"Oh, morning bright and fit for flight
And who wilt with me go?"

"The Mrs., Sir."

"The question, Williams, was purely rhetorical. Use your imagination, man. What, think you, brings song to my lips this gay and bright new day?"

"Not the faintest idea, Sir."

"Ha, Williams! I thought you looked a trifle baffled. You're wondering why I'm feeling so spry, eh? Why this display of vulgar jollity?"

"Oh no, Sir."

"Well, man, it's WOR, if you will know. Wonderful station that. A persuasive behemoth, if I do say so. Let me tell you, Williams—one mention on my WOR program sent 13,442 lovely ladies fluttering into stores for a sample of our product. And my advertising manager, prompt lad, reports that we have 100% distribution in New York. Forced it, as a matter of fact! ★

"Marvelous, Sir!"

"Indeed, Williams. Now off with you, man, and hustle me forth a breakfast fit for a light and tender mood."

★ The characters in this brief sketch are fictitious. But the results aren't. They are excerpts from one of WOR's 73 success stories—the greatest collection of success stories ever gathered by any station anywhere.
We're Already Accepted

WE'RE already accepted in Mid-West America—"one of the family" for millions of radio listeners. But our acceptance goes farther than the Mid-West: On a recent offer, five weeks on the WLS National Barn Dance, we received listener response from 36 states, the District of Columbia and Canada—and on a 50¢ offer, to boot!

Furthermore, you'd be surprised how many Chicago people listen to the WLS National Barn Dance. For 43% of these letters came from WLS listeners in Metropolitan Chicago.

The response from these five programs is only a small part of mail received through WLS for this advertiser. In the past three months, he's received 100,000 half dollars from his WLS advertising!

It's our same old story: WLS Gets Results—not only in Mid-West America, but from coast to coast and border to border as well!

WLS
The PRAIRIE FARMER STATION
CHICAGO
50,000 WATTS NBC AFFILIATE
REPRESENTED BY JOHN BLAIR & COMPANY
Old Friends are "Test" Friends

because they stand the test of time . . .

THE same parallel applies on radio stations, particularly Yankee Network radio stations in New England. You can depend on them because they've proven their worth by years of service.

On the listeners side, the nineteen Yankee Network stations enjoy the acceptance and loyalty given only to old friends of established acquaintance, the good neighbors who have been part of the community for years. It's the only way to get acceptance as complete as the coverage, in all key markets of New England.

The Yankee Network, Inc.

21 Brookline Avenue, Boston, Massachusetts

First National Stores...

Please accept the thanks of John Shepard III and all of us at Yankee for the renewal of your radio campaign for the 7th consecutive year.

Linus Travers
Vice President

WNAC Boston
WTIC Hartford
WEAN Providence
WTAG Worcester
WICC Bridgeport
New Haven
WCBS Portland
WLLH Lowell Lawrence
WSAR Fall River
WLBD Bangor
WFIA Manchester
WNBH New Bedford
WBRK Pittsfield
WNLC New London
WLNH Laconia
WRDO Augusta
WCOU Lewiston Auburn
WHAI Greenfield
WSYB Rutland
WELI New Haven
A tycoon in one of America's biggest soap corporations has this to say about KOIL's 7-Point Plus Merchandising:

"Many thanks for your swell Day by Day promotional activities... They really pay dividends!"

For Nebraska and her neighbors, be sure to use that 7-Point Plus Merchandising station in Lincoln, Nebraska...

KFAB

DON SEARLE, GENERAL MANAGER
EDWARD PETRY & CO., NAT'L REP'R.
KSD
ST. LOUIS
NBC RED Network

ASSURED LISTENER PREFERENCE
KSD Has Led in “Firsts” in Seventeen National Polls for Popular Star-Programs Since 1935

Millions for Defense Contracts in the St. Louis Area Now Affecting Retail Sales in Many Lines

The Distinguished Broadcasting Station
Station KSD—The St. Louis Post-Dispatch
POST-DISPATCH BUILDING, ST. LOUIS, MO.
FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES
NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES
We don't like to boast, but there seems to be something about Free & Peters that makes us a little bit different from almost any other representatives in America.

Maybe it's the bell-ringing stations we represent... our 200 years of cumulative experience in radio, advertising and merchandising... our extensive knowledge of markets, listening habits, stations and programs... or our intense interest in seeing that every customer gets his money's worth or more.

More than likely it's a combination of all these features. At any rate, we seem to be the answer to many a harried executive's prayer!

Maybe we can be the answer to some of your prayers! Every facility of our organization is yours. Any one of the six offices listed below will be glad to give you all the dope. Now?

**FREE & PETERS, INC.**

**Pioneer Radio Station Representatives**

Since May, 1932
NAB Convention Votes Fight to the Finish
Will Ask Congress To Probe FCC And Rules

By SOL TAISHOFF
IN THE MOST tumultuous meeting of its 19 years the NAB by a sweeping majority at its annual convention in St. Louis May 12-14 voted a fight to the finish against the so-called “monopoly” regulations of the FCC’s five-man majority, and set in motion machinery to spur legislation in Congress to aid harassed broadcasters.

Discord ran riot through the sessions, with FCC Chairman James Lawrence Fly the central figure. He angrily denounced the NAB as a “so-called trade association” in a press interview, and described the industry’s leadership by a “combination” as akin to “a dead mackerel in the moonlight—it both shines and stinks.”

Board Lashes Fly’s Temperamental Outburst

Following Mr. Fly’s blistering attack, the new NAB board of directors, meeting Friday morning, issued a statement questioning whether “the state of mind exhibited by Mr. Fly qualifies him to be chairman of a Government agency calling for judicial impartiality”.

“The broadcasters have contended that regulation under the present chairman of the FCC, Mr. Fly, has been punitive, capricious, biased and destructive. Mr. Fly’s violent statement of yesterday was the strongest manifestation of the truth of what we have been saying,” the board announced following a three-hour session.

It said it would leave to the public the judgment of whether Mr. Fly is qualified to remain chairman.

Mr. Fly had flayed President Neville Miller as part of what he termed an “Evers-to-Tinker-to-Chance combination” with NBC and CBS officials, and he attacked Mark Ethridge, former NAB president, around whom the majority of the broadcasters rallied in the monopoly fight. The FCC chairman was vehement after hearing Mr. Ethridge’s stinging rebuke of the FCC majority, charging a “breach of faith” and that the Commission “deceived and almost betrayed” President Roosevelt.

For acrimony and inventive the convention had no parallel in NAB annals, and it will probably be recalled in radio history as the “Battles of St. Louis”. The bitter exchanges even had White House repercussions when Mutual released a letter from Secretary of Commerce Stephen T. Early, implying Presidential endorsement of its support of the Monopoly Report [see page 55] and when President Roosevelt, at his Friday press conference, commented that he had no prior knowledge of the issuance of the regulations [see page 12].

Viewing the monopoly regulations, slated to become effective next August, as a threat to freedom of radio, the convention, with a record attendance of nearly 1,100, adopted a strongly worded resolution solidly backing the White Resolution [see page 11] for a Senate investigation of radio, which looks toward new legislation and would suspend the rigorous operation of the new monopoly rules in the interim.

Reminiscent of several past conventions were the on-the-spot resignations of some members because of disagreement with President Miller. Mutual, which had precipitated the convention turmoil by charging to the FCC monopoly regulations and entering into an ASCAP agreement described by some as a “Blitzkrieg deal”, led the procession as such MBS stockholder members as WOR, WGN, and the Don Lee group of stations resigned. Several others followed suit [see page 10].

Both copyright and national defense paled in comparison to the pyrotechnics touched off by the vigorous demonstration which followed Mr. Ethridge’s address, and the bitter outburst by Chairman Fly afterward [see story on this page].

Mr. Fly had first spoken in what was to have been a radio and national defense seminar by talking about the monopoly regulations and bemoaning those who talked about the spectre of Government ownership, censorship and the destruction of commercial broadcasting.

That was at the Tuesday session. After hearing Mr. Fly, Mr. Miller declared he could not permit the change to go unchallenged. If that was a tense moment, it was completely overshadowed by the developments the next day, in the wake of the devastating Ethridge

Fly Blasts Nets, in Reply to Ethridge
Asserts Trade Association Is Dominated by Networks

MINCING no words, FCC Chairman James Lawrence Fly leveled a parting blast at the management of the NAB, NBC and CBS, and pledged his desire to help work out the broadcasting industry’s problems of adjustment “constructively and for the common good of all” at a special press conference just before he returned to Washington Thursday noon from the St. Louis convention.

Chairman Fly’s statement to the press, read carefully from a prepared draft, climaxed the tense situation arising when he was not given opportunity to respond ex-temporaneously immediately following Mark Ethridge’s indictment of the monopoly report and the FCC majority at the Wednesday luncheon meeting of the NAB convention [see page 15].

Piscatorial Allusion
Chairman Fly repeatedly referred to the NAB as a “so-called association” and charged that the radio industry was really managed and controlled by a “combination” which shaped both public and political opinion. Speaking of the “too clever” management of the industry’s affairs in the combination, he commented that the situation reminded him of “a dead mackerel in the moonlight—it both shines and it stinks”.

“I think there is a serious question as to whether the NAB exists as an effective vehicle for the exchange of ideas and the formulation and expression of member stations’ opinions”, he declared, setting the tone for his later comment.

“Some weeks ago Neville Miller, the NAB president, without meeting with the members—and for that matter, the directors of the so-called association—but after contact with the two big networks, publicly announced the decision of the ‘association’ as dead set against the Government’s decision on network broadcasting.

“That is the way the association appears to function as a matter of day-to-day operation in Washington and New York. Two men run the show. A couple of others do the chores—all, of course, of a purely non-political nature. The Evers-to-Tinker-to-Chance technique is generally involved.

“As a matter of fact, the convention yesterday ringingly declared the exertion of political influence in regard to Commission decisions to be a crime. All of us heartily cheered that pronouncement. So hereafter when the little fellow with ragged pants comes in from the hills and asks his Congressman to help him get a little 100-watt radio station, he is to be slapped into the bastille. But God forbid that anything be done to break up the famous tripletoss combination, with all its beneficent results.

Control of Opinion

“Then, too, the public should never know that the combination which controls the nation’s radio coverage measuresly controls public and political opinion. The public must accept the basic premise that this combination does not pack a political wallop which is derived from grants from the very Government it seeks to manipulate and control.

“Surely this group is respected (Continued on page 96)
Let Congress Decide If the Mackerel Is Dead! . . . An Editorial

THE BROADCASTING industry has elected to fight, rather than take it lying down. It was a choice of appeasement or counterattack. The former course would have meant compromise, probably on dictated terms, with the FCC-majority's death-dealing "monopoly" regulations scheduled to become effective in August. But that would have been an admission of flabby weakness, and the long-range result would mean capitulation to the little coterie of wilful men who appear to have set their sights for complete Government domination if not ownership of American radio in all its aspects.

Disclaimers of Chairman Fly and others simply don't stand up against the practical exigencies of the sudden "reforms" they intend to impose.

When the NAB convention opened in St. Louis last week, the visage of most of the 1,100 broadcasters attending was funereal, to put it mildly. High and low, the operators of the nation's stations and networks were floundering, groping for leadership. It was not until last Wednesday, the day before the convention adjourned, that signs of leadership appeared and a course was charted.

Carry the Fight to Congress

They found that leadership in Mark Ethridge, who twice before had been drafted in hours of need. They found the formula, too—a fight, to the finish against the Fly-manipulated FCC, centric"kill-out"port of the White Resolution for a Senate investigation which will at least have the effect of staying the giddy pace of the FCC majority.

Mark Ethridge faced the convention a disillusioned man, but in fighting mood. Always an advocate of rule by reason and persuasion, this time he loosed the most devastating attack on the Washington bureaucracy, courageously and with stinging phrases, that any broadcaster ever had the nerve to assert.

Chairman Fly, never lacking in courage himself, had faced the convention the day before to talk about "defense" but really to interpose itself, and make no move to inter- vened into radio's house, a house much admired by the public for the wholesome way it has conducted itself, and clean it out.

He sat only a few feet away from Mr. Ethridge and heard himself and his colleagues denounced for having committed "a breach of faith"; for having "deceived" and "almost betrayed" Mr. Roosevelt; for having "caved in" their decisions in favor of Administration friends; for having resorted to "sharp administrative practices" in the way they issued their monopoly regulations.

He heard the rousing ovation given Mr. Ethridge [and we commend a close readership of the Ethridge address on page 15] and he knew the Louisville publisher-broadcaster was expressing the grim sentiments of the vast majority of those in the convention hall.

Should Have Given Mr. Fly Platform

It is, of course, regrettable that bitterness had to develop between Chairman Fly and the broadcasters. Mr. Fly claims he was treated discourteously and was denied the right of free speech by NAB President Miller. He left the hall in a veritable frenzy of anger, according to reporters, and then plunged into the public prints with his bitter condemnation of the "NAB, the industry and all save those who have held his hand.

In the heat of the convention atmosphere, perhaps Mr. Miller did overlook the amenities by not inviting the chairman to rebut the Ethridge declarations then and there. Mr. Miller probably should not have "challenged" Mr. Fly, guest speaker, immediately after the FCC chairman had delivered his Tuesday talk in support of the Monopoly Report, dur- ing the course of which both raised the "boogy man" cries over Government ownership and monopoly charges.

But even that does not seem to justify the action of a high Government official in flying into rage, damning and condemning all those who did not agree with him. If Mr. Fly didn't get his chance at the frenzied convention session, we are sure he will demand—and get—his chance on the very radio he is harassing; indeed, he'll probably get his chance before a Congressional committee, and we'd like to see him harangue the public, his colleagues ranging alongside him while Mr. Ethridge and other spokesmen for the industry present their views. Possibly the Town Meeting of the Air over a combined hookup would be the proper medium. Certainly the public ought to have the issues clarified after reading all this name-calling and wonder- ing, in the absence of it all, exactly what Mr. Roosevelt, who set out to help the President with him. For it is now apparent that Mr. Roosevelt, who asserts he didn't know of the regulations beforehand, at least did not oppose them when the serious situation was called to his attention.

Operating Table of Public Opinion

Radio is ready and willing to lay bare its soul on the operating table of public opinion. It is frank to admit there have been some bad practices during its short life, but at the same time feels that the governmental agency which seeks to reform in 90 days what took 19 years to build should be read with some scrutiny.

Surely, Mr. Fly and the gentlemen of the majority will welcome this! Surely they should be only too willing to let the nation's legislators representing the public determine the best course.

Objectives to a complete airing of this vital problem, devoid of name-calling, would seem to indicate the possibility of mistaken identity in the allusion to John Randolph's famous mackerel.

rebuke in which he did everything short of breaking with the Admin- istration. Though he is a long- term Roosevelt supporter, Mr. Ethridge did not only urged support of the White Resolution but asked broadcasters to plump for legislation to remake the FCC, probably into a three-man body.

After the Ethridge address the 1,200 persons who crowded the luncheon hall gave him a rousing applause. Chairman Fly, though not in the au- dium and made notes throughout Ethridge's speech, apparently expecting to be called upon for rebuttal. Instead, Mr. Miller made several routine announcements and recessed the session.

It was this incident, added to the preceding day's speech by Fly, that brought about veritable pandemonium. Word soon spread that the chairman felt he had been embar- rassed. Mr. Miller disclaimed any intention of discourtesy in public statements and Mr. Fly, again the FCC chief, an invitation to address the convention at any time. A committee was sent to placate Mr. Fly and sat with him for four hours. But the President remained adamant against accepting the invita-

By overwhelming vote the convention also got behind Broadcast Planners, legitimsted its actions and committed itself to its continuation as a going concern in the music copyright field, irrespective of what may happen in current ne- gotiations with ASCAP and despite the MBS-ASCAP reunion.

BMI members were told there would be a one-third reduction in their fees for the catalog during the second year of its phenomenal operation, and many independents were prepared to get along with- out ASCAP unless it was willing to bargain equitably and comply with the Department of Justice consent decree. It was freely stated that the MBS deal, requiring a minimum guarantee, is in conflict with the decree.

Controversy Over White House Viewpoint

Before the convention opened for its business sessions last Tuesday, Mr. Ethridge had been solidly behind the monopoly regulations. It became known that the President had referred to Chairman Fly for answer a telegram from CBS President William S. Paley bitterly attacking the reg- ules as "torpedoing the industry." Mr. Fly in a three-page reply reviewed the history of the nearly three-year-old monopoly investiga- tion, the amount of testimony put in the record, and every step of the procedure, which he described as "orderly conduct."

Then he invited Mr. Paley to dis- cuss the whole subject with the FCC. Copies, it is understood, were sent to Niles Trammell, NBC presi- dent, and Mr. Miller.

Even these indications did not dampen the ardor of the conven- tion, nor the energy of Ethridge's press. Before that they looked to the networks for expressions, but they did not come until Mr. Eth- ridge had unburdened himself.

At the closing session Thursday a resolution offered by Don S. Elias, WWNC, Asheville, comm- ending Mr. Ethridge, was adopted with enthusiasm. It lauded Mr. Ethridge for his thoughtful study and inspiring report, and the "courage, clarity, sincerity and soundness" of his address, and resolved
NAB's Unanimous Resolution

FOLLOWING is the text of the resolution adopted by the NAB, by unanimous vote, at its convention in St. Louis May 14, favoring the White Resolution for a radio investigation with a view toward enactment of a new law and to suspend operation of the new network rules pending completion of the Senate investigation:

WHEREAS, precipitate promulgation of the Federal Communications Commission's new rules regarding network broadcasting threatens the freedom of radio and the American System of Broadcasting; and

WHEREAS, the National Association of Broadcasters is of the opinion that the listening public and the American people as a whole should be given the opportunity to learn just what the effect of these rules would be on American radio, particularly with regard to program service;

BE IT RESOLVED: that the National Association of Broadcasters urge the United States Senate to give prompt and favorable consideration to a resolution introduced by Senator Wallace White of Maine, which would result in a thorough investigation of the whole radio structure with a view to the enactment of a new radio law; and request the Federal Communications Commission to suspend operation of the new network rules pending completion of the Senate investigation.


Need for Unity

Voiced by Miller

Almost the first words uttered by President Miller in bringing the convention to order touched off pyrotechnics on the monopoly issue. On the rostrum, at his right, was Chairman Fly, and the atmosphere was tense. The meeting room was literally jammed, with some 880 broadcasters present.

Declarign that problems of "ultimate gravity" face radio, Mr. Miller said that today as never before there is need for unity, calm thinking and industry statesmanship—problems which, if not solved correctly, may mean the end of broadcasting as we know it, are faced by radio, he said. "I would be remiss in my duty," he said, "if I did not emphasize the fact that the preservation of a free radio is of greatest importance to our democracy—that a serious threat hangs in the ranks of broadcasters is bad enough in normal times but today in the face of our present problems such a division may be the first of a sequence of events which will prove destructive not only to the American System of Broadcasting, but ultimately to freedom of radio, to freedom of speech and to freedom of the press.

If we lose our civil liberties, democracy will perish."

Enlightened self-interest, Mr. Miller believes, is the key. He thinks on a broad basis of industry preservation and not upon the limited approach of temporary individuals.

The scene shifted temporarily as Mr. Miller picked up the thread of routine convention business. He called up for consideration proposed amendments to the by-laws, which were promptly adopted. He first authorized the selection of the following year's convention city at a time and place to be designated by first choice and second to be designated. The vote was set for the closing session on Thursday.

New Procedure in Electing Directors

A second resolution adopted, following an explanation of its purpose by Harold V. Hough, WBAP-KGK, Fort Worth, its author, provides for the nomination and election of the six directors-at-large (two each representing big, medium and small stations) from the floor at the annual convention. The present by-laws specify that the 17 district directors shall constitute the nominating committee to meet in advance of the convention and nominate two persons for each of the six positions.

Mr. Hough said this change would give the association an opportunity to select directors-at-large on the basis of showing made at the convention, and also allow rank and file broadcasters to select new men for such posts.

The three incumbent network directors—F. M. Russell, NBC Washington vice-president; Edward Klauber, CBS executive vice-president; Fred Weber, MBS general manager—were renominated by the district directors, which was tantamount to reelection.

The meeting adopted amendments to the by-laws altering monthly dues of stations in the higher income brackets to make them consistent with payments by stations in the lower and intermediate brackets. The monthly maximum remains at $500 for stations doing business of over $2,000,000 per year. But stations in the brackets between $600,000 and $1,000,000 gross were reapportioned.

The final amendment adopted revised the boundaries of six of the 17 NAB districts because of natural spheres of economic influence. District 9, covering Illinois and Wisconsin, was revised so that 34 counties in Wisconsin are excluded, but are added to District 11, comprising Minnesota, North Dakota and Wisconsin. In District 11, 22 counties in South Dakota are excluded, which are added to District 14, which embraces Colorado, Idaho, Utah, Wyoming, Montana and the new portion of South Dakota.

District 2, now comprising only New York, was revised to include New Jersey. District 3, now cover-

(Continued on page 60)
Senator White Believes Probe Will Receive Senate Approval

Committee Action Is Up to Wheeler, He Declares; Regret Is Expressed Over Industry Split

Statement by Wheeler

Full text of the Wheeler statement May 14 follows:

I have been reading some talk to the effect that I was "alarmed" by the FCC report on chain broadcasting and its order carrying out the principle set forth in that report. I have not had a chance to study the report carefully enough to make any fixed judgment as to the advisability of all that the Commission has done. But I am alarmed by some of the facts set forth in that report. For example, I am worried when I read that NBC and CBS control 80% of the night-time power of this country. The principles which would guide me in forming a judgment about what the Commission has done are these:

(1) Free speech should be preserved over the radio. Neither Government nor private concerns should have the power to prevent either side from having equal time and equal facilities on public issues. The law should be explicit on this subject.

(2) That there should be free and open competition in radio broadcasting and that there should be no artificial restraints placed upon the development of new networks.

(3) That no single organization should obtain an undue control of what the people of this country may hear.

(4) That the business of running a network and of running a radio station are different and conflicting and should in general be kept separate.

As soon as time permits, I shall study what the Commission has done in the light of these principles.

by that body will authorize committee action. If it is voted down, the committee will vote to recommend that the Senate floor and vote in committee.

Senator White's resolution sets forth 10 points for the committee to investigate. They are:

Rules and regulations; probable effects on broadcast system and networks; effects on program quality; extent of control by FCC over

(Continued on page 51)

Promotion Display Awards Presented

Trophies Are Selected From Displays of 275 Stations

AFTER viewing more than 275 panel displays entered by approximately 100 stations nationally, the judges committee of the promotion displays at the NAB convention last Thursday announced the following stations as winners in six general classifications:

WABC, New York—Statuette trophy presented by Sales Management Magazine for trade paper advertising.

WBIB, Topeka—Certificate of merit presented by Direct Mail Adv. Assn. for direct mail advertising.

WAAB, Boston—Gold plaque presented by Radio Daily for special events and public service.

KMOX, St. Louis—Statuette trophy presented by Young Men's Division, St. Louis Chamber of Commerce.


WOW, Omaha—Trophy awarded by St. Louis U for house organs.

KXOK Gets Mention

Although no trophy award was made in the seventh classification, special activities, the Judges committee will give KXOK, St. Louis, for outstanding presentation.


Headed by Howard O. Peterson, of WOW, Omaha, committee in charge of the promotion display for the NAB included Chick Allison, WLW, Cincinnati; J. Souard Thompson, KMOX, St. Louis; Robert Sampson, KWK, St. Louis. All are promotion managers of their respective stations.

STANDARD RADIO TWINS are surrounded by (1 to r): Walter Rothschild, WTAD; Ben Fisher, Washington; Jerry King, Standard Radio, the twins; W. D. Pyle, KVOR; C. E. Hooper, New York; Joe Weed, New York; Milt Blink, Standard Radio. For other promotional features at St. Louis, see page 62.
Text of White Resolution Calling for a Senate Probe...

WHEREAS, the Federal Communications Commission (hereinafter referred to as the Commission) is an administrative agency created by the Act of June 10, 1934, 48 Stat. 1064, known as the Communications Act of 1934, as amended, by Act of June 5, 1936, 49 Stat. 1475, and by Act of March 18, 1937, 50 Stat. 300.

WHEREAS, said Commission has by the terms of said Act certain delegated powers and duty to supervise interstate commerce in communications and facilities and instrumentalities used and used for the purpose of commerce and has no powers and duties not specifically conferred by said Act.

WHEREAS, the Commission on May 2, 1941, in a proceeding before it styled, "In the Matter of Chain Broadcasting," Docket No. 5000, made and published certain rules and regulations enacted and promulgated by it which said rules and regulations are alleged to constitute an attempt upon the part of the Commission to exercise a supervisory control of the programs, of the business management and of the policy to be employed by radio stations which are licensed by said Commission pursuant to said Act; and

WHEREAS, it is declared that the Supreme Court of the United States in the case of FCC v. Sanders Bros. Radio Station Co., has declared that the said rules and regulations as heretofore interpreted and constructed the Communications Act of 1934, as amended, as conferring no new jurisdiction upon the Commission as to which it has no jurisdiction, and that the said Commission has attempted to exercise in its said rules and regulations of May 2, 1941, as aforesaid, and has caused the same to be printed in the Federal Register, 9, No. 2, p. 194, of May 2, 1941.

"But the Act does not say to regulate the business of the licensee. The Act confers on the Commission supervisory control of the programs, of business management and of the policy to be employed by radio stations licensed by said Commission pursuant to said Act; and short, the broadcasting field is open to anyone, provided there be an available frequency over which he can broadcast without interference to others, if he shows his competency, the adequacy of his equipment, and financial ability to make good use of the assigned channel.

NOW, THEREFORE BE IT RESOLVED, that the Committee on Interstate and Foreign Commerce, as a subcommittee thereof, be and it hereby is authorized and requested to undertake a study of (1) said rules and regulations; (2) of the probable effects thereof upon the broadcast system of the United States and in particular upon the network organizations and local stations therein; (3) of whether said rules and regulations affect upon the quality of programs broadcast to the American public; (4) of whether said rules and regulations attempt to confer or do confer upon the Commission supervisory control of the programs, business management or policies of network organizations and of broadcast stations, or to regulate them as common carriers; (5) of whether said rules and regulations are aimed to define monopoly or monopsony in the field of broadcasting or to restrict or to regulate them as common carriers; (6) of whether said rules and regulations are aimed to confer upon the Commission to find a licensee guilty thereof and to deny a license to an applicant because of such findings; (7) of any problem of radio broadcast monopoly, if said committee finds is raised or is affected by structures as practicable and as effective in legislation for the regulation and control of the radio industry.

Resolved, That the Committee on Interstate and Foreign Commerce by radio and other means be authorized and requested to confer with the Commission in the administration of said Communications Act of 1934 as amended; (10) and finally, to consider whether the Commission is authorized by present law to promulgate and enforce the rules and regulations so promulgated by it as aforesaid; and be it further

RESOLVED, that all testimony, exhibits, briefs, arguments and reports or photostatic copies thereof submitted to the Commission in connection with said proceeding, Docket No. 5000, be transferred to and filed with said Committee for its inquiry and consideration; and be it further

RESOLVED, that the committee shall present its findings thereon with practicable its findings and its recommendations concerning the matter thereon requested to be studied; and be it further

RESOLVED, that said Committee be and it hereby is requested to postpone the effective date of said rules and regulations until said Interstate Commerce Committee shall have made its report to the Senate in pursuance of this resolution, and for 60 days thereafter.

The purposes of this resolution are to (1) confer upon the Committee or any duly authorized subcommittee thereof, the authority to hear and receive evidence and make findings concerning the matter thereon requested to be studied; and to (2) revoke such rule or rule as shall be found by said Committee to be in violation of the Act or of the rules and regulations of May 2, 1941, or hereafter.

2,000 Take Part In NAB's Banquet

ATTENDED by a record-breaking crowd of 2,000, the annual banquet concluding the NAB convention in Philadelphia on Tuesday evening was the largest and most impressive of any convention. Awards included the Broadcasting golf trophies given Paul H. Raymond and John Provan and awards in the merchandising and promotion display competition.

The banquet was held in the Gold room of the Hotel Jefferson, convention headquarters.

Basic Blue Affiliates Ponder Plan to Purchase the Network

POSSIBILITY that NBC-Basic Blue affiliates may seek to purchase that network from NBC, if RCA prevails in a suit in connection with the FCC network-monopoly suit, developed last Monday at a meeting of Blue affiliates during the NAB convention.

The meeting was called by Samuel R. Rosenbaum, president of WFIL, Philadelphia, and chairman of IRNA, was attended by about a dozen owners or representatives of leading Blue outlets.

Showed Interest

Although no commitments were made at the Monday meeting, the view was expressed that acquisition of the network by the affiliates was of "decided interest" to them. NBC is reputed to be considering the network along similar lines to Mutual Broadcasting System was discussed.

The projected plan covered purchase of a controlling interest in a key station of the network, and possibly WENR, Chicago. The two 50,000-watt stations are the only two Blue stations owned by NBC.

Opinion was expressed that since the affiliation contracts could not be sold without consent of affiliates, they would be the logical parties to take over operation of the network.

Advertising Held Vital in Wartime

Chevalier Says Media Must Convince Management

ALL ADVERTISING media, including radio, must make concerted efforts to educate advertisers to the need for continuous advertising, through times of war as well as peace, in order to sustain and broaden the sale of consumer goods. This counsel was advanced at the Thursday morning business session at the NAB convention in St. Louis, by Paul Chevalier, publisher of Business Week magazine, when he spoke on "Planning Today for Post-War Business".

The immediate job for advertising media is to shape the attitude of business management toward advertising, particularly when an eye is cast on the situation to follow the present national emergency, Col. Chevalier declared.

A Regular Function

Whether business is good or bad, advertising's troubles are always acute, he observed, giving as one reason the fact that business management has come to view advertising as a regular business function. Recognising advertising as a line of communication between producers and users of consumer goods, the more resilient it is used the more effective it is, he stated.

Increased buying power for consumer goods brought about through the tremendous expenditures being made in the defense effort, regardless of increased taxes and diversion of finance, largely benefits Col. Chevalier observed. With this in mind, the purchasing power must be wisely expended to avoid inflation, he pointed out, citing that all along the line it has been made to "channel and funnel" consumer buying in order to cope with this situation. Such efforts will have to be maintained in consumer buying, he maintained.

When conditions are unset, as during a defense emergency, it is no time to relax the producers' contacts with his markets, he argued. Rather, it is the time contacts should be strengthened, and advertising is a means of strengthening the contacts. Items unrelated to the defense programs must be pushed, he declared, and this is a job advertising can do.

The Public's Day problems. Go as far as you can see, and then see how far you can go," Col. Chevalier recommended. "Business has got to be fought, and we have the weapon—advertising."

ANA Discusses Report

POSSIBLE effects of the FCC monopoly situation, and advertising business was the subject of discussion at the May 12 session of the American Newspaper Publishers Association, held last week for ANA members only, according to Anne C. Rye, N. Y. Among the extemporaneous speakers at the radio roundtable were J. M. Greene, circulation manager of the NBC promotion department, and Dr. Frank Stanton, CBS.

