markets...consistently preferred by leading spot and local advertisers.

If you have a product women need for their homes, their families or themselves, you will certainly want to know a whole lot more about these programs. Check the list at the right and then contact the NBC Spot Sales office nearest you.

NBC-SPOT & LOCAL SALES
New York Chicago San Francisco Boston Washington Cleveland Denver Hollywood
NATIONAL BROADCASTING COMPANY A Radio Corporation of America Service

Representing

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WESTINGHOUSE STATIONS  GENERAL ELECTRIC STATION

CHOOSE A "GOLDEN MOMENT" ON THESE ELEVEN MAJOR STATIONS

Here are well-established, advertiser-tested features...known by women...listened to by women...responded to by women...thousands of women in each of these great markets. And each program is so favorably priced that it offers advertisers a value that cannot be equaled.


KGO...San Francisco—Glady's Cronkhite's "International Kitchen," 3:30 to 4:00 P.M. (P.S.T.) Monday through Friday.

KPO...San Francisco—Ann Holdin's "Home Forum," 9:30 to 10:00 A.M. (P.S.T.) Monday through Friday.


WTAM...Cleveland—Jane Welander's "Woman's Club of the Air," 9:45 to 10:00 P.M. (E.D.T.) Monday through Friday.


KPO...San Francisco—Glady's Cronkhite's "International Kitchen," 8:30 to 9:00 A.M. (P.S.T.) Monday through Friday.

KPO...San Francisco—Ann Holdin's "Home Forum," 9:30 to 10:00 A.M. (P.S.T.) Monday through Friday.

N.B. Tear out this advertisement for your files. It lists every special radio program for women on NBC represented stations.
Clearing Library Programs at Source

Protection From Suits Vital, Says Craney, Answering King

EDITOR, BROADCASTING:

I have been much interested in the April 7 issue of BROADCASTING because you show my good friend Jerry King of Standard Radio reading an issue of our trade magazine BROADCASTING in which you wrote kind enough to print an article I wrote on copyright.

Jerry King and I seem to see eye to eye on the entire copyright problem, with both of us putting it in the proper perspective. In answer to Jerry's question, I agree that Mr. Craney, commercial transcriptions should be cleared at source if network commercial programs are cleared at source. Well, the ASCAP and BMI consent decrees both specify that all network programs be cleared at the source. You and I would probably put it together on that score.

There's A Difference

Then after the above, Jerry goes on and on about telling on transcription library services. He mentions all in one breath Standard, NBC, WCBS, Associated, Lang-Worth and MacGregor. Now there is as much difference between these various services as there is between the ASCAP and BMI consent decrees.

We subscribe to the Lang-Worth library and there isn't a single number on a Lang-Worth disc that they don't clear at the source. In other words, we can play any number in the Lang-Worth library without a license from anyone. Another library service we subscribe to is the MacGregor service. Many MacGregor numbers are cleared at the source. This includes not only public domain music but also much copyrighted material. MacGregor sends out clearing information. It tells you who the copyright owners belong to, whether or not you have the right to play them without other permission licenses and guarantees to back up his listings if you should be sued for playing any number he tells you is tax free or paid for in your license with him.

Now I used to use transcriptions from Standard Radio. I have a good friend Jerry King. I had to discontinue the use of Jerry's transcriptions, however, when we were in the ASCAP, because we couldn't buy them from Montana because we stopped playing any ASCAP music a long time before the other broadcasters even thought of doing so. I had to do without the good service Jerry King was furnishing me. I was forced to go back to playing ASCAP music so I started to find out just how far the transcription houses I was purchasing transcriptions from were going to go in backing me up if I should be sued by ASCAP for playing one of the numbers they said was non-ASCAP. I found I would be backed up by the same people as Jerry's. Jerry wrote me as follows:

June 23, 1939—"... I cannot

MUNICH DAYS at CBS were recollected recently by W. V. Kaltenborn and Jack Stapp when they had a chat at Nashville. Both are now on NBC, Kaltenborn as a commentator and Stapp as WSM program director. They actually lived, slept and ate together in a CBS New York studio back in the Munich crisis, covering developments from hour to hour during that 1939 period.

include the protective clause on the copyright infringement suits. To begin with there is no way whereby we can accept the responsibility of this kind because suits can be filed without any basis in fact. Your clause would then compel us to employ counsel and protect you in Montana. One such suit would cost us more than the total revenue accruing under the deal."

June 30, 1939—"... we are perfectly willing to do everything in our power to assist the broadcasters but I don't think this should include the point of the ASCAP asking us to make legal guarantees about music which we believe will be found 100% tax-free."

Indemnity Clause

Then later on after the settlement of the Montana-ASCAP dispute Jerry wrote and wanted me to subscribe again to his service and I asked for his library with his guarantee that each tune he said belonged to this or that copyright owner actually belonged to the particular owner in question and Jerry wrote me as follows:

Dec. 6, 1940—"...Your letter of Dec. 2 with reference to subscribing to free library service enclosing your indemnity agreement has been forwarded to me. Inasmuch as you ask two questions: 1) whether we will sign the indemnity agreement and, 2) what our price for the service will be...

"Let me point out that if you are willing to pay our price for the service we will sign the indemnity agreement. For stations who want such an agreement our price for service is $1,000 per month plus a 5% commission."

"You are familiar enough with the copyright act to know that it is absurdity to attempt to clear music at the source so long as the $250 statutory minimum award is in the act. To make one company responsible for infringement which easily could run into several hundred thousand dollars is just not within their ability."

Jerry wrote the above right in the middle of an advertising campaign he was pushing on telling the broadcasters he had "tax free" music. In the advertising, of course, he didn't say he wouldn't stand back of any suits unless a station paid a prearranged fee. Now I don't quite understand all of this when Jerry King admits in his article that he has to pay the "mechanical rights." He says, "We are pretty careful about it, but we have facilities better than most for checking sources of music. We have to." Then he goes on to say that to license any ASCAP broad- cast will never be sued because of a transcribed number. Well, here in Monta- na we were and while the suit was finally dismissed with prejudice against the publisher it was mighty nice to know that the number was played from a transcription library service where the manufacturer, including copyright, goes to court with us or go whole hog and defend the case.

For the life of me I don't see why all broadcasters don't insist that the transcription manufacturers be responsible for the numbers they say belong in public domain or are owned by Jerry King. I get another from various licensing groups. After all the broadcaster is the one that is responsible for what he originates and should have all protection and rights. Certainly he should have the protection he pays for when he purchases transcriptions represented to him to be one thing and then settled to find an infringement suit pending against him because the copyright belongs to someone else.

Way of Settlement

Jerry King devotes a whole paragraph to what he believes to be the ideal way of settling the music business. He writes:

"The ideal way of settling the music business as I see it would be for a uniform contract for performances by all radio stations pools and which would cost the local outlet nothing, except for sustaining programs if these are put on a blanket basis. Network commercials would then require no attention being cleared at source. Neither would commercial transcriptions."

"Local commercials would be reported per program to the pool whose music was used. And that would be the end of it except the deal might be made to include clearance of all network broadcasts at some rate to eliminate the necessity of the local outlet taking on dozens of sustaining contracts from each music pool and the 150 independent pools available to the pub."-

Now if Jerry will just read the ASCAP & BMI consent decrees he will find that the Department of Justice satisfied his fondest expecta- tions. The Department of Justice did even better. The wording of Jerry's above quoted paragraph shows he didn't read the consent decrees so I quote for the benefit of those not familiar with it two pertinent sections of the ASCAP decree:

"Sec. II (4) Clearance at source on all network programs."

Defendant, American Society of Composers, Authors and Publishers, shall not license the public performance for profit of any musical composition or compositions except upon terms whereby, in so far as network radio broadcasting is concerned, the issuance of a single license, authorizing and fixing a single license fee for such performance and network radio broadcasting, shall permit the simultaneous broadcasting of such performance by all stations on the network which carry the same performance, without requiring separate licenses for such several stations for such performance.

"Sec. II (6) Clearance at source on commercial transmissions."

"With respect to any musical composition in defendant's catalog of musical compositions licensed for broadcasting and which is or shall be lawfully recorded for performance on specified commercially programmed transmissions or on other broadcast transmission intended for broadcasting purposes, said defendant shall not refuse to license the public performance of such transmissions to any radio transmitter or advertising agency on whose behalf such transmission or recordation shall have been made and who requests such license, which single license shall authorize the broadcasting of the recorded composition by means of such transcription or recordation by all radio broadcast stations enumerated by the licensee, on terms and conditions fixed by said defendant, without requiring separate licenses for such enumerated stations."-

Terms of Decree

There is no other section of the ASCAP decree dealing with transcription services so you see if Jerry had read the decree first there would have been no reason for his article. The decree says nothing about sustaining or library transmissions. It leaves them to be dealt with the same as phonograph records. Jerry King's "ideal way of settling music business" is here IF the broad- casters will only go through with the rights given him under the terms of the consent decrees and insist on establishing once and for all the principles of clearance at the source and a use method of payment he has been fighting for so long.

Those weaklings who would sign a blanket form of contract with either ASCAP or BMI no matter how favorable the present terms of agreement are will have to run the day they do so in years to come when again the music battle of 1932-41 will have to be fought.

ED CRANEY, KGIR, Butte, Mont.

May 5, 1941.
KLZ's STANDOUT NEWSCASTS HAVE BEEN CONTINUOUSLY SPONSORED FOR 5½ YEARS!
FM's toughest job is audience building. And the trend in W1XTG's area shows that G-E simplified FM is doing more than its share in winning listener approval.

General Electric FM broadcast transmitters give full fidelity, real dependability, extra economy. Ask to see the figures on G-E performance.

**G.E. for Complete Service**

General Electric offers the only complete line in FM today—broadcast and relay transmitters, tubes, receivers, antennas, crystals, and the new station monitor. Speech equipment will be announced soon.

FM audience building is a specialty with G.E., through co-ordination of the work of our receiver and transmitter sales divisions.

Get an early start in FM. Your copy of "How to Plan an FM Station," and full information on the G-E complete service, are available through any of our 80 offices, or from Radio and Television Dept., General Electric, Schenectady, N. Y.

**Chief Engineer H. H. Newell** (right) compliments G.E.'s S.H. Magruder on the excellent life of the G-E tubes at W1XTG. A complete set of tubes for W1XTG's 1-kw G-E transmitter costs less than $290!

**FOR TOP PERFORMANCE**

**Use G-E Transmitting Tubes**

**GENERAL ELECTRIC**
New Rules and Regulations
Governing Commercial Television Broadcast Stations
Promulgated by FCC April 30, 1941, Effective July 1, 1941

DEFINITIONS
4.201—Television Broadcast Station means a station licensed for the transmission of visual images and synchronized sound or for the transmission of sound only for simultaneous reception and reproduction by the general public.1
4.202—Television Broadcast Band means the bands of frequencies allocated for television broadcast stations.
4.203—Television Channel means a band of frequencies 6,000 kc. wide and which may be designated by channel numbers as in Section 4.224 or by the extreme lower and upper frequencies.
4.204—Power 154. Standards for Television Broadcast Stations means the standards which determine the characteristics of the television signal as radiated by a television broadcast station.
4.206—Televisor Transmitter means the radio transmitter or transmitters for the transmission of both visual and aural signals.
4.207—Visual Transmitter means the radio equipment for the transmission of the visual signal only.
4.208—Aural Transmitter means the radio equipment for the transmission of the aural signal only.
4.209—Visual Transmitter Power means the peak power output when transmitting a standard television signal.
4.210—Service Area means the area in which the signal is not subject to objectionable interference or objectionable fading. (Television broadcast stations are considered to have only one service area; for determination of such area, see Standards of Good Engineering Practice for Television Broadcast Stations.)
4.211—Main Studio as to any television broadcast station means the studio from which the majority of the local programs originate, or from which a majority of the stations identification announcements are made.

ALLOCATION OF FACILITIES
4.221— Basis for License. Television broadcast stations will be licensed on the basis of the effective signal radiated (which may be designated by channel numbers in accordance with the following):

ESR is equal to the square root of the power to average power gain times the height of the antenna above the surrounding area. The power is measured here in decibels above 1 milliwatt, the gain in voltage ratio, and the antenna height in feet above surrounding area.

4.222—Time of Operating. Television broadcast station licenses are for use only for unlimited time operation.
4.223—Showing Required. Authorization for a new television broadcast station or increase in facilities of an existing station will be issued only after satisfactory public hearings have been made in regard to the following matters:
(a) That the service area and population which the applicant proposes to serve are computed in accordance with the Standards of Good Engineering Practice for Television Broadcast Stations.
(b) That the proposed assignment will tend to effect a fair, efficient, and equitable distribution of radio service among the several states and communities.
(c) That the applicant is legally qualified, is of good character, and possesses such qualifications as to provide a satisfactory public service.
(d) That the facilities sought are subject to assignment as requested under existing international agreements and the Rules and Regulations of the Commission.
(e) That the public interest, convenience, and necessity will be served through the operation under the proposed assignment.
4.224—Channel Assignments. The channels or frequency bands set forth below are available for assignment to television broadcast stations:
(a) Channel

4.225—Experimental Operation. Television broadcast stations may conduct experimental operation as the Commission deems necessary for the improvement of technical phases of operation and for such purposes may assign to such stations a television signal subject to the following:
(a) That the licensee complies with the provisions of Section 4.221 with respect to interference.
(b) That transmissions are radiated outside of the authorized channel and subject to the condition that no interference is caused to the transmissions of a standard television signal or any other television broadcast stations.
(c) If objectionable interference would result from the simultaneous operation of a television broadcast station operating experimentally and an experimental television station, the licensees shall make arrangements for operation to avoid interference.
(d) No matter the direct or indirect shall be made by the license of a television station for the production or transmission of programs when conducting technical experimentation.
4.226—Multiple Ownership. No person (including all persons under common control) shall, directly or indirectly, own, operate, or control more than one television broadcast station without the prior approval of the Commission, except upon a showing (1) that such ownership, operation, or control would not result in the concentration of control of television broadcasting facilities in a manner inconsistent with the public convenience, and necessity; or (2) that such ownership, operation or control would not result in the concentration of control of television broadcasting facilities in a manner inconsistent with the public convenience, and necessity.
4.227—Normal License Period. All television broadcast station licenses shall be issued so as to expire at the hour of 3 a.m., Eastern Standard Time, and will be issued for a normal license period of one year, except Feb. 1.

EQUIPMENT
4.241—Maximum Rated Power; how determined. (a) The maximum rated carrier power of standard television transmitters shall be the same as the maximum rated carrier power of the tube equipment. (b) The maximum rated carrier power of composite television transmitters shall be the sum of the power consumptions of the applicable commercial ratings of the vacuum tubes employed in the last radio stage of each tube, for the maximum rated input power. (c) Maximum Power Rating and Operating Power. The Commission will grant a license for installation of a tele-

PHOTOGRAPHS ON PAGE 39 in same (1 to r) order show: (1) Maj. William Coates Borret, managing director of CHNS, Halifax, who was born into an Army family, was educated at Army schools and during World War I served with the Canadian Expeditionary Forces overseas; he was in active service the day after the recent war broke out, serving aboard transports in Halifax until called to Ottawa on more urgent service. (2) Harry Sedgwick, president of CPBR, Toronto, who joined the 15th Battery Canadian Field Artillery in 1914, went overseas in 1915, served in Belgium and France until wounded at Courcelles in the Somme drive in September, 1916. He spent until May, 1918, when he was invalided. (3) Charles E. Dow, NBC manager of station promotion, who is a native of Victoria, B.C., spent his boyhood in Edmonton, Alta., joined up at the outbreak in 1914 with a unit recruited at Windsor, was sent almost immediately to England for training, was in the thick of it at Ypres within four months, then saw service on the Somme and at Lens; at Lens he "got his blighty," being wounded three times in both legs, head and neck, and he was invalided home in October, 1917.
OPERATION

4.201—Minimum Operating Schedule.

(a) The licensee of each television broadcast station shall maintain a regular program operating schedule transmitting a standard television signal for a minimum of five hours per day.

(b) On each day, except Sunday, there shall be at least one hour of programming between 2 P.M. and 11 P.M. including, at least 1 hour program between 2 P.M. and 11 P.M. The programming shall consist of entertainment and news, and shall be shown in accordance with the provisions of Section 2.54.

BROADCASTS BY CANDIDATES FOR PUBLIC OFFICE

4.281—The provisions of Sections 3.421 to 3.424, both inclusive, of the Rules and Regulations Governing Standards and High Frequency Broadcast Stations shall also govern television broadcast stations.
Which station should you use, to do an outstanding job of radio advertising in the Hartford Market? It's just good horse sense to choose WDRC—and get all 3—coverage, programs, rate!

WDRC
CONNECTICUT'S PIONEER BROADCASTER
Radio Figures in a Store's Success

Leading Hartford Retailer Attains Definite Increase in Sales

By ROBERT E. BERNHARD

Apparel Merchandising Manager,
Wise-Smith's Department Store, Hartford

MANY times in the past few weeks we have been asked by leading department store executives and others in the field of promotion and advertising: "How successful is your radio program? Does it increase sales, does it help you in your merchandising policies; in short, does it bring people into the store?" These are matters of the greatest import to department stores, which have problems not affecting concerns handling only a line or two. This is our success story in the use of radio, how we developed a technique in appealing to the public, and how we brought people into the store because we made them feel that only at Wise-Smith's could they get the personal attention they wanted.

Everyone Satisfied

Success? Well, our program over WDRC, Hartford, gave us a 22.66% increase in the corset department in six months. And because our customers were satisfied, it created a friendship for the store which brought them back to other departments. A satisfied customer is a store's greatest asset.

And so this is the story of how we are selling a department store over the radio by concentrating on a single department.

It was nine months ago when I took over as a merchandising manager at Wise-Smith's, one of Hartford's largest department stores. One of the first things I did was to survey the store and the position it held in the community.

I found the store had a great following among the older persons in the Hartford area, but not among younger people. Our window displays, in my mind, were not adequate to carry the message we wished; the appearance of our departments did not permit a dramatization of merchandise; our salespeople were not fully acquainted with style trends and the various types of merchandise.

And so things began to happen. New window decorators appeared, there were new training directors, a few new buyers with modern viewpoints. Merchandising ideas were developed for a fast turnover of style merchandise, permitting new types to come in daily.

Then, this question came up: How could we reach our public quickly to get our message over? How could we test the reaction of the public to these modernizations? We couldn't change our newspaper advertising overnight because we depended on that to bring in daily business.

The answer, of course, was radio.

We wanted to talk to the women when they were in their homes, relaxed. We didn't want to throw a lot of information at them that would be hard to assimilate. We wanted to put our ideas over in easy stages, to gain their interest and surely their confidence.

We held conferences. We needed to pick out one department in which all women—large, small, short, tall—could be vitally interested. And it had to be a department which would be profitable even though our radio program was experimental.

The corset department was chosen.

Then we had to select a radio station. WDRC was unanimously chosen as most fitting our needs, giving us a wide coverage at not too great a cost in the experimental stage. And so our staff and the production department of WDRC immediately got together and soon there was a great throwing-about of brains and ideas.

We decided on a 15-minute program which would have human interest from an entertainment standpoint, and still give us time to build in the mind of the potential customer that Wise-Smith's was a big department store specializing in a given line—corsets. We called the program Figures in Music.

Our story was an involved one to tell over the air. We had to tell the women that most people do not get the most out of their appearance, that it was not a question of buying high-priced corsets, no! It was expert advice on the customer's personal need.

We had to tell them we had a competent staff of experienced fitters who, through diagnosis, could fit the needs of the individual. We had to let it be known what lines we carried exclusively, and why Hartford gets to choose these lines. And we had to let them know, too, that it wouldn't be expensive.

Out of a Huddle

Conferences with WDRC Salesman J. Eric Williams and Chief Announcer Ray Barrett quickly indicated they understood our problem. Out of these huddles came a program which we are very proud of today, and which we have just renewed for an indefinite period.

The copy was the most important thing, of course. Never did we mention the material of the corset. We told only of what it did to the person who wore it. We talked of famous women in history, how they looked. We talked of Hollywood women. We made women conscious of their appearance. We let them know the merchandise we were selling could make them attractive and we demonstrated our ability to serve them better than average competition. We gave them musical entertainment. And then we appealed to their own best interest, their appearance.

Our average sales increased immediately. People came in and said they did so because they heard it on the radio. What could we do for them? They were patients coming to a clinic, coming to a specialist for advice.

In six months, business in the corset department increased almost 23% without much newspaper advertising, except for clean-ups on odds and ends.

Our primary thought in this specialization was to acquaint people with a department in which we were superior in price, size range, quality and assortment.

And then, through this satisfactory contact with a new customer, we would interest her in our general assortment of merchandise in other departments of the store. Our store volume has also very satisfactorily increased. We do not know definitely how much of it can be ascribed to radio. But we do not doubt that these specialized promotions by air will be the means of furthering our store's potential sales increases.

The program, which we carry every Tuesday, Thursday and Friday, taught us many things. We were able to stabilize the corset lines carried. We kept a model stock of various sizes and types. We were able to catalogue more closely the definite need of the public and to recast our stocks to protect this need. We were able to reduce our investment and speed up our turnover of stocks.

It is only a question of time now before we will have a house furnishing program and a complete Fashion Forum of the Air. This will be a weekly talk on fashions, and so on, which will tear down certain popular beliefs.

But one thing should be borne in mind. Department store officials do not know everything about radio. For radio information, it seems to me the best thing is to go to radio people. That is why we asked WDRC for advice.

At least 50% of the success of Figures in Music rests on WDRC's production advice.

FIGURES DOMINATE the conversation when Salesman J. Eric Williams (left) of WDRC, Hartford, together with Robert E. Bernhard, apparel merchandising manager of Wise-Smith's department store, and the moving spirit behind the store's successful use of radio to sell corsets. Mr. Bernhard was formerly vice-president of Gimbel Brothers.
FOR TODAY'S OUTSTANDING ANTENNA ACHIEVEMENTS

Backed by the conviction that a better job can be done than has ever been done before, John E. Lingo & Son, Inc. is accomplishing outstanding results in the designing and construction of AM and FM radiators that set new performance standards for the broadcasting industry. Improved designs and exclusive patented features are responsible for their high efficiency, unexcelled stability and low maintenance costs.

As a result, for service and economy, LOOK TO LINGO!

LINGO FOR AM VERTICAL RADIATORS

To Increase Station Efficiency and Lower Cost of Antenna Maintenance...

Solid facts and figures are available to you on numerous Lingo Vertical Tubular Steel Radiators now in service throughout this country and Canada. The widespread application and increasing acceptance of Lingo "Tube" Radiators are your assurance and proof that you can expect and get a full dollar's worth of performance for every dollar you invest. Buy on the basis of proved performance and enjoy the benefit of Lingo's:

- Moderate initial cost
- Exceptional high efficiency
- Low maintenance cost
- Unexcelled stability
- Five-year insurance protection
- Single responsibility for constructing and erecting.

Our engineering staff will be pleased to supply you with technical details as they apply to your own case—without obligation, of course. In writing please state location, power and frequency of station.

LINGO FOR FM TURNSTILE RADIATORS

Already Installed! Already Proven! Now Available for Your Particular Use...

Here is the first and only Frequency Modulation antenna of its kind in the radio industry! The new, improved design is another step in Lingo's policy of leading in FM antenna development. This new turnstile antenna is the result of years of research and development. These features are important:

- Antenna radiates a horizontal polarized signal with uniform circular field pattern.
- Antennas are custom built, and factory adjusted to the operating frequency, making on-field adjustments necessary.
- Improved, simplified method of feeding and coupling.
- Turnstile elements fed by coaxial line, no open turnstile wires used. Only one main transmission line required. Only two lines used between layers of elements.
- Available with 2, 4, 6, 8 or 10 layers of turnstile elements depending upon desired gain.

Quotations now for stations up to 50 KW, include essential steel mounting pole, turnstile elements, coupling equipment, transmission lines feeding the elements, etc. (Climbing steps, lighting equipment and steel melting units are also available as optional equipment.) Write today for complete facts and please indicate your proposed frequency, power and location.
The ABCD's of Radio Audiences

Definite Class Appeals Of Various Programs Are Analyzed
By H. M. BEVILLE Jr. Research Manager, NBC

IT SEEMS to be common practice for those not directly connected with broadcasting activities to suppose their radio listening habits are typical of the general audience. My own acquaintance with the Gallup Information among the top-ranking of all programs in the United States is quite recent (and if I went to judge according to the requests I receive for tickets to broadcasts I would be convinced that such was the case). Since radio listening is such a personal experience, it is quite natural to be surprised at this reaction from the laysayer. Those closer to the broadcasting picture are, of course, far more sensitive to the analysis of polls, but few “surveys,” have heard of “program ratings.” In fact, some have even used such terms as “Crossley tickets” or at least some of the figures.

Who Listens

These “professionals” could quickly point out that Information about radio listening habits is available to them, but—what is it really good for? (This is the sort of question that has been raised by a number of people, who may not be members of social-economic groups.) The surveys which have been conducted by the CAB during the years covered by the study of the Social Stratification of the Radio Audience, are of the greatest importance. Not only is this of value to advertisers but to educational and political broadcasters as well, who are interested in the relationship between economic status and cultural level.

Survey Technique

Fortunately, an invaluable reserve of material on the habits of principal economic groups is available in the semi-annual program audience research conducted by the Cooperative Analysis of Broadcasting, oldest and best known of the regular program service surveys. This material has been made available to the author for a special study for the Princeton Radio Research Project entitled Social Stratification of the Radio Audience. [Available from Office of Research and Development, 444 Madison Avenue, New York City, $1] Before presenting here a few of the listening patterns that exist within various economic classes it might be helpful to see how these data were collected.

The Cooperative Analysis of Broadcasting (CAB) is sponsored jointly by the Association of National Television Advertising Agencies, and the American Association of Advertising Agencies. The interviewing and tabulating of the program is done by Crossley, Inc. The CAB technique is known as “telephone recall.” Calls are made during the four days following the preceding listening period: At 12 noon covering 6 a.m. to noon; at 5 p.m. for noon to 5 p.m. listening; at 8 p.m. for the 5 to 8 p.m. period; and at 9 a.m. the following morning for the preceding evening’s listening after 8 p.m.

Interviewing is conducted in 33 major cities 24 weeks a year, during the first and third weeks of each month. A total of 750 calls are made in the 33 cities during each period. A complete week’s data is obtained in the bi-weekly reports are based on two weeks’ interviewing, so that the total base for a program ranking is 1500 calls. These bi-weekly reports give advertiser, agency and broadcasting a valuable measure of program audience size.

One of the two major features of the technique employed by the CAB group is that of using the telephone. As a result all other telephone surveys is its distribution of calls within a given area is random, and not based on samples. (The second major difference is the use by CAB of recall interviews while most other surveys employ the coincidental technique, calling while the program is actually on the air.) These socio-economic groupings are obtained by a rental classification of the geographic section in which the telephone respondent lives. Calls are allocated to these various sections by proper selection of telephone numbers according to exchange and street address. Despite its limitations this method yields a very useful economic group breakdown which possesses the important virtue of uniformity from city to city and year to year.

The income group breakdowns used by the CAB during the years covered by the study of the “Social Stratification of the Radio Audience” is as follows:

<table>
<thead>
<tr>
<th>Income Group</th>
<th>Equivalent Income</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>$5000 and over</td>
<td>6.7%</td>
</tr>
<tr>
<td>B</td>
<td>$2500-4999</td>
<td>13.3%</td>
</tr>
<tr>
<td>C</td>
<td>$2000-2499</td>
<td>23.3%</td>
</tr>
<tr>
<td>D</td>
<td>Under $2000</td>
<td>50.0%</td>
</tr>
</tbody>
</table>

By combining all interviews over a period of months it is possible to get statistical reliable indexes of listening and program audiences by economic groupings. The CAB group is somewhat different groupings involving 8 rather than 4 income classes for control purposes but furnishes reports only. We have by this technique we shall be able to see how radio listening habits vary from the “norm” for the total radio audience.

Income Groups

<table>
<thead>
<tr>
<th></th>
<th>6 a.m.-12 noon</th>
<th>12 noon-5 p.m.</th>
<th>5 p.m.-8 p.m.</th>
<th>8 p.m.-12 midnight</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td></td>
<td>93%</td>
<td>116%</td>
<td>100%</td>
</tr>
<tr>
<td>B</td>
<td></td>
<td>99%</td>
<td>118%</td>
<td>93%</td>
</tr>
<tr>
<td>C</td>
<td></td>
<td>100%</td>
<td>118%</td>
<td>83%</td>
</tr>
<tr>
<td>D</td>
<td></td>
<td>100%</td>
<td>118%</td>
<td>100%</td>
</tr>
</tbody>
</table>

No one of the four groups is typical of the whole so far as general listening is concerned. Group A is universally the lowest; C group the highest. There is one consistently higher than the index for the combined groups. The B and D group audiences are the highest and show a listening level considerably above the A and B below the C group. What causes these differences? We can only surmise, but if the influencing factors bearing on low listening in the A group must certainly include:

1. More money available for outside entertainment, thus minimum dependence on radio.
2. Wide range of social interests and activities, all requiring time available for listening.
3. The average radio program is directed primarily to the lower economic group, which as the trend of the audience, and therefore, lacks interest for the A group.
4. Personal and institutional, cultural and social standards, this group probably depends more on reading than on radio for news and information as well as for recreation.
5. Presence of domestic help allows women members of family more leisure at home.

Lowest Group A Problem

The B group, being intermediate between A and C, shows some influences from each of these. The C group’s high level of listening should be readily accounted for by these factors:

1. It is the primary source of entertainment and culture because of limited budgets.
2. Most programs are directed toward the type of audience which listens the average listener and the radio as the most important market for many radio advertising products.
3. Listening is preferable to reading as a means of getting information for family activities because of lower educational and cultural standards.
4. The picture of the B group listening preferences by these data is so confusing as to make the product’s factors making for high listening very difficult to separate as such a small group is operating in even greater degree in the leading social stratum. Data available from the Princeton Radio Research Project indicates that in these groups listening is most constant as high as that of the C group.

It must be admitted that there is still some doubt about the general listeners could be found in the income-economic group. Research authors are in general accord that is this is the case there are to sample groups to examine adequately, whether by telephone or personal interview. There are factors which would contribute to the complexity of the problem such as the number of observers, crowded living conditions.

On the other hand, very little entertainment other than radio is available to this group. We know that the D group listens more to small non-network stations than the other groups and since this type of listening is hardest to identify in recall interviews, this may be a contributory factor. A field which needs further study is whether the D telephone homes are truly typical of all D telephone homes.