BROADCASTING

May 19, 1941

Page 11
Board Discusses Plans to Support White Resolution

New Executive Committee for Coming Year Is Elected

A NEW EXECUTIVE committee for the NAB, with only one holdover member, was named by the board of directors at a session in St. Louis last Friday. The members named were: Montague, WLW, Cincinnati; and Paul W. Morency, WTIC, Hartford, for big stations; John J. Gillin Jr., WOW, Omaha, and Don S. Elias, WWNC, Asheville, for medium-sized stations; H. W. West Jr., WTMV, E. St. Louis, and John Elmer, WCBM, Baltimore, for small stations, the latter re-elected.

The new NAB board, aside from its statement replying to the attack by FCC Chairman James Lawrence Fly in a St. Louis press interview, discussed plans to espouse adoption by the Senate of the White Resolution for a radio investigation premised on the monopoly regulations.

Newspaper Session

A committee representing newspaper-owned stations, which was meeting simultaneously in St. Louis Friday to make preparations for the yet unscheduled hearing on newspaper-radio divestment, also met, according to chairman Ben Jordan. The group comprised Gardner Cowles Jr., Iowa Broadcasting Co., Roy Roberts, WDAF, Kansas City; John M. Cox Jr., WSB, Atlanta.

Following the meeting of the newspaper-radio committee, presided over by chairman Harold V. Hough, WBAP-KGO, Fort Worth, it was announced that a preliminary meeting would be held in Washington May 19 by its counsel to consider the impending hearing. The mechanics of its preparations for the hearing were discussed by the newspaper-radio committee, C. H. Sundberg, loaned by the Brahman Co., was authorized to spend $75 on research work. Headquarters are in New York.

Hearing committee members present included Chairman Hough and Messrs. Cowles and Cox; Jack Howard, Scripps-Howard Radio; Tennant Bryan, WRLN, Richmond; Howard Lane, representing CBS; and William Hamilton for the McClatchy interests; John E. Person, WRAK, Williamsport; Walter J. Damm, WMTJ, Milwaukee Nelson Poynter, KTPS, St. Petersburg was absent.

Sitting in as observers were Roy Roberts, St. Louis; George M. Burbach, KSD, St. Louis, and Mr. Elias.

ON THE FIRST anniversary of the creation of the National Defense Advisory Committee May 29, NBC-Blue will broadcast a special one-and-a-half-hour program to mark an event of historic importance. The program, which will feature the voices of President Roosevelt and position him as the chief force in the country's defense, will be a highlights and feature program, with a strong appeal to the entire population.

FDR Has Not Read FCC's Net Report

PRESIDENT ROOSEVELT told his first press conference in almost two weeks last Friday that he did not know about the FCC network monopoly regulations before they were issued. In response to a question, the President said that he had not since seen or read regulations nor had he read them as yet.

Asked if he had any personal reaction to the regulations, the President replied in the negative.

Press release that put out that it was an awful thing to say but he had been occupied by more important things these last few weeks.

GILLETTE TO CARRY SERIES ON MUTUAL

CONTRACT for the exclusive broadcast of the 1941 World Series over MBS was signed last Friday in the office of Commissioner K. M. Landis in Chicago by J. P. Spang Jr., president of Gillette Safety Razor Co., and Fred Weber, MBS general manager.

It will be the third successive year for MBS and Gillette to present baseball’s classic. An option has been signed for 1942. The series will be broadcast from nearly 300 stations in the United States and Canada and shortwaved around the world. Special provisions will be made for the broadcast to the Americas in Spanish for the first time.

No announcement of the sum paid for the exclusive rights was made. It is believed that last year’s broadcast added $100,000 to the post-season receipts.

Gillette will sponsor all fights promoted by Mike Jacobs 20th Century MBS group on Friday, with entire MBS network beginning June 18 with the Louis-Conn bout.

Purity Bakers Series

PURITY BAKERIES SERVICE Corp., Chicago (Tastee Bread), is expanding the transcribed quarter-hourly program Mandrake the Magician on WOR, New York; WLAC, Nashville; and KWK, St. Louis. Starting May 19, KWK and WOR, along with WOR’s Springfield, Mo., will be added.

Program is being extensively merchandised in the new markets with newspaper ads, truck posters, handbills, fan mail and window cards. Seventy booklets and special Mandrake the Musician bread wrappers. Agency is Campbell-Ewald Co. of New York.

ACA Signs WARM

AMEERICAN Communications Assn., CIO union, has negotiated a contract with the management of WARM, Scranton, Pa., employing Dolan, ACA organizer, handled the negotiations, which were concluded in less than two weeks after the WARM staff had joined ACA.

ABC SIGNED WARM

ABC has signed WARM, Scranton, Pa., for their contract for the exclusive broadcast of the 1941 World Series. The signing was held in New York last Friday.

ABC chairman J. E. Bennett has signed an exclusive contract for the broadcast of the World Series over radio stations licensed to the ABC network.

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ABC will also broadcast the World Series over its radio stations in the United States and Canada.

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MBS-ASCAP Pact Splits Solid Front

NBC, CBS to Continue Negotiations to Get Better Contract

IN ANOTHER maneuver to catch its older competitors off balance, Mutual reunited with ASCAP in St. Louis May 11 on the eve of the opening of the NAB annual convention, breaking what had been a united industry front in the bitter fought music war.

Only a few hours after MBS officials had announced that the 10-day drive had failed to procure ratification by affiliates of a blanket license deal providing for a flat 3% of gross for four years, with 3½% until 1950, the network dramatically announced that later returns indicated a clear majority had been procured, and that ASCAP music would return to its network May 13. The seven stockholders also ratified the contract May 11.

Some Criticism

In the heat of battle, a half-dozen MBS affiliates promptly announced they would refuse that network’s service on the ground that MBS had “sold out” when industry victory was within grasp. Reminiscent of the talk in 1932 and 1935 against NBC and CBS for making “separate deals” with ASCAP, sharp criticism of the “coup” was heard throughout the convention corridors. Some broadcasters commented that the MBS deal prejudiced the opportunity for an industry-wide formula on a more equitable basis, and also will seriously affect BMI’s future as an ASCAP competitor.

Ratification of the agreement does not automatically commit MBS affiliates to ASCAP contracts. It simply covers network service, with MBS clearing the way for accords in accord with the Department of Justice consent decree. Affiliates, however, will rebate to MBS 3½% of their gross income for their network program minus line charges. This same formula, it is indicated, will be invoked by CBS and NBC when, and as if they come to terms with ASCAP.

Niles Trammell, NBC president, said his company would continue its negotiations with ASCAP in an effort to reach the best terms possible. He declared the MBS act will not affect these negotiations or tend to hasten them.

Taking a similar position, Edward Klauber, CBS executive vice-president, declared that his company would not be “stampeded” into acceptance of a contract similar to that taken by MBS. He said he would continue negotiations until we arrive at the best terms possible. It was pointed out that ASCAP had offered the formula accepted by MBS to the other networks and they had rejected it.

But E. Claude Mills, chairman of ASCAP’s executive committee, who had set up convention headquarters in St. Louis with John G. Paine, general manager, promptly announced that no better terms would be accorded any network. It was on this premise, largely that a majority of MBS affiliates were brought into line, despite the determined opposition of NAB President Neville Miller, the entire BMI official command, the competitive networks, and several of MBS’ important affiliates, including John Shepard 3d, Yankee-Colonial networks; Hubert Taft, Cincinnati; Steve Cisler, WGR, Louisville, and John Elmer, WCBM, Baltimore.

Sustaining Fee

The first ASCAP programs, dance band remotes, were picked for use later May 15 by gala one-hour dedicatory program, featuring big-name talent, was to be presented Sunday, May 18, to observe network performance of ASCAP’s repertoire for the first time since the break Jan. 1. Then MBS would make available to its sponsors the ASCAP catalog, and include ASCAP numbers in sustaining. A substantial number of MBS outlets said they would cut such sustaining since, under the formula, they would be required to pay one-half of their highest hour rate per month to MBS, which would pass it on to ASCAP. The amount thus paid, however, could not exceed three-fourths of the 1940 sustaining fee.

ASCAP made no bones about its anxiety to align MBS, and as a matter of fact pitched in to switch

Group of 39 MBS Affiliates Organize Permanent Body to Probe ASCAP Deal

Expressing belief they had been “sold down the river,” and that a decision had to be made of all affiliated stations to see “if the ballot box wasn’t stuffed”, representatives of 39 independent MBS affiliates last Wednesday formed a permanent organization of their own to investigate the Mutual-ASCAP contract deal.

The stations also were almost unanimous in agreeing not to make individual deals with ASCAP.

Many announced MBS had been notified they will not take ASCAP music. Station managers agreed the industry must maintain BMI and make use of points out that if ASCAP music comes back it will be the breakdown of BMI and radio will be back where it was a year ago.

 Might Withdraw

One midwestern broadcaster urged the stations to “stand pat and not use ASCAP music”, stating that “if we can’t get anything but ASCAP music, we’ll let it drop”, implying withdrawal from MBS.

Other station managers agreed there should be a minimum or normal flow of sustaining ASCAP music, but warned that for the next few months the air will be cluttered with that type of tunes.

Steve Cisler, president and manager of WGR, Louisville, was appointed acting chairman of the permanent organization of Mutual affiliates which was formed not only to investigate the ASCAP contract but to help solve other future problems. Appointed to draw up plans and bylaws for the organization were Gene O’Fallon, KPEL; Leslie C. Johnson, WHFB; Edgar E. Bishop, WGH. Cisler was also authorized to appoint a committee of research and recommendations. C. E. Schindler, WGR, was named acting secretary of the group.

Broadcasters who indicated their stations might take ASCAP tunes declared affiliates should request MBS to use discretion on the number released, warning that it “must not be crammed down our throats”. One broadcaster stated that ASCAP was thoroughly licked, and now “thanks to Mutual, we are settling on the Society’s own terms. We must cover every station to see if the affiliates have been sold down the river. We will not take a deal like the present Mutual-ASCAP deal”.

THE SALES FRONT is covered by Ed Wood, MBS sales manager, that network’s sales managers meet in the Chase Hotel following the stormy copyright sessions.

negative votes and corral new affirmative ones in the drive to win majority ratification. Other networks, and BMI held that if no deal

(Continued on page 52)

Music Negotiations Will Be Continued

BMI Remains Going Concern, Neville Miller Declares

ON THE heels of the announcement by MBS May 11 that its contract with ASCAP had been ratified by a majority of its stockholders and approved by its stockholders, both NAB and BMI lashed out with statements that the copyright fight was not over and that BMI would continue a going concern.

NAB President Neville Miller said the trade association “cannot agree” with the statement of BMI that “the music war is over”. He said the preponderant elements of the industry, including many MBS affiliates, have still not received terms satisfactory to them from ASCAP.

Miller’s Comment

“Even more important,” said Mr. Miller, “ASCAP has yet to offer a music licensing plan which complies with the terms of the consent decree with which ASCAP signed in the action brought against it by the Government, and which becomes operative on June 1. Until the problem is solved for the broadcasters generally with respect to network programs but also with respect to local programs, the NAB will continue to regard the music problem as a vital one.”

Broadcast Music Inc. issued the following statement:

“There is nothing in the action of Mutual stockholders in ratifying an ASCAP contract for network service which in any way affects the future plans of BMI. BMI was, in fact, organized to bring competition into the field of music licensing. BMI continues to render a full music service not only for the benefit of those stations who are relying chiefly upon its catalogs but also for the benefit of those of its licensees. BMI is as well a BMI licensees. Over 95% of Mutual affiliates are BMI licensees.”

“The character of the BMI music service has been demonstrated by the successful use which has been made of it during the last four months. During that period such hits as ‘I Hear A Rhapsody’, ‘There I Go’, ‘You Walk By’, ‘My Sister & I’, and many others have been taken to the public heart, and have proved that the younger writers of America are not neglected. BMI’s repertoire now includes the publications of over a hundred publishers whose catalogs contain in excess of 400,000 compositions. BMI’s participation in the field of music is assured, and its permanent support from Mutual stations, from stations on other networks, and from independent stations is established without question.”

RCA 5-kw. transmitter is being installed at WKZO, Kalamazoo, Mich., preparatory to its 5,000-watt operation due to begin within four weeks.

May 19, 1941 • Page 13
THIS GROUP includes (front row, l. to r.): John J. Gillen, WOW; G. Richard Shatto, WIS; Dick Mason, WPTF; Harold Burke, WBAL. Second row: Bill Koitka, NBC press; Bill Ware and Lewis Brenner, KTBS.


THIS GROUP consists (l. to r.): George Jaspor, WTAG; Bob Dunville, WLW, James D. Shaunee, WLW, John Boyle, WJAR, Ed HR, WTAG; Clait McCullough, Mason-Dixon Group.

NORTH AND SOUTH (front row, l. to r.): Bill Hennessey, Jr., Washington; Truman Green, WFLA; Henry Johnson, WSGN, John E. Ewing, KWWA-KTBZ. Upper row: Col. Harry Widner, WSYE-WTRY-WYNE Keith Kiggins, NBC; John McCormick, KWWA-KTBZ. Leslie Rense, WDAY.

FROM HERE AND THERE (l. to r.): Marvin Leach, WBOV; Roger Clipp, WFIL; Maurice Coleman, WAGA; George B. Storer, WSPD; WWVA, WAGA, WMNN.

THE WEST and Southwest (l. to r.): Tillford Jones, KXYZ; George Johnson, KTSA; Dave O'Fallon, KFEL; Howard Fraser, WSGN; Alex Sherwood, Standard Radio; Bill Moore, WBNZ.

CBS TRIO: Thomas D. Connolly, Bob Reichenbach (KMOX), George Dunham, Jr.

WACHING arrivals (l. to r.): Gardner Cowles, Jr., KSOX-KRNT, S. R. Rintoul, Kats Agency, New York; W. C. Bridges, manager, WEBC; C. B. Persons, chief engineer, WEBC; Luther Hill, KSOX-KRNT.
ETHRIDGE CALLS FOR INVESTIGATION OF FCC

Asserts That 'Breach of Faith' and 'Vindictiveness' Create Need for Inquiry Sought by Senator White

ETHRIDGE DELIVERS FIGHTING SPEECH

Early on Ethridge

24, 1939, to the chairmen of the Senate and House Interstate Commerce Committees:

Although considerable progress has been made as a result of efforts to reorganize the work of the Federal Communications Commission under existing law, I am thoroughly dissatisfied with the present legal framework and administrative machinery of the Commission. I have come to the definite conclusion that the new legislation is necessary to effectuate a satisfactory reorganization of the Commission.

New legislation is also needed to lay down clearer Congressional policies on the substantive side—so clear that the new administrative body will have no difficulty in interpreting or administering them.

I have never abandoned that idea for a moment. I have subscribed to the President's line of thought. In fact, since Mr. Fly took office, I have felt all the more strongly about it. I have felt, along with the radio industry, I believe, that we have been the victims of an outworn law and of bad administration. I have felt that the Commission has given beyond any powers conferred in the law and that it has been prejudiced and frequently punitive. I have felt, moreover, that the Commission has not reflected upon the whole either of the attitudes of the Administration. I felt, moreover, that the Commission was the victim of tremendous, and frequently improper pressures, for which everybody was responsible.

A Psychopathic State

I took occasion to say to responsible people that both the Commission and the industry had reached an almost psychopathic state—the Commission because its members displayed something that was at least close to a psychosis against certain people and elements in the industry, and those of us in the industry because of the harassments and uncertainties. The Commission could not be expected, out of that atmosphere, nor has it ever been able, in my knowledge, to formulate a policy, or at least to express it, defining what place radio was to have in the social and economic structure of the country.

I made no proposal of a unanimity mind, not my own, trusted by the President, to determine and report to (1) what type of law would best serve public interest; (2) what changes in the law would make for clarification of the law and industry, certainty and freedom from harassment for the industry, and (3) how to clarify a situation and bring an industry that has always been regulated, expects to be regulated and needs to be regulated, to a better understanding of its own future and to a better atmosphere. There were not enough brain cells in the individual broadcaster's brain for each to take on an individual worry.

Mr. Fly to His Serfs

I urged the study as desirable for several reasons. The Commission had made an attack on every front in radio—against the breadth and vigor that was on the part of almost every person I knew the feeling that something deep and underlying was going on, the independent stations, while not being shut at, certainly realized that whatever pattern emerged would apply to the fighting of disturbance and their affili- states—about 500 serfs under Mr. Fly's conception, as expressed yesterday, were certainly not happy. These matters were being on the Frequency modulation, television, newspaper ownership, multiple ownership, network structures, network工作室, with the closed and managed and owned stations, exclusivity, clear channels and high power. There were not enough brain cells for each to take up an individual worry.

I felt that no sane operator of stations affected by questions pending before the Commission would
make a move; in short, that the industry was stilted. I felt it was tragic that an industry which de-
sponds so much for its development upon creative imagination should have to devote so much of its men-
tal faculty to worrying about where the next blow from the Commission was coming from. More than that, I had a much deeper reason for not wanting to see a fight precipitated between the Administration and the radio industry.

This is Wartime

We are engaged in a war besides which the adjustment of the 19-
year-old strain is too is triv-
ial. I am aware of the argument of
Washington bureaucrats that they are always being told that “now
is not the time to touch us.” But
it happened to be simple truth in
this case.

Here is an industry that was
born of regulation. The Government
was its midwife; it has certified,
granting licenses, to the legal,
moral and financial responsibility of everybody who runs radio sta-
tions. It has set up every situation that exists in the country. If there be monopolies, the Government
made them, frequently by granting licenses to favorites. If there are
restraints of trade in contracts, the
Government has been aware of
them for years. It is not a case in
which the 800 licensees have been
suddenly told, in a burst of piety
by the Government, that they were
in effect operating illegally. Told
that after 19 years! Told that at
a time when radio was doing per-
haps the best job of any medium in bringing to the people of realiza-
tion of what all of us face in in-
national peril.

No Insoluble Problems

Simple truths are sometimes
more unpleasant because they are
simple. I said, and I repeat now,
that it was no time drastically to
alter the radio structure of this
country in pursuance of will o’ the
wisp theories. The most important
job for all of us is to do our bit.
And next to the military forces,
there is no instrument more im-
portant in doing that than radio.
I firmly believe the President was
decayed as to the extent of radio’s
ills and almost betrayed in not
being told the divisive possibilities
of the sort of fight which was being
invited. If that fight comes, we
must blame the majority of the
Commission which insisted upon
it.

EARLY CONVENTION ARRIVALS

Wentworth, Langlois & Wentworth;
Leonard Callahan, SESAC coun-
sel; Loren Watson, International Radio Sales; Ellis Atteberry and C. E.

I did not want to see the fight.
I felt it was tragic. When the
President asked me to make a study
and assured me that Mr. Fly would
welcome it, I was glad to under-
take it. (It turns out, of course,
that Mr. Fly did not welcome it.)
But I did undertake it in good
faith, not with the idea of saving
anybody’s skin, but of making hon-
est and objective recommendations.
I carried on conversations with
a great number of people in the
industry and invited memoranda
from a number of them, including
the attorney for Mutual, from whom I have received nothing so
far. I soon discovered that there
were no insoluble problems; indeed,
no problems that could not be
worked out to the advantage of
both the industry and the Govern-
ment if good faith were demonstrat-
ated on both sides.

Political Pull vs. Principles

I felt that the first gesture of
good faith should come from the
Government, because, to my char-
gain and disillusionment, I dis-
covered that many gestures of bad faith
had come from the Government.
I do subscribe deeply to the idea
that the air belongs to the people
and that the Government is merely
the trustee for the people in issuing
licenses. If that be true, there
is one test, and one test only, that
should be made to determine who
shall have them: who can best use
them in the public interest. But
nobody would pretend that the
test has universally been applied.
All too frequently, licenses have
been issued upon a basis of what appeared at least to be political pull.
I know of three instances in which the Commission laid down
principles, or had the determina-
tion of principles under consider-
ation, and violated them by al-
most immediate action in favor of
people who were not friendly to
the Administration. I believe so
strongly in democratic government
that I am old-fashioned enough to
insist that it should set higher
standards than the people it regu-
lates.

I have never defended the status
quo in radio and I do not intend
to do so. I am perfectly willing to
admit there are situations that call
for change; indeed, I have said
so inside and outside the industry.
Nobody could ever say in honesty
that I have advocated a “hold-fast-
to-what-you-have policy.” But I
must say in all honesty that I have
found that the radio operator is
willing to take his chances with the
most stringent sort of government
regulation if he is assured of two
things: (1) That the regulation
is honest and intelligent; (2) that
he has assurance that what is done is
not done to produce chaos, to
further an eventual taking over by
the Government, but is done in pur-
suance of sound policy.

Urges New Commission

Personally, I do not believe you
will have that assurance until the
President and Congress jointly
enunciate a policy under which the
Communications Commission shall
regulate—a policy so clear that
there can be no mistake in the
minds of anybody. I should like to
see a new Commission, perhaps of
three men, so hedged about by safe-
guards that members of Congress
or radio operators or anybody else
who approached them to suggest
dispositions of licenses, except in
open hearings, would be put in jail.
I should like to see full and fair
hearings where substantial inter-
ests are involved, the right of re-
view and the assurance that the
vague standard of public interest
is not to be used arbitrarily to
express and enforce personal predi-
sions. I should like to see the
SEC, or the National Association
of Broadcasters, given the right
to intervene in connection with
applications, so that known exploiters
of radio licenses could be fought.
I should like to see that section of the
Act as to fairness of the air
strengthened. I should like to see
the industry itself assume a greater
degree of self-regulation and make
a more enlightened approach to
public service programs.

I think it is true, as it has often
been said in the hearing of radio
operators, that discussion of it is
on a higher level in England than
in this country. The level of public
life, or the education of public men
in England may be higher, but
nevertheless I think radio in America
on its own motion can be more
creative and more imaginative than
it is. That will come not by fiat,
but by voluntary action and the
stigma of a friendly Commission.

The Monopoly Report

I have not touched the Monopoly
Report so far. I have been repre-
sented as having so many attitudes
on that that it may come as a
shock to some people to know that
I had a very simple position. In
everything I said, I never once
urged that the Monopoly Report
be suppressed. I urged that it be
brought out in one letter “the
sooner the better”—and I think I
produced it sooner but not bet-
ter—but that it not be issued with
rules and regulations until the in-
dustry as a whole had been given
an opportunity to study the rules
and regulations against their prac-
tical operating experience. I saw
nothing presumptuous or unfair
about that; as a matter of fact,
I thought not to do that was both
unreasonable and unfair on the
part of the Commission.

Before it was issued, the Monop-
y Report had only one importance
to me, in the light of what I was
attempting to do. That was a psy-
chological factor. I felt that if the
time had really come when the Ad-
ministration—and I mean the lead-
ger's hand—of Government, of course,
were concerned—was ready to formulate
a policy on radio, then it was point-
less to effectuate regulations that
Miller, Re-Elected Two Years, Receives NAB Board Support

Vote Is 24 to 1; Mutual Officials Protest Action

In Monopoly Report and Copyright Situations

Upholding the actions of Neville Miller in the copyright and monopoly controversies, which found Mutual pitted against other segments of the industry, the NAB took no action in the executive committee meeting in St. Louis March 12. Unanimously extended Mr. Miller’s term as NAB president for two years, his salary is $55,000, plus $5,000 annual increase. Action came after the board, by a vote of 24 to 1, with Fred Weber, MBS general manager, dissentent. Weber’s position was that after mature consideration of the correspondence between Mr. Miller and Alfred J. McCosker, MBS chairman of the board, in which the latter had protested Mr. Miller’s copyright and monopoly actions, Mr. Weber did not participate in the vote on extension of Mr. Miller’s term.

Long Discussion

There was much debate before the board adopted the resolution approving the correspondence exchange, with Mr. Weber taking the position that the NAB should not have become involved in issuing the executive committee’s statement. The board stated that after mature consideration of the correspondence, it approved “all actions by the president to date with regard to the music situation and the monopoly report and all actions taken by the executive committee since the last board meeting.” The latter referred to the executive committee’s approval of a vigorous opposition to the monopoly report.

Mr. McCosker on May 8 addressed a four-page letter to Mr. Miller reciting that three events had transpired during the past week which led MBS to believe that he was not acting “in the probable that the Committee’s regulation.” Mr. Miller’s statement to the May 7 executive committee meeting of NAB condemning the monopoly report, branding it “a usurpation of power,” and his statement at the May 7 executive committee meeting of NAB condemning the monopoly report.

Under the circumstances, Mr. McCosker concluded, “unless your conduct of the past week is explained to our satisfaction, or adequate written assurances given that matters which concern competitive conditions between ourselves and the older networks will not be made a matter for action at convention or board meetings, we do not feel that we can participate in the forthcoming convention.”

In reply Mr. Miller, Mr. Miller said he desired to assure the MBS executive that “I shall always attempt to do the very best work from the very best people.” Mr. Miller believes he should carry out that policy even though some might disagree.

Board Views

All of the matters raised, Mr. Miller said, had been fully discussed in previous board meetings and actions taken in accordance with the majority view of the board. He also stated that a number of inaccuracies in the McCosker letter.

Copies of Mr. Miller’s reply also were sent to WGN, Don Lee and WBFR, which had protested to Mr. Miller by telegram on May 8 against “your misrepresentation of the Mutual, its members and affiliates of your presuming to take a position with regard to matters which affect competitive conditions between Mutual and the private owned profit networks and of outnumbering you upon yourself to matters which concern the public interest.” Mr. Miller affirms his desire to defend Mutual and its affiliates only as all of the foregoing and the expression of views by any other agency.

Support White Resolution

However, the introduction of the White Resolution in the Senate yesterday provides a broader, and more public forum in which can be considered and deliberated which the industry and, I believe, the public regard as essential. I therefore have decided to stand aside as an individual and to recommend to the radio industry to the public which has a vital interest to be served, that the White Resolution be supported by every possible force. I urge that all groups, individuals and interests concerned with radio and its development recommend the passage of the White Resolution and there is no such a plan the pattern of radio for the future be defined.

Broadcast Advertising

May 19, 1941 • Page 17
AN EAR to the ground has Otto Brandt, NBC, as he is threatened by John Norton, NBC; Bob Thompson, WEBR; Frank Fitzsimonds, KFYR.

STEERING Committee of record-breaking tournament were Frank Eschen, KSD, and Bob Richardson, KWK.

TRAPPED for fun are Bill Dolph, WOL; Bob O'Neil, WJJ; Peirce Romaine, Paul Reymer & Co., New York; Edwin Kalbfleisch, Jr., KWK.

NEGOTIATING: Walter Preston, CBS Chicago; Clark Luther, KFH; Bill Cartwright and Jim Thompson, Edw. Petry & Co.

COPPING the cup are C. E. Joscelyn, WBT; Clyde Coombs, KARM; Kingsley Horton, WEEI; The Law; Jack Van Volkenburg, WBBM.

MADE IN CANADA is the ball held by Glenn Bannerman, president, Canadian Assn. of Broadcasters; [center]; larger American-made pill held by John Tionne, KWK, with Milton Garber, KCRC, at left.

LOLLING at the first tee are Hale Bondurant, WHO; Charley Caley, WMBD; Charley Phillips, WFR; Ed Fellers, Pruba; Fellers & Pruba.

PUTTING AWAY are Frank Mullen, NBC; Niles Trammell, NBC; John Kennedy, West Virginia Network; Ed Craig, WSM.

POSING PRETTILY are George Smith, WWVA; Pete Kettler, WHIZ; George B. Storer, WSPD, WYAI; WMMN; WAGA; Bill Hedges, NBC.

SHOULDERING arms on the links are Harry Betteridge, WWJ; George Balling, John Blair & Co.; Johnny Gillin, WOW; C. D. Brewer, WWJ.

BOB-SLED technique is demonstrated by John Patt, WSGH; Lee Nelson, Wade Adv. Agency; Owen Uridge, WJR; Hugh Feltis, KOMO-KJR.

HENRY PICARD'S grip gets a try by John Blair & Co.; Neal Barrett, KOMA; Phil Meyer, KFYR; Willam Rues, WOW.
Addition of 25 Stations Brings NAB Total to 555

With board of directors approving 25 additional stations, active membership of the NAB membership of 555 was announced as 555, highest in its history. One FM station was admitted to active membership, with five radio affiliated firms coming in as associate members.

New active station members are WAGE WATN WDKA WDDO WFEA WFOY WFTL WGY WHJY WJDL WJRT WMLN WMSR WORO WWNY KDK H KMLB WSAV WNBW WBCS WINC WJMA KTRI WHIP W41MM. Associate members include Audio Devices Inc., Lehiga Structural Steel Co., Presto Recording Corp., RCA Mfg. Co.

Defense Broadcasting

PROBLEMS of coordinating defense and broadcast programs were discussed last Wednesday and Thursday at breakfast sessions of the convention presided over by Edward M. Kirby, NAB public relations director. Plans were discussed for setting up a program priorities committee, working through the Government rather than the industry, to sift requests for time in an effort to coordinate programs and alleviate problems arising from heavy requests for broadcast time from Government defense agencies. The group, composed of representatives of broadcasters, also discussed ways and means of standardizing and coordinating the production of transmitted speeches by Gover-

And the Ladies

Mrs. R. T. Convey, KWK... 108 33 76
Mrs. R. M. Sampson, KWK 128 36 58
Mrs. R. H. Phillips, KWK 109 53 66
Mrs. R. H. Phillips, NWAX 109 37 70

Foreigners Honored

HONORING Canadian and Brazilian broadcasters attending the convention, NAB board of directors, with Neville Miller, president, present, on May 15 was host at an informal dinner prior to its executive meeting. Visiting executives included Glen Bannerman, president, Canadian Broadcasters Assn.; E. A. Weir, commercial manager; J. R. Radford, director of station relations, and Arthur du Pont, manager, French Broadcasting System, respectively of Canadian Broadcasting Corp. Dr. Julio Barata, chairman, Department of Press and News, Government of Brazil. Other CBA executives at the dinner were Harry and Joe Sedgwick, Harold Carson, Guy Herbert.

APPLYING for a local in Fargo, N. D., to share time with KVOS, Moorhead, Minn., on 1340 kc. employing 390 watts is William C. Hess, radio telephone of Woburn, Md. Hess asks for operation between midnight and 7 a.m.

GOLF TOURNAMENT SCORES

Raymer, Romaine

Split Golf Tourney

Duplicate Trophies Awarded; 124 Entered in Tournament

TOURNAMENT a record-breaking field of 124 contestants at the New. Louis Country Club, where the President of Paul H. Raymer & Co., and Pierce Romaine, of the New York office of the same station, represented the company. On Monday, it was directed that new trophies be added to the annual blind baggy golf tournament which opened the NAB convention in St. Louis.