Relative Popularity

With the general listening habits of each income group in mind, we may now consider the relative popularity among the four groups of particular radio programs, classi-
Table 1
Relative Popularity Among Income Groups of Selected Evening Programs

<table>
<thead>
<tr>
<th>General Entertainment</th>
<th>Program Name</th>
<th>Total Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jack Benny</td>
<td>28.5</td>
<td></td>
</tr>
<tr>
<td>Major Bowes</td>
<td>25.8</td>
<td></td>
</tr>
<tr>
<td>Fred Allen</td>
<td>25.8</td>
<td></td>
</tr>
<tr>
<td>Rudy Vallee</td>
<td>25.8</td>
<td></td>
</tr>
<tr>
<td>Burns &amp; Allen</td>
<td>25.8</td>
<td></td>
</tr>
<tr>
<td>Bob Ripley</td>
<td>25.8</td>
<td></td>
</tr>
<tr>
<td>Eddie Cantor</td>
<td>15.2</td>
<td></td>
</tr>
<tr>
<td>Kate Smith</td>
<td>13.1</td>
<td></td>
</tr>
<tr>
<td>Maxwell of Time Show Boat</td>
<td>13.1</td>
<td></td>
</tr>
<tr>
<td>Amos 'n' Andy</td>
<td>13.0</td>
<td></td>
</tr>
<tr>
<td>Joe Penner</td>
<td>12.5</td>
<td></td>
</tr>
<tr>
<td>Pick &amp; Pendel</td>
<td>12.5</td>
<td></td>
</tr>
<tr>
<td>National Barn Dance</td>
<td>12.1</td>
<td></td>
</tr>
<tr>
<td>Lum &amp; Abner</td>
<td>9.1</td>
<td></td>
</tr>
<tr>
<td>Manhattan Merry-Go-Round</td>
<td>7.5</td>
<td></td>
</tr>
<tr>
<td>Easy Aces</td>
<td>4.4</td>
<td></td>
</tr>
</tbody>
</table>

Table 2
Composition by Income Groups of Total Program Audiences

<table>
<thead>
<tr>
<th>Income Group</th>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Normal Distribution</td>
<td>67.0%</td>
<td>13.5%</td>
<td>26.7%</td>
<td>53.3%</td>
<td>100.0%</td>
</tr>
<tr>
<td>Philadelphia Orchestra</td>
<td>14.2</td>
<td>16.6</td>
<td>26.0</td>
<td>43.2</td>
<td>100.0</td>
</tr>
<tr>
<td>General Motors Symphony</td>
<td>11.0</td>
<td>20.5</td>
<td>37.7</td>
<td>29.0</td>
<td>100.0</td>
</tr>
<tr>
<td>Helen Hayes</td>
<td>10.9</td>
<td>19.5</td>
<td>31.0</td>
<td>38.6</td>
<td>100.0</td>
</tr>
<tr>
<td>Andre Kostelanetz</td>
<td>9.7</td>
<td>19.2</td>
<td>30.5</td>
<td>40.0</td>
<td>100.0</td>
</tr>
<tr>
<td>Major Bowes</td>
<td>9.3</td>
<td>17.5</td>
<td>24.2</td>
<td>41.0</td>
<td>100.0</td>
</tr>
<tr>
<td>Boake Carter</td>
<td>8.5</td>
<td>19.0</td>
<td>33.9</td>
<td>30.1</td>
<td>100.0</td>
</tr>
<tr>
<td>A &amp; G Psys</td>
<td>7.9</td>
<td>19.1</td>
<td>32.1</td>
<td>40.9</td>
<td>100.0</td>
</tr>
<tr>
<td>Maxwell of Time Show Boat</td>
<td>7.6</td>
<td>18.4</td>
<td>29.8</td>
<td>44.1</td>
<td>100.0</td>
</tr>
<tr>
<td>One Man's Family</td>
<td>5.0</td>
<td>12.7</td>
<td>31.4</td>
<td>50.9</td>
<td>100.0</td>
</tr>
<tr>
<td>Amos 'n' Andy</td>
<td>4.7</td>
<td>13.5</td>
<td>30.8</td>
<td>61.1</td>
<td>100.0</td>
</tr>
<tr>
<td>One Man's Family</td>
<td>4.2</td>
<td>11.1</td>
<td>29.0</td>
<td>55.8</td>
<td>100.0</td>
</tr>
<tr>
<td>National Barn Dance</td>
<td>2.8</td>
<td>7.7</td>
<td>29.5</td>
<td>60.0</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Table 3
Actual Popularity Ratings by Income Groups

<table>
<thead>
<tr>
<th>Income Group</th>
<th>Listens to Each Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>B</td>
</tr>
<tr>
<td>Jack Benny</td>
<td>24.4%</td>
</tr>
<tr>
<td>Eddie Cantor</td>
<td>19.9</td>
</tr>
<tr>
<td>Major Bowes</td>
<td>13.7</td>
</tr>
<tr>
<td>Major Bowes</td>
<td>11.4</td>
</tr>
<tr>
<td>Lux Radio Theatre</td>
<td>17.9</td>
</tr>
<tr>
<td>Maxwell of Time Show Boat</td>
<td>12.3</td>
</tr>
<tr>
<td>March of Time</td>
<td>7.8</td>
</tr>
<tr>
<td>Lowell Thomas</td>
<td>8.7</td>
</tr>
<tr>
<td>National Barn Dance</td>
<td>4.5</td>
</tr>
<tr>
<td>Pick &amp; Pat</td>
<td>6.3</td>
</tr>
<tr>
<td>First Nighter</td>
<td>8.0</td>
</tr>
<tr>
<td>Gang Busters</td>
<td>7.5</td>
</tr>
<tr>
<td>General Motors Symphony</td>
<td>16.5</td>
</tr>
<tr>
<td>Ford Hour</td>
<td>20.3</td>
</tr>
<tr>
<td>Andre Kostelanetz</td>
<td>9.9</td>
</tr>
<tr>
<td>Alexander Wollcott</td>
<td>7.1</td>
</tr>
</tbody>
</table>

*Total radio families interviewed in each income groups equals 100 per cent.*

Table 3
Actual Popularity Ratings by Income Groups

*For purposes of comparison, a representative group of daytime and evening programs was selected. These segregated into five rough classifications:
1. General entertainment — including all variety, comedy, and light musical programs.
2. Classical and semi-classical music—the symphonies, and somewhat lighter but high quality musical programs.
3. News—the commentators, the dramatic presentations, and the Broadway and Hollywood reporters.
4. Educational—talk and question-drama programs, which, for the reason of presentation or appeal would be considered "educational" by listeners.
5. Dramatic—various types of dramatic programs with the exception of comedy drama ("Amos 'n' Andy," "Easy Aces"), musical drama ("Beauty Box Theatre," "Showboat"), and news drama ("March of Time").

In Table 1 will be found income group indices for a number of better known evening commercial programs for a winter season (either October 1935 through April 1936 or October 1936 through April 1937). Programs are ranked in order of their actual rating (total radio families = 100%). In studying these indices bear in mind that they show only the relative appeal of the individual program to the four income classes.

Particular Programs

It is no surprise to find that high ranking general entertainment features such as Jack Benny, Rudy Vallee, and Burns & Allen have a fairly universal appeal. On the other hand, it is of great interest to note the high audience rank- ing for Bowes and Fred Allen despite their relatively low appeal to Group A. This emphasizes the numerical unimportance of the over-$5,000 income group. On the other hand the classical and semi-classical programs are all highly skewed toward the upper income group and show relatively low appeal to the C and D groups.

Some interesting observations can be made from the news category. Although Lowell Thomas is one of the radio standbys, his program has practically identical ratings, the latter's appeal was far more "highbrow." This may in part explain Boake Carter's success as a Philco salesman and his short experience on the air for Huskies, a cold cereal with a broad market. Jimmy Fiddler's Hollywood News seems to have about equal appeal to all income groups, whereas Winchell's audience suffers in the A group.

The "educational" classification (which includes a heterogeneous collection of programs selected because of their possibilities for educational techniques) indicates that the audience participation program and historical drama have broad appeal. In this connection it is interesting to note the audience stratification of the Town Meeting of the Air, one of NBC's most successful public service features during the 1938-1939 season: upper group index 147, middle group 111, lower 75. This heavy skewing toward the upper groups is characteristic of educational programs of serious content.

Old Favorites

In the dramatic group three old standbys—Lux Theatre, One Man's Family and Death Valley Days—show a relatively uniform appeal to all groups. It is interesting to note the upper-class appeal of Helen Hayes, the actress who disappeared a script dramatic series distinguished by nothing but that famous actress' name.

With the exception of Sunday afternoon programs, which followed the same pattern as evening programs, the programs analyzed were of two types—dramatic serials and homemaker talks.

(Continued on page 92)
The Radio they call me, a thing by tyrants feared.
I am the joy of free men by which all lives are cheered.
I am the right of free men, their culture, mirth and song,
A college for their children, a guard 'gainst every wrong.

The glorious songs of freedom exultantly I sing,
America for devotion! one God for worshipping!
No tyrant stills my teaching; no home denied to me.
I am the soul and body and breath of liberty.

I am the living substance of peace and brotherhood
Of human rights unfettered, of all that men hold good.
Mine are the fruits of freedom, of skill and genius rare,
And art's supremest triumphs—and all who wish may share.

American my purpose! American my creed!
No time have I for hatred, for lust, for power or greed.
Mine are the hymns of freedom, a free man's prayer I pray.
America, at your service! The Radio—night and day!

Edgar A. Guest
**St. Louis Blues**

WAB, hell and the FCC.

That just about epitomizes the agenda for the 19th annual convention of the NAB meeting this week in St. Louis. The outlook was never blander.

In broadcasting, we are accustomed to the "crisis-a-day" diet. But no legitimate industry ever has been subjected to the brand of regulatory straining that has been meted out to radio by an anti-FCC majority now running riot.

In a national emergency, requirements of the Government are paramount. Broadcasting has given freely of its time and energy in the necessary all-front moves toward defense of the nation. It seeks no plaudits. It is broadcasting's duty.

But commercial broadcasting, as if in a world apart, is being besieged on all fronts by an FCC majority that appears to be determined to run the industry into eventual receivership. The Fly-engineered Network Monopoly Report, dealt with editorially elsewhere in this issue, is but one of the numerous moves that seem to denote a trend toward limitation of profits, rate regulation or worse.

To us it seems that all this punitive activity in time of national stress is out of step with the Government's all-out war effort. It hardly conduces to the public welfare and morale to have an industry so sensitive to public reaction failed and browbeaten at every turn.

Already there are indications of back-biting and dissension in industry ranks over both the network-monopoly and the newspaper-divorcement moves of the FCC majority. Its actions, all down the line, cleverly were contrived to precipitate precisely that situation.

For the first time in nearly two decades of NAB conventions, the copyright problem is slated to take a backseat despite its importance to every station, network and advertiser. There will be words about ASCAP and BMI musings, but the very fate of the industry is involved in the other issues.

Before each convention there always has been the clarion call for a united front. At this writing such action in concert seems impossible, as the pros and cons on each important issue gird for battle. From where we sit, we feel that unless the best brains in the industry take hold to force the industry body-politic to forget petty grievances, and in forthright fashion meet the issue of how to preserve the broadcasting industry itself, a wrecking crew, government-directed, will move in.

**The Deac's Return**

NO BETTER MAN than Merlin Hall Aylesworth could have been selected by Nelson A. Rockefeller to head radio activities of the Office of the Coordinator of Commercial and Cultural Relations Between the American Republics. The $1 a year job brings "Deac" Aylesworth, founder president of NBC and one of the true pioneers of modern broadcasting, back into the field of his most fruitful endeavors, albeit in a temporary Governmental capacity.

In the half-dozen years since he left NBC, "Deac" Aylesworth as a motion picture executive, newspaper publisher, lawyer and public relations counsel has never lost the radio touch; he has maintained his contacts with the executives of networks and stations, with sponsors (he sits on boards of several big radio advertising firms), with agency men (on the Rockefeller Committee he works with Don Francisco, president-on-leave of Lord & Thomas) and with countless friends among the rank and file.

Even now, we learn, some of his brightest young proteges have gathered around him for the new task. Recalling his brilliant job in attracting major advertisers to the new-born medium of radio not so many years ago, it is a certainty that shortwave broadcasting to Latin America, sponsored and sustaining, will get a greater imetus from his efforts. Everyone in America's most fruitful endeavors has in his desire to contribute to the vital cause of hemispheric solidarity by reason of the fact that "Deac" Aylesworth has been selected for leadership on the all-important radio front.

**Good Old Summertime**

TWO FACTORS are combining to bring broadcast advertising the best summer in its history.

First, the industry is cashing-in on its persistent campaign to convince advertisers that people listen to their radios in the summer, and continue to spend their money.

Second, the natural growth of the broadcast industry is augmented by a stimulus from the increased payrolls in connection with the defense program.

In a nationwide survey of station, network, agency, advertiser and representative fields, Broadcastings corresponds report that summer prospects are the brightest yet encountered at this time of the year. There are, of course, such doubtful factors as defense uncertainties, priorities and international complications.

With this rosy outlook on the immediate future, there arises the problem of how to meet the issues that naturally arise. Keeping in mind the axiom that few men, or businesses, can do well if their products must determine what to do when they are sold out, as appears the case in some instances; how to keep growing, for broadcasting has never known a constant level; how to live up to the summer promises given advertisers; how to keep staff personnel happy; how to maintain public service standards when so little time is available for sustaining programs; how to get along with a regulatory situation that becomes more complicated as the months pass.

**Re Priorities**

LATEST edict of the OPM Priorities Division places all metals except a few precious ones on the Priorities Critical List. That means nearly all metals used in transmitter and tube manufacture, under existing defense schedules, will be virtually impossible to procure. The outlook is serious—more serious than even the most pessimistic figured. Unless broadcasting is classified as a full-fledged national defense operation, equipment production may be all but shut down a few months hence.
BUSIEST MAN in St. Louis during the NAB convention will be Merle S. Jones, general manager of the CBS-operated KMOX who as chairman of the convention committee heads all arrangements for the care, feeding and entertainment of the 1,000 or more delegates, visitors and their ladies.

Working with him he has a highly efficient staff of station executives whose work is pretty well cut out for him—William H. West, entertainment and reception; Clarence C. Cosby, exhibits; Robert Richardson Jr., golf; Ray E. Daddy, housing; Howard O. Peterson, promotion exhibit; George W. Burback, public relations; Burt Slattery, transportation. But upon his own strong shoulders falls the supervision of the whole.

Merle Jones, at 35, is one of those successful executives frequently fardished to as "radio’s bright young men". He is one of a coterie of Midwestern youths, all prominent in the business, who found in the new art and industry exactly the right outlet for their particular capabilities. Had it not been for radio, the law would have commanded his energies.

Born in Omaha Aug. 14, 1905, Merle attended the primary and high schools of that city before entering the U of Nebraska to study law. On the campus he was prominent in every phase of politics, even though he was working his way through college, and they still say he was elected (or could have been) to every important office except the presidency of the Women’s Student Council.

Full of college honors, including the presidency of the coveted Senior Honorary Society, Merle Jones was graduated in 1929, and immediately hung out his lawyer’s shingle in Omaha. For three years he led the life of a struggling young attorney. Then a client asked him to look over WAAW, a 500-watt day-time outlet in Omaha (now KOWH) and he was told to “do anything around the station you want”.

It was a fascinating assignment, but not calculated to earn enough to draw him away from law practice until he suddenly landed his first big sale—one hour across the network. When the Correspondence Department became an assignment to handle the radio account of United Pacific Bus System, which involved the writing and placing of programs on about 25 stations. By this time the law practice was being completely ignored.

In 1934, President Arthur B. Church of KMBC, Kansas City, was casting about for a new sales man. Kansas City was the home town of Mrs. Jones (the former Frances Greene, whom he married in 1932) so he took the job. Within a year he was regional sales manager of KMBC, his territory including St. Louis. There he got acquainted with James D. Shouse, then KMOX general manager and now the general manager of the Crosley broadcasting activities in Cincinnati. In July, 1936 he became Shouse’s assistant. A year later he was assigned to the CBS sales subsidiary, Radio Sales, as western sales manager in Chicago. And a year after that he was back in St. Louis as general manager of KMOX, succeeding Jack Van Volkenburg who had been transferred to Chicago to succeed H. Leslie Atlass, Chicago vice-president.

While assistant to Shouse, Jones was particularly active in establishing closer relations between the station and retail dealers in the KMOX territory, and he has since concentrated on this type of promotion. His predecessor, Jack Van Volkenburg, believed firmly in the development of local personalities. Jones concurs, and has carried on and added some new ones. He is now surrounded by a staff that include such nationally recognized personalities as France Lauz, for six years CBS World Service announcer; Harry W. Flannery, now CBS correspondent in Berlin; Jane Porter, nationally known home economist; "Pappy" Cheshire, director of the National Champion Hillbillies and now a star with Republic Pictures; Charles Stooker, CBS agricultural director and editor of the Columbia Country Journal, which originates from KMOX.

Although St. Louis radio stations have had more than their share of labor difficulties, Jones maintains a friendly relationship with his employees. An organization usually reflects the personality of the man at the head of it, and KMOX is a friendly organization. A new comer finds he is quickly on a basis with fellow workers that would take him months in other organizations. The atmosphere is best illustrated by the fact that at a labor board hearing in which all St. Louis stations were involved, when called to the stand to testify, preferred to speak of their boss as “Merle”, instead of as “Mr. Jones”.

Fishing and golfing occupy Merle Jones’ attention when away from his office. Last year he donated a cup for the winner of a KMOX golf tournament. The winner was Merle S. Jones. He is a member of the Missouri Golf Club, the Missouri Athletic Club, Kiwanis and the St. Louis Advertising Club; on the latter he sits as a member of the board of directors.
Shields in Army

ASSIGNED to the medical unit of the Army is Swanson Shields, who formerly served as the news editor of WFBW, Buffalo, N. Y., and who was brought over to the studios of the station here in March. He has held this post for a year prior to joining the Army. Shields is stationed at Camp Custer, which is located near Battle Creek, Mich.

Mr. Shields

Wedding Aired

STUDIO WEDDING ceremonies were broadcast on KGNF, North Platte, Neb., when Robert Irwin, staff announcer, married Florence Staas of Freeport, Ill., April 24. Ring bearer for the couple was young Janet Eaves, whose father, KGNF Chief Engineer, also married, were married in the same studio in January 1933.

RICH HALL, CBS Hollywood continuity writer, has written a song titled "Blue Afterglow" which was featured on the CBS Moonlight Serenade program. The song was written for the new Tobacco Co., (Chesterfield cigarettes).

NELSON BARBEE, formerly of WJMC, Rice Lake, Wis., is now a announcing staff of WBBM, Chicago.

JOHN E. (Ted) ROBERTSON, former program and stage manager of the Jesse Bonnette Stock Co. productions, Detroit, and for eight years on the production staff of the Lone Ranger, has joined the production staff of WBBM, Chicago.

WILLIAM SEYMOUR, announcer of CBS, Chiego, on April 30 married Mildred Day of Monroe, La.

FRED DELLEY, formerly of KPHO, Phoenix, has joined the announcing staff of WIRE, Indianapolis, Ind. Delley replaced a new closing theme for the program, titled "I Hope, I Hope".

GEO KERN, former NBC announcer, is left radio for the stage in 1936, returned to the field, joining the announcing staff of WPEN, Philadelphia.

CHIC KELLY, news editor of KYW, Philadelphia, and Amy Bean, were married on March 31.

JOE GRADY, announcer of WPTL, Philadelphia, was elected vice-president of production and non-production of the Philadelphia Council of Broadcast Local No. 1 ACA.

ANTHONY BROWNE, of the writing staff of KGKW, Portland, has been promoted to the position of continuity chief.

Roger D. Morton

ROGER D. MORTON, 25, office manager of KVOA, Tucson, Ariz., was killed May 3 when the car he was driving plunged off a mountain road north of Tucson. Funerals services were held in Tucson May 6, with burial at his former home, Monroe, Wis. Morton is survived by his parents and a brother, all of Columbus, O.

Meet the LADIES

RUTH ELSON CLARK

DIRECTOR of women's activities of WSUN, St. Petersburg, charming Ruth Elson Clark has a busy time interviewing outstanding women visitors for her Women of Our Town program during the winter season. Also conductor of Parent's Forum, a children's psychology feature, and No Thank You, Just Looking, a new angle on department store advertising, Miss Clark has built up a large feminine audience. A graduate of Columbia U, she was previously connected with Tom Ford Inc., New York publicity firm and with WWCN, Asheville, N. C.

De Russy to KDKA

JOHN S. De RUSSEY, of the NBC sales staff in New York, has been named sales manager of KDKA, Pittsburgh, succeeding William E. Jackson, who was recently appointed sales manager of Westhine Radio Station, a large feminine audience. John S. De Russy is a native of New York City. De Russy was born in April 1922. After leaving college he became a reporter on the Newark Evening News. Three years later he went to Philadelphia as branch manager of Scovil Bros., New York financial adv. agency. He later served in the advertising department of the Philadelphia Inquirer, the Evening Bulletin, the Inquirer and the Record. In 1939 he joined the sales staff of KYW, that city, where he remained a year-and-a-half. He went to the NBC spot and sales department in New York in June, 1940.

Mr. De Russy

Wallace Joins CBS School

HENRY A. WALLACE, vice-president of the United States, has joined the newly-formed Pan-American Council of CBS' School of the Air of the Americas, as announced by Sterling Fisher, CBS director of education, and chairman of the Council.

Radio Coverage Reports, due to business increases, is moving to larger quarters at the same address, 18 East 48th St., New York City.

WLAG, in LaGrange, Ga., Makes Its Formal Debut

THE NEW WLAG, LaGrange, Ga., made its formal debut April 30 with a dedication program which featured a salute from the nearby WDKA, West Point, Ga., and an inaugural in the studios in the Daily News Bldg. near the Harvard Theater, which was dedicated to the owners of the Georgia Assn. of Broadcasters.

WLAG was authorized last Nov. 4 to the LaGrange Broadcasting Co., operator of 1000 watts, on 1240 kc. Station is 33 1/3% owned by Roy C. Swank, publisher of the LaGrange News, 40 2/3% by Arthur Lucas, Georgia theater owner and part owner of WRDW and WLAG, and 25% by William K. Jenkins, partner of Mr. Lucas; 38 1/3% by the Fuller Callaway Foundation of LaGrange.

LaGrange, Ga., is a 23-year-old Edwin Mullinax, formerly of WHMA, Anniston, Ala. Program director is ROBERT O. REYNOLDS, recently appointed manager of KMPF, Mop Mop, and the following personnel changes effective immediately: Clete Roberts, formerly of KDKA and WBZA, Dayton, Ohio, becomes manager of all program activity, with Lou Huston, announcer-continuity editor, elevated to production manager. Clete Roberts, previously in personnel work, replaces Huston as continuity editor. Paul Masterson, formerly of KOX, Phoenix, is named announcer of "Radio News," a new program and library service. Fred Henry continues as associated news editor, succeeds Ted Gander, now with Davison, commercial manager.

AMOS 'n' Andy

CHARLES CORRELL, and Freeman Gosden, "Amos 'n' Andy," are being heard on 61 CBS stations by Campbell Soup Co., have been named defendants in a $50,000 damage suit filed in Los Angeles Superior Court by Basil Travassos, writer. All defendants are NBC and several John Doe, Plaintiffs, also known as William Travassos, advertiser or agent for the defendants, John P. Herron, 1940-35 creating the King Features Securities. King Features material was broadcast over KHI, Los Angeles, and KIM, Hollywood, and was for North American sales. The suit is one of more than 100 disruptive plans to produce a motion picture.

MRS. Ramona R. Berger

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BROADCASTING • Broadcast Advertising
PIONEER RADIO NEWS POLICY HOLDS AUDIENCE FOR YOUR MESSAGE ON WOW

34 Weekly Newscasts Styled To Suit Listeners In This Area

Guided by a strict policy designed to give listeners complete local, national and international news, the WOW news department has built a tremendous audience rated at 700,350 radio homes.

Thirty-four regular 15-minute newscasts weekly, plus frequent special events broadcasts of news interest, keeps sets in this area tuned to WOW.

WOW's news department, created in 1935, was one of the first full-time radio news departments of any independent station. Today it employs 11 people, has full United Press service, direct wire to fire and police departments, and a short wave receiver constantly tuned to Department of Commerce Airways radio, as well as 9 private telephone lines.

News for Those Who Hear It

Striving for news designed for listeners—not readers—News Editor Foster May and three assistants rewrite every word of news that comes over the wire. Re-write men follow a special WOW style carefully developed over a period of years for the purpose of hitting high interest points for listeners of the Omaha-Great Plains market. WOW news reaches Omaha city listeners four hours quicker than newspapers, and country listeners as much as 18 hours quicker.

Fixed Audience Stays Tuned to WOW

To the radio time buyers, this exceptional and popular news service means one thing—a constant, loyal audience for your advertising message...an audience that tunes to WOW and stays tuned.

MOBILE UNIT TRAVELS FAR AND WIDE TO BRING LISTENERS NEWS WHILE IT IS HAPPENING

"You never know where he'll be next."

That's what midwesterners tell you about Foster May, their favorite news-caster and chief of the WOW special events department.

When the time for any one of his many daily appearances on the air rolls around, he's just as likely to be several hundred miles from home describing an important event, as he is likely to be in his studio.

Listeners have heard him describe a running gun battle with escaped convicts—even heard one of the fugitives surrender to May when he accidentally stumbled on him in a farm building. At many a spectacular fire, Foster May's mike line has run parallel to the firemen's hose.

Within the six years he has directed this unusual news and special events department, May has made newscasts from both the Atlantic and Pacific Coasts, Canada, Florida and Old Mexico—even from the heart of the Arizona desert. This department made the first broadcast direct from the National Cornhusking Contest despite attempts of the National Cornhusking Association to prevent the broadcast by having May arrested. Other events have been broadcast from every sizeable community in Nebraska, Southern South Dakota and Western Iowa.

Seasoned Sportscaster Brings Celebrities to WOW Listeners

Catching and interviewing sports celebrities for WOW listeners is the long suit of Tom Dailey, WOW sportscaster. He has just completed a series of 18 transcribed interviews with the leading baseball figures of 1941. Unusual features like this win a large audience for WOW at all times of the day.
Exclusive Affiliation

Regulation 3.101 No license shall be granted to a broadcast station having any contract, arrangement, or understanding, express or implied, with any network organization under which the station is prohibited from, or is penalized for, broadcasting the programs of any other network or organization." as used herein, includes national and regional network organizations.

Licensee Allowances for Broadcast Programs of Only One Network

NBC and CBS, by contractual arrangements with their affiliates, prevent the great majority of them from broadcasting programs of any other national network. This restriction hinders the development of other national networks. The evidence is convincing that this purpose, as well as the effect, of exclusive affiliation, is to prevent the growth of other national networks.

Since its first contract in 1927, CBS has had an exclusive affiliation clause designed to restrict what it calls "wildcat networks." NBC, however, did not adopt its exclusivity clause until 1936. After a certain time its affiliates had begun to broadcast Mutual programs.

In whatever form the exclusive clause, there is no doubt as to its effect. At the present time there are 45 cities with a population of more than 50,000 served by NBC or CBS or both to which Mutual cannot obtain any access whatsover. In other markets, including Cleveland, Indianapolis, Houston, Birmingham, Providence, Des Moines, and Harrisburg, it can obtain only limited access to facilities. The difficulties facing a new network under these circumstances would be well-nigh insurmountable.

Limits Number of Networks

Of the 92 cities of more than 100,000 population, less than 50 have 2 or more stations, even including locals, and less than 30 hate 4 or more. Since a national network must have outlets in the more important markets of the country, it is readily apparent that exclusive affiliation contracts severely limit the number of national networks which may be born.

But figures on the limited number of stations outside the NBC and CBS domain do not fully show the extent of this dominant position. NBC and CBS have, by their exclusive contracts, tied up the largest stations in the most desirable market centers. In the case of NBC, the fact that of the 30 clear-channel stations in 1938, there were 28 licensed to groups of stations under license to NBC or CBS; and this dominance of the clear channels is typical of NBC and CBS dominance with respect to broadcasting in general as well. Thus even where stations are available to a new network, they are, with few exceptions, locals or low-power regions not able to compete effectively with the superior stations under exclusive contract to NBC and CBS.

As previously noted, there are natural obstacles making the formation and operation of a new network very difficult at best: the existence and enforcement of exclusive contracts makes it practically impossible. Obstacles not to be thus beaped upon the other. Exclusive contracts, which foreclose the possibility of new network affiliations and improvements in station program content which could reasonably be expected to flow from competition by new national networks.

Stations Can't Select

In the many areas where all stations are under exclusive contract to NBC or CBS, the public is deprived of the opportunity to hear Mutual programs. Restrictions having this effect are to be condemned on the ground that it is the duty of a station licensee to operate in the public interest, irrespective of whether it be assumed that Mutual programs are of equal, superior, or inferior quality. The important consideration is that station licensees are denied from stations exclusive access to programs which they believe best suited to their needs; in this manner the public is thereby denied access to programs which it could adequately hear.

The Mutual programs which the stations broadcast if permitted freedom of choice, the public would have heard. In addition, the very fact that Mutual chose not to make important markets immeasurably restricts its ability to grow and to improve program quality.

Not only is regular Mutual program service banned from large areas, but even individual programs of interest are kept off the air. A concrete example of the manner in which exclusivity clauses operate to deprive the public interest may be seen in the broadcasting of the World Series baseball games. Mutual obtained exclusive privileges from the baseball authorities for the broadcasting of the series with the exclusive right to sell broadcast time. It has attempted to obtain time from various stations, including others which were then under exclusive contract to NBC and CBS. CBS and NBC immediately called upon their outlet stations to respect the exclusive provisions of their contracts. Disregard of this reminder would have jeopardized a station's rights under the contracts. This prevented certain licensees from accepting a program for which they were given the public demand and which they thought would be in the public interest. It also denied the advertiser of network advertising service in some areas, and prevented the licensee from receiving income which could have been obtained from acceptance of the program series. As a result, thousands of potential listeners failed to hear the World Series of 1939.

Audiences Follow Programs

Only strong and compelling reasons would justify contractual arrangements which prevent or hinder the public from hearing the important Mutual programs we have described. We turn, therefore, to a consideration of the arguments proffered by NBC and CBS in support of their contention that the exclusivity clauses are necessary to the proper operation of network broadcasting.

NBC seeks to justify exclusivity on the ground that it eliminates competition and therefore prevents loss of radio audience concerning the affiliation of any particular station and the broadcast of Mutual programs. It is for NBC to know where to turn for the programs of any given network. But we do not believe that NBC's arguments are keenly aware of the quality and merit of particular programs and follow their favorite programs from station to station. Numerous ratings of programs show that the power of programs to attract listeners varies widely among programs broadcast over the same station. Indeed, the whole effect to improve programs is to make them less popular.

A second argument advanced by NBC to justify exclusivity is that NBC's new network's venture in which NBC seeks to spend large sums on sustaining programs to build up a new network and station network alike. It is urged that if it would be unfair to NBC for an advertiser to give its business to a network which it had just entered or to a network which has been built up through the building and operation of its predecessors, and that it would remove the incentive for furnishing good sustaining programs to its affiliates is its desire to keep the present NBC's image unimpaired.