Both winners were awarded duplicate trophies at the Thursday night banquet. Carding gross scores of 95 and 90, respectively, they ended with a net of 60 strokes.

Winner of low gross honors of the day, and a trophy presented by St. Louis stations, was Gene Pulliam Jr., of WIRE, Indianapolis. Mr. Pulliam caraded a 75 on the difficult par 73 course, which will be the scene of the Trans-Mississippi tournament in a few weeks. Mrs. R. T. Convey, wife of the president of KWK, St. Louis, won the ladies trophy of the day in the women's tournament.

Finding the Scores

Winning net scores were determined by subtracting the blind baggy six-hole handicaps from gross scores, with a 35-stroke maximum handicap. The tournament was directed by Les Scanlon, Sunset pro.

In winning the 1941 tournament, Mr. Raymer and Mr. Romaine became the third set of co-winners of the broadcasting trophy in its 10-year history. Gene Pulliam Jr., winner of the low net award in the 1941 tourney, tied with Harry C. Butcher. CBS Washington, vice-president, for the trophy in 1937, as did V. E. (Mike) Carmichael, KWK, St. Louis, and K. W. Pyle, KWK, Wichita. In 1936, winners of the trophy include Sherwood Brunton, KJBS, San Francisco, 1940; Ross Wallace, WHO, Des Moines, 1941; and Don Lounsberry, KMO, Tacoma, 1935; Lewis Allen Weiss, Don Lee, 1934; Jerry King, Standard Radio, 1933; Dr. Leon Levy, WCAU, Philadelphia, 1932.
DEFENSE PANEL turns from discussion of war censorship when Chairman Fly [see opposite page] lashes out against "concentrated control" of broadcasting. On the rostrum (l to r) are: Harold V. Hough, WBAP, Fort Worth; Merle S. Jones, KMOX, St. Louis, chairman of convention committee; John J. Gillin Jr., WOW, Omaha; Chairman Fly; Neville Miller, NAB president, president; Lowell Mellett, administrative assistant to President Roosevelt and director of the Office of Government Reports; Maj. Gen. Robert C. Richardson, chief of the Bureau of Public Relations, War Department; Comdr. H. R. Thurber, public relations officer of the Navy.

Defence Officials Praise Radio's Function

Censorship Plans Cover Military Information

FULL COOPERATION of the broadcasting industry in the defense effort drew praise from Government officials and military leaders last Tuesday at the NAB convention in St. Louis. And once again it was emphasized that no censorship of radio or press, apart from what may arise as a military control of strategic information during war emergencies, is planned by the Government.

Official Praise

Speaking for various branches of the Government, the forum presented Gen. Robert C. Richardson Jr., director of the Bureau of Public Relations of the War Department; Comdr. H. R. Thurber, Navy Department Public Relations Officer; Lowell Mellett, director of the Office of Government Reports; FCC Chairman James Lawrence Fly. At a luncheon session that followed the important position of radio in the national defense picture was discussed by Vice-President Henry A. Wallace in a radio address originating from the Vice-President's chambers in the Capitol at Washington.

From the remarks of the official spokesmen it was indicated that broadcasting is slated to play an increasingly important part in defense. Tribute was paid to the industry for cooperation with the War and Navy Departments.

Gen. Richardson pointed out, hand in hand with its rapid advance and despite its success in preventing abuses, the broadcasting industry has a "tremendous responsibility." He cautioned against "lazy thinking" on the part of the civilian population, laying the country open to the effects of propaganda and sinister influences. Development of such an attitude among listeners would be "the greatest disaster that could come to this country," he declared, adding that competition among broadcasters for the listeners' ears would forestall such a situation.

Radio's Brilliant Record

"The Army is not unmindful that the brilliant and useful record which radio has made in this country has been based on a typical American concept of competitive enterprise which has furthered both the social and economic advance of our country," Gen. Richardson declared.

"Your industry has demonstrated a will and a capacity to serve the public interest, fairly and squarely. Through the evolution of your own system of self-regulation you have demonstrated a capacity to eliminate social and commercial abuses within the ranks. So long as you continue to operate, I believe you yourselves will justify the continuing American record of broadcasting by your day-to-day service to the nation."

Declarinng he did not think it would be necessary for the Army to take over broadcasting in order to use it, Gen. Richardson explained that the Army Signal Corps is concerned exclusively with the military use of radio frequencies for essential systems of Army communications, and that apparently sufficient frequencies are available for such functions.

However, although the Army has no authority to censor news material as such, except by order of the Commander-in-Chief, there is a need for certain controls over the publication or transmission of information which should not be in unfriendly hands, he pointed out. Radio is one of the best ways of keeping people at home in touch with the boys in camp, he said, and it is a "great service."

Gen. Richardson lauded as "a bulwark of strength" to the Army's bureau of public relations the work of Edward M. Kirby, NAB public relations director, who as a $1-a-year man is acting as civilian adviser to the radio section of the bureau.

Also praising radio for cooperation, Comdr. Thurber outlined the measures precautions covered in the latest "avoidance list" issued by the Navy Department. Applying to all publicity media, the list is designed for use by these media in exercising voluntary control to guard against revealing details of military value or potential enemies. The revised list outlined by Comdr. Thurber includes in the category "do not broadcast" ban on:

1. Presence, actual or intended movements of U. S. Navy vessels or aircraft.
2. Actual or intended movements of units of Naval (and Marine Corps) personnel.
3. Information about the identity of personnel employed in shipyards, aircraft factories, and industrial plants having Navy contracts.
4. Details of the establishment of naval bases—continental and outlying.
5. Information of the military strength or defenses of our naval bases.
6. Aerial photographs of Navy ships and shore establishments.
7. Presence or movements of British warships and merchant ships in U. S. waters.
8. That this is a vital one from a military standpoint," Comdr. Thurber declared. "Recognizing that there are many important factors contained in the list, the Navy Department announces as much as can be released on these subjects so that the people of this country may know that the Navy is on watch and under full power. But unless details are announced or authorized by the Department or responsible naval commanders, it is far better, from a military point of view, that publicity be avoided on the subjects which have just been itemized.

In Case of Doubt

"Although casual reporting of some subjects may be unintentionally harmful, an authorized release of information may reveal to the enemy our war effort and espionage services a missing link they are trying to discover in the chain of valuable military information. In case of doubt it is recommended you refer your questions to the Navy Department or to the Naval Districts."

"Incidentally, and to answer such queries, the Department early in the year began operating the press radio news section of its Public Relations Office on a 24-hour basis, and last week went to a 24-hour watch. Enlargement of the Navy's public relations facilities has been carried on in the Naval Districts, so that you also may look to headquarters of these Districts for assistance."

"If this country should actually enter the present conflict, you undoubtedly will be asked by the Navy to avoid publicity on two or three additional subjects. For instance, during World War I there were two items on the original request list issued by the Committee on Public Information. These items:

(Continued on page 28)
NATIONAL DEFENSE in its narrowest aspect means purely the defense of our country against actual invasion. In its broadcast aspect it includes everything which contributes towards our national existence and preservation of our American way of life. I want to talk briefly about the role of radio broadcasting in national defense. It is a problem which lurks in "unforeseen contingencies" by applications of the law.

In Case of Invasion

An example will show what I mean. In the event of an actual threat of invasion, some American broadcasting stations become a potential beacon for enemy aircraft equipped with suitable direction-finding apparatus. Simultaneously the stations may be needed to perform a basic role in giving air raid alarms. How to reconcile the dangers of broadcasting in an area of military operations with the need for broadcasting service in such an area is a problem which requires our best technical skill and ingenuity. If such plans lie idle forever—and I trust the occasion for their use will never arise—no harm is done. But if the occasion should arise, the plans will be ready—the plans which in effect are made by the industry itself.

I would turn now to the broader aspects of broadcasting itself in national defense. I assume that this is the appropriate place to reiterate what I said at your San Francisco convention and, indeed, in many expressions and statements since that time. It seems strange that there should be any necessity to repeat this thought, and I do it only in view of certain dire forebodings which have come recently from monopolistically controlled sources in the industry. These men, to divert attention from the fact of monopolistic control in their hands, conjure up insistently the bogey man of Government operation.

"GRASS ROOTS" Public Relations Committee of the NAB holds its pre-convention meeting May 10 on suggested $500,000 promotional fund for broadcasting industry. Left to right: Frank E. Mullen, NBC executive v.p.; C. T. Hagman, WTCN; Edward Klauber, CBS executive v.p.; Neville Miller, NAB president; Edney Ridge, WBIG; A. H. Daniel; Dr. WBEN; Gard- ner Cowles Jr., KSO-KRNT-WMT.

I think I can categorically state again that there is no present foreseeable emergency which would result in the Government’s taking over the broadcasting industry. The FCC has no desire and no plans to take over the nation’s broadcasting system. Neither has the Defense Communications Board. Neither, so far as I know, has any other Government agency. Wherever this baseless charge may be repeated, I trust you gentlemen will meet it head-on, and that you will carefully examine the sources—and the purposes to be served.

I am grimly determined that you, individual station operators shall forever continue their important functions—that they shall continue to live and prosper. They are an essential part of the American system of broadcasting.

Defense Problems

We of the FCC are fully determined that control over broadcast shall not gravitate into Governmental hands, even in the most critical foreseeable emergency. But we are equally determined that such control shall at no time gravitate into the hands of two or three private groups. That, it seems to me, is one main spring of the Commission’s Report on Chain Broadcasting handed down less than two weeks ago.

In a very real sense, you who own and operate our radio stations have been engaged in the national defense since the first radio program went out from the transmitter of the first broadcasting station. Your news programs contribute to the national defense directly and immediately by giving each citizen an honest picture of the state of the nation and of the world. Your forum and discussion programs, insofar as they are well-rounded, similarly contribute by giving listeners access to the pros and cons of actual issues, thus enabling them to decide wisely those issues which in a democracy they and their fellows must decide for themselves. Even the lightest variety program, if it is well and sensitively produced, contributes by making us a stable and emotionally well-balanced nation.

‘If Control Concentrated’

For here is the greatest means of mass communications of the nation—to quote Mr. Miller, “the means of shaping the entire mental attitude of a nation’s people.”

So if control over our whole broadcasting system, or over the most important units in it, is to be concentrated in the hands of a couple of private management groups, the situation is of real concern. In that event an error of judgment or in policy can have a most disastrous result for the nation as a whole. Suppose, for example, that groups exercising a tremendous degree of control over 97% of the nation’s total nighttime broadcasting power should decide that the public interest required the suppression of statements by the Republican Party, or the Democratic Party, or any other party. Here more is at stake than misuse of broadcasting facilities. The very survival of our free democratic institutions—which is what national defense in its broadest aspect means—is at stake.

I could hardly render a greater service to the broadcasters of America than to commend for their consideration the language of the National Association of Broadcasters’ President, Mr. Neville Miller, in his statement of yesterday. Mr. Miller applauded the statement by the President of the United States that we should keep radio free, and urged that we be guided by that thought “to the end that freedom of radio might continue to exist unimpaired and that Democracy in America as we know it may be preserved.” Mr. Miller continued, “I believe that those are in radio who have experience and the ability and the patriotism to guide this industry, and that radio as a privately and independently controlled business will render a greater service than under Government control.” These are the same thoughts which I have expressed to you today and which I have repeatedly emphasized to the industry and in public statements throughout my term in office.

President’s View

Perhaps we might render a more complete and well-rounded service, however, by noting a few lines in the President’s Press Remarks, following the quotation stressed by Mr. Miller. There our great President frankly recognized the following problem: “How to keep radio free as part of our purpose to keep all channels of public information free. This includes, naturally, how to prevent monopoly of radio operation or ownership.” One way of preventing such a catastrophe is to lodge in the FCC or some other Government agency day-to-day supervision over the fairness and impartiality of stations and networks. The Commission unanimously rejects such proposals. We are as opposed to concentration of power in the hands of Government as we are opposed to concentration in the hands of a few networks.

We believe that the way to avoid abuse of the power is to decentralize it—to return it, in short, to you gentlemen—the individual licensees. That is where under the law the power and the duty lie. Let me continue (Continued on page 51)
GOLF TRAFFIC discussed by B. F. McClancy, NBC; Guy Yeldell, KSD; Ralph Elvin, WLOK; Dick O'Brien, KSD.

CROUCHED for action are C. A. McLaughlin, WBC; J. J. Flanagan, WBC; Bill Quariton, WHFI; Bob Tinker, WNAX; H. C. Wall, WIBC.

EARLY STARTERS were Harry Trenner, WNBF; John Crandall, Arthur Kudner, Inc.; Harry Hornsby and Carl Everson, WHKC.

HOLD-TIED at the 18th are Paul Porter, CBS; Gene Puirsem, Jr., WIRE (low-gross winner); Walter Brown, WSPA.

NEW STICKS are given once over by Bob Coon, KSD; Sherman Gregory, NBC; Merrill Lindsay, WSOT; Pete Yarger, KSD.

MISSED PUTTS get the measure from Chet Thomas, KFRU; Bill Reilly and Neal Weed, Weed & Co.

IN THE DOGHOUSE are Ike Lounsberry, WGR-WKBW; Mike Carmichael, KWK (1939 co-winner of trophy); Fred Brokaw, Walter Tenney, Paul Reymer & Co., Chicago.

TAKEN FOR A RIDE were John Bacon, WGR-WKBW; Dick Shafts, WS; Russell Woodward, Free & Peters, New York; Jack Field, WPTF.

LUNCHING after nine holes are Harrison Halvorsen, KH-KECA; R. J. Laubengayer, KSAL, Ben Ludy, WRBV; Herb Hollister, KANS.

AT 19TH HOLE: Paul Reymer; Ted Strawberry, WOR-MBS; Ed Wood, MBS sales manager; Hubert Tols, Jr., WRRC; Bob Conrey, KWK.
When KOA applies its sales power in the Denver market things like this happen...

A 5-day-a-week advertiser climbed from 18th place to 2nd place in a very competitive field in four years...25,000 women went into grocery stores to get club membership cards...An advertiser who had a supply of 72,000 premiums had to order 240,000 more.

For results KOA is first in Denver, just as it is first in everything else. It can do great things to your sales curve. We'd like to prove it. Just ask us.


Practical Effects of Proposed Rules

Affiliates and Nets Face Operating Difficulties

PRACTICAL operating difficulties which would arise as a result of the FCC's new regulations began to become apparent as station owners and network officials meeting at the NAB Convention in St. Louis May 12-15 were able to compare notes.

Save for the position taken by Mutual in support of the report, few broadcasters were prepared to comment on any benefits that might accrue, but on the contrary took a position in opposition to the group's Governmental regulation whatever its nature.

The most pronounced expression against the regulations came from the meeting of Independent Radio Network Affiliates May 13, at which more than a score of prominent broadcasters strongly urged prompt steps to prevent their operation.

Limit on Contracts

Both network officials and station operators agreed that they have acknowledged the difficulty of visualizing methods of operation under the new rules or in determining the nature of the affiliation contract which the Commission would permit for a period of one year. Inasmuch as networks cannot contract for optional time or the exclusive use of a station, nor can the station contract for exclusive network service, it appears that all that can be embraced within a contract is that when, as and if stations carry network programs they will be paid for programs—but, on the other hand, when the station carries sustaining programs it would not be the network.

It is likewise presumed that each of the networks under the new orders would seek to maintain its present network structure by entering into affiliation agreements with their present affiliates. It was pointed out, however, that some of the present affiliates of one network might seek and secure outstanding programs of another network to have affiliation agreements or understandings with as many as four or five stations in some cities in order that they might at all times be assured of network outlets in each market.

A Switchboard Operation

Each network company, it is presumed, will maintain a line from originating points such as New York, Chicago and Hollywood to the principal cities in the United States, and each of the stations would have to contract for its own local loops so that the telephone company could switch programs in and out of the various stations. The switching charges of each of the networks would be increased many times over.

Cited as a concrete illustration of

WESTINGHOUSE Radio Stations Group (1 to r, first row): George S. Law, counsel; Lee B. Walles, general manager; Bill Jackson, sales manager; J. B. Conley, WOWO-WGL, Fort Wayne. Second row: George Harder, advertising and sales promotion manager; James B. Rock, KDRA, Pittsburgh; Leslie Joy, KYW, Philadelphia; Bill Swartley, WEZ-WBZA, Boston-Springfield; Frank Webb, sales manager, WOWO-WGL.

the impossibility of the synchronized operation of all networks and resultant inefficient operation can be seen in the fact that NBC's instructions to AT&T are to switch on NBC chimes whereas CBS instructions are to switch on a standard cue, "This is the Columbia Broadcasting System."

If a station is scheduled to carry a Red program to be followed immediately by a CBS program, and the Red programs ends ten seconds early but the CBS program opposite runs over so that the following show from CBS is late in getting started, the station that changes over from Red to CBS would have dead air for perhaps as long as a minute or more with no way of knowing whether the dead air would last for one second or 60 seconds.

If the station which had been carrying the CBS show that ran over 35 seconds, for example, was scheduled to take the Red program and the Red program started on time, this station would miss the opening portion of the program for whatever period of time the program on the opposite network had run over. When this situation is multiplied by the number of switches that would be necessary on programs during the course of one evening, some idea may be gained of the confusion that will occur and the annoyance that will result to the listener.

As a by-product of the situation, stations might find it impossible to schedule chain-break announcements which today constitute an important source or revenue to network affiliates, in some cases amounting to 40 or 50% of their gross revenue.

To the Strong

Another illustration cited by an NBC official as showing the effect that these regulations would have upon stations is as follows: Station A, which normally carries Red network programs having a quarter-hour local program, may refuse the NBC Red network show of an hour duration and dramatic type which therefore must be taken in its entirety or not at all. The competing station takes over the hour show, with the result that the station which refused the show is blocked from service for three-quarters of an hour.

It was the general consensus that the stronger stations in each community would eventually obtain all of the bigger and better network programs, resulting in little if any time being available for public service programs. The smaller stations, having lost their popular programs, would stand to lose audience and as a consequence lose revenue resulting in financial peril to each of them.

Rule 3.103 limits the term of the contract to a period of one year but prohibits the station and the network to enter into the contract prior to 60 days before the commencement of such one-year period.

This would mean, it was said, that as each day of the affiliation contract passed the network would have one less day to sell until a renewal is secured within 60 days of the expiration of the contract.

This lack of stability on the part of network organizations, it is felt, will certainly place an impediment upon the sale of broadcast time and, when coupled with the elimination of network optional time as required under Regulation 3.104, broadcasting as a national advertising medium would revert back to the days when it was necessary to secure individual availabilities.

Many contracts were lost in the days prior to the use of optional time because one or more important stations serving the larger markets were unavailable for network programs, with the result that desirable programs were lost to the other affiliated stations which were operating to clear time and were eager to have the programs.

One NBC Network

With contracts expiring at different times of the year, a network would not be able to guarantee to an advertiser a complete lineup of stations for the complete length of his contract. As far as the affiliate is concerned, since the rule works both ways, no assurance could be given that he would be able to carry the program for the duration of the series. Stations, therefore, obviously would be reluctant to promote programs which might subsequently be shifted to their competitors.

Rules 3.106 and 3.107, which

Meeting of the Clear Channel Group in St. Louis
would have the effect of compelling NBC to operate one network, would have their most serious effects upon affiliates which have been able to round out satisfactory program schedules by being able to draw upon either network. These stations, which are listed as optional Red and Blue, would be blocked from service for long periods of time—a condition which prevails in similar regions where stations affiliated with CBS or MBS when the more important outlets are being used on those networks by commercial sponsors.

If the rules go into effect, it was said, many stations are wondering how they are going to identify themselves as network affiliates. If the larger stations secure full schedules of more popular programs, many stations will find their expenses mounting in producing sustaining programs or in purchasing them from network organizations. This inevitably would widen the margin between profits made by higher powered stations and those with less important facilities.

Stations would probably be likewise compelled to expand their traffic and bookkeeping and auditing departments.

There would be the necessity of making arrangements with network organizations to provide coverage for such events as national political conventions, speeches of current interest, public meetings, Presidential inaugurations and intercollegiate games of various character which do not lend themselves to sponsorship, and for other special events involving the use of special facilities and origination expense.

There would arise the need for devising a formula by which the network companies could be paid for this type of service.

There was even speculation as to how networks could prepare coverage maps because the treatment of any one market may vary in radical extremes dependent upon the class of station secured for any network program. Would rate cards become a thing of the past? Fears were expressed that chiseling and rate-cutting might become the order of the day, with some of the stations openly bidding for the more popular programs by offering to make their stations available for somewhat less than card rates.

Lines Problem

Stations in remote areas are wondering how any form of decentralization would be able to afford to mainline network lines into their stations when they are no longer able to give networks exclusivity. With this situation, some stations are fearfully bidding on new and when temporary circuits are used for particular programs, the prospect of losing all sustaining service looms unless they go to the expense of buying circuits themselves to connecting points on the main line of the network for sustaining service.

One analysis by a network executive purported to show that affiliates of Mutual in approximately 70 markets will feel the brunt of competition from their more powerful competitors who are now affiliated with NBC and CBS on an exclusive basis.

Since networks cannot assure advertisers of delivery of stations in any markets, they no longer can impose the requirements of group minimum purchases, according to one network spokesman, with the result that the stations in the weaker markets will not be able to benefit from selling broadcast networks as a national advertising medium.

Decentralization

This decentralization directed by the Commission would mean that each market would have to stand on its own merits, and that each station in each market would survive or perish dependent not upon the initiative, selling ability or skill of its management but solely upon the nature of the facilities granted the station.

Blue network affiliates were in a quandary because of the uncertainty of the future. While reports were rampant that the Blue would be sold, no definite information apparently had been given these stations.

Diversification of the Blue from NBC, it was generally felt, would have a serious impact upon all network operations because the Blue, in effect, has been the national "sustaining" network, carrying the bulk of the public service features.

Under new ownership or management, however, it would probably not be disposed to provide a preponderance of such service, with the result that other networks would be obliged to divide that burden and sacrifice commercials to a corresponding degree.

Moreover Blue affiliates, despite their ignorance of the future, were convinced that they should have some say about new ownership of that network, assuming it is sold. Their contracts automatically would be cancelled and therefore would not be transferrable in event of sale.

The predominant view appeared to be that under the regulations as now written, the rich would get richer and the poor would get sustains, if any.

KLUF and Ripley

ODDITIES connected with two members of KLUF, Galveston, Tex., recently were publicized in Ripley's "Believe It Or Not" column. One was about a new staff addition with the appropriate name, London England, who celebrated his birthday on the same day that the King of England was coronated. The other concerned Station Owner Roy Clough whose plane was forced down by mosquitoes. An examination of the carburetor of the grounded plane revealed it to be full of the skeeters. Ripley claims this is the only known incident of mosquitoes downing a plane.

CBS Dividend

THE CBS board of directors May 7 declared a cash dividend of 45 cents per share on the present Class A and Class B stock of $2.50 par value, payable June 6 to stockholders of record May 23.

First Issue Distributed Of New NAB Statistics Showing Monthly Sales

FIRST ISSUE of the Broadcast Advertising Record, a unit plan of volume measurement compiled by the research department of the NAB headed by Paul F. Peter, was released to sales managers, station representative associate members and agencies in St. Louis. This measurement report, now improved and enlarged, was formerly published as part of the NAB weekly reports. It will now be published monthly, the first covering January, 1941.

In determining results by units, each is figured as one minute of broadcast time. Questionnaires were sent to the 272 commercial stations, of which 227 reported results. From these results was drawn the following conclusion, containing three main divisions: (1) Local business, retail and general accounts; (2) national spot business, retail and general accounts; and (3) mail orders (consolidated) with all national networks reporting in addition to the 227 individual stations.

Listings include the average units of broadcast time for five classes of retail by station by population of the cities they cover. Local business comes, according to the report, from 25 categories of business. Listings from the consolidated figures list 28.

Suggested methods of best utilizing this record by stations include: (1) A comparison of business sources so as to determine whether sales are increasing or decreasing in each class; (2) a comparison of stations in markets of similar size so as to figure one's own relative standing; (3) a comparison of stations in the same class of radio service to determine if they are more or less successful; (4) write to the NAB department of broadcast advertising for data on specific account classifications, plus success stories; (5) using the record as a sales force in submitting figures to prospects showing how others in any particular field are using radio advertising.

The January report will be mailed to NAB member stations within a few days.

Damm to Execute Plan For FM, Video Outlets

ASSERTING that he had lost faith neither in the American system of baseball nor in television, for which his company holds construction permits, Walter J. Damm, WJAX, Jacksonville, Fla., station, stated during the NAB St. Louis convention that he was going forward with plans, including the construction of the separate FM transmitter building for FM previously announced. He said he has also placed orders for equipment exceeding $100,000 worth of television equipment.

Mr. Damm, former NAB president, stated that he has resigned from the NAB because its president does not feel that the "organization" originally projected by the reorganization committee of which he was a member.

RADIO WRITERS GUILD. Hollywood, voted unanimous support of the Screen Writers Guild in its current negotiations with film producers for a higher wage scale at an emergency meeting called May 12.
1. TRUE OR FALSE?
Q. The Blue Network covers the entire United States equally well, regardless of population and distribution of wealth?
FALSE!
A. The Blue concentrates its coverage in the Money Markets where the nation's buying power is greatest.

2. TRUE OR FALSE?
Q. The NBC Blue Network comprises 99 stations?
FALSE!
A. There are 30 on the Basic Blue plus 69 Blue Supple-
mentaries, plus 55 other stations available by special arrangement for "saturation coverage from within"—
a total of 154 stations.

3. TRUE OR FALSE?
Q. The Blue and its major competitors have approximately the same system of discounts?
FALSE!
A. The Blue not only gives the normal volume discounts and annual rebates, but through its unique system of Blue Plate Discounts allows an advertiser to expand his network with savings up to 20%. Thus, the adver-
tiser gets nationwide coverage at a cost per listener that can't be matched.

4. TRUE OR FALSE?
Q. For as little as $24.56 per Blue station, for an evening half-hour (or for three daytime quarter-hours) you can blanket such important markets as Los Angeles, Denver, Tulsa, Atlanta, New Orleans and Miami?
TRUE!
A. The Basic Blue (30 stations) costs $3,960 or an aver-
age of $132 per station. Because of the Blue Plate Discount, the 69 other Blue stations (with a card rate of $4,768) cost only $1,694.88—$24.56 per station. Thus you can actually blanket Los Angeles or Miami for less than it costs to blanket your own bed.
Note: All of above costs are net on a 52-week basis.

5. TRUE OR FALSE?
Q. Dollar for dollar the Blue adds up to the best buy an advertiser can make?
DARN "TRUSTING" IT'S TRUE!
A. The Blue enables advertisers to do a national adver-
tising job at the lowest cost of any medium entering
the home.
...Some questions and answers about networks presented in the technique of our good friends and clients, the J. B. Williams Company

No program is more indicative of the Blue's success with low-cost, high-interest shows, than the J. B. Williams Company's own "True or False" program, heard over the Blue Network from 8:30 to 9:00 Monday evening.

In two years "True or False" more than doubled its listening rating—rising from 5.6% in January 1939 to 12.1% in March 1941 without the use of "big names" or "expensive" talent. Its rating throughout each month of 1940 was higher than the corresponding month of 1939. And each month of 1941 has similarly topped the 1940 records.

As for sales results—take a gander at this! A recent survey made by Hooper in 29 cities showed that the percentage of Williams users among listeners is almost double the percentage of Williams users among non-listeners. And although Williams trailed a competitor among non-listener sales, it leads that same competitor and all others among "True or False" listeners. Striking proof once again that the Blue provides sales thru the air with the greatest of ease.

(Did you get your copy of our booklet "True or False"? If not, please call us. We'll be glad to send you one.)

NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service

THE SHOW OF THE MONTH... Can you imagine comedian Jack Pearl in a serious role? We couldn't until THE STAR SPANGLED THEATRE proved him to be a first-class Hamlet. This standout BLUE sustaining show presents top-flight stars of stage, screen and radio—different each week, in original, unusual productions. A real dramatic thrill every Sunday evening at 8:00 (Eastern Time) via the BLUE.
Furniture Store's Dreams Come True

IT WAS AFTER a very strenuous buying day at the January furniture market in Chicago, 1938, that a group of well-known furniture merchants and buyers had turned their thoughts from the new style groupings they had seen that day to an even greater problem—advertising.

One by one, each voiced his problem and the difficulty he faced in trying to solve it. And one by one, each admitted that tremendous inroads had been made in the furniture budget of the store originating family by the vast volume of national advertising done by the automobile manufacturers.

"Oh, to be an automobile retailer and have all your advertising done for you," was the general consensus.

Still another question was the results he was obtaining from his newspaper ads, and seemed surprised to find everyone in accord with him. The department stores were dominating the newspapers with their large, promotional ads. Lineage used for institutional purposes was getting more and more expensive and less and less productive.

Phenomenal Gains

This was the setting when my brother Dermot A. Nee, vice-president of the P. J. Nee Co., for 60 years second in length of the leading furniture stores in Washington, voiced a thought that was destined to change our advertising story—a policy that would enable it to show phenomenal strides in sales volume in the short space of 2 years.

Dermot Nee expressed the opinion that a cooperative radio program was the answer to the many advertising ailments that beset the various furniture stores. His idea was a network broadcast originating in New York or Chicago that provided for tie-ins in the several cities of the network.

So confident was he that he had the solution to the problem, and so enthusiastic were the others, that he invested quite a sum of money in exploring his plan. After consuming considerable time and effort, his idea failed to materialize, even though the more progressive dealers received it with open arms. It was impossible to get complete coverage in all the cities necessary to comprise a network.

The preliminary work was not in vain, however. We discovered the real job that radio was doing in many cases. Even though the original idea met with only partial success, it convinced us that radio could do the difficult job we wanted.

Bulk of Budget Is Diverted to Radio By Store in Nation's Capital

By MAURY NEE

Advertising Director

P. J. Nee Furniture Co., Washington, D. C.

THREE years ago Dermot Nee, operating a furniture store that has been a leading figure in the Washington mart for 60 years had a radio inspiration. It was a honey, he figured, and had nationwide possibilities. The plan fell through, however, because of coverage difficulties. Out of it he salvaged a radio urge that led him to the first big P. J. Nee radio program. That in turn led to a bigger and better series, 'Dreams Come True'. They really have, and radio now tops the Nee budget.

The P. J. Nee Co. went on the air independently.

After a brief, successful experience with transcriptions featuring Captains of Industry, coupled with Donald Novis and Felix Knight, in a half-hour program, a desire for live talent led to the first airing of Dreams Come True in January, 1939. This consisted of seven pieces from the Washington NBC studio orchestra under the direction of Morgan Baer, a young soprano, Lynn Allison, and a promising tenor, El Gary. Bill Crago, NBC announcer, was m.c. The program was on WRC. The signature melody, Dreams Come True, was composed by Arthur Daly, the program director.

With this simple background, Dreams Come True began what has proved to be a very successful advertising venture. It was flexible enough to meet seasonal and promotional changes, yet strong enough to maintain its consistency. Though immediate, direct results were intangible (and still are) our overall picture began to improve encouragingly.