For various reasons this line of argument also fails to persuade. If NBC's argument is supplying good sustaining programs to its affiliates is its desire to keep NBC's image unimpaired; NBC commercial programs, this does not aid its argument. For this would only give NBC the legitimate claim that the station did not broadcast poor programs during its non-NBC time. It is hardly conceivable, indeed, NBC does not contend, that a station given free rein would choose a program from another network less attractive than the program which would otherwise have been broadcast.

No Deterioration Foreseen

The evidence introduced at the committee hearings leads to the conclusion that the elimination of exclusivity would not bring about any deterioration in the overall quality of network sustaining programs. Indeed, as an historical matter, NBC supplied its affiliates with sustaining programs for some 10 years before it adopted exclusivity. No argument has been advanced to show that the introduction of exclusivity improved in any way the quality of the sustaining programs furnished by NBC.

We are driven to the conclusion that the real purpose and function of NBC's efforts to prevent competing networks from making any use of the audiences of its affiliates is not NBC's actual wishes, but NBC's efforts to weaken the pressure of NBC's of NBC's image. If conflict is to be set aside in the interests of NBC's of NBC's image, this may be accomplished by voluntary agreement, not by the elimination or the use of NBC's or withholding as it does. The only efficient way to eliminate NBC's image has been demonstrated.

This report is based upon the premise that the network system plays a vital role in radio broadcasting and has brought great benefits to it. We have carefully drawn our regulations so as to not interfere with any of the three major functions which we have described. The conclusion is that NBC's threats, we hold out as the regular affiliate of a network.

A network can still use the sale of its facilities to advertisers in accordance with published rate schedules in much the same manner as it now does. The fact that networks must ascertain whether each station has a contract with NBC or CBS is merely a contract on the part of NBC or CBS; these contracts might not unduly hinder their selling activities. The network can, and undoubtedly will require that all stations intending to broadcast its programs keep it informed of all station commitments. The networks which have been licensed. Their right to distribute programs is vastly enlarged, for hereafter any network will be free to distribute programs to any station.

Similarly, networks will be free to offer program service to stations regular affiliations. Those networks throughout any or all of the hours of the network. We do not to the making of rules in the network's requirements or suggests that, stations shift hourly from network to. We are concerned rather with insuring that, at reasonable intervals, a station will be free to change its network affiliation. Given the opportunity, the networks which it is not regular affiliated, and, as, to network networks with which it is not regularly affiliated, and to exercise independent judgment in rejecting or refusing network programs. To the extent that the networks' present status rests upon the extent of service rather than coercive power, it will remain substantially unaffected.

Network-Station Relationships Under New Rules

This is stated by FCC in Its Majority Network-Monopoly Report

THIS REPORT is based upon the premise that the network system plays a vital role in radio broadcasting and has brought great benefits to it. We have carefully drawn our regulations so as to not interfere with any of the three major functions which we have described. The conclusion is that NBC's threats, we hold out as the regular affiliate of a network.

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virtue of its sustaining programs. The licensee must remain free to use its time and facilities, even when they are not being utilized by NBC, in any way that it sees fit in the public interest, and ordinary and extraordinary powers would be permitted to enter into an exclusive agreement which prevents it from offering the outstanding programs of any other network or hinders the entrance of a newcomer into the field of network broadcasting.

CBS and Exclusivity

Obviously, CBS's exclusivity clause, assertedly designed to prevent "wildcat" networks, would as effectively prevent the formation of responsible networks. Indeed, CBS has a far greater stake in preserving the existence of the existing responsible networks which could offer real and continued competition to it than it has in barring the growth of new networks. Their deficiency in this respect would bring their quick exit.

It is interesting to note that in another connection, in arguing that the rate of return upon its invested capital was low, CBS took a very different position on the importance of capital in network broadcasting than that of its competitor.

"Broadcasting, as any other advertising enterprise, is a service business, the value of which is not dependent upon, or measurable by the value of the tangible assets devoted to the business."

The president of CBS also testified that there was no reason for organizing another network because a new network would do no better than CBS was doing...

This attempted justification of exclusivity, is fails to take into account the function of competition in our economy. CBS programs may be good; they are not perfect. CBS has not been granted an exclusive franchise to engage in network broadcasting: it has no right to exclude others from the field on the ground that it is already furnishing adequate service to the public. Competition is in the public interest not because the particular service offered by one unit is better than the existing service, but because competition is the incentive for both the old and new to develop and improve.

Cut the Best Outlets

Both large network organizations also contend that, were it not for exclusivity, the station in each community with the best coverage would get all the superior programs; the less favored stations would get only the leftovers.

As a result, they argue, existing inequalities in facilities would be accentuated and effective competition by the other stations would be rendered impossible. This solicitude for the smaller station is not easy to reconcile with the refusal of CBS to tie up the best possible outlets in a city and refusing their programs to the public.

The contention comes with little grace, too, from network organizations which themselves have tended to prevent the rise of new networks which might supply these less favored stations with programs.

Nor do we believe that the elimination of exclusivity will have the overwhelming result claimed for its importance. Its elimination would lead to an increased number of networks and, consequently, a larger supply of available network programs and a wider latitude for all stations in obtaining network programs. Then, too, there should be a gain in quality as well as quantity as a result of this competition among networks for the time of outlet stations. Not only the more powerful stations, but those with less desirable facilities, and the public as well, will benefit.

From a practical standpoint, this contention by the networks overlooks the highly important matter of cost. The large networks have an advantage over the smaller networks in that they can best utilize the best commercial programs unless the advertising sponsors are willing to pay a premium to such stations. A great variety of factors will affect the sponsors desire to do business with the smaller stations, and if a sponsor desires effective coverage of all his best markets on a national basis he will usually insist on cooperation with a network of low-power stations. It is also likely that, in other cases advertisers will seek to lower their costs by using fewer high-powered stations. The elimination of exclusivity during the more desirable broad-casting hours to the exclusion of public service programs, they might even add to the broadcasting. Degeneration in the quality and variety of their programs might cause them to lose listeners, and bring about a weakening of their competitive position.

Statement by CBS President Paley on FCC Monopoly Report

WILLIAM S. PALEY, CBS president, made the following statements concerning the FCC monopoly report:

"About three weeks ago President Roosevelt appointed Mark Ethridge, of Louisville, to make for the Broadcasting Commission of radio broadcasting, pointing out that he, the President, recognized that the principal function of the government was to determine who should be the operators of the limited number of transmitters and asking Mr. Ethridge to make recommendations as to how to keep radio free, prevent increased competition among stations, and how best to utilize radio in the public interest."

"Mr. Ethridge's appointment came at a time when broadcasters throughout the country were disquieted at the increasingly hostile attitude shown by a majority of the Commission toward the industry and particularly toward the principal network organizations.

"While crediting the Commission with cleverness in cloaking the inevitable results of its proposed action in language designed to make the public believe it is promoting something which it actually destroyer, I feel it to be a public duty as head of one of the major networks to protest to the American people and to the public in this interest which can exercise such drastic powers without even going to the Congress for authority to exercise them, will have reduced the freedom of the broadcasting industry and in doing so may be opportunistic in the industry who will see in a sudden denoupset of the whole broadcasting structure a chance to gain temporary advantage.

"The fact that the Commission has proposed to go so far, and that it openly threatens government ownership or common carrier regulatior is its purpose, is evidence enough that the American people should be alarmed and on the alert."

"If these are strong words, they are not because the Commission's policy of network broadcasting exists now; its principal limitation is imposed by the physical limitation upon existing facilities. To make a fetish of competition to the extent the Commission proposes makes as much sense to me as if one were to argue that freedom of the press cannot exist unless one native should be allowed to sell advertising in the columns of another."

FCC Ignores the Evidence

"This argument is absurd. If the one making it were to add that his real purpose was to strengthen and improve national magazines as a whole, his sincerity would come into question."

"The Commission in its report and proposed actions persistently ignores the evidence. It disregards the remarkable progress of radio, the absence of substantial complaint and it insists upon considering the whole question of monopoly in a practical standpoint, this is not because the networks and the stations of America are publicly committed to a policy of freedom and fairness of the air, devoid of any editorial bias whatsoever."

"I do not believe that either the President or the Congress will countenance what the Commission seeks to do"
Network Allowed to Send Programs to Only One Station

Regulation 3.102 No license shall be granted to an existing station having any contract, arrangement, or understanding, expressed or implied, with another organization which prevents or hinders another station serving substantially the same area from broadcasting the network's programs not carried by that station, or which prevents or hinders another station serving substantially the same area from broadcasting any program of the network organization.

HITIERO we have dealt only with exclusivity of affiliation which obligates an outlet to broadcast the programs of only one national network. The correlative of this exclusivity is territorial exclusivity, whereby the network agrees not to transmit its programs to any other station in the "territory" of an existing affiliate.

The NBC vice president in charge of station relations testified . . . that about the same principles apply to territorial exclusivity as to exclusivity of affiliation. NBC had granted territorial exclusivity to WBNY, a Buffalo station, on the ground that its efforts to obtain this program were futile. Consequently, the network, which had not broadcast to the Buffalo station, despite the desire of WBNY to carry the program, was not in the public interest for the listening audience in an area to be deprived of network programs not carried by one station when other stations in that area are ready and willing to broadcast the program. This is an argument that could have been used to prevent affiliation contracts which makes its affiliates exclusive CBS outlets, the affiliate record indicates, on the basis of competition with CBS programs from other stations. . . .

Programs Are Excluded

The question of territorial exclusivity is an important one, because, among other things, network affiliates take only some of the programs offered them by the networks. Some of the sustaining programs, however, are sold on a national basis, excluding those that you want to broadcast and reject the others. An affiliate may reject a sustaining program because of its quality, or because it does not fit the program structure for a given day, even though the program may be very good. The affiliate's right to reject network sustaining programs is not restricted in the same way as its right to reject network commercial programs.

Territorial exclusivity arrangement may be considered a point of view of all-program structure. To be sure, usually it would be wasteful duplication of service for a network to simultaneously send identical programs to stations whose service areas approximately intersect. But, if the problem of territorial exclusivity were to prevent duplication, no fault could be found with the principle. It would protect the affiliate from the competition of another station, which affords the station the opportunity to wish to use network programs not carried by the affiliate.

Under territorial exclusivity, programs rejected by affiliates, sustain- ing or commercial, may not be offered by the network to other stations in the service area of the affiliate which rejects the program. An example of the adverse effect that such provisions may have been given in a brief filed Aug. 7, 1940, by station WBNY at Buffalo, N. Y. WBNY noted thatit had entered into an affiliation in Buffalo rejected a sustaining program series known as The American Forum, which the network states that its efforts to obtain this program were futile. Consequently, the network, which had not broadcast to the Buffalo station, despite the desire of WBNY to carry the program.

It is not in the public interest for the listening audience in an area to be deprived of network programs not carried by one station when other stations in that area are ready and willing to broadcast the program. This is an argument that could have been used to prevent affiliation contracts which makes its affiliates exclusive CBS outlets, the affiliate record indicates, on the basis of competition with CBS programs from other stations. . . .

Statement by Niles Trammell, President of NBC

NILES TRAMMELL, president of NBC, on May 4 issued the following statement on the network regulations made public in Washington by the FCC:

"The NBC is making a detailed study of the regulations issued by the FCC on May 3, together with the 139-page report on 'chain broadcasting.' The initial reading of the regulations set forth in the report adopted by a majority of the Commission is enough to indicate that the report is a clear attempt to curtail competition, would result from the blow aimed at the American System of Broadcasting. . . ."

"The regulations governing the operation of network broadcasting in the United States, published yesterday by the FCC, is a definite step toward complete Government control of radio in this country, and whether intended or not, would ultimately destroy the freedom of the air.

New Bureaucratic Grip

"Under the claim of fostering competition it appears that Mutual has negotiated regulations that destroy any opportunity for sustained relationship between network program producers and the independent stations comprising the networks. Such relationship has been the characteristic of the experimental progress of broadcasting in the United States. . . ."

"If it is the policy of the Commission, in my opinion, make certain a confusion that must lead to a further bureaucratic grip upon the freedom of the air.

"The latest action of the Commission is all the more extraordinary when considered against the fact that the majority report admits that the network system has brought great benefits to broadcasting, and states that "it has provided the public with the best broadcasting stations in the world." . . ."

"I do not purport to know why such a bombshell should be exploded for the critical time in the life of our country, when the public interest in the best use of the nation's radio facilities is demanded."

Without Consulting Congress

"I do not believe that Congress, in section 303 of the Communications Act of 1934, ever contemplated that the FCC would attempt to remake the American System of Broadcasting without even consulting the Congress. In this connection, the minority members of the Commission, in their dissenting public report, have stated that it is "no exaggeration to predict that the decline of broadcasting as a result of the regulations resulting in free competition, would more likely create anarchy, or a virtual monopoly, which are far more likely to service the public would suffer."

"The questions as to whether the NBC should or should not operate two network services, own a few of the stations included in these networks, or whether certain programs must continue to be carried by both the original stations should be changed, are less important than the fundamental question. But the question of whether the stations should be changed, is less important than the fundamental question. But the question of whether the stations should be changed, is of vital importance to what the majority of the FCC. This appears to be that those who have pioneered in the development of the most efficient facilities, and have developed a program structure considered the best in the world, should be penalized because of the superior services they have created and the greater number of listeners which they serve."

90 Days to Drop Blue

"The NBC operates two network services—the CBS and the Blue. It has operated these networks continuously for almost 15 years. They were the pioneer networks of the contemporary medium. It has been established in order to provide the public with a choice of programs of a national character. The FCC has renewed the licenses of independent stations for 15 years. I have my reservations in the recognition of the fact that the stations performed a service in the public interest."

"Now the NBC is suddenly given 90 days to make a forced sale or to destroy what took 15 years to develop. To do, to the program regulations of the Commission, the NBC may be forced to sacrifice such outstanding programs as the American Symphony Concerts, Farm and Home Hour, Metropolitan Opera, and the Metropolitan Opera, and outstanding religious and educational programs."

"The NBC has never held that improvements were not possible, nor has it ever stopped making reforms. We feel that the industry should not be subject to the regulations intended by Congress. But the revolutionary changes announced by the Commission should have received the consideration and specific approval of the Congress, which created the FCC, not to make laws, but to administer them."
To the average listener, it means the finest local program schedule on the Missouri-Kansas air—conceived, produced and broadcast by a staff of more than a hundred enthusiastic people.

To the farmer, student, housewife, it means more than thirty solid broadcast hours each week devoted to service features—farm and markets, news, education, home economics, religion, civic affairs.

To the engineer, it means technical advances in the science of radio—modern equipment, superb facilities, both for standard and FM broadcasting.

To the showman, it means the building of stars—transforming of local personalities into national big-names like The Texas Rangers, Bonnie King, Ted Malone, Caroline Ellis, and countless others.

To the broadcaster, it means leadership in industry progress—stanch adherence to the NAB Code—service in the public interest, convenience and necessity.

To the advertiser, it means the force that vitalizes the Midwest market—the power that sells and sells.

ALL THIS IS KMBC of Kansas City

F R E E & P E T E R S, I N C.  CBS BASIC NETWORK
STATEMENT BY SAMUEL R. ROSENBAUM
President, WFIL, Philadelphia
President, Independent Radio Network Affiliates

The Blue Network affiliation contract with WFIL, the NBC has been of great advantage to our listening public, and therefore to us. We can benefit only from such an arrangement. The American system of network broadcasting has been built up on the belief that if a network service has enabled the local station to bring to its local audience. The network contract opens for the next period. A listener listens to the window that lets in the whole world. Over the Blue Network wires we have received and given our listeners such a program as the Toscanini Symphony, the Metropolitan Opera, the addresses of President Roosevelt and other world leaders, the Damrosch music appreciation classes, the Lowell Thomas and other news periods, the Breakfast Club and other variety shows and most of the leading speakers, artists, entertainers, quiz-programs and news bands of the country and the world.

Listener Must Be Served
The public-service portion of this schedule is made possible by the revenue derived from advertisers, but the network must be served. Unless the programs and the schedule attract listeners they fail.

The network can give the advertiser nothing but listeners. It requires unceasing artistry, ingenuity and persistence on the part of the network to give the public confidence to hold them. Each network strives through its local station in each community to win that public confidence and publish the facts on which every business knows is good.

Separation of the Blue Network from the NBC seems a drastic punishment of its affiliates for the service they have rendered the public. It must be justified if the receiver derives compensating advantages. The public interest is paramount and no private interest can stand in its way.

However, the report of the Commission's order sounds as if its effect would be to break down not only the Blue Network but the entire structure of American network broadcasting. Such an arrangement will be the public be the real loser.

The prohibitions placed on the dealings between affiliates and networks look at first glance like a blow to the Red Network and the Columbia as well. The Commission's final order will be blind with the open door. The effect of such its effects will be the public, the stations will benefit. However, if it deprives the industry of the services of Mutual network broadcasting which up to now has built American radio into the foremost medium in the world it is hard to believe the public will be the gainer.

Prevent Competition

The long-term contracts of CBS and NBC were intended, to do, prevent competition. Mutual's contacts with its affiliated stations permit both parties to cancel their affiliations after the first year, upon a year's notice. The contracts between Mutual and its seven stockholders, however, are for a 5-year term, and in the case of those stockholders, rather than Mutual, the privilege of cancelation upon a year's notice is to be given at any time after the first 2 years.

Prevent New Networks

We conclude that long-term network affiliation contracts remove the choice outlets from the network-station market and thus prevent the establishment and development of new networks; that, under such contracts, stations become parties to arrangements which deprive the public of the improved service it is entitled to through competition in the network field; and that a station is not operating in the public interest when it so limits its freedom of action.

We are supported in this view by the fact that Congress has foreseen this contingency when it forbade radio broadcasting. Congress also provided that no radio station should be licensed for more than 3 hours a day in which consecutive hours would be far smaller if figures for the entire broadcast day, including the most profitable hours, are included. It is therefore obvious that the public would suffer from the elimination of the network station from the broadcast day.

The 28-hour broadcast day for 29 outlets of NBC in the far west and, for substantially all the rest of its affiliated stations, requires 50 hours of weekly hours and 50 hours of scheduled, or requires the station to clear time already scheduled, and which are included within the NBC's year, to the public. It is perhaps the most profitable and valuable of the broadcast day.

In an era that NBC has optioned such substantial periods of time, in 1938 NBC used for network commercial programs only 56.1% of the optioned time. A 28-hour broadcast day for 29 outlets of NBC in the far west and, for substantially all the rest of its affiliated stations, requires 50 scheduled hours of broadcast, or nearly 28 hours, out of a total of 50 scheduled hours each day, and 4 evening hours on Sunday. The evening hours between 8 and 11, which are included within the NBC's year, to the public station, are the most profitable and valuable of the broadcast day.

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DOWN IN RICHMOND, VIRGINIA!

SELL TO THE WOMEN IN THE RICH RICHMOND RADIUS AS THE LEADING DEPT. STORES DO! MILLER & RHOADS AND THALHIMERS SELL ON WRNL EXCLUSIVELY!

Department stores know their local media. They must produce sales. So Richmond's two leading department stores sell on WRNL! It's the N.B.C. Blue outlet; 1,000 watts night and day; 910 on the dial. You can sell on WRNL because it rings the bell!

EDWARD PETRY & CO., Inc., National Representatives
IN MY JUDGMENT, the conclusion reached by the majority of the FCC on chain-monopoly of broadcasting are ill-timed.

As president of National Independent Broadcasters, I realize that, in normal times, many of our members would stand to benefit from the new radio order which the Commission's majority essays to create. On the other hand, we are in a national emergency. Radio is an important instrumentality in these times.

It seems to me that only utter confusion and possibly chaos would result in American radio if the drastic reforms proposed by the Commission were instituted within the stipulated time limitation. Moreover, there is serious question about the Commission's jurisdiction, with the minority (Commissioners Craven and Case) holding that the Commission utterly lacks the authority to do these things.

As a former member of the Federal Radio Commission (from 1927 until 1934), I often was confronted with questions of a similar nature, would, unless likewise eliminated, perpetuate exclusivity.

From the time of its organization in 1934 until 1940, Mutual did not opt any of the time of its associated stations. Early in 1940, Mutual entered into optional-time arrangements with its seven stockholders. These arrangements are less inclusive than those of NBC and CBS in that they cover only 3 1/4 to 4 1/2 specified hours on weekdays and 8 specified hours on Sundays and apply to only about half of the stations associated with Mutual. The contracts expressly provide that the optional time provision shall lapse if the FCC prohibits that practice or the other national networks voluntarily abandon it.

Local Autonomy

A station licensee must retain sufficient freedom of action to supply the program and advertising needs of the community. Local program service is a vital part of community life. A station should be ready, willing, and able to instill the needs of the local community by broadcasting such outstanding local events as community concerts, civic meetings, local sports events, and other programs of local consumer and social interest.

We conclude that national network time options have restricted the freedom of station licensees and hampered their efforts to broadcast local commercial programs, the programs of other national networks, and national spot transmissions. We believe that these considerations far outweigh any supposed advantages from "stability" of network operations under time options. We find that the optional time of by licensee stations has operated against the public interest.

The fact that NBC was able to carry on its business for 7 years without time options, and changed only when CBS began to derive a competitive advantage from its time options, as well as the some

what similar experience of Mutual, lead us to the conclusion that time options, with their constraint upon the freedom of licensees, are not an essential part of network operations. With all the networks operating under moratorium, the absence of optional time as it now exists will not, we believe, hamper network operations or drive advertisers to other media.

STATEMENT OF HAROLD A. LAFOUNT

President, National Independent Broadcasters

I had occasion to concur with my colleagues in the view that we were without jurisdiction to regulate the business aspects of broadcasting. The Act under which the Federal Radio Commission functioned is virtually identical with that in force today. It is difficult for me to conclude that this newer Commission has any more authority over the business of broadcasting than the predecessor Radio Commission.

In view of the conflict on the questions of jurisdiction, and keeping in mind that any national emergency exists, it seems to me that the only safe course to pursue would be to seek from Congress a new mandate on the powers of the licensing authority over the broadcasting industry, networks included. Then the Commission could proceed with assurance and avoid turmoil, litigation, and, most important, what appears to be a likely deterioration of service to the American public.

Why not declare a moratorium until Congress has had the opportunity to reappraise the statute and write a new law?

Rejection of Network Programs

Regulation 3.105 No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization, which (a), with respect to programs offered pursuant to such affiliation, prevents or hinders the station from rejecting or refusing network programs which the station reasonably believes to be unsatisfactory or unprofitable, or (b), with respect to network programs so offered or already contracted for, prevents the station from rejecting or refusing any program which, in its opinion, is contrary to the public interest, or from substituting a program of outstanding local or national importance.

* * *

While station rejection of network programs is not solely a problem of competition, its close relationship to optional time and its general importance as an element of network broadcasting require its consideration.

It was noted in the preceding chapter that NBC and CBS affiliates are required to take network commercial programs unless such programs are not in the public interest, NBC even goes so far as to require that the licensee "be able to support his contention that what he has done has been more in the public interest than had he carried on the network program." Thus, the burden of proof is placed upon the licensee.

Practical difficulties confront a
licensee who conscientiously seeks to carry out his duty to furnish the public with the best available programs. Precise information concerning the program the network proposes to distribute is not usually furnished and is not always easy to furnish. If, in addition to this obstacle, the licensee is not allowed to reject a program unless he can prove to the satisfaction of the network that he can obtain a better program, his efforts to exercise real selection among network programs become futile gestures, and he soon proceeds to broadcast network programs as a matter of course. The limitation on the right of rejection contained in the NBC and CBS contracts removes the licensee's incentive to find out what the network program is going to be.

Licensee Must Decide

It is the station, not the network, which is licensed to serve the public interest. The licensee has the duty of determining what programs shall be broadcast over his station’s facilities, and cannot lawfully delegate this duty or transfer the control of his station directly to the network or indirectly to an advertising agency. He cannot lawfully bind himself to accept programs in every case where he cannot sustain the burden of proof that he has a better program. The licensee is obliged to reserve to himself the final decision as to what programs will best serve the public interest.

We conclude that a licensee is not fulfilling his obligations to operate in the public interest, and is not operating in accordance with the express requirements of the Communications Act. Only then can the public be sure that a station’s program service will not be controlled in the interest of network revenues.

Even after a licensee has accepted a network commercial program series, we believe he must reserve the right to substitute programs of outstanding national or local importance. One thing the public can be sure of is that a station’s program service will not be controlled in the interest of network revenues.

These are principles of general application based on sections 301, 305, and 310 of the Communications Act. They apply to stations receiving programs from national networks, from regional networks, or from any other person engaged in supplying programs. The licensee himself must discharge the responsibilities imposed by the law.

A year ago WJSV developed Washington’s first participating home building-real estate program. The theme: low-cost dwellings. The result: at least 110 direct sales of houses from this 1940 campaign.

From this significant pioneering WJSV has developed five regular quarter hours of real estate advertising—weekly Sunday features, in cooperation with Advertising Agency Vincent Tutchings Associates.

According to the Tutchings organization WJSV has been steadily increasing direct sales for WJSV real estate clients. (“House and Home Time” alone sold almost a quarter million dollars of homes in first 60 days of 1941.)

“House and Home Time” (a quarter hour show) has been exclusively the selling tool of one client since its beginning months ago. “Homes on Parade”; an hour long participation limited to 15 clients, has been a sell-out almost from the first week.

WJSV, convinced of radio’s usefulness in selling real estate, sold WJSV’s effectiveness to Washington real estate interests... and of course leads all other stations in this, the Nation’s wealthiest market, in commercial business of all types.

**WJSV**

**Columbia’s station for the Nation’s Capital**

50,000 WATTS

Owned and operated by the Columbia Broadcasting System. Represented by Radio Sales with offices in New York, Chicago, Detroit, St. Louis, Charlotte, Los Angeles, San Francisco.
Los o Lines in the Water

• The way to catch fish in Texas is to wet lots of hooks. The way to catch customers is to use ENOUGH radio to get the job done. That’s what smart advertisers are doing on KRRV, thus reaching a million and a quarter folks in 36 counties of prosperous North Texas and south- east Oklahomas. For more information, write KRRV, Sherman and Denison, Texas.

An Affiliate of the Mutual Broadcasting System
TENNESSE STATE NETWORK

KRRV
910 KC. 1000 WATTS

FLASH! WAVE NOW REACHES LONDON (Ky.)!

Yep—since we upped our power to 5000 watts a few months back, it’s no trouble at all to reach London, Miami and Duluth (Ky.)!

But between you and us, we’re not boasting of our coverage in these tiny towns—or charging for it either! We’re still concentrating on the lucrative Louisville radio area, where our signal is stronger and clearer than ever.

Would you like the whole story?

and San Francisco, one in Denver, and nine other major cities in all. CBS is the licensee of 8 stations, one in each of the following cities, respectively: Los Angeles, Chicago, Washington, New York, and Boston. Mutual has never owned any stations.

At the time that network owning was considered, however, Mutual was owned by the licensees of stations WGN at Chicago and WABC at New York. In January 1940, as previously set forth, stock in Mutual was issued to the licensees of WGN and WABC.

The 18 stations presently licensed to NBC and CBS are among the most powerful and desirable in the country. Of the 25 I-A clear-channel stations in the country, NBC and CBS are the licensees of 10. The remaining 15 stations are located in the richest markets and their station rates, time sales, and revenues are among the highest for all stations. Long-term affiliation contracts, with their exclusivity and optional-time provisions, seriously interfere with competition among networks. Ownership of broadcast stations by networks which have, however, developed further. It renders such stations permanently inaccessible to competing networks. Competition among network stations is thereby hampered, and the networks tend to give the network complete control over its policies. This "bottling-up" of the best facilities has had a profoundly handicapping effect upon the creation and growth of new networks.

Furthermore, common ownership of network and station places the network in a position where its interest as the owner of certain stations may conflict with its interest as a network organization serving affiliated stations. In dealing with advertisers, the network represents its own stations in a proprietary capacity and the affiliated stations in something akin to an agency capacity. The danger is present that the network organization will give preference to its own stations at the expense of its affiliates.

Operations Interwoven

Assuming that the question were presented as an original matter at this time, the Commission might well come to a conclusion that the businesses of station operation and network operation should be entirely separated. In the case of the Commission and its predecessor, the Federal Radio Commission, has been enforced as in the public interest the acquisition by NBC and CBS of most of these owned or operated stations and has prohibited tied agreements and licensees of such stations. From a legal standpoint these circumstances do not differ from those faced upon NBC or CBS, but we think it inadvisable to compel these networks to sever themselves of all of their stations.

In New York, Chicago, and Los Angeles or San Francisco, network operation has been so interwoven with station ownership that we do not deem it in the best interest to intercede at this time and enforce the two at this time. Stations in these "key" cities make available a very substantial amount for network scheduling programs and enable the networks to make provision for adequate studies and other controlling activities as a basis at talent centers. They permit the networks to experiment with new techniques of program production and new ideas in program content and balance, and local assurance that the experiments will have a fair test over good facilities. In the light of these conditions and the fact that there exists in these cities the largest supply of stations, we do not deem it advisable to prohibit a national network organization from being the licensee of one station in these "key" cities.

Different considerations apply to other stations licensed to NBC and CBS. We do not believe, for example, that any substantial justification can be found for NBC's operation of two stations in New York, Washington, Chicago, or San Francisco. In none of these cities are the better radio facilities so scarce that the public interest for any one network organization to control two stations; in each case such dual ownership is bound to obstruct the development of rival networks and the establishment of new networks.

In Washington, St. Louis, and San Francisco (local stations) there are but three regional stations, of which NBC controls one, and one clear-channel station, which is owned by CBS. In Chicago, the equivalent of two of the four 50,000-watt facilities are owned by NBC, and one by CBS. In San Francisco, the only stations with better than regional station facilities are NBC's. The NBC's position will be greatly strengthened if the best facilities in important cities are not tied in the hands of a single network organization. Even in New York, where desirable facilities are more plentiful, NBC's ownership of two clear-channel stations gives it a dominant position which tends to restrict competition even on even terms from other networks.

2-Station Operation Unsound

We find, accordingly, that the licensing of two stations in the same area to a single network organization is basically unsound and contrary to the public interest. In any particular case, of course, networks will be given full opportunity, on proper application for new facilities or renewal of existing licenses, to call to our attention any reasons why the situation should be modified or held inappplicable.

In several cities where NBC or CBS owns one station and where available facilities are so few and of such unequal coverage that network ownership is undesirable. In Clevl-

BROADCASTING • Broadcast Advertising
Seems in making a choice among available programs should not be subject to distortion by such extraneous considerations. Under certain circumstances, therefore, the licensee ownership of networks might be subject to serious objection.

However, there seems to be at least two reasons for not taking action in this connection at the present time. First, three substantial interests in Mutual (25% each) are held by station licensees in New York and Chicago and a regional network (Don Lee) on the Pacific Coast which controls four California stations. Thus, the dominant interests in Mutual are, as present, from an investment standpoint, largely symbolic. For the present at least, and particularly in the light of the dominant position of CBS and NBC, there is no reason to require those licensees to divest themselves of their stock interests in Mutual.

Accordingly, at this time we find no reason to establish a definite policy concerning licensee ownership of networks. If, in the future, the question becomes significant, we will give it further consideration.