The Sales Curve

We learned, much to our regret, that our new radio program was not entirely responsible for August, 1938 being our best month in 50 years because the same was not true of the remaining three months. We did, however, notice a 10% increase during these four months and finished with a very successful year, showing an increase of 8% while the other stores in our locality were laboring arduously to equal figures of the preceding year.

The following year saw a much more polished Dreams Come True. An orchestra of 12 pieces, a master of ceremonies and commercial announcer to give poise and finesse to our singing stars, larger studio facilities to accommodate the visual audience, and the introduction of frequent guest talent stepped up the quality and number of our listeners. Among the visitors to Dreams Come True were Jimmy NEESTARS Lynn Allison (stepping out of the carriage) and El Gary arriving for the 60th anniversary celebration of the P. J. Nee Furniture Co. It was part of a stunt in connection with the Nee program Dreams Come True, originated from the store that night.

Fidler, Gene Austin, Yvette, Marjorie Weaver, Jessica Dragonette, Glenn Miller, Senator "Happy" Chandler and a host of others.

Spring Style Show

An important commercial innovation was worked out during 1939 and repeated the following year with equal success. We inaugurated a spring style show with a broadcast of our program from the main store. The public was invited. The showing lasted three evenings and was repeated in October to break our anniversary sales.

The October broadcast, coupled with clear skies, saw an attendance of more than 1,100 in the store, with more turned away. October sales figures reached a new high.

We suffered a setback a year later, however, after an even larger crowd was anticipated and even larger crowds was anticipated and even larger crowds was anticipated.

A downpour at precisely the inopportune moment cut our crowd to one-third of what it should have been. We still gained the benefit of those cosily entrenched beside their radios at home.

In 1939 we exceeded the Federal Reserve District figures for the average furniture store in our city with a 12% improvement. The noteworthy feature of this increase appeared in the total advertising budget which showed an increase over 1938 of less than 1%. A breakdown of the total advertising expenditure shows that 47% was spent in radio, with Dreams Come True using 98% of that figure. The newspapers still received 42% of our budget in lineage, art work, commissions, etc. A negligible amount was invested in direct mail and miscellaneous ways. Thus, an increase in the amount spent on radio, which corresponded almost exactly to our budget amount spent in newspapers during the preceding year, produced an increase of 12% in total sales.

Although we spent nearly half as much on radio as we did in radio in 1939, we were rapidly becoming known as radio advertisers exclusively.

Painless Plugs

During 1940 an even greater Dreams Come True came on the scene. We emphasized guest talent and no matter who was on the program had to contribute more than an interview. This feature we found beneficial and important. An even larger orchestra, quartette and sponsor participation were added. The writer was interviewed briefly by the m.c. on interesting and unusual facts about furniture and interior decoration. We kept this feature brief and informal, yet established a direct tieup of the firm with the program.

Coupled with this, Harwood Martin Adv. Agency, of Washington, developed a campaign of individual commercial announcements of the painless type that packed a lot of institutional punch. Plenty of people told us they liked them when they came into our stores.

Early in the fall of 1940 the Quaker Oats Co., desirous of buying a program similar in name to Dreams Come True, agreed to pay the P. J. Nee Co. a mutually agreeable amount for our title. The name of Dreamhouse was then adopted, and after a brief period of confusion caused by the title change, it had better commercial success, tying in nicely with the furniture business from the merchandising side. About this time we moved our program to NBC's WMAL and took our audience with us.

The year 1940 brought even more gratifying sales figures than the previous year. Our volume increased more than 20% while our advertising appropriation was 5% less than in 1939. Our 20% increase
compared most favorably with the Federal Reserve figures for all Washington furniture stores — this increase being 12% for 1940. A further breakdown shows a change, however, in the amounts apportioned to radio and newspaper. The newspapers received only 17% of our 1940 budget while radio was “upped” to 60% of our total appropriation. The remaining 23% was spent in direct mail and other miscellaneous ways.

**Sports Pickups**

Thus, the Dreamhouse expenditure was sizably increased and, in addition, was supplemented by frequent broadcasts of outstanding local sports events. In December we added a late-night “slumber type” program called Dream Time on WINX, the new Washington local. We found this contact with some people we were not reaching with our other programs. Our commercials, however, could have been used inter-changeably — in other words, we merchandised both the same way.

We are frequently asked whether it is possible to sell furniture directly from a radio broadcast, and I unhesitatingly say yes, it is not.

When eyebrows are raised at this, I ask to see the medium that will definitely and directly pay for itself in profitable furniture sales the day after it is publicized. I am afraid those days are gone forever. Perhaps the fact that our leading newspaper carries 2,000,000 more lines of advertising than the New York Times may be responsible for my reasoning.

Can radio sell a service? My opinion is definitely yes. I am acquainted with several concrete evidences to think otherwise.

Can radio sell an institution and through this the merchandising that institution offers? To answer this question I need only refer to our aud t for the past month.

In a word, we think radio has “it” to use a trite word, and we will welcome our competitors in the field because we feel that 2½ years of extensive experience in radio have proved very beneficial in preserving our position as an outstanding local radio advertiser.

**Hams Aid Uncle Sam**

**ACTIVE COOPERATION** with the Federal Government on the present national defense program was reaffirmed at the annual meeting of the American Radio Relay League, concluded May 10 in West Hartford, Conn. Defense matters took up a large part of the two-day agenda. The board of directors received confidential reports from the League officials on the national defense picture and discussed plans and status of amateur participation in detail. The special “defense fund” of $10,000, previously appropriated, was reapproved and continued.

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**Little Red Notebooks**

THOSE LITTLE red notebooks in which NAB convention-goers scribbled notes — official and unofficial—were distributed as NBC promotional memos. The work of William E. Webb of NBC's Institutional Promotion Department, the notebooks contained breakfast menus of NBC advertised products, the addresses of St. Louis advertising agencies, location of NBC station relations men, and ample room for telephone numbers and appointments — official and unofficial.

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**LOCAL INTEREST BUILDS NATIONAL SALES**

Give them what they want and you’re in. Take basketball for example. Last season while 391,000 eager partisans romped through the turnstiles to see 98 thrilling games, WOWO spread play-by-play accounts throughout its Indiana-Ohio-Michigan area. Sponsors of the series were satisfied to draw their audience from WOWO’s potential of two and one-half million listeners.

There are other program naturals to help you reach this same buying audience of two and one-half millions. And WOWO — more than 150 miles from Chicago, Detroit or Cincinnati — is the only single station that commands this audience. Won’t you invite your NBC Spot Salesman to call today?
Federal Control of Latin Broadcasts Conceived as Threat to Effectiveness

THE SUREST WAY to deprive U. S. shortwave broadcasters to Latin America of their effectiveness would be to take them from the control of private broadcasting companies and make them Government enterprises, Edmund A. Chester, CBS director of international broadcasts, stated in a letter to the editor of the New York Post replying to a column by Dorothy Thompson printed in the Post on May 7 [BROADCASTING, May 12].

Calling shortwave programs "the most effective means of having America heard abroad", Miss Thompson had urged that their control be taken over by the State Department so these broadcasts could be integrated with the nation's official foreign policy.

In answer to this proposal, Mr. Chester replied that "Latin Americans" have been showered with German, French, Italian and English propaganda for years and have become the most propagand-a- conscious people on earth. They can detect propaganda even though it is camouflaged. Once an effort is defined as propaganda it has lost its intended value in Latin America. The quickest way to define any kind of campaign for the Latin Americans is to make it a government effort. That simplifies matters. They know it is propaganda".

Pointing out that "the most potent North American influence in Latin America for the past 20 years has been The United Press and The Associated Press" and that "Germany, despite its campaign of propaganda, has never been able to remove these influences nor to discredit them", Mr. Chester continues: "These press services over their success in Latin America to the very things Miss Thompson would destroy—impartiality and freedom from government control."

"Shortwave listeners are just as intelligent as longwave listeners. They know that good programs cost money and that the democratic way to pay for such programs is through sale of time for commercial programs".

Engineers Discuss Aluminum Supply

ALUMINUM PRIORITIES was a major topic at the NAB Engineering Committee meeting at the Jefferson Hotel on May 12, with Chief Engineer Edward L. Gove of WHK, Cleveland, presiding, discussions centered around Federal restrictions placed on aluminum and their implications to the radio industry, particularly the difficulties encountered by manufacturers of instantaneous recording blanks in obtaining aluminum for discs.

Fear was expressed over the future availability of vacuum tubes, with an acute shortage in prospect in the not too distant future. It was pointed out that aluminum for recording discs has been given a rating sufficient to meet only some of the industry's requirements. To a small degree, also, manufacturers can salvage aluminum from used blanks.

Urge Standardizing

They have an arrangement whereby they either pay for the old blanks or issue new ones on the basis of the number in old blanks returned. A considerable quantity of these, however, are now in the hands of non-broadcasters, such as agencies, and the committee urged that they be returned to the manufacturers.

Divergence in transcriptions and reproduction equipment, resulting in wide difference in reproduced quality, was discussed at length. It was pointed out that that NAB had previously sanctioned the coordination, by the engineering committee, of an attempt to standardize the manufacturing of transcriptions and reproducing equipment and as a first step in this direction the committee agreed to collect full information from member stations.

Paul Loyet of WHO, Des Moines, was appointed committee chairman to formulate a questionnaire to be sent to broadcasters.

Besides Gove and Loyet, attending the NAB engineering committee meeting were F. M. Doolitttle, WDBC; W. L. DeWitt Jr., WSM; W. Pyle, KFBI; Earl Cullum, KPDM; R. Morris Piers, WGAR; Jay Tapp, KGEO; O. B. Hanson, NBC; R. Morris, NBC; Lynne Smey, NAB.

NEW WHN PLANT

NOW UNDER construction in Rutherford, N. J., for operation this fall is the 60,000-watt transmitter of WHN, New York, which will be owned by the Western Electric. The Western Electric equipment includes two self-supporting antennae, each 400 feet high with a 680-foot catwalk to the towers, under each of which will be 120 radials. The transmitter will be equipped with an automatic switching device to use a special emergency 5,000-watt auxiliary transmitter. Construction is being handled by Hartenstein, Zane Co.

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Purely PROGRAMS

Fish in Alaska

FISHERMEN'S PROGRAM, a vital service to fishermen in the Territory of Alaska, presented six nights weekly, has started its fifth consecutive year on KINY, Juneau. Its services include the latest weather reports in Alaska and North Pacific points, arrivals and departures of fishing vessels, current fish prices at principal Alaska ports as well as Seattle, schedules of sailings of all southern vessels capable of carrying refrigerated fish and other timely information of interest to the greatest industry, fishing. The program also includes some music.

Local Town Meeting of Air

LOCAL CONTROVERSIAL ISSUES are brought up for discussion so as to enlighten the average citizen on just what is happening in his community on ANNiston Town Hall Meeting, on WHMA. Each week, a committee made up of four civic workers select issues and principal speakers for the hour-long program. After the speeches, presenting both sides, local citizens are given a chance to give their opinions from the floor.

Names & News

FOLLOWING the axiom that "names make news", a new feature is currently running on WGAR, Cleveland, that guarantees to every person in Cleveland the inclusion of his name on the air. Each night, on the Music in the Air programs a segment of 25 names from the city directory is read. Names are taken in alphabetical sequence, so that listeners, by calculation can figure just when their names will be read.

Guest Vocalists

PROGRAM SINGER auditioning guest vocalists is the pattern characterizing the new series of programs started on KYW, Philadelphia. Bonnie Stuart, program's featured vocalist, auditions guest vocalists before each broadcast with the studio audience determining the winner through the applause meter. Each audition winner appears on the succeeding week's program.

Budding Poets

BUDDING POETS are given a chance to show their talents as well as local pride on Pet Poem, new feature on WCOA, Pensacola, Fla. Listeners are asked to send in an original poem about anything connected with Pensacola—its citizens, history, opportunity, etc. The better ones are singled out, read over the air and a prize is awarded by a local furniture company.

Children of Today

SERIES predicated on the "Children's Charter", which was promulgated at the White House Conference on Children in Democracy in 1940, was inaugurated May 9 with the title Fitting Your Child to Live on WCNW, Brooklyn.

Courteous Driving Awards

A WEEKLY AWARD for the most courteous motorist of the week is being made on a CFRB, Toronto, program. Listeners are asked to write in what they consider the most courteous act of a motorist which has come to their attention with name or license number of motorist. Listeners are paid for stories of motorizing happenings used on the program. The series is sponsored by R. M. Hollingshead Co., Toronto.

WBYN, N. Y. Studios

WHYN, new fulltime Brooklyn station, has opened New York studios at 132 W. 43d St., according to Griffith B. Thompson. WBYN executive vice-president, with Sidney Walton, program director, and Beane W. Wilkins, sales manager, in charge of production and commercial activities respectively. Temporary Brooklyn studios and Mr. Thompson's office about May 10 move to One Nevins St. for permanent headquarters. Foreign language programs will originate from Brooklyn, and English programs from New York studios.

CONTINUING to explode the bug-aboo of Saturday morning radio time, NBC-Red has issued a booklet titled "The Fetish that Crawled Under a Rock" — the story of Shinola's success in capturing an audience and increasing its sales with the Lincoln Highway program on Saturday mornings.

Furtive fetishes peer from the pages as the booklet relates the results of a C. E. Cooper survey of 29 cities, using the responses of 312 verified listeners to the program. Shinola received 68% more mentions among this group than among the non-listeners, 49% more mentions from listeners than the total of all other shoe polish brands, while 62% of the families listening repeated use of Shinola. "So Shinola followed through," the booklet states, "and polished off the Satur- Day Morning Fetish.

---and that's SPINACH!

Bushed by special trains from the sunny, winter fields of South Texas, spinach brings top prices in markets of the snow-covered North and East. Luscious Texas grapefruit command a premium in the same markets. Yet spinach and grapefruit are only two of the early crops which pour a stream of wealth into this favored section. Bermuda onions, cabbage and other vegetables and fruits are among the big money-makers.

Money means buying power—and year in and year out. WOAI successfully translates the immense buying power of South Texas into profitable sales for advertisers.

WOAI San Antonio
50,000 WATTS

FETISH POLISHED OFF Saturday Morning Net Series
Proves a Success

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NEW HEIGHTS in promotion and exploitation of radio in community areas were reached May 10 with the staging of the KMOX (St. Louis)—Cape Girardeau Day celebration. Practically every live local and network origination with station talent was moved to Cape Girardeau for the day.

More than 18 hours of entertainment were aired, and the special activities and personal appearances including a big night show were largely attended. Campaign announcing the event covered less than three weeks during which publicity pictures, advertisements and announcements were featured. Sixty daily and weekly papers plus seven radio stations in the area cooperated to give publicity to the event, climaxied by a parade.

Blue Coverage

NBC has received so many calls for its new Blue Network coverage maps, which are still at the printers', that E. P. H. James, Blue sales promotion manager, has prepared a small framed map of the United States covered by blue netting, with a letter stating that the “Blue Network covers the United States”.

Rockford Offers

LISTENERS to WROK, Rockford, Ill., are told how to Listen & Win in an afternoon program featuring contests and premium offers advertised on the station. The show is heard during the afternoon, five days a week.

OVERTIME MEANS TIME AND A HALF

Cincinnati produces the machines that produce the armaments for ALL Democracy. It’s the machine tool center of the world. Workers are putting in overtime for defense—and that means time and a half in pay for thousands. A boost in buying power which makes the Winged Plug's market in Greater Cincinnati GREATER than ever!

WSAI CINCINNATI'S OWN STATION

REPRESENTED BY INTERATIONAL RADIO SALES

WLW at Convention

WLW, Cincinnati, has been given credit for a large part of the success of the 11th annual convention of the Indiana Assn. of Retail Grocers & Meat Dealers during which the station provided entertainment, contests, etc. Coverage of WLW’s activities was reached at a banquet on the closing day of the three-day convention with hundreds of balloons bearing the message “WLW Has More Listeners in Indiana Than Anybody.” Radio is used to decorate the banquet hall. Paper hats carrying a printed greeting were passed out to each one attending, by two pretty WLW hostesses. On the opening night WLW conducted a contest in which Crosley radios were given as prizes; from a stage at the end of the dining room the station presented a show featuring outstanding radio personalities. Book matches bearing the message of WLW’s Indiana coverage were also given out during the session.

News Quiz

FEATURING review of the news in quiz style, Who, What, Where & Why? was inaugurated May 12 on the CBS Pacific Coast network. Stories are drawn from the studio audience through use of numbered ticket stubs, are questioned on the air by corresponding quiz masters, who then tell the who, what, where and why of the query. Each contestant is given 50 seconds to state his version of the story, which is the basis of the quiz. The quiz masters are Wagnor, Professor of Spanish,-parts of which depends upon accuracy of his answer. Program also includes audience participation in topical questions.

Dubuque Supplement

KDTH, Dubuque, Ia., on May 4, the day it made its bow, had a 12-page supplement in the Dubuque Telegraph-Herald containing pictures of transmitters, studios, personal and MBS features, as well as stories concerning every phase of its equipment, schedules and operation. Ken Gordon is manager.

Pages for Power

WHQB, Memphis, upon increasing its power from 160 to 250 watts, had a four-page section in The Press-Scimitar devoted to pictures and stories of its staff and equipment. E. A. (Bob) Albury is manager of WHQB.

BROCHURES

NBC-Blue—Blue and white folder “This Is Your Dish,” showing advertisers the “in line” costs and the “blue plate” discounts available when they use the Blue Network.

WSAI—Yellow booklet offering Jimmie Scribner’s Johnson Family, with large established audience.

AP—Pictorial booklet showing AP coverage, available to radio through its subsidiary, Press Association Inc.

P-D—Booklet, blue, telling the story of technical advances of CBS in the past nine months.

WWNC, Asheville, N. C.—Single-sheet table giving station market data.

KIZ, Deaver—Promotion piece of four pages.
watching his young son, Billy, draw a bead is Bill Kostka, manager of the NBC Press Division. Bill is an outdoor sportsman from way back. The rustic scene lends a fitting background for the open-air cavortings that he is so fond of.

special award
for nearly causing
a riot

MAYBE we should say a series of near riots. For that’s why KGO-KPO jointly won Billboard Magazine’s Fourth Annual Award for the nation’s outstanding radio exploitation job of the year (and for the second consecutive time). How? With a gigantic civic promotion idea that literally became a parade of events. And set a new high in radio station promotion, and radio-newspaper cooperation.

Along the way the spectacles were treated to many events: The KGO-KPO San Francisco Chronicle election party; the KGO-KPO San Francisco News promotion of the Golden Gate International Exposition; the KGO-KPO San Francisco Call-Bulletin Christmas party; the gigantic KGO-KPO San Francisco Chronicle Diamond Jubilee celebration which jammed 40,000 people into Civic Auditorium, and many more.

So now, more than ever before, KGO and KPO are important to Northern Californians. Important enough to give advertisers a remarkable personal relationship between listeners and stations that gets action — action that brings out crowds — action that moves merchandise. It took a series of near riots to prove it.

KGO - KPO


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Swing Is Honored As Commentator at Women’s Luncheon

FCC Report Is Condemned at Annual Session of WNRC

CHANGING ITS FORMULA from previous years, in which radio was its sole concern and when awards were made for the best programs in each classification, the Women’s National Radio Committee in its nationwide poll this year considered “only those programs which in one way or another help to safeguard our essential freedoms.”

Awards, announced at the group’s annual luncheon, May 13 at the Astor Hotel, New York, went to the commentator, the radio forum, the educational program and the miscellaneous program adjudged “to further most effectively the interests of democracy.”

Raymond Gram Swing, MBS foreign news analyst, received the award for commentators, winning first place in both professional and amateur categories. Swing, who was the author of the great commentator, “America’s Town Meeting of the Air,” also on NBC, by a single vote.

Mutual’s American Forum of the Air, and People’s Platform on CBS were other popular programs in this group.

As “best educational program with a democracy theme” the poll gave top awards to Headlines & Commentaries, a CBS series, with another CBS program, American School of the Air second by only two votes.

NBC’s “I’m an American,” featuring foreign born citizens who have won distinction in this country, won the award in the classification of “miscellaneous programs promoting democracy.”

Special local awards for New York City went to Americana Quiz on WMCA, America Speaks on WNYC, and Ethical Side of the News on WQXR. Two programs broadcast under the auspices of the Council for Democracy, We Live Again, broadcast Easter Sunday on NBC-Blue, and Speaking of Liberty, current series on NBC-Red, were mentioned as arousing enthusiastic committee reports, although introduced too late for inclusion in the ballots.

The program presented medals to four individuals whom the committee felt had made significant contributions toward the preservation of democracy. These were: Mrs. Patricia Berte, who has “services to youth and her sympathy with the problems of the disadvantaged;” Mrs. J. Borden Harriman, former American Minister to Norway, for her “lifelong devotion and practical service to democratic ideals;” Raymond Massey, star of stage, screen and radio, for his three-dimensional portrayal of Abraham Lincoln; Lily Pons, opera star, for her “generous contributions of time and talent to the service of the stricken democracies.”

Awards were presented by Mme. Yolanda Mero-Irion, chairman of WNRC, who, in speaking of the need for safeguarding the essential freedoms, denounced the “recent arbitrary ruling” of the FCC on network operations, calling it “essential” that radio be “free from governmental coercion, with no curb upon either the quality or quantity of the material which goes out over the air.”

She continued: “To my mind any attempt to set a limitation upon the expansion of these networks, which is in this troubled time the provision of those very democratic principles to which we so loudly proclaim our devotion. I warn you that such an infringement is likely to be followed by other infringements even more intimately affecting your life and mine.”

Among speakers emphasizing the democracy theme were David Sar- noff, president of RCA; William S. Paley, president of CBS; Mrs. Lyttle Hull, chairman of Radio Listeners Guild, a WNRC auxiliary; John Gunther, author and NBC commentator; Dr. Antonio Gonzalez, CBS assistant director of Latin American relations; Mr. Swing, Mr. Massey and Mrs. Harriman. Telegrams were read from Alfred J. McCosker, MBS board chairman, Mrs. Roosevelt and Miss Pons, who were unable to attend the luncheon in person.

THE GREAT ABOUNDED as NBC feted Jack Benny in Los Angeles May 9 on his tenth anniversary in radio. Among participants were (above, l to r) Tom Harrington, radio v-p of Young & Rubicam; L. N. Brockway, Y & R vice-president; Charles G. Mortimer, General Foods v-p; Colby M. Chester, General Foods board chairman; Clay Morgan, assistant to Niles Trammell, NBC president. At the head table (below), amidst laughter, were the guest of honor, Mr. Trammell; Mrs. Benny (Mary Livingstone); Rudy Vallee, m. c. of the Sealtest program on NBC and toastmaster of the party; Don Gilman, NBC western division v-p.

Powell Honored

FIRST radio executive in Florida to be inducted into Sigma Delta Chi, national honorary and professional journalism fraternity was Maj. Powell, director of WRUF, Gainesville, Fla. Originally it was planned to initiate Maj. Pow- ell along with a group of prominent newspaper publishers meeting at the National Editorial Assoc. convention held in Jacksonville, Fla., in April, but when he was unable to attend the convention a special initiation was con- ducted by the U of Florida chapter of Sigma Delta Chi in Gainesville.

News Series Extended

AMERICAN CHICLE Co., Long Island City (Beeman’s gum), on May 16 extended for four weeks Drama Behind the News on NBC-Blue stations Monday, Wed-nesday, Friday, 8:30-9:45 p.m., re- peat, 8:30-9:45 p.m., and on 12 Paci- fic Blue stations, Monday, Tues- day, Friday, 8:30-9:45 p.m. Agen- cy: Badger, Browning & Hersey, N. Y.

National Religious Code For Guidance of Church And Radio Is Proposed

FORMULATION of a national code for religious broadcasting to provide religious groups and broadcasters with “minimum standards” for religious programs will be undertaken during the coming year by the National Conference of Churches.

A proposal unanimously supported by participants in the religious work-group sessions during the 12th Institute for Education by Radio in Columbus, May 5-6, that the NCCJ undertake the explora- tion, is necessary for the development of the code, has been approved by the organization.

A working committee will be established under the chairmanship of James H. Scull, in charge of radio for the National Conference, which will send out questionnaires to representative religious groups to ascertain their views and sug- gestions for the “standards” to be incorporated in the code. An analy- sis of the material will be presented to the Institute for Education by Radio, sponsored by Ohio State U.

During the recent sessions attention was brought by the religious group to the seeming inadvisability of the NAB code in covering religious broadcasting. The NCCJ intends to cover in its code the questions of whether religious time is paid for and if so under what conditions; whether religious programs should be used to cover religious funds; and the fundamental relationship between the broadcasters and religious groups among other things.

The meetings also pointed out the valuable use to which transcriptions could be put in religious broadcasting and that programs of a dramatic type could supplement the sermon type of program. Commercial sponsorship of reli- gious programs, it was further asserted, was acceptable if the ad- vertisement fit the taste and did not conflict with religious teachings.

The group decided that while broadcasters had an obligation to furnish religious programs and relieve the needs of the communities by a free and fair representation of religion in the broadcasting, the prime responsibility for the developing and producing of the programs rested with the religious groups.

During the sessions reports were given on the status and scope of the programs of constant interest to the religious, Catholic and Jewish fields, as well as programs of a strictly interfaith nature.

Bookhouse Series

BOOKHOUSE FOR CHILDREN, Chicago (My Bookhouse, children’s series), on May 5 started three- weeky participations in The Wom- an’s Hour in 730 cities (Beeman’s gum), with Beeman’s gum, Adelaide Hayley, on WABC, New York. Contract is for 13 weeks. Agency is Prebbs, Fellers & Prebbs, Chicago.

Match King Test

MATCH KING Inc., Chicago (cigare-ette lighter), on May 19 started 4- week spot campaign in 14- weeky spot announcements on WLW, Cincinnati. Agency is Henry J. Handelman Jr. Inc., Chicago.
Dealers, too, know what the score is!

4 Out of 5 Dealers Prefer WKY!

The men behind Oklahoma's retail counters follow the game play by play, inning by inning. They always know the score, how WKY stands in the listening preference of their customers.

It's WKY 3 to 1 with Oklahoma City daytime listeners by a recent Ross Federal survey. And dealers see this decisive preference translated into movement of merchandise across their counters, into dollars and cents in their tills. They know that things happen when WKY is at bat for them.

So when the choice is put to Oklahoma dealers, as has been done frequently by drug jobbers, electric appliance distributors and a stock feed manufacturer, 4 out of 5 unhesitatingly choose WKY. If it's listeners you want to reach in Oklahoma, if it's dealers you want to please, it's WKY you want in your selling line-up.

WKY
OKLAHOMA
CITY

Oklahoma's retail counters follow the game play by play, inning by inning. They always know the score, how WKY stands in the listening preference of their customers.

It's WKY 3 to 1 with Oklahoma City daytime listeners by a recent Ross Federal survey. And dealers see this decisive preference translated into movement of merchandise across their counters, into dollars and cents in their tills. They know that things happen when WKY is at bat for them.

So when the choice is put to Oklahoma dealers, as has been done frequently by drug jobbers, electric appliance distributors and a stock feed manufacturer, 4 out of 5 unhesitatingly choose WKY. If it's listeners you want to reach in Oklahoma, if it's dealers you want to please, it's WKY you want in your selling line-up.
He'd choose a
Br-r-r-r-r sounds good to Mr. Polar Bear but not to Mr. Advertiser. A cold reception to an advertiser's message rubs his fur the wrong way. Advertisers have been pleasantly surprised upon learning how warmly their message had been received on KXOK. As an example, one advertiser, after a series of announcements watched samples of his product go tumbling from their shelves and go rollicking into homes in 18 states. KXOK penetrates four states in its primary area alone which contains more than 3,500,000 people who make an annual retail expenditure of $826,490,000.00. For bigger dividends on your advertising investment, let KXOK carry part of your load in the rich Mid-Mississippi Valley Market.
ON BEHALF OF MERCHANDISING
Advertiser Aided at Slight Cost, and Station,
Too, Benefits From Promotion Efforts

EDITOR BROADCASTING:
Merchandising embraces all and any efforts, personal or mechanical, to sell any commodity. It is packaging, displaying, labeling, and distributing from the manufacturer's point of view. To advertising media it signifies any action which tends to effect the sale of the product. That includes newspapers, handbills, radio, billboards, magazines or any other advertising medium.

Two Conceptions

These two conceptions of merchandising—by the advertiser and by media—must be synchronized. The present flagrant usage of the word merchandising is abused because advertiser and media fail to cooperate. Only through cooperation does merchandising become an actuality and not an intangible, nebulous quantity.

Let's look the facts squarely in the face: Do newspapers merchandise for spacebuyers? Yes. They give the advertiser several pictures and runners. What advertising medium is radio's biggest competitor? Newspapers. In every classification of sales there is competition; from selling nails to canned turnips. This merchandising, which is receiving so much attention, is nothing more than a competitive sales angle.

Here at WGBK we have used merchandising as a sales tool. In ratio to the extra station revenue our merchandising has produced, the expense is infinitesimal. Yet, at the same time, the advertiser gets thousands of valuable "extra impressions" which result in increased consumer sales. This sales response creates the normal healthy advertiser-media relationship.

I do not think any of us in radio could be duped into believing that any one advertising medium, alone, can successfully sell goods. Nor have we found the advertiser so dictatorial as to demand exorbitant merchandising aids from radio stations.

We do know from personal experience that our merchandising service has been useful in stimulating sales for our accounts. And, because of this additional activity, these clients have renewed contracts.

We do not feel that we are being taken advantage of by the advertiser. We believe it is our purpose to sell as much goods as is possible to sell for our advertisers. This merchandising service we offer them is part and parcel of our efforts.

No advertising campaign could be successful in any territory without a balanced advertising set-up, plus promotional and merchandising help. That is, without point of sale and allied advertising; no manufacturer will introduce additional advertising in a given sales area. Because, naturally, there is no consumer demand, nor distribution for his product.

We offer advertisers our three-way merchandising plan, which, in a manner of speaking, gives him Interior's Radio Branch Survives House Attack
AN UNSUCCESSFUL attempt to eliminate from the Interior appropriation bill a $19,820 item for the operation during the coming fiscal year of the radio section of the Department was made last week by House Republicans. An amendment to eliminate the item was defeated 73-29.

Rep. Rich (R-Pa.) led an attack on the appropriation contending the radio section was merely engaged in the dissemination of propaganda and that "its functions do not pertain to the welfare of this country, but only aid and assist in carrying on the radio programs and putting more people in the Interior Department.

Rep. Taber (R-N.Y.) attacked the type of program produced by the radio section, terming them "dictatorial." Referring to Shannon Allen, director of the Radio Section and former NBC, Washington, Taber said:

"It is not about time that we took our responsibility seriously and had courage enough to say that these fellows who are nowadays here in the departments who are performing no useful service, shall be taken off these payrolls!"