NBC's network affiliation contracts do not specify whether a given station is to be affiliated with the Red or Blue network. NBC retains the right to shift a station from one network to the other, regardless of the station's wishes. This power gives NBC undue control over its affiliated stations.

NBC's witnesses testified that the Red and Blue networks compete vigorously for listening audiences and for the advertising dollar. But the competition between Red and Blue is largely of an intramural character. Even taking into account the changes which NBC has made in its organization since the time of the committee hearings, there is no complete allocation of stations or programs between the Red and Blue networks, nor any clear demarcation between the properties, personnel, income, or expenses of the two networks. No claim is made that the two networks compete for affiliates. So far as competition for advertising and listeners is concerned, it is conducted in a friendly manner under the direction of the NBC board of directors and for the financial benefit of NBC.

Friendly Sort of Rivalry

Although the sales and program personnel allocated to the Red or the Blue network may now engage in friendly rivalry, it is hardly to be supposed that this rivalry will ever reach the point where NBC employees are acting against the best interests of NBC. Under such conditions, there can be no competition as that term is properly used.

The operation of the Red and Blue networks by NBC gives it a definite competitive advantage over the other two national networks. In the first place, under the NBC discount policy, a discount up to 25% is granted to advertisers based upon the amount of business they do with NBC. This gives the Blue network, for example, a marked advantage over the other networks in getting the business of a national advertiser who is already sponsoring a program over the facilities of the Blue network. In addition, NBC grants certain special discounts to advertisers to encourage the sale of time over certain Blue network stations.

Again, NBC is able to arrange certain of its most attractive facilities into one combination. In view of the differences between the power and frequency of individual stations, NBC's ability to substitute a more desirable station if an advertiser is dissatisfied with the one customarily provided puts its competitors at a decided disadvantage.

Likewise, the operation of two networks gives NBC a great advantage in terms of programming. By this arrangement, NBC has roughly twice as many hours at its disposal each day as does either CBS or Mutual. For any single period, CBS and Mutual must make a choice between two commercial programs, or between a commercial and sustaining program, or perhaps between an entertainment and a public service feature. NBC, with two networks at its disposal, can simultaneously send an educational program over the Blue and a variety entertainment commercial.
special program over the Red. Furthermore, NBC is in a position to assure advertisers buying time on one of its networks that they will not meet stinging statements from listening audiences from the programs scheduled simultaneously on its other network, to the maintenance of free institutions to permit its exercise by one body, even though elected by or responsible to the whole people. But in avoiding the concentration of power in the hands of the government, we must not fall into an even more dangerous pitfall: the concentration of that power in the hands of self-perpetuating management groups.

Under any system of broadcasting, someone must decide what a station will put on the air and what it will not. Someone must select some programs and reject others. Congress has chosen to leave that power in the hands of individual station licensees, subject to the public interest provisions of the Communications Act and the powers delegated to this Commission. Decentralization of this power is the best protection against its abuse. We cannot permit the protection which decentralization affords to be destroyed by the gravitation of control over two major networks into one set of hands. While the concentration of power resulting from operation of a network is unavoidable, the further concentration of power resulting from operation of two networks by one organization can and should be avoided.

The radio spectrum is essentially public domain. In delegating to this Commission the power to license, Congress was moved by a fear that otherwise control over that public domain would gravitate into too few hands. Stations entering into regular affiliation contracts with a network organization operating more than one network defeat the manifest intent of Congress. We conclude that such concentration of power over licensees and their audiences violates the public interest.

Pa. Opposes Swing

Pennsylvania radio stations, in a resolution (No. 76) passed by the State House of Representatives, were urged by its leaders to cooperate in a movement seeking to limit the use of Negro spiritual and folk music of a religious nature and by eliminating the jazz and swing arrangements of such music which tend to desecrate it. The resolution, introduced by Honorable Ralph T. Jefferson, was adopted by the House on April 15 and copies of the resolution were mailed to all radio stations on April 23.
LIMITATION OF COMPETITION BETWEEN NETWORK AND OUTLET

Regulation 3.108 No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, expressed or implied, or in any way, for the purpose of dividing the broadcasting service of any station with any station or with any person or organization under which such station is owned or operated, or is being operated, or is to be operated, thereby accruing to such person or organization any advantage, benefit, or service which the owner of such station would otherwise be entitled to receive.

Several factors tend to make national spot rates lower, at least where electrical transcriptions are used, than comparable network rates. In the first place, electrical transcriptions programs afford the heavy telephone line charges incident to network broadcasts. Transcription programs are distributed by stations to stations by shipping the actual discs on which the programs have been recorded.

Furthermore, opinions differ concerning the relative advertising effectiveness of transcriptions and live talent programs. There is no reason why such differences of opinion should not be permitted to play a part in negotiating station rates, or why they should not be reflected in rate differentials between the two types of business.

Finally, the only less desirable hours of the broadcast day are outside the NBC optional-time provi- to advertisers.

 Vatican, Ga., is connected with the application of the Jefferson Broad- casting Corp., seeking a new station in Atlanta, Ga. Applicants have provided the following provision in their application:

"If time within the option period is sold, such programs are subject to shifting by NBC on 25 days' notice. This inability to enter into firm commitments makes national spot programs less desirable to advertisers than NBC network programs. When the elimination of option time will remove this factor, the others will, of course, remain.

It is no wonder, therefore, that many of NBC's affiliates, despite the danger of sanctions, have adopted a national rate lower than the network rate. One exhibit shows that 53 NBC affiliates have a national spot rate lower than the network rate, whereas only 36 have a higher rate. . . .

We conclude that it is against the public interest for a station license to enter into a contract with a network which has the effect of decreasing its ability to compete for national business. We believe that the public interest will best be served if advertisers and listeners supplied with the best programs if stations bargain freely with national advertisers.

Our Family Welcomes Its New Neighbors

Hopson Interested

BASCOM H. HOPSON, owner of WIB, Gadsden, Ala., 51% owner of WHBB, Selma, and with a minority interest in WCOV, Montgomery, Ala., is connected with the application of the Jefferson Broad- casting Corp., seeking a new station in Birmingham, Ala. Applicants have provided the following provision in their application:

"If time within the option period is sold, such programs are subject to shifting by NBC on 25 days' notice. This inability to enter into firm commitments makes national spot programs less desirable to advertisers than NBC network programs. When the elimination of option time will remove this factor, the others will, of course, remain.

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Over two and a half million brand-new neighbors moved in "next door" when WIBW's nighttime power was boosted 200%.

Now that we visit with these neighbors every day instead of occasionally, we've been busy welcoming and making friends with them.

And do they appreciate it! Thousands of additional letters, inquiries, and orders have been pouring in for WIBW advertisers.

This friendly, whole-hearted response ... this 173.4% increase in radio homes... tells a story that no alert advertiser can afford to overlook.
ABCD's of Radio Audiences
(Continued from page 63)

Only a few of these seemed to have as high appeal to the A class as to the other three groups, even after adjusting for the low total listening of this group. This would indicate that much of the daytime listening to symphonies is accounted for by the A group. For example, the NBC Metropolitan Opera broadcasts during the past season showed this type of stratification:

Table 3 illustrates this type of audience measurement by socioeconomic groups.

Benny vs. Ford

Just as it was found above that the major interest of the audience to a symphonic program is in the C and D groups (despite relatively low ratings in these groups), it is also true that the highest actual rating (and consequently the largest audiences) reported for the group was Jack Benny. In other words, if it is desired to reach the largest possible audience with an annual income of more than $5,000, Jack Benny would still be a better vehicle than the Ford Hour, even though this symphonic feature is exceedingly high in relative appeal to upper strata listeners. Despite the fact that Jack Benny has a greater relative appeal to the middle income groups than to the upper, nevertheless he still attracts numerically more A listeners than does the Ford Hour (24.4% as against 20.3%).

Likewise Jack Benny gets the largest number of D radio homes, despite the greater relative popularity of National Barn Dance and Gang Busters at this end of the socio-economic scale.

This study clearly points to the inadequacy of total rating figures for the purpose of giving a sponsor a picture of his audience. When he learns that his program has reached a rating of 8.8% of the total radio audience, he should also want to know whether that 8.8% looks like this:

<table>
<thead>
<tr>
<th>Total</th>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
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<tbody>
<tr>
<td>Wayne King or like this:</td>
<td>8.8%</td>
<td>5.8%</td>
<td>4.9%</td>
<td>10.3%</td>
</tr>
<tr>
<td>Helen Hayes</td>
<td>8.0</td>
<td>12.0</td>
<td>10.7</td>
<td>8.5</td>
</tr>
</tbody>
</table>

These two programs have the "same rating" but by no means the "same audience."

Similarly the educational or political broadcaster should be deeply concerned with the composition of his audience, not only as a factor which seriously affects the achievement of his objectives.

Largest Companies

ONE of the 200 largest non-financial business enterprises in the country is Radio Corp. of America, according to a survey and economic analysis recently by the Securities & Exchange Commission for the Temporary National Economic Committee. The study classified RCA as 167th in size among the nation's corporations, with $89,273,000 in assets as of Dec. 31, 1937. The largest corporation classified, holding title to the largest business size, was American Telephone & Telegraph Co., with $3,659,293,000 in assets. The survey was prepared in TNEC Monograph No. 29, The Distribution of Ownership in the 200 Largest Non-financial Corporations.

BROADCASTING • Broadcast Advertising
FROM NEW YORK to HOLLYWOOD
all Three Major Networks rely on
SOUND-CONTROL by JOHNS-MANVILLE

KEY STATIONS from coast to coast make sure of true high-fidelity reproduction by using J-M Sound-Control Materials and Methods. Pictured on this page are three of the many key stations in three big networks—NBC, CBS and Mutual—where J-M has supplied the correct acoustical background. Yet, as you can see from the list below, brilliant broadcast quality is not limited to key stations alone.

Whatever your wattage...whether your sound-control problems involve acoustical correction or sound isolation...Johns-Manville Engineers can show you how to achieve the best results at minimum cost. For complete details on the J-M Acoustical-Engineering Service and on J-M Sound-Control Materials, write Johns-Manville, 22 East 40th Street, New York, N.Y.

WABC, New York City (CBS Key Station)

JOHNS-MANVILLE
SOUND-CONTROL MATERIALS AND
ACoustical-ENGINEERING SERVICE

<table>
<thead>
<tr>
<th>Leading Stations from coast to coast assure high broadcast quality with Sound-Control by Johns-Manville</th>
</tr>
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<tbody>
<tr>
<td>WABC, New York, N.Y.</td>
</tr>
<tr>
<td>WNKY, Chicago, Ill.</td>
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<tr>
<td>WBNF, Columbus, Ohio</td>
</tr>
<tr>
<td>WECI, Des Moines, Iowa</td>
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<tr>
<td>WCTC, Cincinnati, Ohio</td>
</tr>
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<td>WICS, Indianapolis, Ind.</td>
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NEW Operating Convenience

THE 892-R POWER amplifier tube, air-cooled, is easily reached when the rear door of the radio frequency power amplifier cubicle is opened.

VARIABLE COMPRESSED GAS CONDENSER used in the final radio frequency stages has short leads, low losses, complete shielding and provides a wide range of tuning.

PI NETWORK easy to adjust. R.F. harmonic reducing Pi network is preset at the factory but has convenient taps for final adjustment on the job.

Open the front and rear doors of the new Westinghouse S-HV 5000-watt radio broadcast transmitter and you see at a glance one good reason why it is being chosen for modern, up-to-the-minute broadcasting stations. Every part is fully accessible—every part fits to make a compact unit, but with no crowding—every adjustment is within easy reach. The power amplifier cubicle, illustrated at the left, is typical of the rear door accessibility of the S-HV.

ATTRACTION to look at—but its beauty is more than skin deep and goes far beyond the panel finish. Its operating advantages are attractive to men who are responsible for the operation, inspection and maintenance of a radio station—advantages built in by the same engineers who designed the Westinghouse 50-HG which aroused such widespread interest when it was installed in KDKA slightly over a year ago.

METAL RECTIFIERS used in all of the low voltage plate and bias power supply circuits eliminate replacement trouble and expense and insure against unpredictable rectifier tube failures.

OPERATING ADVANTAGES

- Air-cooled tubes in all stages.
- Low operating costs.
- Except for the rectifier supplying power to the amplifier and the class "B" modulator, metal rectifiers are employed throughout.
- Inductive neutralization is employed in all radio frequency stages requiring neutralization.
- Equalized feedback.
- Compressed gas condenser.
- Complete fuseless overload protection.
- Simplified circuit adjustments.
- Automatic control is realized.
- Conservative operation of all tubes.
- Current and voltage indicators are provided in all circuits where such instruments are normally desired.
- Split second switching to 1-KW reduced power.

Westinghouse
UNDIVIDED RESPONSIBILITY — In addition to complete broadcast transmitters, Westinghouse makes ALL the other equipment required for transmitting station operation, including tower lighting, antenna phasing and tuning, power input apparatus, switchgear, and station lighting. No matter what your problem may be, Westinghouse has the experience and the apparatus to give you exactly what you need. Call your nearest Westinghouse office.

EXCITER CUBICLE — Two doors and a drop leaf give ready access to all controls, instruments, tubes—all you need to touch or see to adjust exciter for operation. Inclined panelboard makes it easy to read the instruments.

MODULATOR CUBICLE — Lower door opens to make it easy to check relay operation.

POWER AMPLIFIER CUBICLE — Tubes and their supporting sockets are instantly available through lower door.

BROADCAST EQUIPMENT
Case-Craven Dissenting Comment on Monopoly Report

ALL MEMBERS of the Commission recognize that improvements in the present broadcast service as well as in the organization thereof are not only possible but also desirable. However, the minority disagrees with the proposals which the majority has adopted as a method of securing improvements.

We fear that the proposals of the majority will result inevitably in impaired efficiency of the existing broadcast organization of the country. This system has been developed as a result of practical experience over a period of years. In the main it is operating very well in the public interest. Undoubtedly it provides the public with the best broadcasting service in the world. Naturally, there are faults which may need correction. However, some of the corrective processes suggested by the majority may easily result in faults which are far more basic than the known defects which exist today. Furthermore, it appears that insufficient recognition is given to the practical considerations which are inherent in the American system of broadcasting and which cannot be circumvented.

Natural Economic Limitations

It seems that no weight is given to the fact that broadcasting is dynamic and not static. No consideration seems to be given to the probable effect of new developments. Also inadequate recognition is given to the effect of the natural and economic limitations within which broadcasting must operate. Likewise, inadequate recognition is given to the natural laws which influence basically the manner in which broadcasting renders a social service to the public of America.

No member of the Commission endorses any form of monopoly which concentrates power contrary to the public interest or which constitutes unreasonable restraint of competition. However, the majority appears to suggest that “unlimited” competition is the most important factor in securing improvements in radio broadcasting service and proposes to issue regulations the effect of which will prohibit certain contracts which now exist between chain companies and their affiliates.

The intent of these regulations is to ban all arrangements which limit the ability of any broadcast station licensee to engage at any time in any and all forms of competition. While the minority insists upon competition they suggest the principle of “Free competition” accompanied by good radio service to the public rather than competition which affects adversely program service.

Most Important Problem

The minority is of the opinion that the most important problem confronting the Commission may be stated briefly as follows: "Considering the necessity of a balanced radio broadcast service of interest to and in the interest of the public, and recognizing the natural limitations inherent in radio, how can greater equality of opportunity be extended to persons desiring to utilize radio as a media of broadcasting information to the public?"

The solution of the problem requires a broad viewpoint as well as a balanced consideration of at least all of the following factors which among others contribute to broadcast service in the interest of the public:

1. The establishment of a “free radio” insofar as is practicable within inherent natural limitations.
2. Good programs.
3. An equitable distribution of facilities to states and communities.
4. Diversification of control of radio stations among many licensees.
5. Competition.
6. Efficiency of program distribution to the nation as a whole.
7. Operation of each station in the public interest rather than for the private interest of the licensee.
8. Natural economic laws of supply and demand.

Revolution Means Destruction

A limited approach, or conclusions based upon over-emphasis of one phase of the problem, will result in unsound administration and unfortunate consequences to the radio service to which the public is entitled. More specifically, we fear that the revolutionary change proposed by the majority will result in the destruction of the present excellent national program distribution system and the substitution therefor of some new kind of system, the effects of which the majority does not adequately visualize.

It is axiomatic that unlimited availability of the few existing radio facilities and efficient national program distribution cannot both be attained at the same time. There is no open market condition in the business of broadcasting as in other businesses. Nature has determined that, to attempt to circumvent these basic economic laws is fraught with peril to an industry which has hitherto achieved a marked degree of success. Regulation in disregard of economic laws may foster a situation in which competition a mong competently managed networks would be replaced by an unwholesome conglomeration of opportunistic "time brokers" catering to an aggregation of local monopolies in the various towns and cities of the nation. This will result in:

1. Responsibility for carrying sustaining programs of public importance would be so diffused that such service would likely become nobody's business and the difficulty in clearing time on a national network would become an almost insurmountable task.
2. The incentive would be removed for the origination of such sustaining features as the European war broadcasts, the American Farm and Home Hour, the Town Meeting of the Air, Toscanini, etc.

Buffalo IS a good Market!--what’s more--

IN 1941 IT’S

50,000 WATTS FOR

WGR

BUFFALO BROADCASTING CORPORATION
Rand Building • Buffalo, N. Y.

WKBW

NATIONAL REPRESENTATIVES--FREE & PETERS INCORPORATED

Page 86 • May 12, 1941
If the proposals of the majority are enforced there can be no logical determination of who will pay for such service or how it will be developed.

Known Into Unknown
These considerations and other far-reaching intimations that would be involved would plunge the American broadcasting system from the known of good public service to the unknown in which all the consequences cannot be foreseen. It is, therefore, no exaggeration to predict that the decision of the majority instead of resulting in "free competition", would more likely create "anarchy" or a kind of business chaos in which the service to the public would suffer.

The majority appears to conclude that it is necessary to exert control over certain business policies of radio station licensees in much the same manner as has been proven suitable for public utilities other than radio. However, in arriving at this conclusion there appears to have been no weighing of the advantages and the disadvantages of the present broadcast structure in terms of good program service to the public. Hence, no conclusions based upon evidence in the record have been made of the reasonableness of the present practices of the industry. For 14 years, existing contract arrangements have been made both through formal and informal agreements, and broadcasting in America has achieved greater progress than in any country in the world. The record does not disclose that there is unreasonable restraint of competition resulting from certain contracts which the majority proposes to prohibit.

Doctrine of 'Free Radio'
It is possible that the majority in its desire to regulate one facet of the broadcast problem has overlooked some of the other important considerations and hence may have made impossible the attainment of an ideal objective. For example, in asserting jurisdiction to regulate the business practices of broadcast station licensees the majority may have assumed certain power which is not delegated to it under the law.

In broadcasting, Congress evidently intended to apply the constitutional doctrine of a "free press". In so doing, Congress recognized that the advantages of a "free radio" were more important than the advantages of the type of regulation heretofore considered necessary in the public utility field. As evidence of the intent, Congress specified that radio broadcasting should not be classed as a common carrier even though licensed by the Government to operate as a form of monopoly in the public domain. The type of regulation specified by Congress for broadcasting clearly envisioned that the Communications Commission should not regulate the programs, the business practices or business policies of broadcast station licensees. Congress specified a type of regulation designed to maintain its policy of "free radio". This type of regulation differs from that applied to other private business operations in the public domain.

Thus, the question of the power of the Commission to regulate the business phases of broadcasting may be approached from the standpoint of public interest. Congress required that radio, like the press, must be free from those restraints of Government which hamper free expression and which control what may be said or who may speak. The most important function of Government should be to facilitate the attainment of a "free radio". Therefore, it may be argued that if the licensing authority interferes with the business practices of persons engaged in broadcasting, there is concentrated in a single Government agency a power which must lead inevitably to undesirable restraints upon a "free radio". Such concentration of power in Government is just as contrary to public interest as the concentration of control of broadcast stations among a limited number of licensees.

Centralization of Control
It is obvious that if all the stations in the country were licensed to one person, that person, even though regulated by the Government, would have vast power to control an important media of information. Even though such person had the best of intentions for the welfare of the public, his would be the sole judgment which determined how radio would be utilized to influence public opinion. Such an extreme is unthinkable. On the other hand, if we had innumerable licensees and the innumerable competitive judgments, all under the autocratic regulatory supervision of a single Government agency vested with final and unrestrained power of life and death over the economic destinies of each licensee, we likewise would have an intolerable situation, however well-intentioned such Government agency may be.

It was for this reason that Con-

Chimes for Eggs
It might be business before pleasure, but the mark of genius in the combination of both. Take those new chimes of KWR, St. Louis, which ring at three-minute intervals during the play-by-play baseball broadcasts to remind sportscasters to repeat the score for listeners who may have just tuned in. Then take a little thing like boiling eggs — a regular household chore — and mix them. One housewife writes in saying she found the chimes a great help in boiling eggs. She just drops them in when the chime sounds and takes them out when they sound again.

WFBL for Central New York
Syracuse • 5000 watts • CBS
FREE & PETERS, Inc., National Representatives

BROADCASTING • Broadcast Advertising
May 12, 1941 • Page 87
defense workers in the Youngstown district have just received a liberal pay raise. Most of them listen regularly to

\[ \text{WFMJ} \]

70,000

“\text{it gives me pleasure to furnish INS with an unqualified recommendation.”} —William Pobst, KFRC, San Francisco.

\[ \text{INTERNATIONAL NEWS SERVICE} \]

Columbia’s Station for the SOUTHWEST

\[ \text{KFH} \]

\[ \text{WICHITA KANSAS} \]

Call Any Edward Petry Office

\[ \text{Page 88 • May 12, 1941} \]

Radio’s Record of Service

On the whole, radio broadcasting has an excellent record of public service. This includes both networks and individual stations. Possibly with a few isolated exceptions, radio has been scrupulously fair in dealing with questions of political, social, and economic importance. It has been progressive and enterprising in the entertainment field. The public has been and should continue to be its most important and only censor.

Radio is so constituted that it is sensitive to public criticism and responds promptly to changing public tastes. For this Commission or any agency of government to attempt to substitute its judgment for that of the public involves an assumption of responsibility which should not be avoided at all costs. That such a policy is not contemplated by anyone on the Commission seems quite clear. However, it can be argued with logic that invasion of this economic field by the licensing authority in the absence of clear legal mandate would constitute an inevitable prelude to the second step of assuming the role of arbiter of public tastes.

Mr. Roosevelt’s Words

Circumstances may require the Federal Government to exercise broad powers in many fields of our economic life; but it is imperative that broadcasting be maintained as a free American institution. To adopt some pattern of government regulation as applied in other fields is to ignore the real nature of broadcasting. Borrowed techniques just don’t fit. Broadcasting must be regulated by the peculiar government restraints. Nowhere has this concept been given better expression than in a recent statement of the President of the United States wherein he said:

“Your government has no wish to interfere or hinder the continued development of the American system of broadcasting. Radio was born and developed in the real American way and its future must continue on that basis.”

Summary of Minority Views

Our views in this matter may be summarized as follows:

1. The Commission is without jurisdiction to promulgate regulations which unduly control indirectly the business arrangements of broadcast- ing licensees.

2. The record shows vigorous competition among networks and independent stations within the limitations of facilities imposed by nature and thus eliminating all monopoly can be made by this Commission, even if it can be assumed that this Commission had the legal authority to make such a determination.

3. The Commission through its licensing powers has ample authority to

\[ \text{"Remember, Pa, if you need any help, WDFL Flint Michigan now has a kilowatt on 910, and we can get the Lone Ranger."} \]
deal with any abuses that may arise, or which may now exist. Thus with the
possible exception of clarification of some of the proceedings and the pro-
visions of the Communications Act of 1934, no legislative changes seem neces-
sary.

4. There is no support in the record of these proceedings or otherwise, in
the possession of the Commission which would require new regulations which
would attempt to control the relations between networks and affiliates.

5. Broadcasting service is essentially a national service. It must be recog-
nized that listeners prefer good programs originating from any source where
there is superior talent and which may have greater entertainment value
than would otherwise be available from a purely local source.

6. There is an important function to be served by the local radio sta-
tions. The Commission should con-
tinuously strive to improve the tech-
ical efficiency of such stations and,
within the limits of the Act, afford
encouragement to broader economic
opportunities for such stations. This
should not be accomplished by
infringement or impairment of exist-
ing services. There is room for both.

7. There is the strong presumption that four competing national networks
independently operated might afford opportunity for improved service, al-
though there is nothing in this record to establish that stations affiliated with
the company operating two networks have not rendered a good public serv-
ices. It is, therefore, recommended that informal discussions begin forthwith
between the Commission and the re-
presentatives of the company operating
two networks with a view of obtaining
a voluntary segregation.

8. Network companies maintain con-
cert and artist management bureaus as an incident to their operations. The
Commission has no jurisdiction in this
field. However, the companies should be notified that the Commission in-
tends to request an inquiry by either the Federal Trade Commission or the
Department of Justice, or both, in
the event the companies do not divest
themselves of these activities within
a reasonable time.

9. There is no reason why the Com-
mission should not forthwith extend
the terms of broadcast licenses to the
full statutory limit of three years. This
would create an atmosphere of
greater stability in the industry and
would in no way detract from the
Commission's power to proceed by re-
vo-cation against licensees who con-
travene the standard of public interest.

No Time for Experiment
Finally, it seems appropriate to
emphasize that our government is
concerned with many important
and crucial problems. This is no
time to embark upon a new and
untried course for which no urgent
need can be established. It seems
to us that the kind of democratic
freedom which we are preparing to
secure requires those in govern-
ment to manifest restraint and tol-
erence. There is no evidence to
justify an attempt at unnecessary
control of the broadcasting indus-
tsy under even normal circum-
stances. In this atmosphere of
world tension, our own national
unity would be disapproved by a new
experiment at "reform" of an
established system of broadcast com-
munication upon which so many of
our people rely for information and
diversity.

Pepsodent Spots
PEPSODENT Co., Chicago (Dent-
ifrice), on May 5 started a short
varying schedule of spot announce-
ments on KDAL, WEBE, Duluth,
Minn., and KFRL, KO, Des
Moines. Agency is Lord & Thomas,
Chicago.

WFIL wins
REGIONAL STATION
BLUE RIBBON

WFIL scores again!

Because WFIL performed the most outstanding job
of promotion and public service in the fields of talent,
education and merchandising, Billboard adjudged WFIL
top winner in its Fourth Annual Exploitation Survey.

This award is especially significant to time buyers.
It means that WFIL has become a better advertising
buy than ever. More listeners are being attracted
through better programming and promotion . . . sales
of WFIL advertising products are increasing through
more extensive merchandising and cooperation.

The proof of the pudding? 38.4 PERCENT MORE AD
VERTISERS IN 1941 COMPARED TO 1940 ARE USING
WFIL FACILITIES—THEY HAVE FOUND IT PAYS TO
BUY WFIL.
THE BUSINESS OF BROADCASTING

STATION ACCOUNTS

WHO, Des Moines

KFRC, San Francisco


WFAA-WBP, Dallas-Fort Worth

Progressive Magazine, Chicago, 1 1/2 weeks, thru Arthur Rosenberg, N. Y.


WJMA, Covington, Va., Constructed in a Hurry

In RECORD-BREAKING time the new WJMA, Covington, Va., authorized less than three weeks ago, will go on the air May 25. Construction permit was issued last April 22 to John and Marcia Arrington, formerly operators of WCHU, Chesapeake, Va., to operate with 250 watts on 1340 kc. Mr. Arrington more recently was manager of WGOV, Valdosta, Ga., and is general manager of the new outlet. Marcia Arrington is to business manager."
HAAS-BARUCH & Co., Los Angeles, to promote Black & White granulated soap, on May 12 starts a three-weekly quarter-hour newscast on KECA, that city. Contract is for 52 weeks. Pira, for its Iris Coffee and canned food products, is also currently using 75 spot announcements per week on KNX, and 10 weekly on KJH. Robert Smith Adv. Agency, Los Angeles, has the account.

VENICE AMUSEMENT PIER, Venice, Cal., in a 30-week campaign started April 30 is using from one to five daily housekeeping premium announcements stressing Kiddietty Day, on seven Southern California stations. List includes KRED KIY KMPG KMTJ KOFJ KFAC KHJ. United Adv. Agency, Los Angeles, has the account.

SOIL-OFF MFG. Co., Glendale, Cal. (cleaning fluid), has started a twice-weekly quarter-hour newscast on KOA, Denver. Contract is for 52 weeks having started May 2. Firm also sponsors a twice-weekly 15-minute newscast, Bob Farrel Reporting, on 5 CBS-Pacific Coast network stations (KNX KARM KSFO KROY KOLN KIRO KVI KFTY), Thursdays, 4:45-5:55 p.m.; Saturdays, 7:30-7:45 a.m. Hillman-Shane Adv. Agency has the account.

DOODS MEDICINE Co., Toronto (proprietary), has started announcements on CFAR, Flin Flon, Man.; CFOS, Owen Sound, Ont. Account was placed by A. J. Denue & Co., Toronto.

W. E. BOOTH Co., Toronto (Selo film), on May 10 starts live announcements at various quarter-hourly frequency on 25 Canadian stations. Account was placed by Lord & Thomas of Canada, Toronto.

THE Jolly Polly Party has been signed for 52 quarter-hour programs on KIKO, Fort Worth, by Farghun Co., local candy and ice cream manufacturers, Robert Burke, many-voiced comedian, is featured. Several local promotion stunts, including a live parade, the Farghun trade mark heralded the program. Kane Adv. Co. is the local agency.

SEEBERLING RUBBER Co., Akron, will sponsor The Sports Final, with Len Riley, sports commentator, for 26 weeks, six days a week at 5:15 p.m. (EST), on WCKY, Cincinnati. Madrum & Feawsmith, Cleveland, handles the account. Foot Care Institute, Cincinnati, has taken a 10:45 a.m. news spot, six days a week on the same station. The business was placed by Walter Heschle Adv. Agency, Cincinnati.

D. G. GILL, formerly in the advertising department of Procter & Gamble Co., Cincinnati, has been appointed merchandising manager of the National Refining Co., Cleveland, and also will handle advertising and sales promotion activities.

S. F. LAWRASON & Co. Ltd., London, Ont., (cleaning products), has started twice weekly quarter hour organ recitals on CFJB, Toronto, a test campaign. Account is handled by Norris-Patterson Ltd., Toronto.

LIT BROTHERS, Philadelphia (department store), has expanded its use of radio, leading all other department stores in the city, in taking over the sponsorship of two additional programs. Kay Martin's College of Practical Knowledge, Tuesdays and Thursdays, 11:15-11:30, giving household hints and shopping news, is heard in WHAT. For Leonard Shaen, sold exclusively in the store, Lit Brothers sponsors the early morning, ten minute, news commentary on WFLY, by E. D., the snorrony cloaking Frank Dushbee, rewrite man of the Philadelphian Inquirer. In addition, the department store continues its sponsorship of the thrice-weekly, quarter-hour Shopper at the Mike quiz programs on WFLY, emanating from an improvised studio in the department store. The account is handled direct.

ILLINOIS OIL & FARM OWNERS EQUITY Assn., Centralia, Ill., week of April 21 started a five-week series of eight-weekly quarter-hour transmitted programs on WHJC, Bloomington, Ill.

Yeast-Foam Test
CONSOLIDATED DRUG TRADE PRODUCTS, Chicago (Yeast-Foam tablets), through Benson & Hall, that city, in a 13-week test campaign which started April 28, is currently sponsoring the six-weekly quarter-hour Nightcap Yarns, with Frank Graham, narrator, on KNX, Hollywood. If test is successful, the firm contemplates expansion of sponsorship in fall to the entire CBS Pacific Coast network. Graham portrays all characters in the night program which is produced by Sterling Tracy. Writers are Jerry Schwartz, Everett Tomlinson, Rich Hall and Joel Malone.

WALGHEEN DRUG Co., Chicago (drug chain), consistent user of radio, has increased its station break schedule from one to six-weekly on WGN, Chicago. In connection with the opening of a new store at Syracuse, N. Y., firm will broadcast on May 15 a quarter-hour man-on-the-street interview direct from the scene. Agency is Schwimmer & Scott, Chicago.

THE CUP'S AT THE FAR EDGE

YOU CAN MAKE a sales approach to Blair markets — through us — with complete confidence that every detail is right before you shoot. In golf there is a correct club for each shot — in Spot Broadcasting there is a correct approach to each market. Let a John Blair man help you plan Spot Broadcasting that goes 'straight for the pin' of Results.

JOHN BLAIR & COMPANY
National Representatives of Radio Stations

CHICAGO NEW YORK DETROIT ST. LOUIS
SUPERIOR 8659 MURRAY HILL 5-6084 MADISON 7889 CHESTNUT 5688

LOS ANGELES SAN FRANCISCO
608 Rust Building 608 Rust Building
PROSPECT 3584 DOUGLAS 3188

WESTGATE SEA PRODUCTS Co., San Diego, Cal. (Bread-O-Chicken tuna), is using five one-minute transcribed announcements weekly on 9 Michigan Network stations (WXZ WPFW WEST WOOD WSBM WRCM WHLS WJIM). Transcriptions were cut by C. F. MacGregor, Hollywood. A free recipe booklet is offered. Agency is Barnes Chase Co., San Diego. Norman R. Barnes is account executive.

LONGINES-WITTNAUER, New York, (Longines watches), is sponsoring a half-hour Sunday evening Synphonetta of transcribed orchestral classical music on KYW, Philadelphia, at 5:30 p.m. Agency Arthur Rosenberg, Inc., N. Y.

BUNTE BROS., Chicago (candy) recently started six-weekly time signals and station breaks on WBBM, Chicago. In addition firm renewed its three-weekly five-minute news period on WLW, Cincinnati. Both contracts are for 26 weeks. Agency is Presba, Fellers & Presba, Chicago.

WJBC, Bloomington, Ill., has named International Radio Sales as national representative.
RCA Studies Future of Video But Sees Rather Dim Future

Number of Stations and Set Makers Are Needed Prior to Launching; Defense Creates Problem

RCA, which a year ago responded to the FCC's authorization of partial commercialization of television by advertising video receivers to the public on reduced prices and on a time payment plan, thereby causing a cancellation of the ruling and an investigation of the entire television industry, is not expected to take the lead again, now that the Commission has announced the temporary adoption of video standards and the granting of full commercialization for television broadcasts as of July 1.

Instead of announcing an intensive sales campaign for television receivers, RCA at present is "engaged in reviewing the whole subject of television in the light of the new order just issued by the Commission," the Company's president, David S. Sarnoff, told the annual stockholders meeting last Tuesday [see separate story]. Declaring that RCA "will not seek a monopoly in television any more than we have a monopoly in sound broadcasting," he said that there must be a number of stations and a number of receiver manufacturers engaged in television before the medium can be properly launched.

Defense Problems

"We have lost none of our enthusiasm for television," he stated, "nor our faith in its eventual success, but no one company can do it all." He expressed the doubt that commercial television would make much headway during 1941, asserting that advertisers are not apt to be interested in the limited number of receiving sets now available—between 2,000 and 3,000 in the New York area, he estimated.

Mr. Sarnoff did not offer much hope for a rapid increase in the number of television receivers, but on the contrary pointed out the "increasing demands upon our facilities and technical experts made by the requirements of national defense and the matter of priorities which may affect the establishment of new services."

In the field of television broadcasting, NBC executives echoed Mr. Sarnoff's remarks about studying the new FCC's rules and regulations and refused to discuss plans for compliance.

CBS television officials likewise were adverse to committing themselves until the Commission's order has been fully analyzed, but did say they were proceeding "step by step" to adjust their plans to the new pattern. It is expected, however, that both the NBC and CBS television transmitters will be ready for operations with the new technical requirements by July 1 and that their program departments will also be ready to supply for set-owners within range of their signals the 15-hour weekly program schedule required.

DuMont Hopeful

Allen B. DuMont, head of the laboratories bearing his name, which manufacture cathode-ray tubes and other equipment as well as television receivers, admitted that his manufacturing prediction is hazardous these days when priority lists are constantly changing, but said that the outlook was hopeful enough so that he is planning to put television sets into production.

"There were 11,000,000 radio sets produced last year," he explained, "and the industry is planning to make an equal number this year. Suppose priorities cut this in half, and that only 5,000,000 sets plus are available now, it is expected that 5,000,000 television receivers which might conceivably be produced this year."

More enthusiasm was expressed at the DuMont television station in New York, where it was stated that construction and installation of equipment are rushed to completion and that everything is expected to be ready for telecasting on a regular schedule by July 1. Program plans, comprising both live and film entertainment, are

Defense and Video

IN THE FACE of prevalent reports that shortages of strategic materials, stemming from defense manufacturers and priorities acting to cut civilian supplies to the bone, would force a virtual standstill in television development, FCC Chairman James Lawrence Fly at his press conference last Monday indicated the FCC's belief that the industry could and would go ahead with television, both on the manufacturing and broadcasting end. Chairman Fly, declaring he did not think these reports were true, commented: "It is quite conceivable that defense requirements might have an impact on the radio field as a whole. But we have not been notified of any bottleneck reached so far."

Justus Allen

JUSTUS ALLEN, ABC television transmitter engineer, on May 4 died in St. Luke's Hospital, New York, as the result of an operation for a brain tumor. Previously, as engineer of RCA's Research Laboratory in West Orange, Mr. Allen was an engineer of WMAQ in Chicago.

WEH-HAL BEVERAGE Co., Spring- field, Ill. (Moonshine soft drink), on April 28 started The Street Quiz on WCHS, that city program features Arthur Slieven, local ventriloquist. Contract is for 15 weeks.

also in hand for offering an interesting and varied schedule, it was stated.

Asked how much of a task it will be to convert the television receivers currently in use to the new standards, one eminent television engineer, who asked not to be quoted, said that after cursory inspection of the FCC's new technical requirements he believed that a first class television service man could make the necessary adjustments in about a half-hour, probably without having to remove the receiver from the home to shop or factory.

Changes in Receivers

The main changes, he explained, are to revamp the audio receiver for FM instead of AM signals, shifting the deflector circuits to accommodate 525-line pictures instead of the present 415-line images, resetting the tuning apparatus to include the channel now assigned to CBS which was formerly not a television channel, and changing the synchronizing circuits to give the required "flexibility" of reception.

None of these appear to be major changes, he said, although stressing the point that the new standards will have to be given careful study before the actual plans for making essential alterations in existing receivers are drawn up. Nor has any manufacturer as yet announced whether he will assume the cost of making the changes on the sets he has sold or whether this expense will be charged to the set-owner.
First Quarter Net Of RCA Rises 18% Over 1940 Figure

Defense Problem Is Discussed At Stockholders’ Meeting

CITING the possibility that development of television, despite the FCC's authorization of full commercial operation starting July 1, may necessarily be delayed because of shortages in manufacturing materials arising from the defense program, David Sarnoff, president of RCA, reported last Tuesday at the 22d annual stockholders meeting in New York that RCA during the first quarter of 1941 had a net profit of $2,754,572, an 18% increase over the $2,312,895 for the same period last year.

Mr. Sarnoff reported that RCA had a consolidated gross income for the three months ending March 31 amounting to $34,503,524, an increase of $6,902,917, or 21%, over the first quarter of 1940. He pointed out that during 1940 the company increased its gross volume 16% over 1939 levels, with net profits running 13% higher than 1939.

Increased Taxes

He explained that the net profit figure for the 1940 first quarter was arrived at after providing for normal Federal income taxes of $925,500, while the 1941 quarter figure resulted after deducting normal Federal taxes of $1,171,300 plus excess profits taxes of $424,800, or a total of $1,596,100 in Federal taxes.

Stating that "RCA has enlisted in the first line of America's defense on land, on sea and in the air", Mr. Sarnoff said the company has received defense orders and commitments amounting to approximately $36,500,000 and calling for some 11,000,000 man-hours of work in the RCA plants at Camden, Harrison and Indianapolis.

In addition, he said, work on some of the large contracts has been divided with as many as 109 sub-contractors. To supply the Army and Navy with radio and electronic products while continuing to provide for the normal requirements of the public has called for expansion of manufacturing facilities and purchases of materials far beyond the company's normal requirements, with corresponding abnormal cash expenditures, he stated, which were met by borrowing $15,000,000 for five years at 1½%.

Monopoly Report

Giving passing mention to the FCC's chain-monopoly regulations in an addenda to his report, Mr. Sarnoff emphasized the company's activity in supplying defense demands for manufactured equipment and technical service. He indicated that the pressure of these defense orders might force a slow-down in supplying the private domestic needs for radio equipment, includ-

Nazis Paid

ASKED by a stockholder at RCA's annual meeting last Tuesday if the company had been paid for the trans-Atlantic messages sent to the Nazi government by American citizens a few months ago in response to an offer made on the Nazi shortwave broadcasts to this country, Mr. Sarnoff replied that he was glad to say that the bill had been paid in full.

"RCA, the pioneer in television research and development in the United States, has always been and is today a believer in the possibilities of the transmission of sight through radio," Mr. Sarnoff declared. "The company is engaged in reviewing the whole subject of television in the light of the new order just issued by the FCC. Important new factors which now must be considered are the increasing demands upon our facilities and technical experts made by the requirements of national defense, and the matter of priorities, which may affect the establishment of new services."

"We may have to divert engineering, facilities and labor more and more from normal work to operations essential to the national interest; we may have to work under reduced allotment of materials in order to complete our obligations to defense. We cannot foresee today the further demands that may be made upon us."

A resolution asking Congress to investigate the FCC's chain-monopoly action was proposed, during the meeting but was withdrawn after Mr. Sarnoff explained that not only RCA and NBC, but the entire broadcasting industry, is involved. He added that Mark Ethridge, representing the industry, was reported to be seeing President Roosevelt that day.

"We should wait for his report before asking for Congressional action", he declared.

Music Situation

Asked about the ASCAP situation, Mr. Sarnoff called on Niles Trammell, NBC president, who briefly reviewed NBC's reasons for not accepting the license offered by ASCAP last year and its participation in the establishment of BMI as an alternative source of music.

Explaining that NBC holds approximately 10% of BMI stock, Mr. Trammell said that NBC had paid $189,783 to BMI for stock and license fees for the year ending April 1, 1941, and is obligated to pay BMI $200,388 for the second year.

Since the acceptance of Government consent decrees by both (Continued on page 107)

How They Listen In Rochester

Between

7 and 9:30 A.M.

Authority—Recent Hooper-Holmes’ Early Morning Rochester Survey.

(Complete Data With Quarter-Hour Breakdown Upon Request)

LISTENING TO

W-H-E-C

2ND ROCHESTER STATION

3RD ROCHESTER STATION

TO ALL OTHERS OR “DIDN’T KNOW”

58%

19.9%

12.7%

9.4%

ALL OTHER STATIONS

COMBINED

42%

For WHEC leadership rest of day and night, see CBS-CAB Survey advertisements

May 12, 1941 • Page 93
WLW, Cincinnati, has inaugurated The Pulse of the Press, a weekly feature designed to reflect public opinions of the Midwest as expressed by editors of the leading newspapers of the region. Hear it Sundays at 9:30 p.m. EST. The series, which consists of excerpts quoted verbatim from the editorials, each quoted by name, features Peter Grant, WLW news commentator and Elizabeth Stens, woman's commentator for the station.

WCKY, Cincinnati, effective with time changes, will go on the air each weekday morning at 9, the earliest the station has ever signed on. Gittin' Up Time, with hillbilly music, will go on the first 45 minutes followed by Hot Coffee, which features Al Clauzer and his Oklahoma Outlaws, Don Dean's farm news and Gordon Gray at m.c., from 5:45 to 7.

NEW studios, occupying 3,000 square feet of floor space in the Fairmont Hotel, atop Nob Hill in San Francisco, for KGEI, the General Electric short-wave station, are expected to be completed by June 1, E. T. (Buck) Harris, station manager, reports.

WCAG, Philadelphia, will begin construction on May 19 of a new RCA 1-G-1 kw. transmitter to be used for auxiliary purposes, it was announced by technical director John G. Leitch. Installation, recently approved by the FCC, will be completed on November 19. The new auxiliary transmitter will complement the new WCAU 50-kw. RCA high fidelity transmitter which is being erected at a new site in Moorestown, N. J.

CKWX, Vancouver, B. C., and short-wave station CKFX, on April 25 broadcast the world precautions demonstration staged in New Westminster's Queen's Park Arena. The demonstration was realistically staged with sounds of fighter planes, bomb explosions, sirens and the confusion of those on the ground.

7th Division Session

DISTRICT SALES MEETING of the Sales Managers' Division of the Seventeenth District NAB took place May 2 at the Biltmore Hotel, Dayton, O. In addition to taking up line problems, the 25 commercial managers who attend, were addressed by Robert Dunville, general sales manager of the station.

WFMJ, Youngstown, O., scored a hit during the annual showing of the Builders Assn. Home Show in that community when it presented the RCA television demonstration. Open daily 2-11 p.m., the WFMJ television station had a 600 capacity jammed during the entire stay. Local social organizations, the Boy Scouts, Camp Fire Girls and other civic groups presented televised programs.

WGBI, Scranton, was presented with a testimonial of appreciation at a recent meeting of the Koch-Conley Post 121 of the American Legion. The gesture was the result of the numerous services advanced by WGBI on behalf of the Legion. The meeting was broadcast and the testimonial acknowledged by Chief Announcer Bill Pierce.

WLON, Minneapolis, has secured sponsorship for practically every broadcast of its baseball broadcasts this season. Happy McGtigue, General Mills' ace sports commentator, arrived from Florida the first week in April to give a play-by-play of both day and night games of the Minneapolis Millers, sponsored jointly by General Mills and Socony-Vacuum. These will be fed to the Minnesota Network, Browne Brewing Co. distribution of Brown's Road Beer and Spriht, has bought a ten-minute strip before the ball game. Featuring McGtigue in Baseball Chatter from the dugout, Shaw Motor Co., distributor of Cadillac, has bought daily baseball scores by Jerry Harrington. In case of rain, Western Life Insurance and Security Assurance Association has purchased all baseball spots for a special musical program and scoreboard show review.

KLZ, Denver, has completed arrangements for a summer series of remote over-the-air programs from the Amusement Park, where name bands play during the summer. In addition to regular dance remotes, KLZ has made arrangements to hold its annual fan picnic at the park. Admission is by tickets given free by KLZ to sponsors and admission is free or half price. A KLZ talent show is given during the afternoon and the station also gives away free refreshments and a pony to some lucky youngster.

IN VIEW of the rising importance of general industrial relations and strikes in the news, WMCA, New York, is preparing a three-week quarter-hour Labor News program, featuring Elmer Young of the Workers Welfare and Wage-Hour Administrators, as commentator.

WBNX, New Britain, Conn., broke ground last week for its new transmitter at New Britain, Conn. The new station, equipped as a 5,000-watt Drive, which in every detail, will be of brick and masonry. There will be a transmitter room, apparatus room, workshop, emergency power plant, as well as living quarters for the engineers. Some of the high-power equipment will be in a concrete vault under the apparatus room. Rogers Holt is chief engineer.

WLAC, Nashville, covered all phases of the opening of the new Vultee Aircraft Co. plant last week. Flying high over the scene in one of the Vultee intercept planes, Bill Sanders gave a bird's-eye view of the great plant, while earlier in the day a WLAC Mike fve at the field when Wendell J. Wilkie arrived by plane to take part in the ceremonies. Christening of the first bomber to come of the Vultee assembly lines was a highlight, with the climax coming when WLAC fed Wilkie's speech to the entire CBS.

WIRE, Indianapolis, has increased its Farm & Home program to a full hour. The program, a production of the WSB-Channel 7 in Atlanta and a joint venture of CPC, A-1 Market and CCI, Indiana, has been added to the show which features Pete French as m.c., the WIRE Farm and CCI market and weather reports. Program is heard Monday through Saturday, 11:30-12:30 noon.

KWKH, Shreveport, La., recently sent its mobile unit to Camp Helen, Texas, where a group of selectees from the Shreveport area are in training, to interview officers and men in a series of 15-minute programs. Questions dealt more with the human side of Army-life; those the folks back home would like to have answered. The men were even permitted to shout to relatives and friends via the disc. The program department of KWKH arranged for various local acts to be present in the studios at the broadcasts to be interviewed for the benefit of the boys listening at Camp Hule.

WLS, Chicago, had recording equipment set up in Chicago's Post Office when the first buyer of a Defense Bond in Chicago appeared at the window. Dick Stone, his Hoover-food expert, Mel Brill, announcer of WLS, interviewed the purchaser and introduced him to Postmaster General Krugten, who congratulated the first investor. The Postmaster then described the various types and costs of the new bonds and encouraged WLS listeners to cooperate in purchasing same.

LARGEST CROWD ever to attend a baseball game in Kansas City, assembled at Municipal Stadium when WMBK brought William L. Shirer, former CBS Berlin news chief, to the city for a public lecture. The venture was undertaken as a test of the station's ability to promote such an event through its own medium solely. The 7,000 people were brought by plugs of spot announcements, some of which were radio-teletyped excerpts from various news reports by Shirer from Germany.
CENTRAL COUNCIL of the American Association of Advertising Agencies, which met May 2 at Chicago, selected John M. McDonald, treasurer of the Buchen Co., Chicago, chairman; Arthur R. Mogge, president of Arthur R. Mogge Inc., Chicago, vice-chairman, and R. J. Scott, Chicago, treasurer. Also elected was a board of governors comprising of Mr. Scott, K. Laird, Chicago; Leon F. Hussey, vice-president of Fuller & Smith & Associates, New York; J. C. Schreiner, vice-president and treasurer of Brooke, Smith, French & Dorrance, Detroit; O. C. Davis, president of Davis Inc., who has been, Chicago, treasurer. The new board include J. H. Jameson, vice-president of McCann-Erickson, Chicago; Malcolm Harris, vice-president of Needham, Louis & Brobery, Chicago; G. B. Gunlogson, president of Western Adv. Agency, Racine and Chicago; Mr. McDonald and Mr. Mogge.

ETHEL H. GREGORY, formerly radio advertising director of the West Coast office of the New York, has joined the agency since 1936, has been elected vice-president. Other executives of the agency, who have been elected vice-presidents are E. C. Brandley, D. K. Clifford, F. R. Coutant, J. P. Hardinge and A. E. Moyle, identified with direct mail services in Chicago and the display department of the New York. The New York has retained the retail merchandising department of Western Adv. Agency, with offices in Los Angeles, California, and Chicago, according to an announcement made by W. I. Reynolds, U. O. Bingham, president of the organization.

HAROLD ANDERSON, vice-president of McCann-Erickson, San Francisco, and associated in the advertising business in Hawaii and Oil Co. of California, has been transferred to the firm's New York office.

MARIGOLD CASSIN, for a number of years radio manager of the San Francisco office of Erwin, Wasey & Co., has been transferred in charge of radio advertising. She will handle several West Coast accounts.

H. V. PETERSEN, radio executive of James Fisher Co. Ltd., Montreal, has joined the Montreal office of Staub, Feltman & Blanke Ltd. He was formerly with the Montreal office of Lord & Thomas of Canada, Ltd.

AAA Group Elects

GREGORY WILLIAMSON, radio director of Peller & Ryan, has been elected vice-president. Other executives of the agency, who have been elected vice-presidents are E. C. Brandley, D. K. Clifford, F. R. Coutant, J. P. Hardinge and A. E. Moyle.

HARRY ACKERMAN, Hollywood producer and Young & Rubicam on the Columbia Screen Guild program, has been elected by Gulf Oil Corp., will take a Caribbean cruise before reporting to the agency's offices in New York. He will be in charge of all major shows originating from the Caribbean during the summer. He will return to the West Coast in August to prepare the Gulf program for another season. He is accompanied on the cruise by his radio-actress wife, Mary Ship.

H. H. DOBBERTEEN, head of the media department of art and Bowles, since 1938, has been elected a vice-president. With the agency since 1936, Mr. Dobberteen was formerly associated with Brooks, Smith & French, Detroit. It was also announced by the agency that the radio time-buying division has been brought into the media division; effective May 2.

LAWRENCE O. HOLMBERG, manager of the Chicago office of J. Stirling Getchell Inc. married Lura D. Schreiner, same city, April 28. Holmberg will return to his desk May 20 following a Mexico and West Coast honeymoon.


CHARLES DILRAY, formerly sales promotion and advertising manager of the Aix Rubber Co., has been appointed radio director, and Kenneth W. Rickinger, identified with direct mail services in Chicago and the display department of the New York, has become associated with the media department of art and Bowles, and Chicago, according to an announcement made by W. I. Reynolds, U. O. Bingham, president of the organization.

Katz at St. Louis

THE KATZ AGENCY, national advertising representative, will have a staff of five at the NAB convention May 12-15, headquarters at the Statler Hotel. These will include Eugene Katz, New York; Steve Rintoul, New York; Lowell Jackson and Stanley Ruelman, Chicago, and Gordon Grey, Kansas City.

TURNER Co., Cedar Rapids, Ia., has been named W. D. Lyon, of W. D. Lyon Adv. Co., same city, to head the advertising department in charge of Turner microphones and vibrators. Garnet L. Ramsey has been appointed to handle the vibrator export market. Exporting of microphones will remain under the direction of Ad Auriera.

MEETING IS HELD BY 15TH DISTRICT

SOME of the problems to come before the NAB Convention in St. Louis were previewed by members of the Fifteenth District of the NAB, comprising Northern California, when members of the group met recently at the Palace Hotel in San Francisco. The meeting was called by Howard Lane, director of the 15th District, and business manager of the McClatchy Stations in California and Nevada.

Messages from President Neville Miller, C. E. Arney Jr., Frank Pellegin, Arthur Stringer and Russell Place, all of NAB headquarters, were read and discussed. Lieut. M. O. Atkinson, of the public relations office of the Navy, was a guest speaker, as was Chief Yeoman Howard N. Smith, U. S. N. Navy Recruiting Office, publicity section and Commander S. S. Reynolds, U. S. Navy, officer in charge of Navy Recruiting in Northern California.

Station managers and executives who attended were: Arthur Westlund, KFRC, San Francisco; Don KDN, Wilt Gunderson, KSRB; Lincoln Della, KSFQ; Clifton Hollins, KFRO; E. C. Arney, KJBS-KWQ; William Ryan, KPO-LG; William B. Smullin, KJEM; Clyde Doob, KRAM; KQW, W. Thompson Jr., KROY; Haan J. Tyler, KSFQ; Harold H. Meyer, KYA, and Lane.

WILLIAM PRICE, for six years editor and publisher of Huron County Enterprise in Elizabthtown, which he sold last November, has been appointed to handle the vibrator export market. Exporting of microphones will remain under the direction of Ad Auriera, New York.

Advancing DP

REVERSING a previous decision, the Appellate Division of the New York, has ordered a new trial in the $250,000 libel suit brought by Attorney Moses Polskoff against CBS, American Tobacco Co. and Edwin C. Hill, Polskoff claims libel in The World, New York, broadcast Aug. 12, 1937, in a comment on the trial of Lucky Luciano. Polskoff's account executive was Arthur C. M. McDonald, who was acting attorney.

STEWART-WARNER CORP., Chicago, announced June 30 it will pay a bonus consisting of one week's (40 hours) salary to weekly and hourly employees in all its factories. Cash will be paid out, in addition to the record of at least one year's uninterrupted service. Others will receive proportionate payments.
NAB Ready for Meeting
(Continued from page 50)

SPRAGUE, WARNER & Co., Chicago (food products), to Newby, Peron & Filc- craft, Chicago. Radio will be used.

MURPHY PRODUCTS Co., Burlington, Wisc. (livestock and poultry feed), to Critchfield & Co., Chicago. Currently running five-weeks of spot adver- tisements on WLC, Cincinnati, and KMA, Shenandoah, Iowa, the meat and poultry program entitled Real Farm Facts on WDAY, Fargo. The Minnesota network and WTM, Cedar Rapids, Ia.

DAWN PUBLISHING Co., New York, to W. L. Gleason & Co., Riverside, Cal. Currently sponsoring a quarter-hour tran- scribed program of 15 stations expansion to more than 150 stations in this country, Canada and Australia is planned.

PURE MILK CHEESE Co., Chicago (Gold- N-Rich chosen) to Howard Schneider & Assoc., same city. May use radio in fall.

QUAKER OATI Co., Chicago, has ap- pointed Rothrauff & Ryan, same city, to handle advertising on its new Oaties, a ready-to-eat oat cereal. Radio is expected to figure in future plans.


WETHERBY-KAYSER SHOE STORES, Los Angeles to Sidney Garfinkel Advertis- ing Agency, Beverly Hills, Cal.


GORDON BAKING Co., Detroit, to Geyer, Cornel & Newell, Detroit.


RETHLICH STEEL Co., Cleveland, to Baker & Baker & Assoc., Cleveland (for Toncan Culverts, Drainage Products adv.).

VANCOUVER EXHIBITION ABN., to J. John Linn, Seattle, Wash. G. Newspa- pers, radio, outdoor, transit space and direct mail will be used.

discussion include headliners on the national scene. They are Major Gen. Robert C. Richardson Jr., public relations director of the Army; Comdr. H. R. Thurber, public rela- tions officer of the Navy; FCC Chairman James Lawrenz Fly, who also heads the Defense Com- munications Board; Lowell Mellett, director of the Office of Govern- ment Reports and the President’s No. 1 public relations advisor.

The pre-convention activity, aside from the special meetings which have been or may be scheduled by the networks, actually began Sun- day. The NAB Public Relations Committee, headed by Edward Klauber, executive vice-president of CBS, planned a session to con- sider his prospects for the creation of a $500,000 “grass roots” campaign to indoctrinate the pub- lic with the philosophy and purpose of radio by the American plan.

This project already has aroused some opposition and an alternative plan, to create a separate depart- ment within the NAB to carry on this type of work, probably will be projected either to the committee or to the convention itself. It is certain to arouse floor discussion because as it ties into the whole ques- tion of the industry move to head off the trend toward more and more regulation without public under- standing or participation.

Golf Tournament

The BMI board of directors, headed by President Neville Miller, meets Sunday evening, after which NBC holds its affiliate session, at which time Niles Trammell will be announced on NBC’s position with regard to the net- work monopoly order.

The Monday session is given over entirely to committee and sub- sidiary organizational activity, as well as the golf tournament for the Broadcasting Trophy. Although the tournament is scheduled for Monday afternoon, an official agenda, foursomes teeing off in advance of that time will be regarded as quali- fied entries, it has been ruled by the golf committee.

In addition to the national de- fensive session Tuesday, the reports of the various NAB departments will be delivered, including the an- nual report of President Miller. Group meetings will be held that afternoon and will include those of IRNA, NIB, sales managers group, clear channel group, regional chan- nel group and local channel group.

Following the practice estab- lished last year, breakfast sessions, with NAB staff directors presiding, will be held Wednesday and Thurs- day. These will begin at 8:30 and include national defense, with Ed- ward M. Kirby, NAB director of public relations and chief of the radio branch of the War Depart- ment, presiding; broadcast adver- tising, with Frank E. Pellegrin pre- sident, engineering role; program conducted by Lynne C. Sneyb, NAB director of engineering; foreign language broadcasting, with Pres- ident Miller presiding; law round table, led by Russell P. Place; la- bor, wages and hours, with Joseph L. Miller, NAB labor relations di- rector, in charge; and research, pre- sided over by Paul P. Peter, NAB director of research.

The Wednesday business session will be given over, primarily to copyright. With President Miller wielding the gavel, reports will be made on BMI by Sydney M. Kaye, vice-president and general counsel; Merrill E. Tompkins, vice-president and general manager, and Carl Haverlin, station relations director.

BMI Formula

The music situation discussion will be continued in the afternoon, and it is expected that BMI will report for the first time with regard to the consent decree, providing both a per-program and blanket li- cense method. The ASCAP-MBS proposal also will be taken apart during these sessions. Copyright insurance, recording standards and the daylight saving time issue will be covered at the closing session Wednesday afternoon.

An evening session on Wednes- day, beginning at 8:30, to discuss the radio spectrum, also has been scheduled. Facsimile, FM, television and international shortwave broad- casting will be covered.

On Thursday, there will be the breakfast roundtables. The regular business session will cover commercial as- pects, including code provisions, the unit plan, the program, broadcast advertising, and a speech by Col. Willard Chevalier, publisher of Business Week, on planning for post-war business.

At the afternoon session, to be presided over by Samuel B. Ren- baum, president of WFLF, chair- man of IRNA and chairman of the NAB labor committee, labor prob- lems will be covered. Joseph L. Miller, NAB labor relations direc- tor, will open the discussion.

Election of directors at large and the network directors will oc- cur at the late afternoon session, along with balloting on the selec- tion of the 1942 convention city. The business sessions of the con- vention are slated to close with the adoption of the operating committee report. The annual banquet will be held in the New Jefferson Hotel at 7:45 p.m.

The newspaper-radio committee, at the call of Chairman Hough, will meet on Friday morning at the New Jefferson. This will be followed by a morning session of the newly elected board of directors.

WMAZ, WCAX Receive
Grants to Boost Power

WMAZ, Macon, Ga., was granted a construction permit to increase its night power from 1,800 to 5,000 watts, with an increase in hours of operation from limited to un- limited. The action announced May 1 by the FCC.

The station has been operating temporarily with reduced power 500 watts.

WCAX, Burlington, Vt., was granted a construction permit to change frequency from 1230 kc. to 520 kc., increase its power from 250 watts to 1,000 watts day and night, with a transmitter removal and a directional antenna for day and night use.

KFUN Principals File
Petition for New Station

HAVING earlier in the year sur- rendered a construction permit for a new station, KFUN, in Las Vegas, Nevada, the principals of the now extinct Las Vegas Broadcast- ing Co. Inc. [BROADCASTING, Jan. 18], has filed the petition for a new station in Las Vegas, N. M.