The radio section of the Interior Department operates a studio on the only Government-owned one in Washington—making transcriptions for various Government agencies. It has only one live talent series at present—"Conservation's Reporter," heard weekly on NBC. It formerly produced programs such as "What Is Yours for NBC and CBS but has discontinued this.

Wage Overtime Ruling Handed Down by Board
EMPLOYERS cannot grant wage or salary increases to employees and later claim the money paid as overtime pay, according to a ruling issued last Sunday by Gen. Philip B. Fleming, administrator of the Wage & Hour Division of the Department of Labor.

It was pointed out also that companies have paid more than the union scale for certain work and then have sought to fall back upon this addition to pay as an offset against extra pay due for overtime. Fleming said additional pay cannot be offset against extra pay for overtime due under the Act.

This decision makes it possible for an additional advertising medium to support his radio campaign. We feel that this investment is retroactive, and that any money expended in this way is mutually advantageous. We have to publicize our station in some manner; why not coordinate these activities to include our advertisers' copy? We do.

At one time, possibly, merchandising was a by-product of radio's promotional activities; but now we feel it is an integral part of the station's obligation to an effective selling job for its client.

ROBERT WADSWORTH,
Sales Manager,
WGBK, Charleston, W. Va.
May 10
EQUIPMENT DELAYS HALT WBAL BOOST

DELAYS in the delivery of essential equipment have forced postponement of the opening date of the new 50,000-watt transmitter of WBAL, Baltimore, originally announced for May 25. The plant will start its high power operation sometime in June.

The delay will in no way affect programs already arranged in connection with the opening. Manager Harold C. Burke reports. These will be staged as buildups for the 60 kw. operation, starting May 25 with the J. B. Williams Co. True or False program, a salute from Westinghouse, which built the transmitter, and special features from the Lyric Theatre. On May 29 a special WBAL show at the Hippodrome Theatre will be keyed to NBC.

WGPC on CBS

MARKING its affiliation with CBS May 11, WGPC, Albany, Ga., conducted a special inaugural program attended by city and county officials as well as prominent local businessmen. The May 9 issue of the Albany Herald carried a lead story on the occasion and WGPC distributed to the industry a six-page mimeographed brochure commemorating the affiliation. WGPC operates on 1450 kc. with 250 watts and is also connected with the Georgia Network of WRBL, Columbus, and WATL, Atlanta. All three stations are owned and operated by J. W. Woodruff Sr. and his son, J. W. Woodruff Jr.

New Omar Discs

OMAR Inc., Omaha (Omar Wonder Flour), consistent user of national spot radio, on May 18 started a weekly quarter-hour transcribed program, Musical Meditations, on 32 stations. Program consists of hymns and religious philosophy and features Larry Larson, organist, and Gene Baker, vocalist. Contracts are for 13 weeks. Stations selected are KOB WJAG WKY KMKJ KOBH WIND WDJ WCBS WTAD WMBD WHF WROK WSN WHBA WKY WAAL WHBL KMA WMT KGLO WOW KSOO KFAB WNAX KGIW KFXJ KOA KGHP KVRS KDPN. Agency is Bays McFarland & Co., Chicago.

Bowey's on Saturday

BOWEY'S, Inc., Chicago, has joined in the swing to Saturday and on May 21 shifts its Sunday morning broadcast on CBS to Saturday noon, at the same time enlarging its network by 11 stations to a total of 45 and replacing the News & Rhythm program it has sponsored for the past two years on CBS with a new series titled Stars Over Hollywood. Knox Manning will m.c. the new series, which will feature screen stars as guests. Darl-Rich products will be advertised in the program, placed through Sorenson & Co., Chicago.

New SESAC Licenses Taken by 63 Stations

NEW LICENSES with 63 stations have been taken out by SESAC, New York, since Jan. 1, 1941, and during the same period the society has renewed over 100 old licenses for additional five-year periods. SESAC's long-term licenses now total 738 with commercial radio stations throughout the country. Recent publisher acquisitions by SESAC include Arthur P. Schmidt, Boston; Maxwell Wanean, New York, and John Krachtn, Chicago. The society also announced that its licensed stations have just received gratis from American Music Inc. a total of 60,000 folios containing 1,200,000 songs of the hillbilly, cowboy and Western type.

WHEN the presiding judge of the Tobacco Combines trial at Edmonton, Alta., recently, wanted to assemble jurors for the next session, he asked CFRN, Edmonton, to announce the calling of jurors in their newcast.

This Is The Way People IN ELMIRA Listen To Radio-

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- From A Co-Incidental Listening Index Report by C. E. Hooper Inc. April 9-15, 1941

Leaves Only One Answer Of How To Adequately Cover The Focal Point Of New York State's Prosperous Southern Tier
Discord at St. Louis

IT IS ALMOST a tragedy that the industry was not able to maintain a united front in St. Louis. On both the monopoly and copyright situations, Mutual, feeling its oats as the newest of the networks and with all the vigor of youth, saw fit to bolt the rest of the industry. The monopoly situation, striking at the very roots of broadcast operation, presents a new and different problem. Mutual was consistent in its position for it had advocated very much the type of rules the FCC majority so precipitately promulgated.

The copyright situation, however, is an entirely different category. Complete victory was within grasp. Even the Mutual decision to make its own deal does not threaten the continued existence of BMI, that phenomenon of the entertainment world which in just a year had become a full-grown and all-inclusive music operation on the top rung of the Tin Pan Alley roster.

Why was it able to do this? The answer is obvious: A united broadcasting industry with the will; the prime exploitation medium, resourceful and capable, simply made up its mind to stand out against undue blandishments.

Officials of MBS, by dint of a tremendous drive for votes, won a majority ratification of renewed contracts with ASCAP at the end of convention opening. These same MBS officials had seen their more affluent contemporaries—NBC and CBS—make their own deals with ASCAP in 1932 and 1933. That probably motivated their action in St. Louis. The cry was heard in those years that NBC and CBS had “sold the industry down the river” for dollar benefits.

Now that same charge is hurled at MBS, and some of its own affiliates are echoing it. A group of them are even saying they are going to canvass all affiliates of the network to ascertain whether the ballot box was “stuffed”. This sort of internal bickering, reminiscent of the dog-eat-dog onslaughts of a decade ago, doesn’t do radio, as a whole, credit. It makes broadcasting, as an industry, appear juvenile at a time when it is well into its vigorous if frenzied adulthood.

Even if the MBS contractual arrangement with ASCAP could be undone, it wouldn’t do any more than confuse an already aggravated situation. It is apparent that ASCAP music will be back on the air generally. But there is a proper and legal way of accomplishing this, particularly in view of the Department of Justice decree to which ASCAP must comply.

ASCAP’s catalog is a good one, but not indigestible as has been charged, since Jan. 1. BMI also has a good repertoire, which is getting better every day. With both organizations functioning competitively, as they will, there should be more and better music for the nation.

If ASCAP is willing to comply with the letter of the consent decree and offer its music competitively with BMI’s, it would be just that the entire industry as a whole will become a regular customer again. Otherwise, despite the MBS reunion, the balance of the industry can continue to get along with BMI very well. There’s no longer any risk or guesswork about it.

Public Be Damned?

IF ALL NETWORKS were compelled to serve all stations, as appears to be contemplated in the Network Monopoly Report and regulations, chaos would inevitably ensue. Elsewhere in this issue, in reporting some of the practical operating effects of the projected new rules on stations and networks, we tell why. And our report is based not on the views of academic and impractical theorists but on the considered judgments of actual operators of stations affiliated with networks.

To say that the rank and file of affiliates of NBC and CBS were as stunned as the networks themselves by the new rules, would be putting it mildly. Those who took the time, many with their legal counsel, to analyze the regulations and what they really would mean in day by day operation, were generally agreed on these points:

To fit together a patchwork of hour, half-hour or quarter-hour programs from different sources would destroy any semblance of program balance.

Chain-break announcements would all but disappear.

Dead air would exist between switches from one network to another—and those who have heard European broadcasting, with its silent periods between programs, know what that could do to American listening habits.

Audience buildups by means of promotion, consecutiveness on the air, certainty of before and-after interest in fixed sustainers or commercials, and their concomitants would be a futile expense.

Revenues would be subjected to utter uncertainty.

The advertisers, reacting to listener dissatisfaction, would sour on radio—and the industry itself might actually collapse, in the view of some of the more disturbed among the network affiliates.

These are only a few of the reactions derived from practical observers, who actually work at radio and certainly should know whereof they speak. We have said before in these columns, and we cannot emphasize too strongly, that the public which is presumably represented in Washington, hasn’t been complaining about radio, just as it hasn’t been complaining about baseball. The affiliates have been hurled against the way the big networks operate by and large have been satisfied to keep their business dealings, for which the FCC majority shows such great solicitude, within the family.

The courts have stated that the FCC has no authority over the business operations of radio stations. The assumption of such authority means that Washington, injecting itself into the dollars and cents and programming phases of radio, immediately will begin to step into the actual field of operation—assurances from high quarters to the contrary notwithstanding.
IF YOU had been in Kansas City on May 4, 1931, you might have observed a young and smiling agency account executive emerging from the University Club after luncheon with Charles R. Cook and John F. Cash, of the Cook Paint & Varnish Co. Don Davis had just been made president of the WHB Broadcasting Co.

As a partner in Loomis, Baxter, Davis & Whalen Inc., Davis handled the Cook Paint & Varnish Co. account. Cook’s in 1930 purchased Kansas City’s famous pioneer radio station, WHB. They wanted an advertising man to run it—and Davis was selected because since 1927 he had been experimenting with radio advertising.

His agency had The Cook Painter Boys on WDAF, with John Wahlstede (still a WHB staff member) as “The Cook Tenor”. Davis was writing European travelogues for The Travel Guild of Chicago, broadcast by Hill Hay on WMAQ when that station had its studios in Chicago’s LaSalle Hotel. For Loose-Wiles candy bars, Davis had recorded in Hollywood one of the earliest transmission campaigns, with dance music by Earl Burritt’s Orchestra and songs by the Burritt Trio and Jess Kirkpatrick. And, for Bird’s Drugs of Kansas City, Davis had an act on KMBC known as The Easy Aces.

“I thought I knew all the answers then”, says Davis, “but in 1941, ten years later, I’m not so sure. At least, however, I’ve assembled a long list of things that I know won’t work—and that’s a help when it comes to eliminating ideas that are unfit.”

At WHB, in collaboration with John T. Schilling, the station’s pioneer founder-engineer who has been its general manager since 1922, Davis brought the original Musical Clock to Kansas City, with Halloween Martin announcing. He originated a show that became Kansas City’s oldest commercial radio program for one continuous sponsor, the Kansas City Kiddies’ Rescue, now in its ninth year on WHB for Jenkins Music Co. He put The Weatherman in Person on the air in 1932—believed to be a “first”, nationally.

He began WHB’s famous daily series of Northside Municipal Court broadcasts, later imitated in some 56 American cities. And as a service feature, he had WHB announce the correct time and temperature on every station break—baseball scores every hour on the hour—ideas also believed to be “firsts.”

Meanwhile, the WHB staff grew from 12 to 50, and through the years it developed a group of artists and writers now nationally known: Louise Wilcher, CBS organist in New York; Jimmy Atkins, of the Fred Waring show; the “Three Little Words”, with Phil Spitalny; Jess Kirkpatrick of WGN; Count Basie, whose Harlem Harmonies were a WHB feature for two years; Hari Smith’s Sun Valley Lodge orchestra; and the late W. G. Moore, Royal Air Force flier in World War I and a U. S. Army Air Corps captain, who wrote The Air Adventures of Jimmie Allen and Henry King, Davis was Moore’s personal manager.

As an advertising man, Davis has always been interested in show business—from his boyhood days in Downs, Kan., where he was born Nov. 29, 1896, and where he used to letter signs for the local “picture show” and play trap drums in the theatre pit. Those were the days of silent movies, when a pianist and a drummer provided “mood music”. At Kansas U he took his A.B. in journalism, was editor of the Daily Kansan, publisher of the Sour Owl humor magazine and business manager of the senior annual, The 1918 Jayhawk. As business manager of the University “Soph Hop” in 1916, he produced an elaborate floor show when “floor” shows were something quite new and novel. And as an earnest civic flier in Kansas City today, he still leaps into action on community events with a theatrical angle, such as the President’s Birthday Ball and the American Royal Coronation Ball.

Davis’ hobbies are music, dancing, the drama, travel, reading, drumming and aviation. He is a member of the Mayor’s Aviation Advocates Board, a trustee of the Kansas City Philharmonic, a director of the Kansas City Safety Council. He belongs to Mission Hills Women’s Club, the University Club, the Kansas City Club, the Lions’ Club, the Conquistadores del Cielo of New Mexico, and the Tavern Club and the Wine & Food Society of Chicago. He is a Phi Gamma Delta, Sigma Delta Chi and a Phi Beta Kappa. He loves travel, and knows his way pretty thoroughly around the United States, Canada, Mexico, Bermuda, Cuba and Europe. He has written two books, Manual of College Annual Management and Collegians Abroad.

In 1929, Davis married Margaret Hodder of Lawrence, Kan., daughter of the late Frank Heywood Hodder, for many years chairman of the department of history at the State university. A daughter, Peggy Davis, is now a freshman at Kansas U, and a son, Heywood Hodder Davis, is in the fourth grade; his parents call him “Woody” and he likes his dad in one respect—Woody likes to drum too!

Oscar F. Soule has announced his resignation as president of the investment research of the Syracuse Trust Co. to take up active duties as secretary-treasurer of Onondaga Radio Broadcasting Corp., operator of WFNJ, Syracuse.

George Jackson, formerly associated with the key men of the Minneapolis Network and with KFAC, Hollywood, has been appointed assistant manager of WDOW, Terre Haute, Ind.

Winfield Hunter, chief of the traffic department of WHB, Cincinnati, has been ordered to report to Camp Davis, Hollywood, N. C., May 21. He is a first lieutenant.

John E. Peltzer, president and manager of WJKZ, Kalamazoo, Mich., has been elected president of the local Chamber of Commerce.

Robert C. Colson, administrative executive of the Radio Branch of the Bureau of Public Relations of the War Dept., was in Los Angeles last week to attend the dedication of the 131st师’s largest bomber.

John F. Graydon, formerly vice-president and director of N. W. Ayer & Son of Canada, Toronto, and with Ayer, a representative of the United States for many years, has joined Canadian Posts Registered, Toronto, research organization.

An elaborate floor show when “floor” shows were something quite new and novel. And as an earnest civic flier in Kansas City today, he still leaps into action on community events with a theatrical angle, such as the President’s Birthday Ball and the American Royal Coronation Ball.

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Edwin E. Dowell, 24, manager of the Toronto bureau of British United Press Ltd., late assistant manager of British United Press in Canada, will continue to headquarter in Toronto where he has been located since June, 1940, as Toronto bureau assistant and BUP business manager. Dowell joined BUP in September, 1939, from the BUP office in Seattle. BUP announces that May 21 full radio wire service starts in Canada, bringing the total of Canadian stations taking the service to 11.

Fred Crawshaw, account executive of KFRC, San Francisco, a lieutenant in the Naval Reserve, recently called to active duty.

Sterling Fisher, CBS director of education, has been elected to a fellowship in the American Assn. for the Advancement of Science.

Larry Field, of the sales staff of Edward Petry & Co., New York, recently married Marjorie Mayer of New York.

Mort Silverman, formerly of WINK, New York, has joined the sales staff of WDAF, Philadelphia.

Peter Zandhip of the CBS sales promotion department, the father of a baby girl born May 11.

Louise S. Simon, account executive of KXY, San Francisco, and Miss Gertrude S. Miller, recently announced their engagement and plan a San Francisco marriage.

Walter M. Harrison Jr., on the news staff of KZJ, Denver, until his induction in the Army last February, has been appointed as public relations man for radio at Lowry Field, U. S. Army Air Corps technical school.

Al Nelson, general manager of KUO-KFXO, San Francisco, has been elected to the executive committee of the San Francisco Festival Assn.

Irving F. Welsh, general manager of WCOA, Pensacola, Fla., was recently selected to serve on the “Van’s all-star team” committee of Pensacola, which selects all-stars of the Southeastern Region to play against the league-leading team in July.

James Larkin, formerly of the commercial staff of WCOA, Pensacola, Fla., is a public relations man at Port Crockett, Galveston, Tex., as a lieutenant in the V-12 Coast Artillery, N. C. Valley formerly secretary for a southern credit concern, has been added to the sales department of WCOA.

W. H. Wright, of Stovina and Wright, station representatives, is in charge of training speakers for the four RPM Victory Loan in the Toronto region.

Edward F. Roach, formerly of the WBIN, Chicago, sales department, on May 5 joined The Katz Agency, Chicago. Roache replaced Robert Whitaker, who resigned to join the advertising department of Good Housekeeping magazine, same city.

Joseph O. Selig, foreign news analyst of WMCA, New York, on May 10 flew to London for a two-week stay to interview the British Government on the progress of the war. During his absence, Burnet Horsley, of the Selig Press Club, is handling his 7:45 p.m. news program.

Ed Heaton, formerly of the Russell M. Seeds Co. Chicago advertising agency, is now manager of KTSM, Emporia, Kans.

Alexander Herbert

Alexander Herbert, 70, retired advertising man of Morris & Co. (Phillips Morris cigarette), heavy user of network radio, died May 5 at his Beverly Hills, Cal., home. He retired from business 15 years ago.

BROADCASTING • Broadcast Advertising

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Meet the LADIES

DOROTHY B. ROBINSON

DRAMATIC ABILITY, keen business judgment and a sense of humor have combined to earn Dorothy B. Robinson, manager in charge of local sales, the title of "Top Imp." of WTAG, Waseca. Leaving the stage in 1930, "Robbie" broke into radio producing, directing and acting in radio plays. She clearly demonstrated her business ability by bringing countenances for WTAG, by taking time on the side. Not content with this she added commercial continuity and script writing to her accomplishments. Now celebrating her 11th year with WTAG, Robbie is preparing for even further conquests in radio.

Fun With Furs

The telephone bill at WNEW, New York, should run fairly high this month and David Lowe, the station's screen and theatre reviewer, feels responsible. On his program, he has been telling his listeners to call WNEW, reverse the charges and get from him personally details of sponsor's new money-saving fur storage and repair plan. Through some freak atmospheric condition, WNEW's signal carried through to Florida the other day and a Mrs. Anne Brody, interested in the fur storage proposition, called David Lowe—and of course reversed the charges!

Revised KSL Personnel

REVISION of the personnel of KSL, Salt Lake City, was announced last week, with Ivor Sharp assuming the title of director of station operations and Earl J. Glade taking the title of vice-president. Both were present at the NAB convention in St. Louis, where Mrs. Glade took a prominent part in the IRNA deliberations. Other staff titles are: D. H. Vincent, auditor; Lennox Murdoch, commercial manager; W. B. Ramos, sales manager; Glenn Shaw, production manager; H. Perry Driggs, promotion director; and R. G. Pack, technical director; Willice E. Groves, chief engineer.

Jones to CKLW Post

RICHARD E. JONES, Detroit advertising and public relations ex-ecutive, has been appointed to the newly-created post of sales promotion and public relations director of CKLW, Detroit-Windsor. Mr. Jones at one time did national sales promotion work for Brunswick records and has had various phases of radio retailing, retail advertising, and public relations. He will continue to serve as sales manager. Both were formerly with the Motel Statler, Detroit, and as public relations counsel for two large Detroit retail chains.

Reporters Turn Authors

JO RANSON, radio editor of the Brooklyn Daily Eagle and New York Post reporter, has written a his-tery of Coney Island to be published in July by Doubleday Doran. The book, first of its kind and tracing the history of the world's most famous outdoor recreation center, is called Sodom by the Sea: An Affective History of an Island. A large num-ber of performers from stage, screen and radio received their professional start in honky-tonk side shows, danc-ing pavilions and amusement parks in Coney Island and their senal experiences are recounted.

Lloyd Heads Nielsen

DR. EDWARD L. LLOYD, vice-president of the A. C. Nielsen Co., national television organization with headquarters in Chicago, has been ap-pointed managing director of A. C. Nielsen research with his quarters in England. He will succeed L. E. Scovell, head of the British Index services. Mr. Scovell was brought from that position to serve as Deputy Assistant Director of the Priorities Division in the office of Production Management, Washington.

Dr. William Davenport

DR. WILLIAM DAVENPORT, 76, known as the "Dramatic Voice of the Air over WABE," died May 11 in Philadelphia General Hospital. A former entering radio editor, he was a Shakespearean ac-tor and was in silent movies.

Where Do They Go?

In The Summer

TO

The Lakes and the Mountains

of NEW HAMPSHIRE

WLHN-LACONIA

J. B. McGILFRA—Representative
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

CONGRESS PROTEST URGED BY CALDWELL

AN ALL-OUT radio protest of the trade to their Congressmen over the FCC's Monopoly Report was urged in an editorial by Orestes H. Caldwell, editor of Radio & Television Today and former member of the FCC, in the current issue of that trade journal.

"If the Commission's destructive orders are carried out", he said, "much of local broadcast station service will return to the status of honky-tonk music, cheap phonograph records, advertising blues, dreary local programs, poor talent, uninteresting and interminable speeches. Gone from the homes of America will be the great music, great dramas, great artists, overseas reports from European capitals, broadcasts of national events."

Caldwell then addresses trade men and manufacturers of the industry: "This FCC torpedo", he went on, "is not aimed at American broadcasting alone, Mr. Radio Man. It is aimed at the business of every radio dealer, every serviceman, every distributor, every manufacturer. In proposing this crushing blow, the FCC has stepped beyond any authority Congress ever gave it."

"If you do not want to see American broadcasting torpedoed, and your own business sunk along with it—explain this situation to local leaders in your community, tell your customers about it, and protest to your Congressman and Senators at once!"

WREG, Erie, and WKWK, Wheeling, W. Va., both CBS affiliates, have appointed International Radio Sales as national representative.

Questeditorial

(Continued from page 41)

ous pacing which makes Information Please one of the most interesting shows on the air. In Basil Davenport, of the editorial board of the Book of the Month Club and Fred L. Schwed Jr., writer, humorist and reviewer, WGY has two men of keen, photographic memory and the faculty of turning a sparkling phrase to enliven the proceedings.

By their questions the reviewers reveal the background, the inspiration of a page of war work. They help the listener to understand what a puts a writer in the big money. In addition to the regular reviewers, a guest literary light is invited to the proceedings, generally someone particularly interested in the type of book under discussion.

When William E. Dodd Jr., editor of Ambassador Dodd's Diary, appeared to give some of the background of the volume, Wythe Williams, foreign correspondent and journalist who was in Germany during Prof. Dodd's ambassadorship, served as visiting or guest reviewer.

Alice Duer Miller, author of The White Chiffons, was greeted not only by the Messrs. Davenport and Schwed but by Sarah Henderson Hay, poet. Incidentally Mrs. Miller's appearance on Speaking of Books synchronized almost to the hour with Life's publication of nearly a third of her story in verse.

Other authors who have appeared on WGY's Speaking of Books program have been Elizabeth Dewing Kaup, author of Not for the Meek, a Literary Guild selection; Rockwell Kent, whose This Is My Own was written about places and people in WGY's listening area; Perry Burgess, whose work Who Walk Alone has been proclaimed the most creative book of the year. Guest reviewer with Mrs. Kaup was Dawn Powell, novelist and playwright. James T. Farrell, author of Studs Lonigan, and Burton Rascoe were on the review panel when Rockwell Kent appeared at the microphone.

Speaking of Books is still in process of development as a broadcast feature and is subject to production change from week to week. However the audience response thus far has been wholeheartedly favorable. Organizations dedicated to the promotion of more and better educational programs have endorsed the show and book publishers are giving it enthusiastic support.

Grove on 76

GROVE LABS., St. Louis (Chill Foods), on Monday started a varying campaign which runs 21 weeks on 76 stations. Schedule calls for continuous transcribed announcements, 5 to 15-minute news broadcasts and quarter-hour hillbilly shows. Agency is H. W. Kastor & Sons, Chicago.

Author: "I'm saving my apple for an announcement by the same company, now that he has a kilosalt on 910."
Theatre Television by Autumn Forecast
As Large Crowd Observes Boxing Match

THEATRE TELEVISION in New York moved a step closer to realization with the demonstration conducted by the RCA Mfg. Co., May 9 when the Kem-Oliverl-Billy Scott middleweight championship fight was televised from Madison Square Garden to the New York Theatre and projected on a screen 18 x 20 feet.

The demonstration was staged for an invited audience of 1,200 radio, film, sports, and newspaper executives. Preceding the boxing match, the audience witnessed a news broadcast by Lowell Thomas, a Flier Family player, and a roundtable discussion under the direction of T. F. Joyce, vice-president of RCA Manufacturing Co.—all televised from NBC studios in Radio City.

In Operation by Autumn

The complete television show reached the theatre at 234 West 54th St. from Radio City over a balanced telephone wire, a special wire for television signals. The fight signals were transmitted from Madison Square Garden to Radio City and relayed to the theatre, forming a circuit, which comprised on a small scale the basic television network which RCA engineers predicted will one day bring televised events to every neighborhood movie.

Theatre exhibitors in attendance were impressed with boxoffice potentialities of large screen television; and although minor imperfections, such as improper lighting, were evident, it was generally felt that theatre television “had arrived.” RCA officials predicted that large-screen television would be in operation in New York theatres by next fall, and that while they had already received a number of inquiries from theatre owners, they are proceeding with the entire project with caution.

Cost of installation of the equipment in a theatre is estimated at $25,000 to $30,000. These costs, it was said, could not be considered too high even for neighborhood movies, if the telecasts would attract large crowds.

What effect large-screen television would have on home television, was not predicted, but an RCA executive stated that theatre television would acquaint large masses with the possibilities of television and stimulate the sales of television sets.

Cramer Appointed Head Of DuMont Video Sales

LEONARDO F. CRAMER, for many years with the sales and production departments of Allen B. DuMont Labs., has been named sales manager of the instrument and video equipment divisions of that company. The appointment came with announcement that the sales development division will start at the commercial stage, DuMont is concentrating its television transmitting activities, engineering and production facilities to “serve the rising tide of video broadcasting activities.”

Simultaneously the appointment of Harry Halinton as sales representative for the Minnesota territory was announced by the company. Halinton is a graduate of the New York Electrical School and the Milwaukee School of Engineering, and while at school served on the technical staffs of WISN, Milwaukee, and later WTMJ.

For years he was engaged in manufacturing custom-built radio sets, and has manufactured and distributed electronic devices, and more recently has been a manufacturers representative for well-known lines in his territory.

DIRECTORS of the Philec Corp. on May 12, declared a dividend of 25c per share, payable on June 12, 1941, to stockholders of record on May 20. This is the second dividend of 25c declared this year.
Spots for Mason Jars
KERR GLASS MFG. Corp., Los Angeles (mason jars), out of radio for some years, on June 1 starts for eight weeks using five spot announcements weekly on 10 stations nationally. List includes WSB WLS KASA WHIP WHAS KGW KTSA KFNF WCCO WBW. Agency is Raymond R. Morgan Co., Hollywood.

Ice Cream Test
FENN BROTHERS Co., Sioux Falls, S. D. (Butter Brickle ice cream) is testing one-minute spot announcements five times a week on WCCO, Minneapolis; WHO, Des Moines; KCIO, Kansas City; KOIL, Omaha; KPAB, Lincoln. Agency is BBDO, Minneapolis.

Those We Love
JUNE 6 is the date for the national release of a Paramount one-reeler entitled "Those We Love," a short-subject which dramatizes the production of CBS's Monday night dramatic feature, "Those We Love." The picture was produced by Ted Lloyd and is narrated by Jimmie Fidler. The entire producing staff of the radio program and the stars of the program, including Nan Grey, Richard Cromwell, Donald Woods, Oscar O'Shea and Alma Kruger, are featured in the picture.

David B. Stein Is Named To WHN Chicago Office
DAVID B. STEIN, for six years radio director of Kal Advertising, Washington, on May 19 becomes Chicago representative of WHN, New York agency. He succeeds Harold Makellin, who resigned to assume the presidency and general management of The Columbia Pictures Co. and a go production firm.

Mr. Stein, a native of Washington, D.C., at one time was with Paiste, Webber & Co., New York stockbrokers, and later in the merchandising departments of the Gimbel and Stern stores in New York. While with the Kal agency he handled the Cincinnati Ford account and was largely responsible for breaking down the resistance of local department store radio, selling the Hecht Co. the news commentaries of Bakhague, of NBC.

Mrs. Stein, the former Mary Louise Moy, is secretary to William A. M. Van Ingen, manager of WOL. She has resided in Chicago since June 1 to join her husband.

NEWS OF DEFENSE

Office of Government Reports in Washington at the request of Glenn Z. Snyder, manager of WLS, Chicago, is furnishing that station with a daily five-minute summary of national defense news for broadcast on the WLW Dinnerbell Program as a special feature.

In requesting the services to WLS Mr. Snyder stated that "while we receive all the news from the various news agencies, has any news pertaining to national defense is most important and the WLW farm audience—particularly the farm audience—would welcome an up-to-date day-by-day picture of governmental activities as news from an official source."

The Dinnerbell Program has been a feature of WLS since that station went on the air in 1924 and is broadcast from 12-12:30 noon

TRAVELOGUE of the United States, shortwave feature of WGEA and WGO General Electric Stations in Schenectady, enters its fifth month this month. Known throughout the world over, the program describes for potential visitors or for any other listeners who want to learn more of the U. S. the interest of all types, in all parts of this country and its territories. Program, sponsored by the American Express Co., started as an English broadcast but proved so popular Spanish and Portuguese versions have been added, as well as KGEI, San Francisco shortwave outlet.

"TO FURTHER a greater understanding between the American people of America and other lands," WRCA and WNB, NBC's international stations, are comparing to Europe, during international series, Sundays at 1:45 p.m., for rebroadcast by the BBC. Non-denominational, they were arranged in cooperation with the new International Religious Broadcasting Committee.

Earle A. Buckley, president of the Edward A. Buckley Agency and Associates, Philadelphia, has been appointed operating executive of a new series, "The War, Our War," to be broadcast nationwide.

Will B. Presba, secretary of Presba, Fellers & Presba, Chicago, is the father of a baby girl born recently.


Frederic W. Ziv, head of the Cincinnati agency bearing his name, is back at his desk after two weeks in the hospital where he underwent an operation for the removal of a bone.

Frank Schlessinger, manager of the San Francisco office of Allied Adv. Agencies and Mary Milford, actress of KPO-KGO, were married May 3 in Ross, Cal.

Russell Dietrich of Milwaukee has joined the Frederick C. Schnecke Adv. Agency, same city, as art director and production manager. Lois A. Parsons, office manager of the agency, has been named head of the enlarged radio and continuity department.

Arthur Dole recently joined Cesana & Associates as San Francisco office manager.