Applying under the name of Southwest Broadcasters Inc. for 250 watts at 1290 kc. are Ernest N. Thwaites, retired railroad executive residing in La Jolla, Cal., with an 82% interest; his son, Ernest N. Thwaites, formerly connected with KVSP, Santa Fe, N. M., 16.6%; Dorothy G. Thwaites, 7%.

WTCN Is Unaffected

THE "realignment" of newspapers in the Twin Cities, under which the Star-Journal and Tribune Co. will be holding company for the city’s three newspapers [BROAD- CASTING, May 5] will in no way affect the operations of WTCN, according to C. T. Hag- man, general manager. The St. Paul Dispatch and Pioneer Press, Riddle continues to own 50% of the station, and the F. E. Murphy estate and Kingsley Mur- phy, stockholders in the Minneapolis Tribune, continue to own the re- mainder.
LOOK at John Finegan, for instance... Right now he's sitting on top of a mighty ornery little problem — the most important transcription job he's ever run into, with RUSH signs written all over it!

But John isn't worried. Ten minutes ago he put his formula for tough ones into action by picking up his phone and giving us his headache.

And he knows from experience that there won't be any hitches on his job. When he saunters over to our new Columbia Transcription Service, there'll be a studio cleared and waiting for him. All the equipment he needs — and it's the most modern in the world — will be at his exclusive disposal until he has finished recording. With NO DELAYS or INTERRUPTIONS.

And, incidentally, he'll get as slick a set of ultra high-quality transcriptions as ever dazzled a client. Why don't you join John in the ranks of Columbia's happy, carefree transcription buyers? Try us on your next assignment — we have studios waiting for you in New York, Chicago and Hollywood.
It must, in addition, continue to provide opportunity for the expression of honest diversity of opinion and ideas in accord with the democratic principles we are defending, that truth and the facts may come out, upon which we may base a course of common action. At the same time, the microphone must be denied to those who would foul its naturally simultaneous unifying character by promoting social, racial or religious strife and discord; it must be denied those whose alien-inspired demands for broadcasting time are for no other purpose than the promotion of civilian and military hysteria and confusion.

Fortunately, this country has seen examples of both types of broadcasting at work abroad. Again we know that what does not go into the microphone is as important as what does.

The beginning and end of all radio problems lies in the character and quality of program service broadcast and heard.

It is time we start our public relations thinking in the program department. In the critical days ahead, new and greater demands are going to be placed upon the limited hours available for broadcasting.

There is immediate need for a broader interchange of information, ideas and experiences among stations through the NAB. There is immediate need for a broader coordination of program effort, for an expansion of contact work with press and other media, and among all social and governmental agencies, telling, interpreting, designing the story of radio. There is immediate need of a central NAB clearing agency that, from the ever-increasing multiplication of demands, program priorities may be established so that time is available for prime purposes; that the right time is not given to the wrong person or group.

Throughout the past year a consistent effort has been made to drive home the importance of a free American radio. The campaign was inaugurated at the San Francisco Convention where a plaque symbol of freedom of the air was dedicated at the Golden Gate Exposition, with simultaneous ceremonies at the New York World’s Fair.

It is gratifying to report that both the concept and the phrase “freedom of the air” have now become part of the language of the day.

At Radio's Twentieth Birthday Party held in the Hotel Willard, Washington, last November, both President Roosevelt and Wendell Willkie congratulated the industry for its fairness in the heated presidential campaign, and declared that a free American radio must continue to rank alongside a free American press as cornerstones of American democracy.

The industry continues to receive social and commercial benefits from the operation of the NAB. This will be especially marked during the development of the war emergency.

The development of the George Foster Peabody Awards for Public Broadcasting was one of the public relations highlights of the year.

LABOR RELATIONS
Joseph L. Miller, Director

Since the time of the organization of the NAB labor relations department three years ago American industry has been plagued by labor trouble — particularly during the last year. The broadcasting industry has been one of the worst.

Paying its employees well, obeying the law and constantly seeking to understand labor's viewpoint on all questions of mutual interest, the NAB has enjoyed three years of comparative peace. The industry's labor relations have been highly respected in the business world and by labor and government as well. The NAB program to continue its present labor policy during the coming year.

FCC figures, for the week of Oct. 15, 1939, indicate that broadcasting employees, including executives, received an average weekly wage of $41.08. With the FCC's next report expected to show an increase, it is likely that broadcasting will remain at or near the top of the list of employing industries. On a basis of all fulltime employees, including executives, as of Oct. 15, 1939, the average wage of 19,883 employees was $43.15.

Labor Act Problems

The headline coming with initial application of the Fair Labor Standards Act of 1938 gradually is wearing off. The remaining dull hinting spring the labor relations director has proceeded to secure further clarification of the status of broadcasting technicians and engineers under the Act, stemming from a series of conferences and field inspection trips with wage-hour officials.

During the last eight months the National Labor Relations Board has cited only two stations for violation of the Wagner Act. This record is far from bad, considering the number of complaints in other industries and the number of instances in which broadcasters have dealt with labor unions for the first time.

There have been only two actual strikes in the industry during the last eight months, although several more incidents have led to temporary withdrawal of union musicians from broadcasting stations. During a period when strikes made the headlines almost daily, the lack of
any serious labor trouble in the broadcasting industry is a tribute to the industry, its employees, and the labor unions it deals with. Good wages, good working conditions, fair dealing and law obedience have paid dividends.

Arbitration is a well-established principle in the labor policy of the broadcasting industry. Its extension is constantly advocated by the NAB as fundamental to the development of sound labor relations.

Union Activities

Only a few local incidents have marred eight months' peaceful relationship between the industry and the AFM. The incidents grew out of expiration or quite a few labor contracts in January, when the local unions in some cases demanded increased employment or expenditure for musicians. Only a few of these cases remain unsettled at the moment.

The Associated Broadcast Technicians Unit of IBEW (AFL) has continued a successful organization drive throughout the country. The union indicated April 15 that it had contracts covering technicians at 150 stations, with organization or negotiations under way in at least 76 others.

The American Federation of Radio Artists (AFL), busy with projects previously undertaken, has expanded its territory appreciably. Last fall the staff announcers should receive extra pay for local commercials was settled by mediation and compromise. The "Chicago Formula" for payment of staff announcers is one of four now in effect. Negotiations toward an AFRA transcription code, involving actors, announcers and singers on transcribed programs, have continued throughout the winter and spring.

Although the International Alliance of Theatrical & Stage Employees (IATSE-AFL) maintains it has certain jurisdiction in television, jurisdictional issues in this field have not yet come to a head. The union also recently laid claim to network advertisers effects market, with AFRA disputing the claim.

American Communications Assn. (CIO) continued to confine to northeastern metropolitan areas its efforts to organize technicians, announcers, salesmen and office help.

The American Newspaper Guild (CIO) did not enlarge its activities in the broadcasting field.

When the NAB code was adopted two years ago, we were quite sure we could count on an unqualified endorsement from organized labor. It turned out that labor was not with us 169. However, a great majority of labor leaders have given the code their enthusiastic support.

We have heard nothing but praise of the national network policy in regard to the amount of time accrued labor leaders and government officials are devoting with labor problems. Labor locally also has fared well under the code.

KLZ Denver, claims to be the first station in the Rocky Mountain area to establish its own shortwave listening post. New listening equipment has been installed at the transmitter and a high-powered speaker was set up in the newsroom at the downtown station. Some members of the news staff of the station plus listeners will cover foreign broadcasts.

A billion rabbits in one house would be new and a billion dollars in wholesale sales in any market is news too. The wholesale sales in Memphis and the Mid-South market total $1,082,032,870.00. You can see why Memphis, the 32nd city in population, ranks 17th in wholesale trade volume throughout the United States.

And WMC, the pioneer radio voice of Memphis and the Mid-South, is the station that influences these sales.

LEGAL DEPARTMENT
Russell P. Place, Counsel

ACTIVITIES of the Legal Department for roughly eight months since the last annual meeting:
Congress: To date no adverse legislation has been enacted. In the field of copyright, Executive E, the International Copyright or Berne Convention Treaty is again before the Senate.

State Legislation: Legislatures in 48 states have been in session this year. Directly or indirectly, 48 State Conventions, for NAB. By providing an additional safeguard against overlooking the introduction of bills affecting radio, and liaison for communication on legislative matters in

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provisions was impossible. Reconciliation of views months were required. A graph casters are Court, appeals and the plaintiff ability for radio defamation unless the author failed to exercise due care. A similar bill was vetoed by the Governor of Washington.

Oregon passed a radio libel law, relieving broadcasters from liability for radio defamation unless the plaintiff can prove that the broadcaster failed to exercise due care. A similar bill was vetoed by the Governor of Washington.

Ligation: The position of the NAB in RCA v. Whiteman was sustained in the Circuit Court of Appeals and again in the Supreme Court, thus establishing the law, except in Pennsylvania, that broadcasters are at liberty to play phonograph records without license from the record manufacturer of the performing artists.

Facilities Contract: Nearly five months were required in conference with the AAAA Time-Buyers Committee to determine that complete reconciliation of views on certain provisions was impossible.

FCC application forms: An NAB committee was successful in securing amendment to the standard and FM forms which greatly facilitates filling out of these forms.

HIGHLY PLEASED with the thought of a day’s freedom from duties, Frank Quinn (left), manager of KOB, Albuquerque, hands over the station keys to Claude Mann, Albuquerque high school senior. Mann was elected by his classmates as “student manager” for KOB on “Students’ Day” when radio classes of Albuquerque High School and University of New Mexico had complete charge of the station’s activities.

Engineering
Lynne M. Smeby, Director

OF PRIME importance during the past NAB year has been the reallocation that took place on March 28, 1941. Plans were started over a year ago to meet the emergency of a short notice period. This plan was formulated in meetings of the engineering committee and contacts with the FCC engineering department. The consulting engineers were invited to a special “Reallocation Meeting” of the executive engineering committee held in Washington. The director of engineering had prepared a 13-page analysis of the directional antennas that were to be shifted in frequency. This analysis was used as the basis of discussion.

Subsequent to the reallocation meeting, the director asked the author to strike the enacting clause, and the measure was killed.

In line with its broadened scope, NAB participated in the deliberations of the National Eerl System Committee. John V. L. Hogan served on the main committee as NAB representative and the director was a member of the panels and also Mr. Hogan’s alternate on the main committee.

In the past months, discussions have been held with station managers, agency men and engineers concerning the divergence of opinion on records and transcription produced by various companies and played on machines manufactured by them. A second engineering committee passed a resolution recommending that NAB promulgate a plan to formulate recording and reproducing standards.

This resolution was referred to Neville Miller for consideration by the executive committee and the project was subsequently authorized. Time has been asked for at St. Louis during the national convention for open discussion of this project. It is planned that the work of formulating standards will be instigated and rated by the engineers at the IRE Convention in June at Detroit. Everyone interested in the subject, whether he be an NAB member or not, will be invited to participate in the work.

All reallocation hearings of general interest, including the monopoly hearing, during the past year, have been attended by the president and reported in the NAB Reports.

The director was appointed Neville Miller’s alternate on the domestic broadcast committee of the DCB and was appointed NAB technical advisor. The director is serving as chairman of one of the sub-committees.

A revision of the handbook is nearly completed. The time necessary to do this job has been seriously curtailed by other more pressing work, such as the national conferences on reallocation and work in connection with the defense committee. It is anticipated that the revision will be ready for distribution shortly.

The engineering committee met Jan. 9, 1941, in New York and on Feb. 19, 1941, at Columbus. An Executive Engineering meeting was held Sept. 26, 1940, in Washington.

FIRST CHOICE OF NATIONAL ADVERTISERS WHO KNOW MAINE’S CENTER OF POPULATION IS IN WLBZ’S PRIMARY SERVICE AREA

WLBZ BANGOR
NBC 620 KC YN

SECRETARY-TREASURER
C. E. Aroney, Jr., Assistant to the President

THE NINE months that have intervened since the 1940 convention have been unusually active and busy ones at NAB headquarters. The work incident to the music controversy consumed a great deal of the time of the staff but, nevertheless, the other activities of the association have been maintained upon a constructive and active basis. Every effort has been made to operate the association in a manner that will best serve the interests of broadcasters and the radio industry. The association has been operated well within the limit of the funds available.

The membership of the NAB as of May 1, 1941, stands at 547, an increase of 87 members since the date of the last annual convention in San Francisco in 1940. The
membership is composed of 526 active and 21 associate members. Included in the 526 active members are 6 FM stations which were admitted to membership during the past year.

Associate Members
During the year, your board of directors approved a plan of associate membership, which has met with success. Six industries and trade lines closely allied with radio broadcasting are now eligible for associate membership in NAB as follows: Transcription companies, equipment manufacturers, station representatives, telephone and telegraph companies, and market research organizations. These companies hold from one to four associate memberships depending on their gross volume of business. We now have 21 associate members holding 44 units of membership. Included in these 21 members are 7 transcription companies, 10 equipment manufacturers, 3 station representatives, and 1 research organization. Active membership, has been increased to its highest point in NAB history.

The financial records were audited at the close of the calendar year. Their report is available to any member. During the year 1940 we operated well within our budget and are at present within the budget as approved for 1941.

Financial statement shows receipts of $274,531.71 and disbursements of $247,017.39 for the association for the nine months since the close of the 1940 annual convention.

Whereas activities have increased greatly during the past year, the payroll on April 1, 1941, lists only 29 full and part-time employees as compared to 52 employees reported at the last convention, a net increase of 23 employees.

T. E. SHEA, engineering vice-president of Electrical Research Products Inc., a subsidiary of Western Electric, has been granted an indefinite leave of absence to participate in important studies for the National Defense Research Committee. Dr. E. M. Homan of ERP's Hollywood office will direct the company's motion picture engineering activities for the duration of Mr. Shea's leave.

The World with a fence around it

Frankly WHAM doesn't give you the whole world in its primary area. But it does give you a profitable chunk of it. WHAM's world, all fenced in, ready for delivery to your doorstep is made up of 43 counties. Here, WHAM's clear channel 50,000 watt signal brings dependable day and night reception of audience-favored national and local programs to more than 900,000 radio homes—at a cost to you of approximately one third the cost of localized coverage of the same area.

50,000 Watts . . . Clear Channel . . .
Full Time . . . NBC Blue and Red Networks

National Representatives: George P. Hellingbery Co.

WHAM
ROCHESTER, N. Y.

"THE STROMBERG-CARLSON STATION"

BROADCASTING • Broadcast Advertising
May 12, 1941 • Page 101
Fully Equipped to Render
Prompt, Accurate Service

**Commercial Radio Equipment Co.**
Radio Engineering Consultants

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7134-36 Main St.
Kansas City,
Missouri
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Cross-Roads of
the World
Hollywood, Calif.

"Good Engineering Is Good Business"

---

**Paul F. Godley**
Consulting Radio Engineer

Phone
Montclair (N. J.) 2-7859

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proprietorship be made to continue the service until the Research Commit-
tee and the Research Director could recommend a permanent plan of
operation.

The experimental operation has
been concluded. "Broadcast Adver-
tising Unit Reports" were released for
each month, September through
December, 1940. Considerable time
was spent investigating various
means of preparing the informa-
tion and, for that reason, no de-
finite schedule for the release of in-
formation has yet been evolved.

Beginning with the January anal-
ysis, the Unit Plan will be operated
under the name "Broadcast Adver-
tising Unit-Station Listening". The
"Broadcast Advertising Record"
was published and released in the week of
May 6, is a completely new report
—revised—a new format to in-
crease the value of this sales tool
individual stations.

**Operation of Record**

During the experimental period,
the research department has ex-
perimented with a station reporting
system designed to minimize the
work involved in station coopera-
tion. It is termed a "write-back" system. Essentially, it involves sub-
mitting forms on which the previ-
ous month's business is typed in
for the station's correction to con-
form with the current month's business. A
form is rendered the station
by rearranging the accounts in the
exact classification of advertiser
used in the Record. This furnishes
the station an analysis of its busi-
ness which may be compared di-
rectly with the Record tabulations.
Experience with this system of
reporting has established its value
and the research committee has
decided to adopt it as standard
procedure as soon as a final budget
for the entire operation is adopted.

On recommendation of the re-
search committee and the director
of research, the NAB board of di-
rectors authorized the publication
of a "Survey of Urban Radio
Listening in the United States".

The field work of the Survey was
conducted by quarter during the years
1938 and 1939 by the research
organization, Crosley Inc., for
CBS and the NBC. The method em-
ployed in developing information
on radio ownership and listening
habits is basically the same as that
used by the Joint Committee on
Radio Research in conducting the
Rural Radio Ownership Study pub-
lished in 1939.

On March 24, the publication
"Urban Radio Listening in the
United States" was mailed over
Neville Miller's signature to the
NAB membership, principal radio
advertisers and advertising agen-
cies—a mailing list of some 8,000
names.

**Method Studies**

The NAB Research Committee
also undertook a study of methods
used in measuring program audi-
ence since the San Francisco con-
vention. The committee invited the
C. E. Hooper organization to pre-
sent to it a report on the method
employed in the "Hooper Radio Re-
port 'National Returns' on Radio
Programs." The method report,
submitted to the research commit-
tee by Mr. C. E. Hooper and Dr.
Matthew Yor, Chappell of C. E.
Hooper Inc., shed much light on the
operation of the telephone coinci-
dental method and sought to estab-
lish the merit of the method in
competition with all others em-
ployed.

**Facilities Contract**

The director of research was ap-
pointed a member at the offioio, of the
NAB's 4A conference committee.

This committee was appointed by
the Association to meet with a
time buyers' committee of the
American Association of Advertis-
ing Agencies to effect needed
changes in the standard order
blank for spot broadcasting", pub-
lished in 1933. Numerous meetings
of the NAB committee, alone and in
conference with the 4A commit-
tee, resulted in the publication, Jan.
7, of the "Standard Facilities Con-
tract (recommended by NAB)".

Publication of this form was pur-
suant to the instructions of the
executive committee of the NAB
board of directors.

AAA objected to certain fea-
tures of the facilities contract and
joint meetings of the two com-
mittees were resumed. After a series
of meetings, a revision of the con-
tract was submitted to the NAB
board and approved. The new form,
labeled "Agency Contract (recom-
manded by NAB, March 21, 1941),"
was published, March 21. Subsequent to the pub-
lication of the March 21 Agency
Contract the NAB has been
registered as a public utility, ob-
jecting to certain features of it.

It is quite apparent that the two
committees cannot reach complete
agreement on the subject. However,
the industry has gained much by the
work of the 4A conference com-
mittee. Discussions are continuing
on developing a recommended in-
voice form.

**Census of 1940**

NAB Research Department has
been in contact with the Bureau of
Census during the past year and
has assembled a complete file of
census information released to
date. Considerable information has
been released on the Census of Man-
ufactures, the Agriculture Census,
the Census of Business and pre-
liminary detail breakdowns of the
Population Census.

No information has been released
to date on radio ownership which
was obtained in the Housing Cen-
sus. The original schedule of the
Census Bureau for starting relea-
sing radio figures by state early in
1941.

The Research Department also
has conducted surveys on daylight
saving time, programs originating at
Army posts, and merchandising
policy and practice.

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**C & S Hunts Program**

STANDARD BRANDS, New York,
is looking for a summer replace-
ment program for the Chase &
Sanborn Program during July and
August, when Edgar Bergen and
Charley McCarthy take their an-
nual vacation. On those nine Sun-
days the 8:30 p.m. spot on the Red
Network will, according to present plans, be
billed to advertising.

Agency for Chase & San-
born is J. Walter Thompson Co.,
New York. Sherman B. Ellis, New
York, handles the Royal Desserts
advertising.

T. E. WILSON, formerly of the KSL, Salt Lake City, engineering department, and now with RCA in Camden, and Mrs. Wilson are the parents of a daughter born last March 23.

A. A. (Bud) SOVEREIGN of the engineering staff of WNAX, Yankton, S. D., is the father of a baby boy.

AUSTIN A. HARRISON has been appointed chief engineer of KGNF, North Platte, Neb., succeeding J. R. Evans who has been called to duty with the Naval Reserve.

JOHN E. (Gene) CARPETHER has been appointed a permanent member of the engineering staff of KGW, Denver.

WILLIAM L. FOSSL, sometime chief engineer of WBCS, Portland, Me., and a former Washington consulting engineer, on April 29 was granted Patent No. 2,293,627 covering a radio alarm system, which he has assigned to Howton Radio Alarm Co., Seattle.

J. E. DICKINSON, chief engineer of KMB, Fort Cal, has been called to active duty with the Naval Reserve and has been assigned the post of Commanding Officer of Section 5, Naval Communications Reserve. He is in charge of the training of Naval Reserve communications personnel in Central California.

JAN KING, a technician, formerly of KINY, Juneau, Alaska, is now on the engineering staff of KXK, Seattle, Wash.

VAL STRANGE, a technician, formerly of KFIO, Spokane, Wash., has been added to the staff of KVI, Tacoma, Wash. Ernie Estes, recently called to active duty in the Navy, has returned to civilian life and is back on the engineering staff of KVI.

DAN HINES, engineer of WWL, New Orleans, has been commissioned as a second lieutenant in the Army Air Corps and will be communications officer for the 122d Observation Squadron.

TOM McCLELLAND, chief engineer of KLZ, Denver, has been ordered to report to Annapolis as an ensign in the Naval Reserve.

LOU PATTERSON, engineer of WWL, New Orleans, has resigned to become a company officer with the FCC. Bobbie Greenberg has been transferred to the WWL transmitter replacing Tony Maggiori who is returning to the studio. Johnny Dusaint, professor of physics at Loyola U., will again be studio relief engineer for summer vacation.

ALVIN BARNARD and Art Brudwig, of the technical staff of KGW, Portland, have been called to service. Barnard will take over radio instruction in the air corps at Scott Field, while Brudwig will become radio inspector on the Pacific Coast for the Navy department.

FACSIMILE receiver installed by WOR at Fort Dix, N. J., is transmitting Army news once a week.

Private Charles Davidson, former WOR engineer now at the Fort, looks over the report as it comes into the recreation center, where the receiver has been placed, available for all soldiers. Present WOR is devoting two hours, from 2 to 4 a.m. each Tuesday for transmission of Army material. The service at present consists of material from the Fort Dix Gazette, a newspaper written by the men at the center.

WLWO SPONSORS

AMERICAN SAFETY RAZOR CO., Brooklyn, is sponsoring Nova Fonicas Deportivas Gem, quarter-hour sports resume on WLWO, Cincinnati shortwave stations; each Tuesday and Thursday at 6:30 p.m. Bayer Co., New York (Bayer's aspirin), has renewed its 13-week contract on the same station for sponsorship of Bajo el Cielo del Mexico, Thursday 2:00-2:15 p.m.

New Pen Test

HAMILTON FOUNTAIN PEN CO., Chicago, new to radio, on May 8 started a test campaign of six-weekly spot announcements, 5 and 15-minute recorded programs on six stations. If campaign proves successful station list will be expanded. Agency is Frank R. Steel Assoc., Chicago.

Hoffman Spots

HOFFMAN BEVERAGE Co., Newark (soft drinks), has started one-minute transcribed announcements on six New York stations: once daily on WOR and WIZ; twice daily on WMCA, WNEW, WHN; and three daily on WINS.

BBDO, New York, is agency.

New Philco Contract

PHILCO RADIO & TELEVISION Corp., Philadelphia, signed a new contract providing a pay raise and vacations for workers at its plant with the radio and television workers union, Local No. 1 and 2 of United Electrical Radio & Machine Workers of America. The agreement gives employees a week's vacation with pay, a substantial increase in wages and an extra premium for working the second and third shifts. Effective May 1, it is estimated the increased compensation of employees resulting from the new labor agreement will amount to $400,000 a year.
Copyright Studied by Justice Dept.

(Continued from page 93)

NAB COMMITTEE

The NAB executive committee held a five-hour session in New York last Wednesday on the network monopoly regulations and copyright, among other things, with Fred Weber, of MBS, practically opposing the field on the trade association's position.

While no formal announcement came from the session, President Neville Miller stated that the various industry problems discussed would be reported to the NAB board of directors at its pre-convention meeting in St. Louis on Monday (May 12) for whatever action deemed necessary.

Attending were President Miller; John Elmer, WCBM, Baltimore; John A. Kennedy, WHCS, Charleston, W. Va.; Paul W. Morency, WTC, Hartford; and Don Searle, KOIL, Omaha, members of the committee, with Edwin W. Craig, of WSM, Nashville, and Herb Hollis of KANS, Wichita, absent. Also present but only as observers were Edward Klauer, CBS executive vice-president; Frank M. Russell, NRB Washington vice-president, and Fred Weber, Ralph Brunton, KJBS, San Francisco; Harold V. Hough, WAP-KGKO, Fort Worth; and John H. Rand, who accompanied Mr. Hough, were present but did not participate in the discussion.

Here's a Center Cut—
All Solid Market

WTAG

Worcester

The Central New England Market of more than 1,000,000 people, centers around Worcester, reaches into New Hampshire and dips into Connecticut. The market provides opportunities for skilled workers, and as food and drug buyers. They draw over-average pay too. And they're loyal to one radio station—WTAG. Your New England appropriation or your test market calls for this coverage.

BROADCASTING • Broadcast Advertising
recommends signing the contract which Mutual suggests signing for the network.

More Objections

Referring to the "advantages of proposal" in the Mutant letter of May 1, the following are reasons why I cannot concur with these and the numbers which I shall use coincide with the numbers given to the so-called advantages in that letter.

1. This failure to take into consideration the offer of March, 1940, that was made by ASCAP to the vast majority of Mutual stations.

2. As previously pointed out, this contains a guarantee which was not contemplated by the affiliates who have insisted upon a measured use plan.

4. I cannot see how most stations doing $125,000 a year would be able to pay for an additional source of music. While this does not directly affect the stations owned by the Yankee Network, I am unwilling as a stakeholder and director of the Mutual Network to allow this statement to go unchallenged in the fact that I am convinced that numerous stations affiliated with Mutual would have my opinion pay more for additional music than would be saved under this proposal.

5. This is mandatory under the consent decree. I believe, however, that Mutual should be entitled to deduct all legitimate network operating expenses not only license and rental costs, and if Mutual has the future which I believe it has, this proposal for deductions as drawn will not include all of the legitimate expenses of operating a network.

10. The contract, when drawn, should definitely cover the matter of arrangements and it is not satisfactory to me that one publishing member of ASCAP has stated that there is no intention on the part of the publishers to make a charge for any such arrangements. If I understand him as he can only speak for himself. To my mind, AS-CAP can require additional payments under the proposed contract from any station that is using arrangements and before I sign any contract with ASCAP, I want this definitely covered.

12. I feel that the most favored nation clause is largely nullified when Mutual puts ASCAP music back on the air because it then affects my trading position and ASCAP having a favorable contract with Mutual, it is difficult to conceive of ASCAP making a more favorable contract with someone else and thus having to make a more favorable contract with Mutual.

I have not discussed with you whether or not the proposed plan may run counter to some of the provisions of the recent FCC Monopoly Order relating to the terms of contracts with affiliates.

17 years, operates part daytime only on 1250 kc., and has been used for experimental purposes and instruction in broadcasting. It was estimated that more than $75,000 has been spent in supporting WCAD, which has never accepted commercial accounts, while not more than 20 students had obtained jobs in radio as a result of their training.

Because of its limited time operation, annual operating expenses have averaged only around $5,000 a year, which was appropriated from the general income of the university, where at present there are some 25 students enrolled in various radio courses.

The station was established in 1924 by Dr. Ward C. Priest, head of the physics department, with the cooperation and assistance of Owen D. Young, chairman of the board of General Electric Co. and a St. Lawrence alumnus and trustee. Harold K. (Hal) Bergman and Ellis L. Manning doubled as announcers and technicians along with Dr. Priest; Mr. Bergman is now manager of the station.

The demise of the station was forecast earlier this year when it was reported that the university would have difficulty in defraying the estimated $4,000 cost of shifting WCAD's frequency from 1220 to 1250 kc. under the Havana Treaty. This estimate proved high, but FCC requirements demanded new types of transmitting equipment and other modernization which the trustees felt was too costly. Hence the eventual decision to sign off permanently.

About two years ago Harold B. Johnson, publisher of the Watertown (N.Y.) Times, made a lease agreement with the university, of which he is also a trustee, to take over the operation of WCAD and move it into Watertown. The deal was held up by litigation involving various other conflicting applications for facilities in Watertown, and later the FCC granted Mr. Johnson's newspaper a construction permit for a new 500-watt daytime station on 1300 kc. in Watertown (WWNY).
Merchandising & Promotion

Week of Cotton—Chicago Schedules—Cigarettes
For the Soldiers—Shots at the Tower

Harum in Syracuse

A NATURAL ANGLE was exploited by WSYR, Syracuse, to promote its David Harum series. The book was written by a late Syracuse and the scene was laid in Homer, a small town 30 miles from the city. Interviews were held with many residents of the town who knew the famous character, in a special broadcast. For several issues preceding the broadcast from Homer the leading paper plugged the Harum show with front page space. Special display windows in stores in Homer and several announcements plugged the program.

Disc Campaign

COMPLETE sales campaign is submitted by Kasper-Gordon, Boston, for its transcribed series, Fun With Music. The series is designed for music merchants, with discs featuring Dr. Sigmund Spaeth, tune detective. A book by Speth is used as giveaway to get store traffic.

All About the Change

ACQUITAINING listeners with the change of time KSVA, San Antonio, distributed 4,000 booklets listing the new time of programs each day. Also in the booklet are pictures of KSVA personnel and talent.

Theatre's Studio

THREE San Francisco stations—KFRC, KSAN and KGO—are collaborating with the Telenews Theatre House, in mutual promotion, broadcasting more than 120 programs a week from the special radio studios in the basement of the theatre. Each program mentions the point of origination. The entire news staff of KSAN, headed by Bob Davies, works day and night in a glass-enclosed newsroom at the theatre, in view of patrons. INS and UP printers are installed. Ten-five-minute newscasts are broadcast on the hour, starting in the forenoon and ending late at night. KSAN also broadcasts quiz shows, commentators and a weekly round-up of current events from the theatre. KFRC and KGO use the studios for a variety of broadcasts.

Bowling Quiz

QUIZ SHOW for bowlers will be started May 16 by WPEN, Philadelphia, called Bowling for Ten Pins, each week representative teams from factories and offices in the city will be pitted. Quizmaster will be Bill Veiner, president of the Philadelphia Bowling Assn., and bowling experts will serve as judges. Individual and team prizes will be donated by bowling alleys. Questioning will follow the bowling pattern, with strikes, spares and double, and points for keeping score will likewise be in the manner of a bowling game.

Weekly Analysis

PROBLEM of keeping distant sales representatives in close touch with changing conditions of market and competition is met by WCAU, Philadelphia, through a weekly "Analysis Letter." Prepared by Promotion Director Joe Connolly and released in mimeo form, the letters tabulate new market developments, statistics, list new station success stories, and X-ray the trade paper advertising and promotional copy of other Philadelphia stations. This new stunt has already proved helpful.

Summer Time

THE CASE for summer radio is exhaustively outlined in a 10-page NBC promotional booklet issued by the Blue network and titled Hot Months for Radio Advertising. With charts, audience surveys and economic studies, the booklet demonstrates 'eight Blue summer points.'

There will be more radio sets in operation this summer than ever before; there will be a wider variety of programs this summer; more listeners will listen more hours per day; incomes are greater during the three summer months than during any other quarter save one; people spend much more during the summer — at the same rate for everyday necessities, at an increased rate for summer products; results of advertising who have used radio through the summer prove its value; products with the largest summer market are the same products that are benefited by radio advertising the rest of the year; the Blue offers year-round advertisers a rebate which can be considered a reduced summer rate.

Log With Plants

GARDNER NURSERY CO., Osage, la., currently using transcribed and live programs and announcements on nearly 300 stations in the United States, Alaska and Canada, during the week of April 21 to 26 offered to send with each shipment of plants a radio log giving all three new frequencies of stations throughout the country. A previous offer, made early in April, proved so successful that the nursery decided to advertise it, according to Edwin A. Kraft, manager of Northwest Radio Ad. Co., Seattle, which handles the account.

Schedules Released

WGN, Chicago, in May started a file-size mimeographed schedule of its educational and classical musical programs. Similar mailing pieces will be sent out monthly to music and women's clubs, libraries and high schools in the Chicago area.

Chicago Schedule

MORE THAN 226,000 official schedule booklets of the Chicago Cubs' games have been given to baseball fans in the Chicago area by WBBM. Nine pages of station promotions are included in the presentation.

NATIONAL advertisers using regular network programs and stations throughout the country are cooperating this week and next in the promotion of the Cotton Week, May 18-24, jointly sponsored by the National Cotton Council of America and the Cotton Textile Institute.

Special scripts and transcriptions have been sent to stations for local broadcast in varied areas, with spot announcements heard daily under sponsorship of local textile and merchandising concerns.

Among the national advertisers saluting the 11th annual Cotton Week on NBC, CBS and Mutual programs are: Lever Bros. Co.; Procter & Gamble Co.; Adam Hat Stores; Gallenkamp Stores; B. F. Goodrich Co.; W. T. Grant Co.; Melville Shoe Stores; Firestone Tire & Rubber Co.; Sears Roebuck Stores, and United Dollar Stores. An estimated total of $5,000,000 will be spent for all advertising and promotion for the event, according to Charles K. Everett, merchandising director of the Cotton Textile Institute.

At the Food Show

TYING-IN its food products sponsors in a novel way, KROW, Oakland, Cal., recently completed a week of exclusive broadcasts from the Alameda County Food Show, held in Oakland. A number of the station's major programs, sponsored by food companies, were originated from shows. The station teamed with the Oakland Post-Enquirer one day in broadcasting a cooking school class. The station maintained an exhibit at the show, where microphone personalities greeted the public.

RAYMOND M. WILMOTTE
Consulting Radio Engineer
BOWEN BUILDING, WASHINGTON, D. C.

DESIGNER OF FIRST DIRECTIONAL ANTENNA
CONTROLLING INTERFERENCE

Page 106 • May 12, 1941
Nobody's Children

AIMED to bring to the public a sharper consciousness of the orphaned or half-orphaned child's plight, Nobody's Children, on MBS—Don Lee features dramatization of actual case histories taken from files of the Children's Home Society of California. Interviews with one of the children from the institution are held each week. Youngsters, however, are not permitted to listen to the preceding dramatic sketch. Endorsing the program are twenty film stars, who, in addition to making guest appearances, contribute $10 apiece weekly toward "upkeep" of the series for the entire 13 weeks period.

* * *

Smokes for Soldiers

GRAHAM'S, Springfield, Ill. (restaurant) has started a thrice-weekly five-minute musical program of patriotic theme on WCBS, same city, as a stunt to give soldiers and sailors free cigarettes. The restaurant is offering, via radio, a card which is punched each time a purchase is made and for every $5 in business, two packages of cigarettes are sent to boys in the Army or Navy. Customers designate where the tobacco is to be sent. Series is titled Smokes for Soldiers & Sailors. Account was placed direct.

* * *

Tower Shots

CAMERA CONTEST with the three 500-foot antenna towers of the new WBAL, Baltimore, transmitter, located near Pikesville, Md., as the subject, is to be conducted May 5-20 by the station. The best shot will get $25, second $10 and the third $5. The next 22 will get $1 each. All entries will be displayed in WBAL's reception room for the week beginning May 25.

**BROCHURES**

WBW, Atlantic—Lithographed booklet "In the Public Interest" with photo-stat copies of letters from civic, educational and religious leaders commending WBW for its public service.

WBIB, Topeka—Leaflet with circle cut on front flap, in which is pasted a compaspe; on the outside is the slogan, "How to chart your Kansas sales course to more sales".

NBC-RED—Two 11 x 17 maps of the U. S. with the daytime and nighttime coverage area of the Red Network colored in red.

WABC, New York—Folder, "Gangway for Godfrey", to promote the Arthur Godfrey participating program.

NBC-Blue—Blue and white booklet telling success of J. B. Williams' True or False show, with illustrations by Steig.

WDRC, Hartford—Four-page piece telling of coverage, programs and rates with listing of its national advertisers.

FM BROADCASTERS—Red-covered 3 x 5-inch booklet titled A Profile of Frequency Modulation.

CBS Network-Four-page leaflet titled "Stretching your advertising dollar".

MINNESOTA Network—Blue leaflet showing the network's coverage.

WSPA, Spartanburg—Folder citing WSPA'S coverage.

**PROMOTION** of some of its programs by cards on the outside of 385 public service buses in six New Jersey counties is the latest campaign of WOR, New York, in addition to cards on the inside of all 2,100 such buses in the State. Current month's campaign features WOR's Dear Imagine program, heard thrice weekly at 9 a.m.

**RCA Meeting**

(Continued from page 98)

ASCAP and BMI, NBC has been negotiating with ASCAP in a sincere effort to reach a satisfactory and fair arrangement, he declared, adding that "we hope soon to have ASCAP music back on the air and to continue BMI at a cost we can afford".

Answering questions about FM broadcasting, Otto S. Schirer, vice-president in charge of patents, said RCA is manufacturing FM transmitters but has not entered the receiver field for this type of broadcasting and that whether it does will depend on the demand as well as material priorities. He explained that no arrangement had been made for use of his FM patents because the company's legal and technical experts don't think the purchases justified on the terms offered by M.A. Armstrong.

The stockholders re-elected Arthur E. Braun, John Hays Hammond Jr., Edward W. Harden and Mr. Sarnoff as directors for three-year terms. Arthur Young & Co. was reappointed as independent public accountants for auditing and certifying the annual financial statements of the company.

While the ballots were being tabulated, the stockholders were entertained with a motion picture explaining the new RCA electron microscope and with a five-way conversation between A. A. Schechter, NBC director of news and special events, in the studio, and NBC correspondents in London, Berlin, Vichy and Rome. Questions put by stockholders were answered by these foreign reporters.

**TEXAS CO. GIVES TIME TO TREASURY**

TEXAS CO., New York, in what is believed to be the first action of its kind, has donated to the Government 13 one-hour periods on 85 CBS stations from July 2 to September, the period during which the Texaco Star Theatre featuring Fred Allen goes off for the summer. The time contributed, Wednesdays, 8-9 p.m., will be used to promote the sale of the new defense bonds and the stamps, broadcasts being under direction of Treasury Dept.

Type of programs to be produced is now being considered by Vincent Calilhan, radio director of the Treasury Dept., to fill the time in a manner which will meet with the approval of the Government, the Texas Co., and CBS. Tentative plans include guest appearances by radio, screen and stage stars with a musical program under the direction of Howard Barlow also receiving consideration. The Texas Co. will bring Fred Allen back to the air for the 1941-42 season on Sept. 24.

N. Y. Ad Club Elects

I. S. RANDALL, assistant to the chairman of the board of Transcontinental & Western Airlines, on May 14 was elected president of the Advertising Club of New York at its annual election meeting. Among the directors elected or retained in office are: Alfred J. McCosker, president of Bamberger Broadcasting Service; Lowell Thomas, NBC commentator and author; and Frederick R. Gamble, managing director of the 4 A's.

While in ST. LOUIS be Sure and Visit Technisonic Recording Labs.

818 South Kingshighway Blvd.

You'll see one of America's finest commercial recording studios, incorporating the most advanced ideas in equipment and acoustical engineering.

Processing and Pressings by
Networks Seek Ways to Halt FCC Action

Legal or Congress Delays Viewed As Likely

(Continued from page 17)

deged to make a survey for the Chief Executive.

Whatever the outcome of the three possible blocking develop-
ments, it was regarded as a virtual certainty that the new order, de-
marking the specific regulations re-
making network-affiliated relation-
ships, would not become effective in August, as promulgated. There
may be petitions for rehearing or reargument before the FCC, or for
out-and-out postponement. With all
of the hullabaloo already provoked,
and with what may yet develop, it
is felt certain that the Fly-Thomp-
son-Walker-Payne-Wakefield ma-
ortality could not ignore such a legal
pleading.

Await Convention Action

Precisely what moves the net-
works themselves will make prob-
ably will depend upon reaction at the
NAB convention. Mr. Ethridge
will make his report, too, and tell
broadcasters just what they face,
in his judgment. Since the affiliates
rather than the networks are licen-
sees, the litigation may develop
through entering of a joint suit to
enjoin the FCC.

The FCC edict that in effect there
be a forced sale by NBC of the
Blue Network, according to present
signs, will not be taken lying down.
Lawyers have raised serious ques-
tion about the Commission’s juris-
diction over any phase of the judg-
ments enumerated in its eight-
point order, but they appear singu-
larly confident about the lack of au-
tority to force them to junk a net-
work without more authority than
expressed in the Communications
Act of 1934.

Just in case the FCC’s stagger-
ing mandate should stick, many
station owners journeyed to St.
Louis prepared to revise their net-
work affiliation contracts in accord
with the decree—for one-year terms
in lieu of the generally-invoked
five-year NBC and CBS authoriza-
tions.

Blue Network outlets, for the
most part were in a quandary, since
the FCC order specifies that only
one station in a city may accept
programs from a single network at
the same time. This rule strikes at
both NBC networks, but it is an
obvious conclusion that if the order
holds, NBC will continue its more
productive Red operation, rather
than the Blue.

MBS took up its virtual single-
handed defense of the FCC ma-
jority action almost coincident with
the release of blistering condemna-
tions of the report by NAB Presi-
dent Neville Miller, CBS President
William S. Paley, NBC President
Trammell, IRNA Chairman Sam-
uel R. Rosenbaum, NIB President
Harold A. Lafount, and a long list
of newspaper columnists and edit-
orial writers.

The crowning retort came when
MBS Chairman Alfred J. McCooker
and President W. E. Macfarlane,
who is also managing director of
the Chicago Tribune’s WGN, wired
President Roosevelt last Wednes-
day, dismissing Mr. Ethridge as
spokesman for that network, and
addressing him as a “self-consti-
tuted mentor and representative
for the industry”.

Opposing Views

Previously, Mr. McCooker had
lauded the majority report as a
“scholarly and thorough analysis of
the network problem” [see page
117]. This in contrast to the ex-
pression of Mr. Paley [page 71]
that networks will become “mere
catch-as-catch-can, fly-by-night
sell-
ers of programs”, and that regula-
tions are calculated to “tor-
pedo the existing broadcasting
structure” in defiance of the Ad-
ministration and of Congress.

Mr. Trammell [page 72] called it
a “definite step toward complete
Government control of radio in this
country”. NAB President Miller
branded the report a “assumption
of power which is not justified
in law and menaces the freedom of
the American System of Broad-
casting”. Mr. Lafount [page 76]
called it ill-timed and suggested a mora-
torium until Congress can act. And
Mr. Rosenbaum [page 74] called it
a death-blow not only to NBC-Blue
but to the Red and CBS as well.

Though the majority report was
dammed by the major entities in ra-
dio, it nevertheless was conceded
to be an extremely clever job of
drafting. Virtually all of the in-
dustry attacks, such as Govern-
ment ownership implications and
common carrier characteristics,
were anticipated and buttoned up
in legalistic style. Chairman Fly
an ardent New Deal lawyer before
he assumed the FCC chairmanship
nearly two years ago, is credited
with master-minding the report,
though the drafting was done by
General Counsel Telford Taylor
and Assistant General Counsel Jo-
seph L. Rauh Jr., the latter work-
ning directly under the chairman.

But the views on banning dual
network operation, on knocking out
exclusivity or option time, network
ownership of other than key sta-
tions, and on settling NBC and
CBS operations as dominant enti-
ties, had been espoused by the
Walker-Thompson-Payne group
while Chairman, so that was still
general counsel of the Tennessee
Valley Authority. Why the FCC’s neo-
phyte member, Ray C. Wakefield,
who has been with the FCC only
a few weeks, voted at all on such a
hot issue, stumped almost all ob-
servers, including several of his
colleagues.

Shepard Affected

The dual ownership ban does
more than affect only NBC. The
John Shepard 3d New England
net-
work operations also are caught
by this act. His regional Yankee
and Colonial Networks virtually
parallel in New England. More-
over, the Shepard interests own
stations in galvanization—WNAV
and WAAAB—and the letter of the
dual network ban appears to re-
quire disposal of one of these
outlets.

NBC’s position is more precari-
ous than that of CBS because of its
dual-network structure. Actually,
according to attorneys, it cannot
attribute contracts beyond 90 days
since there is no assurance of the
makeup of its network at this time.
One-year contract limitation and
non-exclusivity rules become effec-
tive. That, of course, presupposes
that there will be no change in the
effective date.

While several courses of action
are contemplated by NBC, Blue
Network executives and employes
are no more or less resigned to a
physical separation of the opera-
tions, irrespective of ownership.
Though separate departments al-
most all down the line are main-
tained for the Blue at Radio City
headquarters, speculation centered
upon a possible move of the Blue
to the original NBC headquarters
at 711 Fifth Ave., probably under a new name and a
fully divorced organization. This,
previously, would comply with the
FCC edict.

Forced Sales

Both NBC and CBS face pros-
psects of forced sales of several
of their managed and operated sta-
tions under the regulations as writ-
ten. The 90-day limitation, how-
ever, does not apply in these in-
stances. The order provides that
the effective date of this regulation
“may be extended from time to
time with respect to any station, in
order to permit the orderly disposi-
tion of properties”.

The network order asserts that in
New York, Chicago and Los An-
geles or San Francisco, network
operations have become so inter-
woven with station ownership “that
we do not deem it in the best inter-
ests of radio broadcasting to dis-
love the two at this time”. Con-

Cost Per Inquiry’s The Thing!

Based on the same stimulus, mass reaction’s pretty
much the same all over.

Consider the low
Cost per Inquiry
via
WTBO
CUMBERLAND, MD.

MARYLAND’S 2nd LARGEST MARKET

820 KC
Clear Channel

Nat’l Reps.
International Radio Sales

Page 108 • May 12, 1941

* * *
they're all upset at the FCC
Ugly Feeling Sweeps Commission Over Strange Doings—at Time Net Report Was Released

ALL IS CONFUSION on the FCC front as an aftermarket of the network monopoly action of May 3, which reached its highest pitch in months.

Totally aside from the manner in which Chairman Fly spirited the majority's release through press channels, feeling has been so unanimously bad "press" given the action. Individual members are reported in a rather ugly mood.

The final release of the 150-page printed report came as a complete surprise not only to the Craven-Case minority, but to many close observers of the Commission and to certain of the members who voted affirmatively. Chairman Fly, it is reported, apparently kept his own counsel until the report was released.

What Fly Said

Queried by Broadcasting on Friday, May 10, about the final vote had been taken in executive session [Broadcasting, May 3], it was said that the final report would not be available for "several days" and that in his judgment the final report would be interesting. Immediately following the Friday session, however, word emanated from other FCC quarters that a second release, had indicated that the Chairman, and both the law and press departments collaborated in the preparation of the release of the majority press-statement, which was followed later in the afternoon by the release of both the majority and minority views.

What sequence of events caused Chairman Fly to force the report through on a dull Saturday afternoon is not entirely clear. One version is that he desired to get the publicity "drop" on the minority, since the press release covering the minority views was given at 11 a.m. Saturday, with only a bare phrase mention of a dissent on the final page of a 14-page release.

The Case-Craven dissent was released the same day only after an unanimous vote by the dissenter. Commissioner Case, who had planned to take the day off, rushed to his office after a telephone conversation with Commissioner Craven, who was confined to his bed by a fever and a respiratory ailment. A few typewritten copies of summary of the dissenting opinion were run, followed in the last minute of the day by a mimeographed release.

Though an explanation was lacking, Layne reported in one quarter that Chairman Fly rushed to print ahead of schedule with the majority release and the chain order after he had received word that a recommendation had been made to President Truman by White House Mark Ethridge, who had undertaken a survey of the whole regulatory picture at the behest of any rules be held in abeyance. One majority member, it is understood, is to call for a TV rule.

Internal Troubles

Intermezzes strike transcend the dispute between the Fly-directed majority and the Craven-Case minority as it is reported. Two other Commissioners, in addition to the dissenters, are said to be indifferent to the definition of the FCC's newest Commissioner, Ray C. Wakefield, California Republican, in the network monopoly vote, as well as in the verbal dispositions of the commercial television rules [Broadcasting, May 3]. Mr. Wakefield did not join the FCC until March 22—long after the records had been closed in both cases.

As the ramifications of pique, it is regarded as an open secret around the FCC that both Commissioners F. T. Thompson and George H. Payne are far from happy about repercussions to the newspaper-divorce order (No. 78), for which both voted with the majority. That is because both have newspaper backgrounds.

Another situation of note, said a source named in April 1939 to fill the unexpired term of Judge E. O. Sykes, who resigned, is a candidate for reap- pointment for a new seven-year term. His present term expires June 30. In spite of the preoccupation of Congress with national defense matters, there is a growing view in informed circles that an entirely new radio regulatory body may be created before any new appointment is made to the FCC.

This phase of the majority's act-

versely, the order means that NBC and CBS may own one station each in the three key cities (Los Angeles or San Francisco, Chicago, but that NBC must dispose of second stations in those cities and that both networks probably will have to relinquish stations in other cities.

NBC has WEAF and WJZ in New York; WMAQ and the half-time WENR in Chicago; WRC and the leased WMAL in Washington; KPO and the leased KGO in San Francisco; KOA in Denver, and WTAM in Cleveland, or a total of 15 stations. As written, it appears NBC would have to dispose of all of these stations but WEAF in New York, WENR in Chicago, and KPO in San Francisco, but there is the loophole of proper showing and hearing.

CBS is not affected by the dual station ownership in any city, but it holds licenses for eight stations—WABC, New York; WBBM, Chicago; KNX, Los Angeles; WCCO, Minneapolis; KMOX, St. Louis; WOR, Washington; WEAF, Charlotte; WEEL, Boston, the latter under lease. The order, as written, might force the disposition of all the stations but WABC, WBBM and KNX.

Some Hedging

The Commission majority hedges somewhat the extent to which it would force sale of stations by the networks. While it holds that it is against public interest for networks to work in the same or closely adjacent areas where the facilities are so few or so unequal that competition is "substantially restricted," the Commission majority concluded that no additional stations should be licensed to either NBC or CBS, and they should be required to dispose of some of the stations. "We do, however, have to be more precise to specify at this time a precise maximum figure for network ownership," the report stated.

The Commission set up this policy

"In exercising our licensing powers with respect to the renewal of the licenses now held by NBC and CBS, we propose to consider the applicability of the two principles hereinafter set forth. Subject to the right and opportunity of CBS and NBC to show at hearing in a particular case how a license to a particular station can better serve the public interest if such license is otherwise granted, the Commission will not license to a single network organization more than one station within a given area, nor will it license stations to any network organization in communities where the available outlets are so few or of such unequal desirability as to require that public interest be opened to competition among networks for outlets and among stations for outlets. In considering methods of divestiture, we shall seek to ensure that any divestiture of stations from networks shall be actual as well as formal, and will permit the orderly disposition of properties.

This phase of the majority's ac-

vation immediately resulted in preliminary overtures for the acquisition of stations by outside interests. Totally aside from the proposal of the network monopoly of the Blue, individual negotiations were said to have been initiated in a number of areas. Several existing stations have had their contracts as well as their interest in other networks purchased, and tempting deals whereby they would turn in their present facilities for the vastly better network stations that appear slated for the block.

The Commission originally had contemplated a ban on multiple ownership, whether by networks or by other entities. It painted out, however, that it was confusing its order to network reforms and that it is working on the general policy of multiple ownership in its "day-to-day decisions." The majority said a limitation on multiple ownership already had been set in both the FM and AM areas, and that uniformly would be applied to standard broadcasting.

The Commission said that another non-network matter considered in the hearing order in question was that of whether the order was that of listing on the stock exchanges of some corporate licensees of stations, declaring that a number of companies which are owned or controlled by large

companies whose stock is listed and widely held. The Commission said this matter is being given careful consideration under Section 310 (a) of the Act, relating to ownership or control of stations. It added proposed to suggest to Congress enactment of amendments, if found necessary, covering both multiple ownership and stock ownership.

In inviting the Department of Justice to look into monopoly aspects of broadcasting, the majority dwelt particularly upon RCA's "premier position" as the owner of network monopoly and its other ramifications covering transcription companies, artists bureaus, equipment manufacture and duplication, said with its consistent tendency "to grow and to expand into new fields at the expense of smaller independent concerns is desirable, is not to be decided here," said the majority report. "We have thought it proper, however, to call the attention of Congress and the public to the broader problems relating to the concentration of power in the hands of a single group."

Much ado was made by the majority over profit profiles, at the expense of affiliated stations. Even MBS was cited as having a tendency to "follow the paths toward restrictiveness" by CBS and NBC. The majority disclaimed any intention to approve MBS practices or to set "them up as ideals or models for others.

Contract Provisions

In analyzing contractual arrangements between the national networks and their affiliates, the majority said it sought to rectify conditions under which NBC and CBS, by contract, prevent the majority of their stations from broadcasting programs of other national networks; from invoking provisions whereby programs rejected by their affiliates may not be offered by the network to other stations in the same service area of the rejecting network; or to limit options as restricting the freedom of stations and hampering their efforts to broadcast local commercial programs, programs on the network, or national spot; by limiting contracts to one year, and by banning of exclusivity and option time to avoid interference with competition among networks; and by elimi

WCRN

Baltimore, Maryland

October 1st

Member, NBC
Blue Network

Affiliated with the Mutual Broadcasting System

John Elmer, President
General Manager

National Representatives

The Foreman Co.
247 W. Erie St.
Chicago, Ill.
nating other restrictive clauses which the Commission said, taken cumulatively, restrain competition. Then the Commission broke down each of the eight network restraints which it held would be terminated under its new order.

The majority, pointing up its views in a detailed chapter in which it held that it had the jurisdiction to issue the regulations under the Communications Act, it said:

"We have already seen that many of the provisions of the affiliation contract do prevent the licensee from fully utilizing its facility. Time options adversely affect the ability of licensees to serve the local needs of their communities for program and advertising service. Artificial limitations on the price which licensees may charge national advertisers hamper licensees' efforts to render the best possible program service."

Jurisdiction Angle

"Restrictions imposed on the affiliates' freedom to reject network commercial programs prevent them from assuming their full statutory responsibility (which under the Act they cannot delegate) of determining what programs should go out over the facilities licensed to them.

"Exclusivity provisions which prevent affiliates from carrying the programs of other networks and which prevent any other station within the 'territory' of the affiliate from obtaining programs from the network, deprive many listeners of the opportunity to hear certain worthwhile programs. Long-term affiliation contracts prevent the licensees from bargaining at reasonable intervals for the best network programs.

"Affiliation with a network organization operating two networks contributes to a concentration of control over stations and the programs they broadcast incompatible with the public interest. Network ownership of a large number of stations creates a potential conflict between the interest of the network as a station owner and its interest as a network organization."

The majority disclaimed any attempt to "fix rates, to prescribe a uniform system of accounts, to regulate advertising, to supervise the programs or the business policies of the licensees, or to impose any of the obligations which are applicable to common carriers".

But the preponderant industry opinion was that practically all of these things are envisaged within the scope of the new regulations.

In its conclusion, the majority points out that if the industry cannot go forward on a competitive basis and if the restraints upon competition which it seeks to eliminate under the orders are indisputable to the industry "then we must frankly concede that broadcasting is not properly a competitive industry".

Then came the threat that if this be the case "we recommend that the Congress should amend the Communications Act to authorize and direct regulations appropriate to a non-competitive industry, with adequate safeguards to protect listeners, advertisers and consumers."

This was interpreted as meaning out-and-out regulation of broadcasting as a utility, with the right to fix rates and limit profits.

Minority Views

The minority report of Commissioners Craven and Case [page 86] was labeled "Additional Views", since these Commissioners did not essay to cover all of the historical background of network operations, ownership, and other more or less factual aspects of the majority's report.

Their conclusions were stoutly defended in the NBC, CBS and other statements taking issue with the majority's opinion. Editorial comment preponderantly supported these views, which questioned not only the propriety of the majority's action, but also the jurisdiction of the Commission under the Communications Act.

The minority took issue with virtually every conclusion reached by the Fly-directed majority. They predicted that the character of the network, deprive many affiliates' freedom to act in its defense requires those in Government to manifest restraint and tolerance.

"There is no evidence to justify an attempt at unnecessary controls of the broadcasting industry under even normal circumstances. In this atmosphere of world tension, our own national unity would be denied by a new experiment at 'reform' of an established system of mass communication upon which so many of our people rely for information and diversion."

BROADCASTING • Broadcast Advertising
THREE MONTH STATEMENT OF SUCCESS

January 13, 1941 BROADCASTING went Weekly. Three months have passed. Here's the report:

CIRCULATION GAIN since going Weekly 20%
new 9600

ADVERTISING GAIN over corresponding 3 months, 1940 30%
3 month total, 347,424 lines

ADVERTISING RENEWAL with changeover to Weekly 100%

PERSONNEL INCREASE added full-time employees 20%

A Better Opportunity to Sell Your Story to the Business of Broadcasting

BROADCASTING
The Weekly Newsmagazine of Radio
Broadcast Advertising
Educators Discuss Defense and Radio

IN THE KEYNOTE meeting of the 15th Institute for Education by Radio on May 5, Edward M. Kirby, civilian radio advisor to the Army, said the two main jobs of radio are to “keep the nation informed and to inspire loyalty to the armed forces of the country”. In his address on “Radio in the Current Crisis”, Mr. Kirby also emphasized that each program should serve some useful purpose in the pattern of national defense.

Clifton Utley, Chicago Council on Foreign Relations, said radio should serve also as a control on propaganda.

NBC Town Hall techniques were used in this Monday morning session, George V. Denny Jr., Town Hall Inc., acting as moderator. John M. Begg, Division of Cultural Relations, Department of State, speaking in the second general session, on “Radio & Cultural Relations with the Americas”, stated that it is the job of the private radio companies to maintain good relations with the other American republics via radio. He said there is a need for surveys of Latin American listening audiences and habits.

In the opinion of Philip Barbour, Office for Coordination of Commercial & Cultural Relations Between the American Republics, broadcasters of programs to Latin America should consider average cultural level, differences in nationalities, and differences in time and listening habits of the various countries, when preparing programs directed to them.

Antonio Gonzalez, Assistant Director of Latin American Relations, CBS, outlined CBS plans for broadcasting to and from Latin America.

In the final general session Wednesday, the role of radio in Canada and Great Britain was discussed by Ernest Bushnell, Canadian Broadcasting Corp., and W. M. Newton, British Broadcasting Corp., Helen Hiest, NBC; H. R. McCarty, WHA, Madison, Wis., and Eric Sevareid, CBS.

68 STATIONS ADDED BY AP RADIO NEWS

SINCE its inception in February, Press Association, radio news subsidiary of Associated Press, has signed 68 new contracts with individual stations for use of AP news, and has started service to MBS under an agreement similar to those in effect with NBC and CBS.

In announcing the acquisitions W. J. McCambridge, PA general manager, said it has added more stations than all other organizations combined. He explained that PA has the only 24-hour special radio news circuit in existence. Among features are regular five-minute news roundups, at least six times a day, in addition to summaries of war and Washington news. All reach stations ready for immediate airing, he said.

The 68 additional stations signed since February, which do not include renewals of previous agreements, follow:

KTHS KECA KFI KGO KPO KOA
WWDC WDBA WSB WGST WRAL
WDVE WOR WOR KHQ WINS WWLS
WFFR WITH WWB WBZA WMXW WTAM
WDDJ WEZ WHEM WHEM WACQ
WMCA WNEW WOR WAGC WFAS
WALC WHK KOME KEK KHOW
WACU KYW WSM KBCB KKBST KKB
WTVV KVI KPOW LKWX WHRO
WWW WGO YKOC WBYN WGNW
KIQO KWOOD KWKU TWIN BROADCASTER
KNOE KDEA KKTQ KOB WCBS WGBS
WCBM.

FDR Illness Brings Shift In Radio Newsmen Fete

PRESIDENT Roosevelt’s gastro upset of the last week caused postponement of the Radio Correspondents Association’s annual dinner scheduled for May 8. The dinner was put over at the suggestion of Secretary Early, which was taken as an indication that Mr. Roosevelt would attend the dinner at a later date.

Albert Warner, CBS Washington correspondent and president of the association, said that the dinner would be held the week following the NAB convention in St. Louis, to allow those attending the meeting to be present for the dinner. No date has been set as yet. Vice-President Wallace, leading members of the House and Senate, as well as Secretary of the Treasury Morgenthau and Postmaster General Walker had accepted invitations.

Women Urge FCC To Rescind Order

WNRC Called Network Order

Undemocratic, Un-American

CALLING the FCC network monopoly order “undemocratic, un-American and as an infringement of liberty at a time of crisis”, the Women’s National Radio Committee May 5 sent telegrams to President Roosevelt and Chairman James C. Fly, asking that the order be rescinded.

“As members of the executive committee of the Women’s National Radio Committee,” said the identical telegrams to the President and Mr. Fly, “we desire to protest strongly against the ruling of the FCC directing NBC to dispose of one of its networks.

Called Un-American

“We have often disagreed with network policies in the past, but in this instance we stand solidly behind them. We regard the arbitrary action of the Commission as undemocratic, un-American, and as an infringement of liberty at a time of crisis and in the preservation of free speech, press, and radio are essential to the continuation of democratic institutions.”

The telegrams were signed by Mame Yolanda Mango-Iron, founder and chairman of the committee; Mrs. Marion M. Miller, director of education, United Parents Assn.; Miss Edith E. Lowry, executive secretary, National Committee of Church Women; Miss Helen Havener, publicity chairman, International Federation of Business & Professional Women; Mrs. D. Leigh Colvin, vice-president, National Woman’s Christian Temperance Union; Mrs. Susan M. Gruenberg, Child Study Assn. of America; Mrs. Edwin C. Lewis, National Society of New England Women; Mrs. M. D. Jackson, Sigma Alpha Iota; Mrs. Rosalie Wolf, chairman, Review Committee.