John L. Rogert, director of research since 1939 for Benton & Bowles, has been elected a member of the board of directors.

Earl W. Clements, for several years account executive of the Chicago branch of Campbell-Ewald has been promoted to a vice-president, effective May 1, and has assumed additional responsibilities in the direction of the Chicago office.


Curtis Berrien, formerly of BBDO and McChesney, New York, has joined the copy staff of Lerner & Mitchell, New York.

Curt T. Foy, president of Burton Browne Inc., Chicago, is the father of a baby girl born recently.

F. T. McCall, for the last four years director of national development for Lallier Associates Inc., Chicago, has become a partner and general manager of Burns & Potter, Chicago advertising agency and merchandising counselors.

Mildred Fenton, formerly script editor of Blackett-Sample-Hummert, New York, has joined the staff of Ted Bates Inc., New York, as writer-editor of daytime programs and director of casting.

Marianne L. Graham, formerly of WBBG, Duluth, has joined Gleason-Galley & Co., Los Angeles, as copywriter.

GE Defense Series
AS A CONTRIBUTION to national defense, General Electric Co., Schenectady, has started a new series of programs on NBC-Blue, planned to give the listening public a weekly report of industry and the defense program. Titled "News of the Week in Industry," the quarterly hour Thursday evening programs will feature John McIntyre in a summary of business and industrial activity as collected by the staff of Business Week. No commercials will be included. Series was placed through Maxon Inc., New York.

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Broadcasting • Broadcast Advertising
**Blanks With Glass Base Exhibited at Convention**

SUCCESSFUL production of glass base recording blanks has been announced by Audio Devices, New York producer of instantaneous recording discs. This, it is claimed, will allow the more than a million pounds of aluminum used yearly by manufacturers of recording discs to be used in the production of bombers.

The new glass base has been found to fill the requirements of being thin, completely flat, flawlessly smooth, free from any tendency to spring or warp and to have a surface to which the acetate coating will properly adhere.

The new glass base strongly reinforces the base of the discs and allows sticking all parts of the country without damaging the blanks. In addition, new packaging methods has been worked out for the shipments. The discs and packages were displayed at the NAB Convention last week in the New Jefferson Hotel in St. Louis.

**Spots for Bedding**

**MOHAWK BEDDING Co., Chicago** (Mohawk mattress), on May 6 started a varying schedule of three to six-weekly quarter-hour hillbilly programs on WOWO, Fort Wayne, Ind.; WLW, Cincinnati; KMA, Shenandoah, Ia.; KDKA, Pittsburgh. Contracts are for 13 weeks. Agency is Schimmer & Scott, Chicago.

**WAAF Wage Pact**

WAAF, Chicago, signed a contract with AFRA, covering announcers and staff talent. Contract provides for wage increase from $35 to $50 a week. Agreement will be in effect until Nov. 1, 1943. In addition, the working week has been cut from six to five days.

**AGMA Suit on Docket**

**SUIT OF American Guild of Musical Artists to restrain American Federation of Musicians and its president, James C. Petrillo, from forcing AGMA instrumentalist members to join AFM under threat of being otherwise barred from employment on radio, stage and screen, is scheduled to be heard by the New York Court of Appeals at Albany May 19. AGMA will ask the Court to set aside the decision of the Arbitration Division which dismissed AGMA's suit against Petrillo and the AFM and denied AGMA a temporary injunction. [Broadcasting, Feb. 24].**

J. FRANKLIN VIOLA, New York, foreign language station representa- tive, has moved his office from 50 West 45th St. to 102 West 42d St. Telephone number is Chiekering 4-3254.

**The World's Greatest Stories**

with Nelson Olmsted

A 15-minute program that is going places—a feature that has been acclaimed because of its entertaining and informative value.

This series of best stories written by the world's greatest authors and presented by Nelson Olmsted, has a very broad appeal because everybody, regardless of age, enjoys a good story.

Being a one-man show, its structure is extremely simple and the cost unusually low.

It may be broadcast from one to five times a week either day or night.

This great, inexpensive program, together with WENR, 50,000-watt Chicago key station of the NBC Blue Network, famous for its features and responsive audience, is a tremendous sales weapon that will produce greater sales and profits with less effort in America's second largest market.

**BMI Signs Straus**

**OSCAR STRAUS, Viennese composer, has signed a contract giving BMI an option on his unpublished works, the immediate exclusive rights to license performance and recording of his operettas in their dramatic form and the exclusive right to license the performance of individual Straus tunes after the expiration of his membership in the French performing rights society, SACEM. Composer of "The Chocolate Soldier" and other operettes, Mr. Straus fled Vienna after the Nazi occupation in 1938 and went to France, coming to America last year.**
THE BUSINESS OF BROADCASTING

WITF, Raleigh
Reed & Barton, Taunton, Mass., 19 th thru 26th, thru Hubbard & Co., Boston.
Atlantic Greyhound Lines, 26th, thru Brunswick, Maine, 26th.
Marlin Firearms Co., New Haven, (Latte division), 26th thru 30th, thru Craven & Hendrick, N. Y.
Grow Labs., St. Louis (Chili Tomie), 31 st thru 2nd, thru W. H. Kastor & Sons, Chicago.

FKI, Los Angeles
Armored Co., Chicago (Brick Shave Cream), 31st thru Russell M. Seeds Co., Chicago.

WGY, Schenectady
American Chicle Corp., 30th thru 3rd, thru Brown & Bigelow, N. Y.

Coffee Campaign
W. F. McLAUGHLIN & Co., Chicago (Manor House Coffee), on May 12 started a 6-week schedule of six weekly quarter-hour Coffee Time programs on WKZO, Kalamazoo, Mich. In addition, firm is currently sponsoring six-week quarter-hour Coffee Time programs on WMBD, Peoria; WCBS, Spring- field; WINS, New York and WHB, Rock Island, Ill. Programs feature recorded music with popular local announcers and also present six-weekly quarter-hour news broadcasts by Norman Ross on WMAQ and five-weekly quarter-hour musical programs featuring Happy Jack Turner on WLS, Chicago.

Auto Supply Spots
WESTERN AUTO SUPPLY CO., Los Angeles (auto accessories), through Dan B. Miner Co., that city, is using spot announcements on 48 stations in the Western States. List in cludes: KERN KBDN KDFP KSHL KICA KVOD KKO KORE KIEM KARM KJVE KFJY KDJ KONO KROJ KFZK KEDY KDAR KXII KFXS KXMB KSSP KXKE KTRA KRCG KRMG KMG KVOA KXSH KXZ KXQX KXQX, included also (newspaper), weekdays.

Notable Announcements
THE Chicago Daily News, Chicago (newspaper), on April 21 and May 14 will start two-weekly quarter-hour transcribed programs, titled "Getting the Most Out Of Life" on 11 stations in Illinois. The series features Dr. William L. Stiger, nationally known educator and philosopher, and the Scripps-Howard Free Press. William Meeder, Organizer. Stations selected are: WDSL WDNW WDSF WBBF WIIW WIBBS. Contracts are for 26 weeks. Area was placed direct.

Ralston to Reserve
RALSTON PURINA Co., St. Louis (Wheat Cereal), on Sept. 29 starts its ninth consecutive year of sponsor ship of "Tom Mix Straight Shooters." According to the Gardner Adv. Co., St. Louis, agency handling the account, the initial contract will be for 26 weeks on a five-weekly basis. It is expected the account will run beyond the first commission. The series will be heard on the NBC-Blue network with the exact broadcast time and number of stations yet to be determined.

Swett's Rootbeer Tests
DR. SWETTS ROOTBEER CO., New York, is testing radio, using June 26 thru Aug. 26. Summer special will use "Swett's Rootbeer Hour" nightly on WBNB, Buffalo, and Headlines, quarter-hour news period three-weekly on WKBW, Buffalo. Two announcements daily on WGR, Buffalo, and quarter-hour nightly news program on WGR, Cleveland. Agency is C. L. Miller Co., New York.

Cable News
W. F. McLAUGHLIN & Co., Chicago (Manor House Coffee), on May 12 started a 6-week schedule of six weekly quarter-hour Coffee Time programs on WKZO, Kalamazoo, Mich. In addition, firm is currently sponsoring six-week quarterly Coffee Time programs on WMBD, Peoria; WCBS, Springfield; WINS, New York and WHB, Rock Island, Ill. Programs feature recorded music with popular local announcers and also present six-weekly quarter-hour news broadcasts by Norman Ross on WMAQ and five-weekly quarter-hour musical programs featuring Happy Jack Turner on WLS, Chicago.

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SO SUCCESSFUL was the one-day campaign staged by Hand’s Fireworks Co., Hamilton, Ont., last year on CFCF, Toronto, that the 1943 advertising budget is going entirely into radio, with a one-day campaign staged on May 25 on WFML, Toronto. CHML, Hamilton; CFRB, Kingston; CHML, Hamilton; CFCF, Ottawa; GCFC and CRAC, Montreal. Ten spot announcements on May 25 will be made for the sale of fireworks for the fourth of July Day. May 24, Account is placed by Tandy Ad Agency, Chicago.

HUTCHINSON MEADOW GOLD Co., Des Moines (Meadow Gold Ice Cream), on April 29 started sponsoring a spot-news feature with brief news items broadcast on WHO, same city. Contract is for 13 weeks. Walker Thompson Co., Des Moines, placed the business.

TWO FOOD sponsors, Ward Baking Co., New York, and E. Pritchard Inc., Bridgeton, N. J., have joined the list of five participating sponsors using Arthur Godfrey’s 10-minute Monday through Saturday program on WABC, New York. Both companies are using the 14-15 a.m. portion of the program six times weekly. Ward agency is Sherman K. Ellis & Co., New York, and Pritchard, which is promoting Pride of the Farm Cream, is handled by Wadsworth & Walker, New York.

CITY OF MIDDLETOWN, Ont., has taken its first 15-minute mealtime program on CKCL, St. Catharines, Ont., - weekly service, with the account placed by Tandy Ad Agency, Chicago.

HOUSEHOLD FINANCE Corp., Chicago (finance service), on May 12 started 12-week monthly one-minute transmissions on CKCL, Toronto; CKCO, Ottawa; and weekly program on CFRB, Toronto. Account is placed by Tandy Ad Agency, Chicago.

PAPERS’ BEER BAN
BENEFIT TO RADIO

With the reissuing of Minneapolis newspapers under direction of the Cowles interests [BROADCASTING, May 5], beer advertising is being refused in the city’s papers with the result that Northwest breweries are turning to radio.

Beginning May 16, a new half-hour local show will make its debut over WCCO sponsored by Grain Belt Beer. Agency is BBDO, Minneapolis. Entitled Friendly Tavern, the 30 minutes will feature Cielan Card as host, the 14-piece house orchestra, the Pleihe brothers, the WCCO Quartettes and Fib Seldel, soloists. Guest artists will appear on the program from time to time, supposedly visiting the Tavern and invited to sing.

Hamming Brewing Co. already has a 15-minute shows sport on WCCO daily. Beginning May 26 Figger Brewing Co. will take five minutes Mondays, Wednesdays and Fridays and Schindel is reported considering availabilities.

Hurley Spots

HURLEY MACHINE Co., Chicago (ironers and washing machines), on May 12 started a 13-week schedule of three-weekly quarter-hour recorded programs, titled Gladtime Melodies, on WGQ, Chicago. Firm is currently running a series of spot announcements on WCFL, Chicago, and five-week participations in Art Baker’s Notebook program on KPI, Los Angeles. E. H. Brown Adv. agency, Chicago, handles the account.

OUT OF THE NIGHT...
$20.00

And it’s a story about a Red, too—the Red network outlet in Richmond—WMGB—and how it saves you $20.00 on a minute spot. A minute spot—evening time on WMGB costs only $15.00. A minute spot— evening time—on Richmond’s other leading station costs $55.00. So there’s $20.00 saving out of the night.

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

National Representative—John Blair Co.
Marshall H. Ensror Wins 4th Annual Paley Award
MARSHALL H. ENSOR, 41-year-old school teacher of Olathe, Kan., has been named winner of the Fourth Annual William S. Paley Award to amateur radio operators by the members of the Board of Awards, and will receive the trophy from Mr. Paley, president of CBS, at luncheon June 2 at the Hotel Waldorf-Astoria, New York.

Mr. Ensror for ten years has been conducting regular courses in the fundamentals of radio on his own amateur station, WBSP. The board felt the code practice lessons has enabled thousands of young men to pass examinations for amateur licenses, making this group a valuable adjunct to present defense efforts.

Members of the board include: Norman H. Davis, chairman of the Red Cross; Dr. J. H. Dellingier, chief of the radio section of the U.S. Bureau of Standards; Lieut.-Comdr. Chas. F. Edwards, chief of the air section of the Dept. of Transport, Ottawa; Hon. R. Henry Norweb, U.S. Ambassador to Peru, and Rear-Admiral Russell Waeche, Commandant of the U.S. Coast Guard.

WILLIAM L. SHIRER, CBS correspondent and R. T. Bowman, Canadian Broadcasting Corp. special events chief in charge of CBS Overseas Unit, are scheduled to appear on the new CBS Sunday evening series We Have Been There.

MISS CHIEF ENGINEER OF WE- Graybar is assisted at NAB con- vention by H. N. Willels, of the Western Electric Co., New York.

Disaster Contact
DISASTER PROBLEM was handled over the air for the first time in Boston, when a problem, posed by officers of the State staff of the recently organized State Guard of Massachusetts, was worked out in 49 armories of the State with 350 officers and 6,000 soldiers. Leverett Saltonstall had assured the people that the citizen soldiers who comprise the Guard were ready to aid in any serious emergency that might arise and he made good his boast when 20 stations of the Colonial Network aided in the successful experiment by reaching every part of New England. Origination point was WABA.

CBS Improvements
LISTING 219 improvements in CBS station facilities since last July 15, CBS has issued a 28-page brochure titled "New Shapes for Old Sounds." Publication coincided with the effective date May 11 of the new CBS Rate Card No. 26 [BROADCASTING, April 21], which shows a total of 128 affiliated stations, or a net gain of nine stations since the July 15, 1940, rate card.

Camp Names Curtis EDWIN P. CURTIN, who resigned last fall from the radio publicity department of BHDO, New York, for active duty at Camp Wheeler, Ga., as first lieutenant in the infantry, has been appointed public relations officer for the camp. He is currently organizing a public relations staff from radio and newsmen among the drafters.

JOHN R. MCKENNA, formerly general manager and part owner of WKNY, Kingston, N.Y., is holder of a 45% interest in an application received by the FCC for a new station in Glen Falls, N.Y., 230 watts on 1220 kc. Other principals are Louis P. Brown, local insurance man, banker, 45%; and Francis W. McGinley, attor- ney, 10%.

ALDEN PACKARD, CBS Hollywood engineer-maintenance supervisor and lieutenant commander of the submarine tender, USS Albemarle on May 15 reported for duty at Newport, R.L., as communications officer of the Patrol Wing Support Force.

PAT PATTERSON of the KFDA, Amarillo, Tex., engineering staff, has been appointed chief engineer, succeeding Howard Blaker, resigned.

BILL DUNBAR, engineer of WOW, Omaha, married Marjorie Doel April 30, T. Barnum Chase, WOW announcer, gave the bride.

DOUGLAS KAHLE has been added to the KOA, Denver, engineering staff to do summer relief.

GLENN WEBSTER, engineer of NBC, Chicago, has been promoted to the position of control relief supervisor. Webster recently became the father of a baby girl.

GENE CLARK, formerly of WKNY, Kingston, N.Y., has joined WTRC, Troy, N.Y., as control room engineer replacing Bob Ames who is leaving radio.

ALPHONSE QUINET, general supervising engineer of the Canadian Broadcasting Corp., has been promoted to assistant chief engineer in charge of the operation and maintenance of all CBC technical facilities.

KENNETH OWEN, formerly chief engineer of KJBS, San Francisco, recently joined the technical staff of KPO-KGO, San Francisco.

A. O. HARDY, of Youngstown, former supervisor of radio activities for the N.YA in Ohio, May 18 joined the staff of WJSV, Washington, as field engineer.

BILL KIRITZ, transmitter supervisor of WJSV, Washington, will leave May 22 for San Juan, P.R., having been invited by officials of WQAQ, that city, to make final adjustments on the 10,000-watt transmitter which was purchased from WJSV last year when that station increased to 50,000 watts.

REX NICHOLS, formerly of WGT Co., Greenville, N.C., and Pete Petrovski, new to radio, have been named to the engineering staff of WFIG, Sumter, S.C.,

CRC Deadlock
FIFTH WEEK of the Columbia Recording Corp., Hollywood, strike was marked by continued deadlock in negotiations between United Electrical, Radio & Machine Workers of America, Local 1421, CIO, and company executives.

As an initial step in a campaign launched against CBS by the union, letters were sent national adver- tisers using the network which gave a detailed explanation of the existing situation and urged cancellation of contracts with CBS.

J. J. NANCE, formerly vice-president and sales manager of Easy Washing Machine Co., Syracuse, has been ap- pointed vice-president and director of sales of Zenith Radio Corp., Edgar H. Resman, advertising manager of Zenith since 1933, has been named sales manager of the household division of Zenith.

WHO for Iowa Plus!
DES MOINES — 50,000 WATTS
Ask your Agency to ask the Colonel! FREE & PETERS, INC., National Representatives
Mr. Fly's Address
(Continued from page 21)
quote again from the Commission's Report on Chain Broadcasting:
"It is the station, not the network, which is licensed to serve the public interest. . . . The licensee is obliged to reserve to himself the final decision as to what programs will best serve the public interest."
I have called the Commission's chain broadcasting order a "Magna Carta of American broadcasting stations" I should like to go even further, and call it the keystone of a free broadcasting system.

The Commission is implementing the Congressional decision that control over broadcasting should rest with the hundreds of station licensees, subject only to the public provisions of the Communications Act. It is your unfeathered judgment which must prevail if the American broadcasting system is to be set free and kept free. Such freedom, I need not remind you, is as essential to America's national defense in the broad sense.

As Chairman of the Commission during these critical times, I shall consider that as a part of the job of defense planning one of my primary tasks will be to keep American broadcasters free from domination by the Government; and what is just as important to keep them free from domination by any private corporation or combination of corporations. As I said to you in San Francisco, your freedom is essential to the maintenance of our democratic institutions.

As to ways and means for the accomplishment of these principles, I shall be happy to join in any of your councils. Principles are eternal. Methods, procedure and timing are flexible to the end that all substantial and appropriate interests shall be preserved.

As to the ways in which your handling of programs on a purely voluntary basis may best forward the defense needs of the Government departments, I am happy to defer to my distinguished associates here today, Lowell Mellett, Gen. Richardson and Comdr. Thurber.

They Have Our Number
In all this territory, twisting to WAIR's spot on the dial is as much a habit as buying the products of WAIR advertisers. Proof? Try—

WAIR
Winston-Salem, North Carolina
National Representatives
International Radio Sales

INS scooped all wire services on Rudolf Hess' escape to Scotland. Again, as usual, if it is right, INS gets it first.

International News Service

In Tulsa It's
KTUL
5000 Watts—CBS
Many extra millions for defense in an already great market!
was made, the industry would be in a position to deal equitably some time before June 4, when the consent decree becomes effective. Without that accomplished, it was thought many ASCAP publishers would desert in favor of BMI. The latter does not have to comply with the terms of its decree with the Government until 90 days after ASCAP shall have imposed similar restraints.

After a hectic five-hour session at the Chase Hotel May 10, at which no conclusive vote was taken, Alfred J. McCosker, chairman of the MBS board, announced at a session the following morning that the vote by affiliates was 61 for the proposal and 40 against it, counting the votes cast at the meeting together with those wired or phoned. While this was a majority of those who actually voted, he said it was not a majority of all of the 170-odd affiliates.

Battle Declared Lost

"Under the circumstances," said Mr. McCosker, "it will be necessary to refer the matter back to the stockholders who will hold a meeting at an early date and announce their decision."

Following this, statements freely were made that MBS had lost its battle, and that there could be no deal until after the NAB convention. As a matter of fact, W. E. Macfarlane, WGN head, and business manager of the Chicago Tribune, who also is president of MBS, declared that the major networks had been successful in thwarting the deal, and called it "a smoke screen behind which NBC and CBS seek to retain the tremendous profits from their own affiliates."

In announcing ratification, MBS said "the action was based on the poll of Mutual affiliates which has been in progress during the last 10 days, resulting in a vote of 86 in favor of putting ASCAP music back on the network immediately and 46 voting against it. Messrs. McCozer and Macfarlane, then commented:"

"Naturally we are grateful at the result, but more important than our satisfaction will be what we believe great rejoicing by radio listeners everywhere by singing talent, orchestras, and advertisers that the music war has ended and that Mutual led the way of breaking the long Jamie of music for the benefit of the American people. The opposition was well organized but reached its peak early in the deliberations. However, throughout the day voting continued by wire and telephone, bringing about a majority vote for the restoration of ASCAP music."

The 86 votes in favor were said to constitute a bare majority, taking into account the deletion of a half-dozen affiliates, presumably in outlying areas. The sudden action of ratification took conventioners by surprise in the light of the previous announcements that it was all off, apparently for the duration of the convention.

Texas Switch

A switch in the vote of the Texas State Network, having four affiliates, and of the certain other western affiliates who had previously voted negatively, helped the cause considerably, it was reported. Texas State had a 5% ASCAP contract, and when it was pointed out, reportedly by Mr. Paine, in a long-distance conversation, that if they would get the benefit of the MBS 3% contract, the vote was reversed. ASCAP, it is understood, agreed that if a majority of the MBS affiliates voted to ratify the graduated long-term proposal [Broad- casting, May 5-12] would be made available to all of the MBS affiliates during a three-month grace period, with no infringement actions to be threatened or taken during that period.

With ratification, MBS also announced that the seven stockholders unanimously adopted resolutions for ASCAP's return to the network. Messrs. Shepard and Taft, stockholders who had cast a vote against ratification, announced there was no further purpose in opposing the venture. Mr. Shepard, however, maintained that the terms of the formula, requiring as it does a minimum guarantee, violate the consent decree, and that he had asked ASCAP to give him a per-use contract eliminating that requirement.

Other stockholders who voted were H. K. Carpenter, WHK-WHKC-WCLE; Lewis Allen Weiss, Don Lee and MBS vice-president; E. N. Antrim, for WGN; Mr. McCosker and T. C. Streibert, WOR-MBS vice-president, for WOR; J. E. Campeau, for CKLW.

Why the Rush?

At the heated May 10 session, many of the affiliates asked "why the rush" for an ASCAP deal. Mr. McCosker presided, and Mr. Macfarlane, Mr. Weiss and Fred Weber, MBS general manager, in turn strongly advocated approval. Louis G. Caldwell, MBS attorney, warned that any concerted effort to block ratification might be interpreted as a "conspicacy" in the light of the ASCAP consent decree.

NAB, in an analysis of the MBS-ASCAP proposal released just prior to the convention, said if the plan was applied to the entire industry, based on estimated 1940 net time sales, it would mean payments to ASCAP of $4,616,000, as against $5,100,000, also estimated paid ASCAP in 1940. This computation was based on the 3% payment fixed for the first four years of the proposal. Considerably larger payments would be required if the rate is increased to 3½% during the remaining four years and seven months of the proposed contract. This could not take into account future payments for BMI.

Signal Oil's Series

SIGNAL OIL Co., Los Angeles, on May 15 started using five quarter transcriptions featuring Le- land Stowe, former Chicago Daily News war correspondent, on 32 Don Lee Pacific Coast and Arizona network stations. Series, released twice weekly, was cut exclusively for the oil firm, with placement through Barton A. Stebbins Adv., Los Angeles.

RCA Dividends

RCA board of directors declared quarterly dividends of $1.75 per share on first preferred stock and $1.25 per share on "B" preferred stock at their regular meeting May 9. Dividends, payable on June 1, will be payable July 1 to stockholders of record June 6.

Baseball Executives and those who handle Wheelers were given a dinner by KSO, Des Moines, with George Shumate, the station's sports commentator, as host. It was a "kick-off" for the baseball broadcasts. For the oil firm, by KRO and WNAK, Yankton.

Power + Frequency = Coverage

That's why CJOR is proud of its coverage results with 1000 watts on 600 K.C.; making this station Best Buy on Canada's Pacific Coast.

CJOR
Vancouver, B. C.
National Representative
J. H. McGilvra
H. N. Savin (In Canada)
Joint Sales Group Fails to Set Policy On Merchandising
Standard Rate Card Studied; No Action on Free Time

See story on page 58

MERCHANDISING of accounts by stations—the how much or how little bugaboo—was again side-tracked in a joint meeting of the sales managers' executive committee, sales managers' general committee, station representative took up the subject. The question of tossing it, finally, into the laps of the individual stations to work out according to their market problems, or setting a ceiling on the amount of merchandising that could be undertaken, will remain static until the executive committee again mulls over the problem.

Rate Card Study

The standardization of rate cards, insofar as making all spot announcements the same number of words, and other discrepancies prevalent on rate cards, will be studied by Frank E. Pellegrin, recently appointed director of the NAB Bureau of Radio Advertising. Stations will be notified by general release when some standard is worked out.

Hitch-hike announcements, another problem upon which there is general disagreement, also were referred to the executive committee for study. Little comment was made on this subject except to get it off the agenda in record time.

The practice of "double billing," whereby local dealers handling nationally advertised products are submitted bills on the national rate to submit to the parent company, yet pay for the advertising on the local scale, was shouted down as dishonest practice. None present admitted such practice when asked to show hands. All claimed close cooperation to kill such dealings whenever faced with them.

Broadcast Advertising Record

You Can Dominate the Omaha Great Plains Market with

WOW
OMAHA, NEBRASKA
On the RED Network
590 KC

OMAHA, NEBRASKA
On the RED Network
590 KC

WMUR
MANCHESTER
The One Station Covering New Hampshire

You Can Dominate the Omaha Great Plains Market with

WOW
OMAHA, NEBRASKA
On the RED Network
590 KC

You Can Dominate the Omaha Great Plains Market with

WOW
OMAHA, NEBRASKA
On the RED Network
590 KC

Cross-section Radio Contingent (1 to r): George J. Saliba, Presto, New York; Barney Lavin, WDAY; Joe Lang, WHOM; Frank Headley, Headley-Reed, New York; Ralph Powell, Presto, New York; Bob Moore, Transradio, Washington.

SUBSTITUTES FOUND FOR VITAL METALS

CONSUMERS will be able to buy the same household goods and necessities as last year despite the sharp cut in civilian consumption of many strategic metals, according to Business Week. The magazine says the conservation section of the OPM has been aiding manufacturers to find substitute materials for aluminum, tin, tin and copper. One company reportedly has found that by using enameled steel for eyeglets in athletic shoes it can save 700 pounds of aluminum a year.

Some washing machine manufacturers will make agitators out of plastics and one company estimates that it will save 50,000 pounds of aluminum in a year.

What such substitutes do to costs has been carefully worked out by a mail order house on a series of 43 heavy household articles, says the magazine. On 10 of these, the costs were boosted. For 15, the price was not changed by the shift to a substitute material, and on 18 items, costs were lowered.

More FM Debut

FIVE more commercial FM stations have gone into operation bringing the total on the air to 12. The latest to begin are WESH, Fort Lauderdale (WDRC); W51R, Rochester (Stromberg-Carlson); W45D, Detroit (WWJ); and W45CN, Columbus, O. (WENS); W45OK, Baton Rouge, La. (WJBO).

Power Alone Is Not Enough!

Oh, see the strong man! He is powerful! He has led his horse to water. But, with all his power, he cannot make him drink. Why? Well, for one thing, the man lacks persuasive power. And what is persuasive power? Listen:

Take WMUR. It, too, has power—lots of it—power enough to make it heard clearly in every New Hampshire home. But in radio, as with the man with the horse, POWER ALONE IS NOT ENOUGH. There must be the right combination of power and frequency. WMUR happily combines 5000 watts days and 1000 watts nights with a frequency of 610 kilocycles, thus insuring wide coverage. But the audience doesn't listen to a station just because it's loud. A third element is needed to make power effective and persuasive. Those who design WMUR's programs have paid to this third important element—SHOWMANSHIP. WMUR's programs are built by SHOWMEN in New York, Chicago, Hollywood and Manchester. Thus, WMUR's programs have appeal. And thus, WMUR has PERSUASIVE POWER.

Represented By
International Radio Sales
R. C. Foster, Boston

BROADCASTING • Broadcast Advertising
May 19, 1941 • Page 53
Globe-Democrat Seeking St. Louis FM Station

THE LAST of St. Louis' three newspapers has succumbed to radio's call as the Globe Democrat Publishing Co., publishers of the St. Louis Globe-Democrat, has been granted an application with the FCC for commercial FM facilities in the Mound City. The Star-Times (KSDK) and the Post-Dispatch (KSD), the other St. Louis papers, also have FM applications pending. The Globe-Democrat seeks 44.7 mc. to cover 15,850 square miles with a population of 1,885,665. Also applying for the Commission was the FM application of Interstate Broadcasting Co., licensee of WQXR, New York, for a station in New York operating on 45.7 mc. to cover 8,550 square miles and a population of 10,617,465. This brings the total pending applications before the FCC to 60.

Other applications were received from WDIA, FM station of GE in Albany, asking to modify its construction permit from 45.7 mc. to 46.3 mc. and change the coverage from 15,500 square miles; and from W6SH, adjacent of WDRC, Hartford, requesting to change frequency from 45.5 mc. and coverage of 13,944 square miles.

Seeking non-commercial FM, U of Illinois, operator of standard non-commercial station, WLL, at Urbana, has applied for a 250-watt outlet on 42.9 mc. and the Board of Education, City of Chicago, has asked facilities on 42.5 mc. using 1,000 watts.

WHEN President Roosevelt gives his "Pfireside Chat" May 27, NBC's two networks, CBS and MBB will carry the speech in full. While NBC's and CBS networks will still allow the talk to Europe and South America, Portuguese and Spanish translations also will be broadcast later to Latin American listeners on WBX, American Network.

JACK SAYS, publicity chief of Young & Rubicam, Boston, has been transferred to New York headquarters for the same concern returns to the West Coast in the fall.

YOUNG SONS of the director and chief engineer of WWJ, Detroit, turn switch May 9 placing in operation the Detroit News' FM transmitter, W45D, which the newspaper-broadcaster will operate under the temporary authority granted to those holding the previously suspended newspaper CP's. At left is Carl Wesser Jr., son of WWJ's chief engineer, with Keith A. Scripps, son of William J. Scripps, director of WWJ who founded that station in 1920.

KFVY's FM Site

ALMOST unanimous recommendation for granting of zone variance for an FM transmitter and tower to be erected by Standard Broadcasting Co., licensee of KFVY, Los Angeles, at Crescent Drive and Wonderland Ave., Hollywood, was given May 8 by the City Council Planning Committee. Decision was reached over protests of property owners of opposing establishment of the tower on grounds that reception from other stations in the district would be "blocked out." Transaction formalities are expected to be completed within a short while.

FM's Name Rep

AMERICAN NETWORK has appointed sales representatives for two new commercial FM stations, W45D, Detroit, and W45CM, Columbus, giving the organization a list of six stations. W45D is owned by the Detroit Evening News, also owner of WWJ. W45CM is a sister station of WBNB, Columbus.

IRNA's Stand

(Continued from page 70)

press for relief. The FCC constantly is extending its authority. We can't get anywhere unless Congress writes a new act. We all must support a new law which will be much more definite as to the FCC's functions."

E. E. Hill, WTAG, Worcester: "This strikes at fundamentals. Several years ago we said it would be a terrible thing to have the Government regulate our rates and our program service. Under the regulations we have that happens. They tell us what kind of contracts we can have and how to run our business. We should be able to regulate ourselves."

Cambridge Arnoux, WTAR, Norfolk, suggested the resolution expressing the endorsement of IRNA of the White Resolution. Another resolution passed instructed the IRNA board to follow through in any fashion it saw fit after the convention acts on the monopoly report, in bringing its opposition to the attention of the proper tribunals and in such ways as it deems expedient.

Action then came on the resolution to amend the by-laws to permit non-NAB members to join IRNA. This in effect made IRNA an independent trade association, no longer operating under the aegis of NAB. Mr. Kennedy proposed the motion, and it was seconded by Leon Levy, president of WCAU, Philadelphia.

Mr. Morton, describing NBC's television operation, declared: "Television is inevitable."

"A most important tool of commerce, let's appraise its value for a moment: What are the three essential elements of most successful selling? Sight, sound and motion. No other medium displayed possesses all three of these. Experts in the field of advertising estimate the selling impact of a properly conceived and presented television message as being anywhere from 3 to 15 times as powerful as that obtainable through the use of any other medium."

"Greatly lauded by international broadcasting 'the only privileged messenger who can enter a country without the formalities of entry.' He described CBS Latin American network as the wave of broad development and plans, including the recently arranged CBS Latin American network.
Reproof by Early Follows Stories on President’s Letter

Remark About MBS Statement Declared Misconstrued

A WHITE HOUSE crackdown greeted stories released at the NAB convention in St. Louis purporting to show that President Roosevelt has placed his official approval on the stand taken by MBS officials on the FCC network monopoly regulation.

Presidential Secretary Stephen T. Early, reportedly angered at what he considered a false interpretation of an “acknowledging letter,” told his press conference last Tuesday that Presidential administrative assistant Lowell Mellett had been asked to inform the NAB convention that the President has not expressed any statement of policy on the FCC report.

Not Statement of Policy

He telegraphed Mellett, who attended the convention, that he had been informed the letter was being construed as a statement of White House policy. “The letter is intended and is being a police acknowledgment to a telegram received,” Early said. “It does not, as some would have it appear, express any statement of policy.”

Early said that he had telegraphed Mellett to inform broadcasters of the situation and instructed him “to say for me that I deeply regret that such use of the letter is being made by its recipients or their agents.”

Early referred to a letter he wrote Alfred J. McCooker, board chairman of MBS, and W. E. Macfarlane, MBS president and business manager of the Chicago Tribune. Macfarlane and McCooker had telegraphed Mr. Roosevelt on May 7, [Broadcasting, May 12], commending FCC recommendations.

The letter read: “The President, who has been slightly indisposed for the past few days, has asked me to thank you and Mr. Macfarlane in his name for your fine telegram of May 7. The President feels when two executives with such important interests at stake can view a situation with such detachment there is every prospect of finding a just and equitable solution.

“He wants you and Mr. Macfarlane to know that he greatly appreciates the conciliatory spirit which prompted your message.” When the White House letter was first released in St. Louis it caused consternation among the majority of broadcasters. As was released it was interpreted as an unqualified endorsement of the MBS stand and thus of the FCC actions slamming the door on any hope of a White House intervention.

The McCooker-Macfarlane wire to the President praised the report as “sound and highly commendable for its thoroughness, fairness and long range enlightened vision.”

NEW YORKERS CONFER: Frank Mason, NBC; Richard O’Dea, Wally Duncan and Herman Bess, all of WNEW.

Cooperation of Foreign Tongue Outlets

In National Defense Explained by Lang

HOW stations with foreign language programs are cooperating in the national emergency was revealed by Joseph Lang, manager of WHOM, New York, and chairman of the NAB Foreign Language Committee when making his annual report last Wednesday during the NAB convention in St. Louis.

He reported the Treasury department, utilizing facilities of 1,000 foreign language outlets in its campaign to sell Defense Savings Bonds is reaching an estimated 30,000,000 persons through programs in 29 different languages.

In addition, foreign language stations have aided in the national defense with announcements and special feature programs on behalf of enlistment for the Army, Navy and Marine Corps, giving full assistance also on the draft registration as well as collectively contributing many hours of time to advertising for skilled and other workers needed in numerous divisions of defense manufacturing.

Alien Registration

The report further revealed that during 1940, foreign language stations cooperated in the gigantic registration of aliens. Results of this registration revealed that 25% of New York State population was alien, a much larger proportion than any other State. Because of this revelation, stations in Greater New York, where hundreds of thousands of refugees from Europe have programs are producing programs especially designed for these people. Programs have educational as well as entertainment values, the report said.

Mr. Lang pointed out that besides instilling a love for this country, programs of this nature acquaint refugees with the democratic way of life. He explained the work being carried on by WHOM, which has set up a free naturalization school for instruction of aliens in citizenship requirements. Classes held nightly in a classroom arranged in the station’s New York studios are publicized over the air, he said. “A licensed teacher specializing in adult education is employed by the station to give the instruction. These are also broadcast for benefit of the sick and others who cannot attend.

A complete outline of the operation of this school with details of subjects covered in the course accompanies this report.” Mr. Lang stated that this naturalization school plan is available to other broadcasters who wish to institute a similar project on their stations. He also revealed that many stations have been broadcasting translations of Presidential talks.

REFUSAL OF TIME CLAIMED BY UNION

CHARGES that stations in the New York area had “denied the Transport Workers Union opportunity to present to the public facts and issues concerning collective bargaining rights of transit labor on city-owned subway system” were expressed in a telegram the union sent to Neville Miller, NAB president, at the St. Louis convention last week.

The labor body in the message further asserted that it had urged repeatedly that equivalent time be given to the Board of Transportation for its case. The union said it had tried to buy time on the various New York independent stations, but had been refused by all but WAAT, Jersey City. That station, after accepting a check in advance for two broadcasts weekly, had ended the series after two weeks and had returned the check to the union. The station then offered free time to both the union and city, the union stated.

Union headquarters named WMCA, WHN, WINS and WNEW as some of the stations that had refused them time. Leslie Evan Roberts, assistant to the general manager of WMCA, asked of the matter, said WMCA had refused to sell time because of the controversial issue involved and that the station had offered free time to both the union and city and would invite both to participate on one of its Sunday evening forums.
Fly Blasts Nets and NAB

(Continued from page 7)

politically only through its great moral stature as private citizens. Of course, that is what the president of the radio monopoly had in mind when he publicly announced that his company would proceed through Congressional and administrative channels. Surely it is in the capacity of private citizens that the station owners are called upon to turn on the heat. Surely it is beyond the realm of possibility that the very political power granted to the licensee by the Government—a power given to him in trust for the public—would be diverted to his own use, the radio combination's own purpose.

"It is with an admirable degree of mental and moral flexibility that in one speech one man can make the rafters ring with condemnation of other peoples' political influence and at the same time call upon his fellow stalwarts of the two networks to turn on the political steam to force the Congress to upset the decision of an independent agency of the Government affecting those two network organizations.

"Thus the Government, including the Congress, is to have turned back against it the very power it placed in the hands of the radio people as a public trust.

"In that manner the nation's mechanism of free speech is to function in the hands of the radio monopoly and its so-called association. One could not but admire the facility with which the Louisville pair [Mr. Ethridge and Mr. Miller] functioned yesterday in that great forum of debate—the so-called association of broadcasters.

Gavel Strategy

"One let loose all the unsupported and unsupported scandal that suspicion and a given state of mind could conjure up. As the nation's free presses started to percolate, the other gentleman from the Blue Grass country made a clever move with the gavel. The 'debate' was over. That is democracy in flower-carrying, however, a none too fragrant odor.

"The only task, if indeed not the very important task, which I came to St. Louis to perform was to explain the chain broadcasting report of the Commission to the members of the industry and to offer my cooperation in working out the industry's problems in a constructive manner. This naturally involved an opportunity to discuss this very matter with members of the industry before the combination flashed the word for any definitive action.

"I was deeply touched last evening with the visit of three gentlemen representing the NAB directorate [Edwin W. Craig, WSM; John A. Kennedy, WCHS; John J. Gillin, WOW—Ed.] who called upon me and courteously extended an invitation to address the convention. I was more deeply moved, however, to learn before the end of our conference around midnight that the management of the convention hours before had already procured their final vote on the resolution calling upon the members to turn on the steam to get the Congress to nullify the decision of the Commission on chain broadcasting.

"The radio monopoly's function of free speech has been served. They had their own discussions on their own side of the case; they had their final decision, and I had an invitation.

"This control of the mechanism for the formation of public opinion and for that matter political opinion, is hereafter to reside in the hands of the few or in the hands of the many licensees. But unfortunately these individual licensees, whatever they may say privately, dare not raise a voice against the radio combination where it can be heard.

Rochester Telegram

"To take a single example take a look at this telegram which came in this morning:

"Recent FCC rulings give my station its first chance to breathe. Would welcome opportunity to personally relate the drastic evils they will correct in Rochester, N. Y., the sting of which is not felt by myself as well as the listening public. I have attended meetings at this convention in which the FCC rules have been flagrantly misinterpreted to station affiliates, most of which have acted like a caged canary which has been let free, but which became frightened and thought that it could not seek out its own living without returning to his master's locked cage.

"The FCC rules have taken the locked door off the cage, affording the canary a home without confinement. The broadcasters are led to believe by certain groups that the FCC rules have not taken the door off the cage but destroyed the cage to a point where the canary cannot use it as a home, thus causing the canary to consider the hand that has freed him!"

"The telegram was signed by Gordon P. Brown, licensee, of WSAY, Rochester.

"I am but to conclude that this type of management of the industry and its membership has been all too clever—too brilliant. As John Randolph of Virginia has said, it reminds me of a dead mackerel in the moonlight, it both shines and stinks. I want to reiterate in all sincerity, the whole effort of the FCC is to return to this industry its freedom and to make it truly an American system.

Offers to Cooperate

"Again the FCC stands willing to cooperate to the end that freedom may be attained and maintained; that licensees may enjoy the liberties and undertake the responsibilities which are a necessary part of their licenses; that competition in the industry shall be unfettered except as restricted by natural limitations; that the public shall enjoy more extensive and improved radio service; that there shall be both a continuance and an extension of network service; that regular affiliations shall continue, and that profits shall revert both to stations and to networks.

"I cannot too strongly emphasize my own belief that a free radio industry is an asset survive and flourish. I am determined to find ways and means to accomplish these basic results. Whatever the task in working out the problems of adjustment to accord with sound principles, I shall be only too happy to help undertake that task in cooperation with any and all members of the industry.

"I trust the industry will afford us that real opportunity to work out methods and procedures to the end that this whole problem of adjustment shall be solved constructively and for the common good of all."

Clear Channels Meet

PLANS for an intensive educational and promotional campaign to be directed at listeners to clear-channel stations were presented to members of the Clear Channel Broadcasting Group at a Tuesday afternoon NAB convention meeting by Victor A. Sholits, director of the newly-established Clear Channel Broadcasting Service offices in Washington, along with Allan Miller, assistant director. Mr. Sholits also reported on his observations during his first 10 weeks with the organization.

SEEKING a local in Helena, Ark., the Helena Broadcasting Co., a partnership of Sam Anderson, local school teacher and superintendent; John Thomas Franklin, local coal distributor; and J. Q. Floyd, in the motor transportation business, have applied to the FCC for an outlet on 1490 kc. with 250 watts.
Miller Says Radio Must Show How Public Is Being Betrayed

Industry Is Through If It Gets Out of Step With What American Public Wants, He Replies to Fly

NEVILLE MILLER, NAB president, on Thursday issued the following reply to the press conference statement made by Chairman Fly, of the FCC, who replied to a speech May 14 by Mark Ethridge:

"Just to keep the record straight, I wish to say that Chairman Fly has been offered every opportunity to reply to Mark Ethridge before a full meeting of the NAB, and in addition was invited to be our guest speaker at luncheon today. All of these invitations he has declined.

"When plans for this convention were made, we were agreed that it was to have one dominating objective. That objective was to arrive at decisions on how we could be of the utmost help in the problem of national defense. That problem, all of us still agree, is still the vital problem facing America today.

And Then the Charges

"But between the laying of those plans and our arrival here, something happened. By a majority vote of 5 to 2 the FCC chose that time to let loose upon us through the press, charges of monopoly, and regulations so drastic as to change the very structure on which the American system of radio is built.

"We must confess that when we arrived here for the opening sessions of this convention we were apprehensive. In our talks with each other we have been full of grave worry. We left home with a strong desire to do everything in our power to help our country at this critical time to mobilize for national defense. We arrived filled with fear that the very freedom of radio was being endangered.

As individuals and in groups we, more than a thousand loyal American citizens from all parts of this land, have been attempting to appraise this situation, because we know that we must make a decision.

We have not wanted to be hurried by your last hurried to the industry. We believe in the democratic processes by which free people make up their minds.

"No one could have been in this room yesterday and listened to Mark Ethridge's straightforward talk without realizing that we have made up our minds.

"We believe that Government regulation is now in danger of becoming punitive and arbitrary Government control.

"We believe that the people of America expect us to act when we think the freedom of radio is threatened, and we believe that we would be traitors to their trust if we did not do so.

"We therefore propose to act.

Committee Named

"Yesterday by unanimous vote the convention adopted a resolution urging the U.S. Senate to give prompt and favorable consideration to a resolution introduced by Senator Wallace White of Maine which would result in a thorough investigation of the whole radio structure with a view to the enactment of a new radio law and requesting the FCC to suspend operation of the new networks rules pending the Senate investigation.

"I am asking the board of directors to appoint a committee representative of all of us for that purpose. It will be the function of that committee to report to us as soon as they are able just what program of action they recommend.

"I know that I would not be fair to the feeling of all of us if I did not say that this is not to be considered a 'fight' between 'Government' and 'radio'. It is to be the implementing of our determination to tell the people of America how and why, in our opinion, their wishes are being betrayed. We are loyal citizens and supporters of our Government.

"The people of this country are our customers, as we are their trustees. When we get out of step with what American people want, American radio is through.

"We cannot believe that we are as far out of step as some would have us believe we are."

Townsend Called Up

SAM W. TOWNSEND, president, treasurer and general manager of WKST, New Castle, Pa., has been called into the service as a lieutenant commander in the Naval Reserve and will assume the duties of district communications officer at Commandant's Headquarters, Fourth Naval District, in Philadelphia. Lt. Comdr. Townsend, who broke into radio at the old WJFJ, now WJW, Akron, and more recently was responsible for the construction of WKST, has a service record in shore communications during the trial flights of the USS Macon and USS Akron and was liaison officer for the Seattle stratosphere flight. He was in charge of the Akron unit of the Naval Reserve for 12 years.

Gilmore's 'War Letters'

GILMORE OIL Co., Los Angeles, on May 26 starts sponsoring a five-weekly program War Letters on four Don Lee-California stations (KJH KFAX XDB KGB), Monday through Friday, 9:15-9:20 p.m. Letters direct from warred Europe and Africa addressed to persons within the United States are read by Bill Fuller and Rod Mays. A $5 prize is awarded the local listener submitting the most interesting letter of each broadcast, with an additional $5 given to any war relief organization he might name. Contract is for 13 weeks, with firm planning extension of network if show proves successful. Agency is Botsford, Constantine & Gardner, Los Angeles.

[BEHIND THE SCENES IN RADIO ADVERTISING]

"WHEN'S A MINUTE AN HOUR, FRED?"

"WHEN you're writing one-minute spot announce-
ments, pal. I know! Once, I had spots before the eyes."

"Once did these aged ears hear you say?"

"Verily, son, once—but no more. Now, I turn 'em over to NBC Radio-Recording Division and save my time and gray matter. That's what you'll do, too, if you're as smart an advertising man as I think you are."

"You tell us the product story and the sales problem. We'll submit ideas for your approval. After that, we'll write, cast, produce and work with you on that idea from script to finished pressing—in whole or in part. That applies to a series of one-minute spots or a full-length 15-minute, five-a-week, 50-week show.

Budget limited? An NBC Syndicated Recorded Program will lick that particular problem. "Betty and Bob," "Holly-
wood Headliners," "The Face of the War" and many other proved sales producers—all recorded NBC Orthacoustic—are available in many markets.

Remember NBC's Radio-Recording Division—and forget your program worries. Write us today.

* * *

Registered Trademark

RCA Bldg., Radio City, New York
Merchandise Mart, Chicago
Trans-Lux Bldg., Washington, D. C.
Sunset and Vine, Hollywood

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Defense Panel

(Continued from page 80)

cluded Navy, Army, and State Department activities on which it was deemed unwise to report in any form whatsoever. And those 20 items were augmented as new situations arose.

Comdr. Thurber observed that although press associations check closely with the Navy, the individual station must decide for itself whether it will accept the press association report as complying with the bans.

Chairman Fly, briefly outlining the scope of the activities of the Defense Communications Board, explained that DCB's chief focus is on communications. He emphasized that DCB is a planning body only. Its plans, he commented, "are designed to abolish the danger which lurks in 'unseen contingency' by applying foresight".

Mellett's Views

Appearing only briefly, and speaking off the record, Mr. Mellett re-emphasized testimony previously given before Congressional committees that the Administration plans no censorship of news except the customary military controls during time of war emergency.

Unable to attend the convention because of official business in Washington, Vice-President Wallace addressed the convention luncheon Tuesday noon via a broadcast carried by all three networks. Stressing the need for an active home defense, both psychological and physical, Mr. Wallace commented:

"Most important, to my mind, is the opportunity that is given to all those who use the radio to promote unity inside the United States and a reasonable attitude toward all the world. We are under constant attack by the Nazi propaganda that tries to create bad feeling among us and false ideas about other countries. One of the greatest contributions any one of us can make to our defense is to resist this propaganda of hate at every point."


Unfair Practices in Rates Opposed

Sales Managers, Agency, Rep Group Condemn Methods

ADOPTION of a resolution to put on record its stand regarding the misuse of national and local rates as practiced by some stations—although they were unable to agree on exactly what constituted misuse of rates—took place at the final joint meeting of sales managers' executive committee, sales managers' general committee, station representative associate members and agency representatives in St. Louis, May 14 [see also page 53].

This is the first active step to take place in an attempt to clarify this controversial situation after many years of much discussion, disagreement and little action. From the adoption of this resolution, and from further study by Frank E. Pellegrin, director of the department of broadcasting advertising, may come the final get-together and solution of this problem.

The resolution was submitted by William Cline, sales manager of WLS, Chicago, after John Blair, head of the national representative firm under his name, suggested that the NAB should, from such a resolution, insert a plank in the code to be used as a yardstick. It was adopted unanimously. It read:

"Resolved: That it be recommended to the NAB that the illegitimate application of the national (also known as general or regional) rate, and the local (also known as retail) rate, is looked upon as unfair trade practice and should be stopped."

Mr. Cline made the resolution from the floor after more than an hour's discussion on the subject. Mr. Pellegrin will re-word the resolution for clarification insofar as he deems advisable.

Another moot subject upon which action was taken was the proper handling of carry-over advertising beyond the usual 12-month limit of most contracts. There was almost equally divided opinion on whether sponsors should benefit by the yearly rate if, after having been on the station for that length of time, they want to run over for a few weeks or months, or whether there should be a short-rate if a second consecutive full year is not used.

Theatre Buys News

The Telenews Theatre of Cleveland has contracted with WGAR for two five-minute newscasts periods weekly in what is believed to be the first new purchase by a theatre in the city. The shows are scheduled for early evening and will be narrated by Sidney Andor, GAR special events director. They will originate in studios of the theatre.

WFIL

1ST OR 2ND CHOICE WITH PHILADELPHIA LISTENERS

66.4% OF DAY & NIGHT

As Reported by C. E. HOOPER, Inc.

TO THE NATIONAL ASSOCIATION OF BROADCASTERS

During the recent Convention of the National Association of Broadcasters it has become obvious that Neville Miller, President of NAB, is actuated by an animus against the chairman and a majority of the members of the Federal Communications Commission.

This has become apparent because, following the publication by the FCC of its proposed regulations, issued after hearings on the question of monopoly in broadcasting, Neville Miller had not submitted a factual study nor even an argued opinion on the effect of those regulations, either to the industry or to the FCC, but waited until the NAB convention to attack the motives of the FCC in issuing its regulations, instead of encouraging there a discussion of their effects.

It was apparent from Neville Miller's studied rudeness, when, after the chairman of the FCC had spoken by invitation before the Convention, Mr. Miller immediately insinuated that the Chairman was misrepresenting the intention and the motives of the FCC.

It was apparent from the fact that Neville Miller allowed an NAB member, Mark Ethridge, to attack the good faith of the Chairman of the FCC in his presence before the convention, and accorded the Chairman no opportunity to reply.

For many years we have belonged to the NAB. We have served it and have been served by it. We considered it a forum for the discussion of problems affecting the industry, and no mere difference of opinion with the majority of the NAB would cause us to resign, nor would the disagreement with rules and regulations of the FCC. When, however, the President of the NAB himself attacks—and encourages others to attack—not the judgment, but the motives and good faith of the Commissioners appointed by the President of the United States to regulate the broadcasting industry, we find it necessary reluctantly to withdraw from membership in the association for so long as it is headed by its present president.

KFPY, T. W. Symons, Jr.

KGIR, E. B. Craney
NAB Convention Votes Fight to the Finish

Will Ask Congress To Probe FCC And Rules

(Continued from page 9)

ing Delaware, New Jersey and Pennsylvania, now covers only Delaware and Pennsylvania. District 8, covering Indiana and Michigan, was modified so two counties (Ottawande and Gogebic, Mich.) were excluded and shifted to District 11.

Fly Speech Draws Challenge From Miller

What went to have been a panel on "The Relation of Radio to the National Defense," next on the program, developed into the first Fly-Miller encounter on the monopoly report. Maj. Gen. Robert C. Richardson Jr., public relations director of the Army, first speaker, reassured the industry that there was no censorship intent in the Government, and abbreviated radio on its "very brilliant record."

Comdr. H. R. Thubur, public relations officer of the Navy, followed with similar assurances. Then came the prepared address of Chairman Fly, from which he deviated considerably, and, in measured terms, bolstered the opponents of the monopoly report, though his address was scheduled as one restricted to national defense as chairman of the Defense Communications Board, as well as of the FCC.

It was following this address that Mr. Miller hurled defiance at the chairman, asserting he could not "permit his remarks to go unchallenged." This preceded the off-the-record comments of Mr. Mellett, which, in a vein similar to those of Maj. Gen. Richardson and Comdr. Thubur, dispelled any fear of censorship or Government command over radio. The National Defense Forum is covered elsewhere in this issue [page 20], and the text of Chairman Fly is published in full text [page 21].

In rapt attention, the convention listened to Chairman Fly's first words, which dealt with defense and radio. He said there is no present foreseeable emergency "which would result in the Government's taking over the broadcasting industry" and disclaimed any desire or plans of the FCC to take over the nation's broadcasting system. Then he deviated from his announced address and plunged into the monopoly controversy.

Claims Concentration Of Management

Still alluding to Government ownership, the chairman said: "Wherever this baseless charge may be repeated, I trust that you gentlemen will meet it head on, and that you will carefully examine the sources—and the purposes to be served. . . . We of the FCC are fully determined that control over broadcasting shall not gravitate into governmental hands, even in the most critical foreseeable emergency. I am grimly determined that you, individually or individually, shall forever continue as the sinecure of a truly American broadcasting system. I am just as grimly determined that our networks shall continue their important functions—that they shall continue to live and prosper. They too are an essential part of the American system of broadcasting."

Mr. Fly avoided direct reference to the "chain monopoly report" as such, altering his prepared script. He lashed out against the concentration "in the hands of a couple of private management groups" of control over the most important units of the broadcasting system.

In concluding his address, Mr. Fly said that as to ways and means for the accomplishment of the principles of freedom, both from Government and from "private corporation or combination of corporations", he would be happy to join in any of the councils during the convention. Then upon Mr. Miller, presiding, said he could not let the chairman's remarks go entirely unchallenged, and charged that the "bogeyman of monopoly" had been raised to divert attention from the "bogeyman of Government ownership."

Asserting that there is a large group in the industry that disagreed with him, Mr. Miller told Chairman Fly:

Industry's Patriotism Stressed by Miller

"You said, Mr. Fly, that these men, to divert attention from the fact of monopolistic control in their hands, conjure up insistently the bogeyman of Government operation. May it not also be said that those who favor Government operation consistently conjure up the bogeyman of monopoly, to divert attention? . . .

"I also would like to say that in patriotism, I think we in the broadcasting industry yield to no one either in or out of the Government. I think that we are doing a service to the Commission and to the country as a whole in national defense. If we try to point out to those in authority the mistakes of any views which they may have for the purpose of arriving at a correct solution of any problems of any difficulties within the radio industry.

"I think that in doing that, our patriotism should be recognized on an equal plane and that the matter should be carried out with a view of trying to arrive at the correct decision and hoping that that decision may be the greatest decision in point of effect for the American democracy."

"And I am sure that after this convention is all over and we have the discussion on both sides and the air is cleared, we may be able to get back to where we started, and that is, as President Roosevelt said in his letter, as I quoted that largely the Government's operation is to act as the referee for the technical affairs in radio."

Vice-President Speaks; Brazilian Greeted

Hemispheric solidarity and radio's role in promoting it and the national morale were the highlights of the Tuesday luncheon meeting, attended by nearly all delegates. Vice-President Henry A. Wallace, speaking from Washington by radio, was heard in an address carried on all the networks and aimed more at the public than at broadcasters.

President Miller introduced Dr. Julio Barata, director of the Radio Division of the Brazilian Government's Department of Information & Press, after reading felicitations from the Brazilian Federation of Broadcasters, that country's counterpart of NAB. Dr. Barata, whose section has charge of Brazil's sponsored institutional program on NBC-Blue, spoke of his country as "now and always the loyal and devoted friend of the United States."

Introduced also were Harold Young, assistant to Vice-President Wallace; Chester Davis, St. Louis...
director of the Federal Reserve Bank; Gen. Robert C. Richardson, Army public relations director; Condr. H. R. Thurbur, Navy public relations officer; Joseph Pulitzer, publisher of the St. Louis Post-Dispatch (KSD).

Greetings were extended by Mayor William Dee Becker of St. Louis.

BMI to Continue Even If ASCAP Returns

Perpetuation of BMI as a going concern, whatever the outcome of conversations for the return of ASCAP music works, was voted at a rousing session Wednesday morning devoted entirely to the music situation. A resolution to that end was adopted following a two-hour review of the BMI record of achievement since its formation in 1939, and particularly since the break with ASCAP last Jan. 1.

The 800 broadcasters present leaned saucer after saucer of applause as Neville Miller, BMI president; Merritt E. Tompkins, vice-president and general manager; Carl Haverlin, station relations director, and Sydney M. Kaye, vice-president and general counsel, reviewed BMI's meteoric rise and expounded the broadcasters, even with an ASCAP deal in the offing, to retain BMI.

After a dozen broadcasters had spoken, all in the same vein, in BMI's support, Father Wallace A. Burk, S.J., executive head of WEW, St. Louis, offered the resolution perpetuating BMI. He said originally he had been skeptical about BMI, but that he became convinced and never has regretted it. "The future of our beloved industry is wrapped up inextricably in the continuance of our own music publishing company," he said.

Text of Resolution Endorsing BMI

The resolution adopted, upon motion of Father Burk, and seconded by Earl J. Glade, KSL, Salt Lake City, follows:

WHEREAS Broadcast Music, Inc. has not only attained but has exceeded by far the expectations of the broadcasting industry in creating an alternative source of music; and

WHEREAS by so doing BMI has opened the door of opportunity to composers and publishers, has broken the monopolistic control of radio by ASCAP as a means of music exploitation and has brought about the attendant benefits of competition, not only for the broadcasting industry but for all music users, and for the public at large; and

WHEREAS the industry recognizes a continuing obligation to maintain the open door in music; and

NOW, THEREFORE, BE IT RESOLVED that this Convention wholeheartedly endorses the ideals, accomplishments and purposes of BMI, reaffirms its obligation to perpetuate BMI in the field of music as a service not only to its own industry but to composers, other music users, and to the public.

MBS-ASCAP Deal

Threads Discussion

References to the MBS-ASCAP deal thread through the comments of the BMI executives, and in those of other speakers who deprecate the "split" in the united industry front on music. Mr. Kaye asserted that he "can state authoritatively and conclusively that the offer of ASCAP is not within the terms of the consent decree" entered by the Department of Justice, in that it provides actually for a minimum guarantee.

The only direct reference to the ASCAP-BMI deal, dramatically announced in St. Louis with the ratification of affiliates, came from Fred Fletcher, manager of WRAL, Raleigh, 250-watt MBS affiliate. It has become apparent, he said, that the attitude of the industry "re-sents the MBS-ASCAP deal just completed" and that in his opinion, it "reflects unfavorably on our station." "I do not think the deal was satisfactory, and our station wrote, spoke and voted against the deal. It seems only proper that this station and the others of the Mutual minority who did likewise be given an opportunity to declare themselves openly before this convention."

Tomkins, Haverlin, On Operations of BMI

President Miller launched the copyright discussion with high tribute to BMI and its staff, asserting that in less than a year it had accomplished what had been regarded as impossible.

Mr. Tompkins gave an account of the physical operations of BMI, now employing 323 persons. The music company has under contract the catalogues of 111 affiliated music publishers, and a grand total of about 400,000 different compositions. Since BMI's inception, phonograph record companies have sold more than 4,000,000 records of BMI copyrighted titles, he said, while 6,000,000 records of music of affiliated publishers have been sold.

From Oct. 1, 1940 to April 30, 1941, BMI has averaged $2,850 music sales weekly, and for the first quarter of 1941 the average has been 74,600 a week.

An accounting of station participation in BMI was given by Mr. Haverlin, who first paid tribute to the "magnificent job" done by the industry and by President Miller. He reviewed events which led to the formation of BMI, and pointed out that in 1938 an analysis revealed the surprising fact that only 21,000 musical numbers were performed on the air, with only 5,000 public domain numbers. Of that total 400 titles made up about 50% of the renditions.