The committee, founded seven years ago upon suggestion of the late Chairman Anning S. Prall of the FCC, is composed of some 25 organizations and claims to have a membership of many millions. Since its inception, the announcement said, it has strongly supported freedom of radio as opposed to Government control.

What about WOL?

...it offers you all Washington-backed by 1,000 Streamlined Watts!

Get the facts from WOL-WASHINGTON, D.C.
Affiliated with Mutual Broadcasting System
National Representatives: INTERNATIONAL RADIO SALES

BROADCASTING • Broadcast Advertising
Widespread Support for Daylight Saving Noted by NAB in Surveying the Industry

HEAVY SUPPORT for a change from the present hodge-podge daylight saving plan, along with strong sentiment for a universal daylight saving time system, is indicated in results of the NAB's recent daylight saving survey, announced last Friday.

The survey, based on answers from 485 of the 837 stations served with questionnaires, revealed that 87 of these stations during the April-September daylight saving season in 1940 suffered revenue losses, traceable to the non-uniform time base, amounting to $644,786. The NAB estimated that on an industry-wide projection, this would amount to about a $5,000,000 loss for the whole industry.

**Studied by OPM**

Although it still appears that no action will be taken on any of the three pending daylight saving bills in Congress, at least until daylight saving time is recognized as an important defense consideration and pushed by the Administration, it was revealed by the Office of Production Management that OPM Director William S. Knudsen had advised NAB President Neville Miller that the daylight saving idea was being studied by OPM.

Mr. Knudsen's May 1 letter, responding to an earlier letter from Mr. Miller, gave no indication whether the study might result in an OPM recommendation favoring DST. However, it was reported to **Broadcasting** that at the moment sentiment does not appear to be very strong among OPM officials for any immediate move to establish universal DST as a defense measure.

In response to a survey query on whether a change in the existing time setup should be made, 241 stations, or 50% of the 485 reporting, favored a change, with 112 or 23% recommending no change and 132 or 27% registering opposition. Of the 241 favoring a change, only 11 stations were located in cities where daylight saving time was observed.

Of this same group, 62 stations or 26% of the 241 favored establishing universal daylight saving time; 78 or 32% favored either establishing universal daylight saving or forbidding it altogether; 33 or 14% favored either daylight saving or keeping radio on standard time, like the practice of railroads; 51 or 21% favored keeping radio on standard time; 17 or 7% favored abolishing all daylight saving time.

**Public Divided**

Of the 485 reporting stations, 104 were located in cities observing daylight saving time, it was explained by the NAB research department, which conducted the survey under supervision of Paul F. Peter, director.

The general attitude of people in individual communities was re-
Advance Registration at NAB St. Louis Convention
(With Hotel Registrations Reported)

Page 114 • May 12, 1941

Broadcasting • Broadcast Advertising
AT LEAST a fortnight will elapse before the Department of Justice decides whether it will initiate Sherman anti-trust proceedings against the networks on the basis of the FCC, are those of alleged restraints upon the broadcasting industry caused by the purported monopoly of two networks, the major networks, and of RCA's control of NBC. Since the charges against James C. Petrillo, head of the American Federation of Musicians, also involve imposition of restraints upon users, through make work and boycott, it is entirely possible that the Department may move against all such allegations in grand jury proceedings. Petrillo proceedings were ordered in February by Mr. Arnold, at which time it also was announced that Mr. Waters had been instructed to undertake a preliminary study of the network-monopoly record.

Chairman Fly sent to the Department of Justice three packing cases containing the chain-monopoly record. Each box was 2-feet long and 14-feet high.

Waters Will Study

The preliminary study will be made by Victor O. Waters, special assistant to the Attorney General, who handled the ASCAP-BMI consent decrees and who already has been assigned to the Petrillo-music case, as well as the monopoly study. He will be assisted by Warren P. Cunningham, his associate in the earlier proceedings, and will report to Holmes Baldridge, chief of the litigation section of the Anti-Trust Division.

The questions to be studied by the department, at the direction of the FCC, are those of alleged restraints upon the broadcasting industry caused by the purported monopoly of two networks, the major networks, and of RCA's control of NBC. Since the charges against James C. Petrillo, head of the American Federation of Musicians, also involve imposition of restraints upon users, through make work and boycott, it is entirely possible that the Department may move against all such allegations in grand jury proceedings. Petrillo proceedings were ordered in February by Mr. Arnold, at which time it also was announced that Mr. Waters had been instructed to undertake a preliminary study of the network-monopoly record.

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McCosker, Macfarlane Laud New Report For Thoroughness, Long-Range View of Law

IN A WIRE to President Roosevelt, dated May 7, Alfred J. McCosker, chairman of the board of MBS, and W. E. Macfarlane, president, praised the FCC monopoly report for its "thoroughness, fairness and long range enlightened vision" and disclaimed Mark Ethridge as a spokesman for Mutual and its affiliates. The wire reads:

"Certain press accounts and editorials attacking the FCC for its recent chain broadcast rule communication to you the belief of majority stockholders in the Mutual Broadcasting System that the criticisms are unjustified. Obviously, many of the critics either have not read the report or reflect a vicious partisan viewpoint."

"Due Process"

"Although Mutual is adversely affected in some respects, these stockholders believe the Commission's report is, on the whole, sound and highly commendable for its thoroughness, fairness and long range enlightened vision. It results from exhaustive research and formal hearings lasting over many months, in which parties, in all cases were given full opportunity to be heard, followed by extensive briefs and arguments, the entire proceeding being conducted in accordance with the American ideal of due process of law."

"Press accounts indicate that an individual, acting as self-constituted mentor and representative of the industry, is calling upon you, purporting to present industry views against the Commission's report. In so doing he does not speak for Mutual or we believe the great proportion of Mutual affiliates and independent non-network stations whose progress has herefore been stultified by the restrictive practices condemned in the report."

The new regulations for the first time bring to the radio industry an opportunity for genuine competition, free of excessive control and domination heretofore exercised over the entire industry by two other national network companies."

Vogel Joins B & B

FRANK E. VOGEL, chief of the European division of Lord & Thomas for 12 years, has joined the Mutual network as executive in the radio department. While in France, Mr. Vogel was credited with introducing the American type of variety and serial programs in that country. Before joining Lord & Thomas, he was associated with George Batten Inc., New York.

GILLETTE SPONSORS HEAVYWEIGHTFIGHT

FIRST in the series of 20th Century Sporting Club matches to be broadcast on MBS under sponsorship of Gillette Safety Razor Co., Boston, is scheduled for June 18 when Joe Louis fights Billy Conn for the heavyweight championship at New York's Polo Grounds. This contest is dependent on a victory by Louis when he meets Buddy Baer in Washington May 23, this fight to be heard on NBC-Blue as one of the Adams Hats series of fight broadcasts.

Second in the Gillette series on MBS is the Al Davis-Fritzie Zivic non-title welterweight bout June 25 at the Polo Grounds, with a portion of the gate receipts going to the Army Relief Fund. Agency for Gillette is Maxon Inc., New York.

NBC's legal action to prevent Mutuials' acquisition of the fights produced only minor moves last week. NBC acceded, with certain stipulations, to the MBS motion to examine John F. Royal, NBC vice-president, before trial, and set the date of this examination as May 19, when Mr. Royal will have returned from the Coast. In return, NBC on May 8 made a similar motion to examine Mike Jacobs, president of the 20th Century Sporting Club and a defendant in the suit, before trial. NBC has also placed demands on all defendants for particulars of their defenses.

RAY M. NEIHENNEN, of the local and spot sales traffic department, NIC, Chicago, won a Chevrolet in a raffle.
Foreign Broadcast Office in State Dept. Urged in Column by Dorothy Thompson

MAINTAINING that shortwave broadcasting to Latin America and other countries is an integral part of American diplomacy, Dorothy Thompson in her advice column printed last Wednesday in the New York Post recommended that an international broadcasting organization be set up under the State Department.

It would operate shortwave facilities to insure a positive policy which will combat directly the propaganda broadcasts of totalitarian powers.

Miss Thompson declared that conduct of international shortwave broadcasting by private companies was "illogical" and that these companies should ask the Government to relieve them of their responsibility in this field.

Policy Needed

Calling for Government operation of shortwave outlets to fight totalitarian air campaigns directed at Latin America, Miss Thompson declared that under private operation U. S. international outlets have no defined or common policy and are subject to the pressures of private commercial interests.

She termed shortwave radio operations "the most effective means of having America heard abroad, a potent weapon for influencing the course of events, and a powerful instrument in the psychological warfare which is going on between Democracy and its enemies'.

"There is, inevitably, some conflict between the business mind and any larger political policy," Columnist Thompson declared. "Shortwave programs have been, and as far as I know, still are, sponsored by American corporations, so that news and comment on them is heard throughout the country of fruit, or oil, or fountain pens, or what not.

The sponsor inevitably has his own interests to preserve, and our American fromer must inevitably obtain the impression that commercial pressures and political analysis go close together. In a world where the Axis powers continue to attack us as 'money-loving commercialists', this is deplorable.

"One network that makes a specialty of shortwave broadcasts—it is not one of the major American systems, but has a powerful transmitter and specializes in shortwaves—puts speakers on the air in all languages to expound American ideas through the medium of music, or politics. How does it select these speakers? Are they subject to any official check?"

"That answer is they are not. The network selects them. The men in charge have the best intentions in the world, but they are not men in close touch with the State Department. They must find persons who speak foreign languages, and who possibly would have been drafted abroad. This is all right, but it is unfortunate that men are sometimes selected to speak who are wholly discredited in the nations whose language they command, and others present themselves to speak who have personal foreign political interests stake.

Much at Stake

"Both the Government and the network wish, apparently, to avoid an airing of this question—the Government because it fears it will be accused of trying to 'take over' the broadcasting companies because they fear an 'entering wedge'.

But the problem needs thinking through. What is at stake is a good deal more than the private interests of the broadcasting companies. They ought, if they were wise, to ask the Government to relieve them of this responsibility. The Government ought to set up an organization under the State Department, with proper safeguards against partisan policies and take over shortwave, establish the policy, and take the responsibility for it.

"There is a different problem involved in programs designed for internal listenership. Programs designed for people abroad. We are in a war of nerves, and a war of ideas, and we are in it under the most adverse possible conditions. It is neither the business of private companies to decide what goes out, nor their responsibility to pay for what goes out. Shortwave broadcasting is an integral part of American diplomacy, and its conduct by private companies is illogical'.

RITTERS FURNITURE CO., Chicago, May 16 starts a 52-week schedule of seven daily quarter-hour news programs on WJJD, Chicago. Agency is Henry Flarsheim & Staff, Chicago.

PRIVATE THOMAS De HUff, formerly in the NBC advertising and promotion department, is now working on sales publicity in the public relations office at Ft. Monmouth, N. J., assisting in the production of the camp's weekly radio program heard on WCAP, Asbury Park, N. J.
Business as Usual Is Network Policy

Agencies Believe That FCC ‘Can’t Get Away With It’

CONFIDENCE that the FCC “can’t get away with it” its attempted re-
vision of network broadcasting and that NBC and CBS will “win out in the end” seemed general among New York advertising agency ra-
dio executives last week. While their curiosity over the Commis-
sion’s action as reported in the Sunday papers caused them to swop NBC and CBS with calls on Monday, they seemed generally satisfied with the assurances re-
ceived that the ruling would be fought by every means available and that in the meantime their clients’ programs would be broad-
cast on the same basis as before.

Just how the networks will pro-
cceed to combat the new FCC rule was not known. Network officials stated that the 150-page report is being carefully studied and that plans to block the carrying out of its provisions must wait until this analysis has been completed. But that the ruling will be fought there is no doubt.

Niles Trammell, NBC president, told a special meeting of all NBC salesmen, Red, Blue and spot, that they could offer their clients assurance of business as usual for a long time to come.

Edgar Kobak, vice-president in charge of the Blue network, which the new regulations would divorce from NBC control, on Tuesday issued a memo to his staff stating that “whatever we decide to do will be done for the complete protection of the public, our company, our em-
ployees, our advertisers, our sta-
tions and our talent. We have not knowingly been guilty of any wrongdoing and any mistake which we may have made will be found to be of the head and not of the heart.

“So hold your heads high—go about your business in your regu-
lar way—sell and serve honestly—help to build the Blue to even greater heights.”

BROWNE to J-W-T

BRADFORD BROWNE, radio actor and freelance director, will join J. Walter Thompson Co., Los Angeles, as producer of Gene Autry Melody Ranch program, replacing Tony Stan-
ford, resigned. Mr. Browne will take over production of the show, spon-
sored on CBS by William Wrigley Jr. Co., Chicago, for Doubledust gum, on May 18.

McMAHAN FURNITURE Co., Santa

Monica, Cal., (chain), heavy user of Southern California radio, is sponsoring a three-weekly quarter-hour new-
cast titled The News Orator, on KFI, Los Angeles. Contract is for eight weeks, having started May 1. Ad Car-
penter Adv. Agency, Santa Monica, Cal., has the account.

RADIO ACTIVITIES

AT WOMEN’S GROUP

TWO special broadcasts on NBC and a radio session have been scheduled so far by the General Federation of Women’s Clubs from its annual convention in Atlantic City, N. J., May 19-26, while nego-
tiations are now in progress for several programs to be broadcast on MBS.

The May 22 broadcast on NBC-
Blue of America’s Town Meeting of the Air will originate from the Convention Hall, the subject being “Is This Our War Now?”. NBC-
Red on May 23 will broadcast a talk by Mrs. John L. Whitehurst, pres-
ident-elect of the General Fed-
eration.

Mrs. Harold V. Mulligan, radio chair-
man of the group, will con-
duct the radio session May 22, at
which time A. A. Schechter, NBC
director of news and special events, will conduct a two-way conversa-
tion with NBC foreign corres-
dents.

Helen Hiett, NBC foreign repre-
sentative now in this country, and
Cesar Saechinger, NBC news ana-
lyst, also will speak during the session. After the convention, 300 regional, state and local radio chair-
men of the Federation will come
to New York to visit NBC’s studios and hear Dr. James Rowland An-
geil, NBC public service counsellor, and other executives.

WOR, New York, from May 30 through Labor Day is planning almost nightly broadcasts from Monte Proser’s Dance Carnival in Madison Square Garden, New York.

McNARY & CHAMBERS

Radio Engineers

Washington, D. C.

National Press Building
Telephone District 1205
**ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION**

**MAY 3 TO MAY 9, INCLUSIVE**

### Decisions

**MAY 5**

**MISCELLANEOUS—W3XMC, Washington, granted extension to authority FM W2DBR, Hartford, same, also W3SFR, Shenshadoah, Va., to Oct 31, renewal hearing to be held May 19; W3WYD, Washington, granted modification of license to permit high power FM operation; WK2, Washington, granted modification of license to permit operation on additional frequencies; W2WKW, Wheeling, granted modification of license to permit operation on additional frequencies; W1QPB, Long Island City, N.Y., granted extension to June 1, authority FM only.**

**MAY 6**

**NEW, Chilton Radio Corp., Dallas, granted CF 680 kc in 1 kW D.**

**NEW, Northwest Ga. Broadcasting Co., Cedartown, Ga., granted CP 1148 kc in 250 w lm.**

**NEW, Cascade Broadcasting Co., Everett, Wash.—Granted CP 1930 kc in 1500 w unl.**

**MISCELLANEOUS—WSJS, Winston-Salem, N.C., granted consent to renew license to Gordon Grey on Piedmont Publishing Co., to 86 stockholders, conditionally, and granted renewal; WCAX, Burlington, Vt., granted CP change to 660 kc in 1 kw, directional; WFKM, New York, new transmitter; WMAZ, Macon, Ga., granted CP increase to 5 kw, directional.**

**NEW, Anticipated Post-Cast Co., New York, granted modification of license to permit operation on additional frequencies, W3YLF, Washington, granted modification of license to permit operation on additional frequencies; W2WBC, Bloomington, Ill., granted assignment license from Arthur Malcolm McGregor and Dorothy Charlotte McGrew, partnership, to Arthur Malcolm McGregor, Dorothy Charlotte McGrew, Hugh L. Galley, a partnership, W2GRT, Jacksonville, Fla., granted assignment license from John Calvin Welby, W3KLO, Bellefonte and Rober Cross & 3/1 Palewilex Broadcasting Ass'n, to Bonner Family Inc.,**

**SET FOR HEARING—NEW, Nashville Radio Co., granted CP 1410 kc in 1 kw N & D directional; NEW, AM. A. Burton, Nashville, application CP 1410 kc in 1 kw N & D directional, both Nashville cases to be heard jointly; KEV, Seattle, set for hearing application CP change to 1090 kc 250 w N & D unl., new eqp.**

**MAY 7**

**NEW, Tacoma Broadcasters Inc., Tacoma, Wash., granted CP 1490 kc in 300 w unl.**

**NEW, Michael J. Mingo, Tacoma, Wash.—Adopted order granting application CP 1850 kc in 300 w unl.**

**WS4D, Detroit—Ordered issuance of CP to WMJ station 1400 kc transmitter, without prejudice to determination of newspaper issue.**

**W2WCM, Columbus, O.—Ordered issuance of CP to new station WCM frequency 1.25 mw, without prejudice to determination of newspaper issue.**

**W3WRF, Baton Rouge, La.—Ordered issuance of CP to new station without prejudice to determination of newspaper issue.**

**W3WBT, Boston—Denied 40 day extension television authority.**

**W3WRF, Panama P. R.—Set for hearing renewal application and CP increase power, change freq.**

**NEW, Evening News Press, Fort Angeles, Wash.—In pending filing of license application new station 1450 kc 250 w unl., pending disposition of newspaper issue.**

**MAY 8**

**MISCELLANEOUS—KRBK, Abilene, Tex., granted amendment to license to permit continuous renewal hearing to be held May 27-28; WGN, Chicago, referred to Commissions Order granting application and enlarge issues to WTON application, and same for WHB.**

### Applications

**MAY 2**

**Correction**

In the tabulation of applications for May 2, appearing in the May 5 Broadcast, the heading "Applications" was inadvertently omitted. As a result there appeared a number of applications under the headline "Decisions." The applications incorrectly listed under "Decisions" were those of:

- W45D, Key West, Fla., application for renewal of CP 1340 kc, directional.
- W6KBP, Seattle, application for renewal of CP 1340 kc, directional.
- W6RHT, Seattle, application for renewal of CP 1140 kc, directional.
- W6KSAZ, Seattle, application for renewal of CP 1230 kc, directional.
- W6RHR, Seattle, application for renewal of CP 1230 kc, directional.

### Tentative Calendar

**MAY 10**

**KMA, Shenandoah, Ia.—License renewal.**

**MAY 26**

**NEW, Shenshadoah, Ia.—License renewal.**

**NEW, WOB, Ashbury Park, N. J., CP 1140 kc, 2 kw D unl.**

**NEW, WMCD, Camden, N. J., CP 1140 kc, 2 kw D unl.**

**NEW, WODC, Camden, N. J., CP 1140 kc, 2 kw D unl.**

**NEW, WOAM, Camden, N. J., CP 1140 kc, 2 kw D unl.**

**NEW, WOAS, Camden, N. J., CP 1140 kc, 2 kw D unl.**

**NEW, WOAW, Camden, N. J., CP 1140 kc, 2 kw D unl.**

**NEW, WOB, Camden, N. J., CP 1140 kc, 2 kw D unl.**

**NEW, WOAA, Camden, N. J., CP 1140 kc, 2 kw D unl.**

**NEW, WOAP, Camden, N. J., CP 1140 kc, 2 kw D unl.**

**NEW, WOAS, Camden, N. J., CP 1140 kc, 2 kw D unl.**

### RULING CLARIFIES SALESMA N'S STATUS

HAILED as a "break" for small station owners, the Wage & Hour Division of the Labor Department has held under a recent interpretation of the Labor Standards Act that radio's "salesman's status" could write copy for accounts they handle without losing their qualification for "exemption" from the overtime provisions of the Act.

The interpretation was made following a query by Joseph L. Miller, NAB labor relations director (Broadcasting, May 5), at a conference with Wage-Hour Division officials.

The definition of an exempt "outside salesman" declares that such an employee can do work "incidental to" his selling without losing exemption. The Wage-Hour Division's interpretation held that copy writing was "incidental to" selling. However, it was explained, announcing was not considered "incidental to" the "outside salesman" spends more than 20% of his time as regular announcers who are not exempt, his exemption is forfeited.

An example cited to illustrate the effect of the interpretation indicated that in a station where regular announcers work 40 hours weekly, an outside salesman could put in 40 hours weekly on outside selling, 10 hours on writing copy for accounts sold, and eight hours on announcing without payment of overtime.

**NBC-Chicago Changes**

CHANGES announced the week of May 5 in the engineering department of NBC CO include the appointment of W. K. Cole, formerly control engineer, to junior control supervisor, taking over the post vacated by Paul H. Clark who reported for duty in the U. S. Naval Reserve. Glenn Webster replaced Cole. A. H. Otto, manager of the studio and field work, was transferred to studio and field work, R. H. Schoes- sows joined NBC's staff as maintenance engineer, and W. J. Pickering was added to the staff as vacation relief engineer at the WMAQ transmitter.

**Lazarus Joins Agency**

HARRY J. LAZARUS, formerly advertising and divisional merchandise manager of the 12th St. Store, Chicago, on May 5 joined T. R. Bauerle Adv. Agency, same city, as associate. New accounts to be serviced by the agency and Mr. Lazarus are e.e. Products Co., Chicago, with plans to use radio in the near future promoting Olin for Youth and Aeolian Almond Cream, and the 12th St. Store (department store), which plans to use a half-hour program in the fall.

**Navy Calls Knight**

JOHN B. KNIGHT Jr., senior television engineer at NBC's transmitter atop the Empire State Building, who was put on active duty May 12 as a lieutenant in the U.S. Naval Reserve to be stationed in the Bureau of Ships in the Navy Dept.
AFA Speakers Selected For Radio Departmental

SPEAKERS for the radio departmental session to be held May 28 as part of the 37th annual convention of the Advertising Federation of America, Hotel Statler, Boston, have been announced with the subjects of their talks, as follows:

"Increasing the Tune-in" by Walter J. Neff, president of Neff-Rogow, New York; "The Effect on Advertisers of the Monopoly Report," by Russell Place, NAB counsel; "Chimes and Gongas in Radio Advertising," by Frank E. Peleggin, director of the department of broadcast advertising of the NAB, and "Highlights of the NAB Convention," by Mr. Place and Mr. Peleggin. The latter talk will consist of a frank discussion with answers to the questions brought up at the NAB convention in St. Louis, May 12-15, including such problems as ASCAP-BMI, merchandising practices, and commercial sections of the code.

Presiding at the session will be Robert S. Pease, director of publicity department of General Electric Co., Schenectady [BROADCASTING, May 5].

Armour Anniversary

ARMOUR & Co., Chicago, commemorating the 50th anniversary of its plant at Indianapolis, on May 8 started a five-week schedule of four-weekly one-minute announcements on WFBM, that city. Announcements also promote various Armour products. Agency is Lord & Thomas, Chicago.

ON LEAVE of absence until latter June is W. R. (Bill) Heise, sales manager of WCOA, Pensacola, who is a member of the Florida State Legislature now sitting in Tallahassee.

Dog Food Series

VITAPET PRODUCTS, Los Angeles (dog biscuits), new to radio, on May 10 starts sponsoring a twice-weekly quarter-hour series titled Guiding Eyes, on KKJH, that city. Contract is for 52 weeks. Built around the seeing-eye dog theme, commentator requests letters from persons in California stating specific cases of blindness. Most deserving individual, judged by an official committee, will be given a seeing-eye dog. Ray Coftin, formerly program director of television station WOAA, Hollywood, is writer-commentator of the series. Cooperating with the sponsor in supplying dogs is the Tailwagger Foundation, Hollywood, Davis & Pearson Adv. Agency, Los Angeles, has the account.

New Business

PROCTOR & GAMBLE, Cincinnati (Ivy Flakes), on April 28 started The Story of Mary Mayva on 12 CBS stations. Mon. thru Fri., 5:30-5:15 p.m. Agency: Compton Adv., N. Y.


Network Changes

MARS Inc., Chicago (Forever Your’s candy bar), on May 11 replaced What’s Your Idea with Dr. J. Q. Jr. on 28 NBC-Red stations, Sun., 6:30-7 p.m. Agency: Grant Adv., Chicago.

WHITE LABS, New York (Feenamint), on May 10 shifts Double or Nothing on 85 MDR stations from Sun., 6-6:30 p.m. to Fri., 8-8:30 p.m. Agency: Wm. Esty & Co., N. Y.

GENERAL FOODS Corp., New York (Maxwell House coffee), on May 5 added seven stations to Kate Hopkins, making a total of 51 CBS stations, Mon. thru Fri., 2-2:30 p.m. Agency: Benton & Bowles, N. Y.

GENERAL FOODS Corp., New York (Jell-O), on June 8 replaces The Jeff-O Program starring Jack Benny with Reglar Felters on 103 NBC-Red and CBS stations, Sun., 7-7:30 p.m., resonating at 5:45-6:00 midnight. Agency: Young & Rubicam, N. Y.

DE SOTO DEALERS of Southern California, Los Angeles, on May 5 started a 52 weeks sponsoring the nightly quarter-hour Sports Bulletin with Frank Bull, commentator, on KFWB, Hollywood. Agency is Smith & Bull Adv., Los Angeles.
Movie Money Seen
In ASCAP Peace

MBS Said to Be Slated for Heavy Hollywood Business

WITH SIGNING of a peace pact by MBS and ASCAP, that network is scheduled to receive a dividend of business from Hollywood major film studios who have big musicals on their production charts.

The peace agreement would provide the only current national network for airing of song numbers from films as exploitation plugs. Consequently, 20th Century-Fox announced May 1 that it will take the earliest possible advantage of MBS to boost musicals and other pictures having song numbers.

Tentative Plans

Although the motion picture has been on the market for some weeks, it was said that a special broadcast would be arranged at once, if possible, to plug "That Night in Rio". Studio executives, sold on boxoffice benefits from network program plugs for musicals, believe such a special broadcast will materially increase the already heavy take.

During the ASCAP-radio controversy, 20th Century-Fox has been using everything from trick trailers to loudspeakers on trucks to plug musical numbers. Results were regarded as none too good. Executives of that company are also planning to negotiate network exploitation for "Big American Broadcast", which is just hitting the market, with future MBS shows presenting music from "Moon Over Miami", just completed, and "Sun Valley Serenade".

Paramount, using radio wherever possible since the first of the year, plans to go after broadcast exploitation even more extensively than before. It will submit 22 pictures, and on programs with both Crosby ratings, timing them when possible to national release dates as an aid to exhibitors, "The Road to Zanzibar". Paramount's top grossers of the past four months, benefited particularly from this treatment due to tie-ups of Bing Crosby, Bob Hope and Dorothy Lamour who are featured. This picture has received more extensive radio mention than any film of the year. There have been coast-to-coast plugs on both NBC and CBS, by Kate Smith, Rudy Vallee, Eddie Cantor, Hedda Hopper, Alec Templeton, Jack Benny, Crosby and Hope, not to mention such shows as "Lux Radio Theatre", and "Gulf Screen Guild Theatre", now off the air for the summer.


New List Blankets
Most Basic Metals
Priorities Point to Further Restrictions on Supplies

ALL ESSENTIAL construction metals, including iron and steel products, are blanketed in a revised and expanded list of priorities which the government announced last Thursday by E. R. Stettinus Jr., Director of Priorities of the Office of Production Management. The list covers all but a few precious metals and includes 16 basic metals and classes of metals put under inventory control May 1.

Coming along with a growing crisis in radio manufacture for civilian use resulting from a sharp curtailment of aluminum supplies, the revised critical list points to new restrictions on manufacturing material which will encompass the whole field of radio manufacture—transmitters as well as receivers.

Military Preference

The list amounts to a compilation of items on orders for which the Army and Navy representatives may issue preference rating certificates automatically. Preference rating certificates also may be assigned on subcontract for these items, it was stated today. The priorities critical list is subject to revision once each month.

With the Priorities Division revealing indications of a constantly tightening situation so far as strategic materials are concerned, it was pointed out by industry observers that the prospect for civilian production grows darker day by day, since even under a more preferable priority rating than the B-7 now accorded aluminum for use in radio and communications manufacture there would be so little aluminum available over and above the defense demands that the lower priority rating would actually make available considerably more than is possible for civilian manufacture than the higher rating. This situation, now extending beyond aluminum, probably will prevail for all metals used in radio manufacture, it was thought.

In addition to iron and steel products, among the 45 new items included in the revised list are antimony, cadmium, chromium, cobalt, copper, halowax solution for insulating wire, iridium, lead, manganese or spiegeleisen, mercury, molybdenum. Prevalently on the list were aluminum, brass, bronze, molybdenum, monel metal, vanadium and zinc.

In making the announcement of the revised list, the Priorities Division emphasized that while inclusion of an item on the list indicated that the Army and Navy was interested in supplies of that article and would move to restrict its use for military purposes if necessary, it did not indicate that actual priority ratings would follow.

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Jean Bauman, pretty 13-year-old daughter, is an ardent fan of all 4-H Club and Children's programs heard on WLW. She is pictured below with her small lamb, which may enter in 4-H Club Competition this Spring.

The Beauman Family—Jerry, Jean, Mrs. Beauman and Mr. Beauman—enjoy WLW's evening programs together—listening to such favorites as Jack Benny, Edgar Barrier and Charlie McCarthy. Quiz programs and educational features are a part of their regular listening habits. The Beauman radio is tuned to WLW first thing in the morning and WLW is a welcome visitor all day long.

MEET FRED BEAUMAN AND FAMILY

The Fred Beaumans were chosen at random as representative of the thousands of enterprising farm families who live in the wide, primary area of WLW and regularly dial the Nation's Station for information and entertainment.

Mrs. Beauman is a neighborly, efficient housewife who heartily endorses WLW's type of farm programs and entertainment. She says she gets a lot out of Marsha Wheeler's interesting Homemaker's Review. For help in planning his work-day routine, Mr. Beauman relies on WLW's agricultural programs, the market reports and weather forecasts.

The agricultural data prepared especially for the Midwest farmer by the WLW Farm Specialty Staff proves of great value to this conscientious Madison County farm family, just as it does to thousands of others like them.

The Beaumans live in this well-kept farm home in Madison County, near Mt. Sterling, Ohio, located in the central part of the state near Columbus.

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High Fidelity at Low Cost!

RCA 1,000 Watt Transmitter

MODEL 1-K

- Flat within 1.5 db., 30-10,000 cycles
- High-efficiency Class B Modulation
- Distortion less than 3%, 50-7,500 cycles
- Carrier frequency exact within ±20 cycles
- Less than 5% Carrier Shift

SIMPLICITY and accessibility... extended frequency-response and low distortion... with extremely low overall operating costs... make the RCA Type 1-K Transmitter your logical choice when you go to 1,000 watts!

Excited by the famous RCA 250-K transmitter unit, the 1-K offers unusual flexibility; operating at 1,000 watts, 500 and 500/1,000 watts, 225/450 watts... and...

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