Networks Hold Only 18½% of BMI Stock

During the first license period of BMI, Mr. Haverlin reported, stations had bought 73,692 shares of stock which, together with license fees, brought total revenue to BMI of $1,849,050. Contrary to ASCAP's statement of BMI control by the networks, he said only 18½% of BMI stock was bought by the networks, and the balance by independent stations. The BMI renewal period, which commenced April 1, saw an increase in the number of stations subscribing to BMI, with 684 stations pledged to pay license fees of $1,975,500.

Every promise made by BMI in the winter of 1939 and the spring of 1940 has been completely fulfilled, said the BMI executive. Stations among the lower income groups contributed substantially to BMI's progress, he said. Of the 400 in this group, with incomes below $50,000 per annum, 270 stations or 67% held BMI stock.

After Mr. Kaye completed his

if THE SALES DEPARTMENT YELLS:

"MORE RESULTS IN BOSTON!"

... yet the advertising budget

insists:

"SPEND LESS!"

better check up on how this station is making fewer dollars

do more for advertisers like you!

BROADCASTING • Broadcast Advertising

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address, there was rising applause. When he advised stations they would be given a one-third reduction in the maximum amounts which they had agreed to pay this year, the convention demonstrated wildly.

**Kaye Says BMI Proves Radio Makes Music**

Mr. Kaye said the experience of BMI proved beyond question that radio makes music popular and does not destroy it as contended by ASCAP. One year ago, when BMI published its first tune, there were jeers, catcalls, and boos as well as laughter from ASCAP, he commented. "If I may paraphrase a BMI song," he added, "there have been some changes made, including those in attitude."

Alluding to BMI's attainments, as demonstrated in the C. E. Hooper surveys, which show that listener interest in both popular and concert music programs actually has increased in January, February and March of 1941 as compared to the same months in 1940, he said the job has been done. ASCAP's cry of "Radio Murders Music" has been "nailed to the mast forever," he said.

During BMI's first year $1,900,000 allotted it by the industry has been spent. The entire job, he said, was done for less money than ASCAP has in the past spent annually in the administrative task of collecting the money with one hand and passing it out with the other. This, he declared, seems to justify the contention of broadcasters that they were paying too much for music.

Declaring BMI has done its job honestly, Mr. Kaye said it had not been written solely by any other publishers or societies and had not faked any material. There isn't a single action for copyright infringement against BMI, and there are only 11 infringement suits pending against BMI stations, with investigations revealing that at least seven are wholly without merit.

The importance of radio as a medium for the exploitation of music carries with it a social responsibility of BMI by continued support of that field in the hands of an organized monopoly, Mr. Kaye said. He saw no point in the industry ever again paying a substantial amount annually for the right to play arrangements of works which are as much the common property of all citizens of the United States as the air we breathe.

Radio must maintain the "open door," the BMI attorney said. If, as a result of the ASCAP consent decree which becomes effective in June and which ends the exclusivity of contract between ASCAP and its publisher and writer members, BMI will furnish further works not available to the industry, "we will welcome that competition also," he stated.

**More Economical Operation Promised**

Pointing out that approximately $2,000,000 is available for BMI for the second contract year of its existence, Mr. Kaye said it is obvious that BMI can give the same program service, the same physical service, and improvement in quality, during its second year at less cost than was possible during the first, when its capital investment was made. He then revealed the 33 1/3% reduction in the maximum amounts which stations agreed to pay, and that the aim is to operate even lower rates.

This reduction means that the rates will commence from 1% and will range up to 2 1/3%, which will be the highest rate for the station. He reported also that NBC and CBS, which under their contracts are entitled to a similar reduction based on special fees, have them on network revenue less station payments, have waived the right to take this deduction and are proving their increased support to this end by being at the original rate without diminution.

"We will not ask anyone to ratify our present contracts on the blanket basis before we offer to him a per program basis of payment that is legal under the consent decree, and by that we mean what the Government means—no guarantees," Mr. Kaye promised. We contemplate that our per program basis will range from 3% to 5% on commercial programs using BMI music, dependent upon station revenue, and from 0.5% to 1% of applicable card rates on sustaining programs, the differential also being in ratio to station income. Special rates of 0.5% will be fixed for programs which use arrangements of public domain music for the purpose of background music, where performances of less than a full chorus are used.

Mr. Kaye said agreements on these bases will go out prior to June 11, the date on which BMI's own consent decree becomes effective. This low rate may be established when there is no inflation, no exaggerated overhead, no desire to fix prices on anything but a competitive and economic basis, doing full justice to authorship, he declared.

**Urges Permanent Competitive Basis**

Referring to the MBS-ASCAP deal, Mr. Kaye said he did not wish to analyze it, since BMI was created to produce a music catalogue that would enable broadcasting to function. He declared the competition which BMI has created must be maintained permanently. Any broadcaster who pays so much for ASCAP music is, he cannot afford BMI is "working his own destruction," he added.

"I am not shedding any tears for ASCAP, because my memory is too good," he observed. "If BMI did today, broadcasters would discover that ASCAP, now a purring pussy-cat, is still a tiger after all, and broadcasters would get clawed."

Mr. Kaye concluded with a call upon the industry for a continuance of united support for BMI. Given that support, the music problem will have been solved, he declared, to the accomplishment of resounding applause. The job has been done once but can't be again. He implored, in asking that BMI be continued as a vital, competitive operation.

In a later appearance, Mr. Kaye said all of the MBS stockholder stations had notified NAB they intend to continue their support of BMI and will continue as licensees, despite their signing with ASCAP. Mr. Haverlin again took the rostrum to observe that the one-third reduction in rates accorded stations will be based on 1939 revenues rather than current station incomes.

**John Elmer, Networks Pledge Their Support**

John Elmer, president of WCBM, and a member of the BMI board, praised BMI for the job it had done, describing it as the most constructive move in the history of radio. Alluding to the MBS-ASCAP deal, he observed it was surprising "how very, very small some presumably big men can be." Times and conditions may change, "but principles are eternal," he said.

He concluded with a passage from his 1938 NAB convention address, when BMI was created, declaring...
that it holds today. He repeated: "Broadcasters will sink or swim united, and God help those who attempt to do otherwise."

In his only convention rostrum appearance, Niles Trammell, NBC president, expressed the sincere congratulations of NBC on the job BMI had done. "Your accomplishments far exceeded our fondest expectations," he said, "we will give BMI our wholehearted and sincere support."

For CBS, M. R. Runyon, vice-president, extended that network's congratulations. Although CBS eventually hoped to have ASCAP music "as a backlog," he said it will wholeheartedly support BMI.

Harold V. Hough, WBAP-KGK, Fort Worth, chairman of the Newspaper-Radio Committee, said the industry, under Mr. Miller's leadership "went down the sawdust trail," and that "we're all for BMI."

Samuel R. Rosenbaum, president of WFIL, Philadelphia, chairman of IRNA and a leader in the development of BMI, who that year took the convention by storm with his "ASCAP" speech, threw his support to continuation of BMI as an active entity. He said reports had been circulated that anyone who spoke against restoration of ASCAP-industry relations would conspire to violate the anti-trust laws, and that therefore he would restrict his comments to the observation that "If you need ASCAP, buy it!"

Glen Bannerman, president of the Canadian Broadcasters Assn., briefly addressed the luncheon session Wednesday. Because radio plays such a vital part in our social welfare on the continent, he said, utmost caution must be exercised. "We have the same troubles in a little different way in our own country," he commented.

President Miller introduced Mr. Ethridge as the principal luncheon speaker, with Chairman Fly only two seats removed at the head table, which accommodated the entire board of directors plus other guests. Mr. Miller whimsically recalled that three years ago Mr. Ethridge, then temporary president of the reorganized NAB, invited him to the presidency of the association.

"He took me up on the mountain," said Mr. Miller, "and painted a beautiful picture. He told me that ASCAP was the industry's only problem, and that if I solved it, I could lead a pleasant, quiet and easy philosophical life in Washington, just as I had on the campus at Princeton.

"Since then I have discovered a few paragraphs Mr. Ethridge omitted. I now have the pleasure to introduce that unappointed individual, that self-named mentor of the industry, Mr. Ethridge."

After a ringing burst of applause for Mr. Ethridge, the speaker observed extemporaneously that "when I took Neville on that mountain three years ago, the present chairman of the FCC was hidden behind the mountain in Tennessee (Mr. Fly was formerly general counsel of Tennessee Valley Authority, with headquarters in Knoxville). Then came the epoch-making address that proved the springboard for the finish fight against the FCC's monopoly regulations. The banquet hall and the balcony were jammed with some 900 present. Word had permeated the convention that Mr. Ethridge would sound the keynote.

Speaks for Himself Alone, He Says

In measured phrases the Louisville publisher-broadcaster denounced the FCC, the Chicago Tribune and the Administration for their assaults and positions. Chairman Fly finched perceptibly many times as Mr. Ethridge hurled a right-from-the-shoulder blast at him and his majority colleagues who approved the report. The broadcasters, almost to a man, hailed it as the most important declaration on the industry's behalf in its two-decade history.

Mr. Ethridge said first that he was not speaking for the radio industry, since he had resigned every connection he had ever had with the NAB, save for his station's membership in it, even to the mission which the President asked him to undertake in surveying industry needs. "I speak for myself, and myself alone," he asserted.

Disclaiming that his remarks meant that he had renounced the New Deal, to which he had subscribed before this Administration came into power, he said he never subscribed to the "absurd notion" that Mr. Roosevelt wanted to be a dictator, and that he intended to fight to preserve the deep, basic purposes of the New Deal.

Mr. Ethridge said he had urged the study assigned him by the President as desired because the Commission had made an attack on every front in radio—an attack of such breadth and vigor that there was on the part of almost every person the feeling "that something deep and underlying was going on." Referring to Chairman Fly's speech of the preceding day [see page 21 for the text] he said the chairman's conception was that the affiliates were "some 500 serfs."

After reciting the fronts upon which the FCC was attacking radio, he said he had a much deeper reason for not wanting to see a fight precipitated between the Administration and the radio industry. "We are engaged in a war besides which the adjustment of the 19-year-old structure of radio is trivial," he observed.

Indicates President Was 'Almost Betrayed'

When he said he firmly believed "the President was deceived as to the extent of radio's ills and almost betrayed in not being told the decisive possibilities of the sort of fight which was being invited," virtual pandemonium broke loose. Mr. Fly sat silent, gazing at the table. "If that fight comes," said Mr. Ethridge, "he (the President)
can blame the majority of the Commission which insisted upon it.”

Because he did not want to see that fight, Mr. Ethridge said, when the President asked him to make a study and assured him that Mr. Fly would welcome it, he “was glad to undertake it.” Then he observed, “It turns out, of course that Mr. Fly did not welcome it.”

In undertaking the study, Mr. Ethridge said he carried on conversations with a great number of industry people and invited memora-

randa from them, including the attorney for Mutual (Louis G. Caldwell) from whom he said he had received nothing so far. He de-

clared he soon discovered there were no insoluble problems, and that they could be worked out to the advantage of both industry and Government if good faith were demonstrated on both sides.

Cracking at politics in FCC deci-

sions in the face of declarations of policy, he said he knew of three instances of almost immediate ac-

tion in favor of people “who were not unfriendly to the Administra-

tion.”

Favors Commission
O three Members

Broadcasters who declared, will not have assurance of honest and intelligent regulation that will not produce chaos and further an even-

tual taking over by the Govern-

ment until the President and Con-

gress jointly issue a policy under which the Communications Commission shall regulate — “a pol-

icy so clear that there can be no mistake in the minds of anybody.”

Mr. Ethridge said he would like to see a new Commission, perhaps of three men, “so hedged about by safeguards that members of Con-

gress or radio operators or anybody else who approached them to suggest dispositions of licenses, ex-

cept in open hearings, would be put in jail.” Even Mr. Fly applauded that.

Alluding directly to the monop-

oly report for the first time, Mr. Ethridge said he had urged that the report be brought out “the sooner the better,” and that he thought he had “produced it sooner but not better.” He had suggested, however, that it not be issued with rules and regulations until the indus-

try as a whole had been given an opportunity to study them against their practical operating experience [Broadcasting, May 12].

The very way in which the re-

port was issued raised a question of “good faith of an invitation to make the study,” Mr. Ethridge de-

clared. “I know the President on his part issued the invitation in good faith. But there has been a breach of faith, and I am per-

fectly certain that it can be pinned directly upon the Commission ma-

jority.”

Accusing the majority with re-

specting to “sharp administrative practices,” Mr. Ethridge said the Commission gave frank recognition to the doubt of its powers to carry out its purposes when it directed the orders against the stations rather than against the networks.

While nobody can speak dog-

matically about the effect of

the regulations, Mr. Ethridge ex-

pressed the belief that it is more than probable they would induce a lowering, rather than an elevating of program standards, and that they would have the effect of “gut-

ting some small stations.” He de-

scribed the new order as founded upon “bad temper, impatience and vindictiveness,” and intended to be “punitive, not constructive.”

While Chairman Fly made penciled notes, Mr. Ethridge said that to his mind the Commission has embarked upon a continuing proc-

ess of adjustment that “will lead us sooner or later to the easy solu-

tion of having the whole thing taken over. The chairman of the Commission has denied that is his intent, and of course he speaks in all good faith, but people who set houses on fire frequently have no intent to do so.”

Then came another thrust at Mr. Fly on his invitation of the pre-

ceding day to sit down with respon-

sible representatives of the indus-

try to discuss the implementation, the timing and the procedure in connection with the rules. “I ven-

ture the personal comment that the offer is equivalent to asking you whether you want six or eight pall-

bearers and whether you want to be cremated or put under ground,” said Mr. Ethridge.

Mr. Ethridge said his sole pur-

pose in accepting the Presidential commission to review the status and needs of American radio was to lay a basis for discussion in which the industry and Govern-

ment could participate and out of which a new orientation of radio law and practice could emerge. But that work, he declared “has been destroyed not only by the text and tone of the Commission’s order but by the evident determination of the Commission by precipitate action to forestall the expression of views by any other agency whatever.”

Introduction on the preceding day of the White resolution was hailed by Mr. Ethridge as afford-

ing a “broader and more public forum in which he can take the very discussion and deliberation which the industry and, I believe, the public regard as essential.”

Then he concluded:

“I have therefore decided to stand aside as an individual and to recommend to the radio indus-

try and to the public which has a vital interest to be served, that the White resolution be supported by every proper means. I urge that all groups, individuals and interests concerned with radio, and its de-

velopment recommend the passage of the White resolution and thereafter participate in hearings. Only in such an orderly manner can the pattern of radio for the future be defined.”

Howls, cheers, and whistles shook the hall. Every man, save Chairman Fly, jumped to his feet. Mr. Fly apparently awaited the next move.

And Then Came
A Tense Moment

Then developed as tense a mo-

ment as ever hit an NAB conven-

tion. Mr. Miller declared the session adjourned for 30 minutes to allow waiters to clear the room of luncheon tables. Chairman Fly had expected it to be called upon to reply to Mr. Ethridge extempo-

raneously. To newsmen who asked him for comments, Mr. Fly, almost shaking with emotion, said he had been promised time. He dashed out of the room.

When Mr. Miller, some minutes later, sought to invite him to ad-

dress the group, either immediately or at the afternoon session, Chair-

man Fly declined. To newsmen who followed him out of the room, Mr. Fly impatiently rejoined, “Leave me alone, leave me alone.” Mr. Mil-

ner met the chairman again in the meeting room, by that time cleared of luncheon tables, and asked him about addressing the convention, but Mr. Fly was overheard to say “Don’t make a speech to me now.”

A discussion followed in Mr. Fly’s suite, but he was not ap-


d for

INTENSIVE COVERAGE

of the

SOUTH’S 7th CITY

among the 100,000 or more group for per capita
effective buying income

use

K T B S

SHREVEPORT, LA.

1,000 WATTS • NBC

BROADCASTING • Broadcast Advertising

Banham Company—Reps.
Broadcasting

Senators advocated power which time) and opposing cor he makes a speech, pledged his ing "would broadcasting, "freedom we own possible work to Fight dio, rules promulgation recited motion by he was dress of he was pesed. Mr. Fly, CBS is Edward Klauber, The resolution was unanimously to get the rules that the public should be given an opportunity to learn just what the effect of the rules would be on American radio. NAB should urge the Senate to give "prompt and favorable consideration" to the White resolution.

The resolution was unanimously carried.

CBS Promises to Join Fight to the Finish

Edward Klauber, CBS executive vice-president, who seldom makes a speech, pledged his network to "fight all the way" against the FCC rules.

He explained that CBS, because of the heavy meeting schedule of the convention, had not found it possible to hold a meeting of its own affiliates and that there had been great curiosity as to what "we intend to do and why."

CBS is convinced, Mr. Klauber asserted, that if the FCC could arbitrarily exercise its power and completely terrorize everyone in broadcasting, "freedom of radio would be destroyed" and broadcasting "would degenerate into chaos, and the industry taken over." Declaring that CBS will "resist" the rules to the utmost, without ran cor he said his network was prepared to exert its utmost efforts in the courts, over the air (with opposing views to be given equal time) and to go before the people "to uphold the freedom of radio and to determine these issues on an honest basis." He said the rules have tended to demoralize the industry, representing an exercise of power which the FCC does not have.

Don Elias, WNNC, Asheville, advocated that broadcasters should begin at once to approach their Senators.

Format polities has taught me that is the best way to get results," he observed.

Insurance Study Outlined by Clipp

Going into other business, Roger Clipp, WFIL, Philadelphia, chairman of the NAB insurance committee, described the committee's work in studying insurance problems and considerations for broadcast stations. He also reviewed the results of the NAB's recent survey of radio insurance, pointing out that the aim of the study is to develop an all-risk policy for radio stations which will be within the reach of all operators.

Daylight saving time, including pending Congressional proposals to establish a system of universal DST as a defense measure and the recently concluded NAB survey [Broadcasting, May 12], was discussed in a forum conducted by John J. Gillin Jr., during the afternoon session. Mr. Gillin cited figures developed by the survey indicating an estimated annual loss of $5,000,000 to the radio industry, directly traceable to the present system of daylight saving observance. The survey was analyzed by Paul F. Peter, NAB director of research.

New Limitations On Announcements

Participating in the discussion, Willard Egolf, KYOO, Tulsa, and Jack Laemmle, radio director of Lord & Thomas, urged prompt action toward development of a uniform time system. Mr. Egolf, addressing himself to radio's policy-makers and executives, including the networks, pointed out that under the present hodge-podge system there is a recurring deterioration of radio's stock-in-trade — radio time — and asked that radio proceed to market "a product of uniform quality."

Mr. Laemmle described the practical effects of the present system on programming. He maintained that settlement of the problem was a give-and-take proposition which would have to draw cooperation from the whole industry.

A business session devoted to the self-regulation code, broadcast advertising sales management, radio activities and limitations on commercial copy was held Thursday morning and resulted in the adoption of resolutions on commercial announcements in 5, 10 and 25-minute programs.

CBS CONVENTIONERS caught cogitating. (to r) Bill Schudt, general manager, Columbia Recording Service; M. R. Runyon, vice-president; Edward Klauber, executive vice-president; Herbert V. Akerson, vice-president for station relations; Paul Whitley, special events chief, and Merle S. Jones, KMOX manager and chairman of the convention committee.

Edgar L. Bill, WMBD, Peoria, chairman of the code committee, interpreted the effects of the code since its adoption three years ago in Atlantic City. "How well we regulate ourselves," he declared, "is a matter in direct ratio to the amount of regulation we get from other places."

Edward M. Kirby, NAB public relations director on leave of absence as chief of the Army Radio Section, observed that with the problems facing the industry, he has enjoyed the "relative tranquility of the War Department." He pointed to serious days ahead, and emphasized that radio is without a war experience.

Some of the specific things the code has given the industry are apparent, he pointed out. Educators no longer are clamoring for their own facilities; there is little complaint about children's programs; and women's organizations actively are supporting radio by virtue of the work of Mrs. Dorothy Lewis, vice-chairman of the Women's National Radio Committee. Mrs. Lewis, in the audience, took a bow.

Mr. Kirby said the code provisions guaranteeing equal time on controversial issues had proved highly satisfactory, and that the "system of self-regulation will carry us through the critical period ahead."

The convention unanimously adopted time limitations for commercials in 5, 10 and 25-minute programs after Chairman Bill and Henry P. Johnston, general manager of WSGN, Birmingham, had explained that many stations had asked for new code provisions covering these periods.

Problem of 10-Minute, 15-Minute Programs

Mr. Johnston explained that advertisers had been trying to buy 10-minute instead of 15-minute programs because of the limitation of 3 minutes and 15 seconds for day-time commercials and 2 minutes and 30 seconds for night commercials under the code. In 3-minute programs, advertisers were prone to use virtually all of the time for commercials.

Declaring it was obviously a violation of the spirit of the code if more time is used for credits in a 10-minute program than a 15-minute period, he said the industry should be free to make new standards. A 25-minute problem was created by the networks in scheduling evening
5-minute news periods, and constituted the knottiest situation.

To make the limitations as reasonable as possible within the code limitations, the code committee recommended that on 5-minute programs the commercials be limited to 2 minutes daytime and 1 minute, 45 seconds at night, and 5-1/2 minutes news periods to 1 minute, 45 seconds daytime and 1 minute, 30 seconds at night. There was the additional suggestion that even more rigid limitations be invoked.

On 10-minute programs the recommendation was for 2 minutes and 30 seconds commercial daytime and 2 minutes flat at night. On 25-minute programs the recommendation was 4 minutes and 15 seconds daytime and 2 minutes, 45 seconds at night.

James D. Housen, vice-president and general manager of WLW, Cincinnati, as acting chairman of the NAB Research Committee, introduced Paul F. Peter, NAB Research Director, who reviewed the new NAB service Broadcast Advertising Record, a sort of media records of radio time sales. Business is measured in unit volume rather than in dollars, he pointed out. The first analysis was made in September and an experimental operation has progressed since then.

Some stations felt the effort of compiling the data was burdensome and took more time and money than it was worth, he said, but interest in it is indicated by the fact that some 230 stations now are cooperating by supplying the data, including the three major networks.

E. Y. Flannigan, WSPD, Toledo, chairman of the NAB Sales Managers’ Executive Committee, told the convention the NAB finally has given the sales managers his place under the sun, with a separate department of broadcasting advertising, headed by Frank E. Pellegrin, who took office six weeks ago.

Pellegrin Reviews Problems of His

Mr. Pellegrin said that broadcast advertising as an industry job is open to all sorts of possibilities. He called radio a combination of the oldest of the arts and the newest of the sciences. It is now the second most important advertising medium, he pointed out.

THE HOT SPOT
740
between NBC's Red and Blue
KOW
San Jose, Calif.
San Francisco Studios
1470 Pine Street
Reps.: Reynolds-Fitzgerald, Inc.

CORRIDOR GROUP (1 to r): Thomas Sharp, KFSD; Naylor Rogers; Donald Thornburgh, CBS; Howard Meighan, CBS; Lincoln Dollar, KSFO; Hugh Beville, NBC; John Karol, CBS.

While the industry has fundamentally important problems, it should not neglect the business side, he said. With no business, there would be no music and no monopoly to worry about, since no one is interested in dead transmitters except for junk.

The new bureau, Mr. Pellegrin said, already has called on a number of accounts in the interest of the industry. He enumerated the four big tire manufacturers in Akron in the interest of cooperative dealer advertising, the American Meat Institute, now using substantial magazine space but no radio, and the Financial Advisers Assn., which is affording new and complete cooperation. Exorbitant demands for merchandising service, per inquiry business, and other "petty annoyances" all constitute fields where an industry job must be done, he said, and which have made radio harder to buy. He predicted real activity in his new bureau in an institutional way toward greater sales and prestige for the medium.

Col. Willard Chevalier, publisher of Business Week, was the guest speaker at the business session Wednesday afternoon. Speaking on "Planning Today for Post-War Business," he emphasized the important function of advertising not only during peacetime but during time of war emergency such as that existing today.

SUGGESTIONS OFFERED FOR LABOR RELATIONS

At the luncheon session Thursday, Ralph Brunton, KJBS, San Francisco, urged broadcasters to help build up the NAB labor relations department’s store of labor information. He told broadcasters about the success of the San Francisco industrial council in promoting peaceful labor relations in that city, and said the NAB could render a similar service to the broadcasting industry only if it had the complete cooperation of all stations.

Edgar Bill, WMBD, Peoria, Ill., told the convention the only great complaint against operation of the highly successful code of program standards had come from labor unions. He pointed out that unions were entitled to time on the air when they offered programs in the public interest", and urged stations to give careful consideration to requests for time.

Routine resolution passed in the closing minutes of the concluding business session thanked for their cooperation and participation Vice-President Henry A. Wallace; FCC Chairman James Lawrence Flyn; Maj. Gen. Robert C. Richardson Jr.; Comdr. H. R. Thurber; Lowell Meeker, Evo. H. Armstrong; C. J. Burnsoid; Col. Willard Chevalier; Mayor William Dee Becker of St. Louis; Mr. and Mrs. Merle Jones and members of the committee of St. Louis broadcasters and their wives, Mrs. Harold Y. Milligan, Mrs. Dorothy Lewis, Dr. Julio Baraga, Glenn Banner in and others.

DEFENSE COMMITTEE CALLS MEETING

President Miller commented briefly on radio’s role in national defense, pointing out that he was appointing a radio national committee upon authorization by the NAB board. Appointment of the committee carries out the idea developed at convention breakfast sessions on national defense presided over by Ed Kirby, NAB public relations director and a dollar-a-year civilian advisor to the radio section of the War Department’s Bureau of Public Relations.

"The committee which will be representative of the industry and of all sections of the country, will be called to meet in Washington in the immediate future to confer with officials of War, Navy and State Departments and other Governmental and civilian agencies engaged in the promotion of the country’s defense," Mr. Miller explained. Through this committee the industry will be enabled to further cooperative radio’s vast national defense programming by stations and networks.

"The radio industry already has manifested its patriotic devotion to the national defense. It is prepared to extend this in every direction. We deeply appreciate the expressions of confidence which came from Maj. Gen. Robert Richardson of the War Department and from Comdr. H. R. Thurber of the Navy Department. Like the Army and Navy, American radio, come what may, is ready.

"Broadcasters of the United States are already rendering this nation an unparalleled service in national defense. They are engaged in recruiting skilled workers for the U. S. Civil Service Commission—men to manufacture munitions, tanks, artillery, small arms, naval torpedoes, airplanes and fighting ships for the navy. They are engaged in recruiting 10,000 flyers for the U. S. Navy. They are assisting the Treasury Department in selling several billion dollars worth of Government securities—to finance the purchase of national defense materials and equipment.

FLYING CADET DRIVE
NEXT ON SCHEDULE

On next Tuesday broadcasters will be mailed a letter from Arthur Stringer of the NAB staff which will solicit their cooperation in recruiting 30,000 flying cadets for the Army.

Broadcasters have assisted in raising nearly $30,000,000 for the relief of sufferers in war-torn Europe and elsewhere throughout the world. They have given and are giving their facilities to maintain the morale of the citizen Army, the men in the U. S. Navy and the morale of civilians.

"Not many months ago radio took the story of Selective Service to the countryside. Hundreds of programs were broadcast in every State. Alien registration, under direction of the Department of Justice, would never have been so successful without the help of the broadcasters. Two current campaigns, both receiving the support of the broadcasting industry, are those of United China Relief, and also United Service organizations whose goal is almost $11,000,000 for recreational facilities in over 339 camps, as well as United Service centers throughout the United States and its overseas bases. And for the relief and rehabilitation of Japanese war prisoners, $6,000,000 is to be raised.

CHANGES MADE IN BOARD MEMBERSHIP

During the Thursday voting session five new directors-at-large also were elected, one was re-elected and two of the three incumbent network members—Edward Klauber, CBS executive vice-president, were re-elected. New directors-at-large are James D. Housen, WLW, Cincinnati; Malcom W. K, representing large stations; C. W. Myers, KOIN-KALE, and Don Elias, WWNC, representing medium stations; James W. Woodruff Jr.,
SURROUNDED by masculine admirers is Peggy Stone, International Radio Sales, New York. The menfolk are (l to r): Walter Koesler, WBOK, Rockford, Ill.; Carl Vaughn, KPAC, Port Arthur, Tex.; Paul LaStayo, WAAT, Jersey City; Frank Smith, KXYZ, Houston; Jack Draughon, WSIX, Nashville.

WRBL, John Elmer, WCBM, to represent small stations. Mr. Elmer was re-elected.

Other nominees in the small and medium categories included Ellis Atteberry, KCKN, and Cedric Foster, WTHT, Harry S. Wilder, WSYR, and Hulbert Taft Jr., WKRC. Mr. McLand and Mr. Shouse were the only nominees in the large-station class.

Before the two network nominees were re-elected by acclamation, NAB President Neville Miller read a letter from Alfred J. McCooker, MBS board chairman and president of WOR, New York, withdrawing the name of Fred Weber, MBS general manager, from the network representation.

The new directors-at-large from individual stations succeeded Mark Ethridge, WHAS, and Harold Hough, WBAF, among large stations’ representatives. George W. Norton, Jr., WAV, and Don Searle, KOIL, among medium stations; Harry R. Spence, KXRO, who during the last year served with Mr. Elmer in representing small stations.

Cleveland was picked by NAB members as first choice for a 1942 NAB convention site in balloting Thursday afternoon. New Orleans was second choice and New York third. Under amendments to the NAB by-laws approved by the membership last Tuesday, members for the first time had an opportunity to pick for themselves their convention city.

In addition to the three top-choice cities, offered as convention sites were Pittsburgh, Dallas and Fargo, N. D. Under the new procedure members select three projected convention sites, in order of preference. The board of directors bases its final choice on these preferences, choosing the first place selection if satisfactory accommodations and arrangements can be made for the convention there, and if not, proceeding to the second and third choice, in order. In event none of the named cities qualify, the board of directors selects another city and also sets the date of the convention.

**Revised System of Voting Adopted**

The voting system for directors-at-large was altered by amendment of the by-laws this year. Under the new procedure nominations are

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**Regional Group Disbands**

THE National Assn. of Regional Broadcasting Stations, meeting in private session at the NAB convention in St. Louis May 13, unanimously moved legally to dissolve the organization, dormant for the last year. The motion was made by Walter J. Dann, WTMJ, Milwaukee, seconded by Clarence Wheeler, WHEC, Rochester. The NARBs chairman, John Shepard Jr., president of Yankees and Colonial Networks, stated $7,082 was in the treasury, and this sum would be redistributed to member stations which had answered the last two calls for NARBs funds.

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**Plan to Remove Daylight Saving Effect On Schedules Voted by Sales Managers**

A PLAN by which the observance of daylight saving time will have no effect on time schedules, and "change of time" in each category to be abolished permanently, was approved unanimously by the NAB Sales Managers Executive and General Committee, early in St. Louis.

The resolution was submitted by Willard Egolf, sales manager of KYOO, Tulsa. The entire industry will be asked to cooperate in the plan.

Approximately 35 members representing the 17 districts attended the closed session presided over by E. Y. Flanigan of WSPD, Toledo.

**Text of Proposal**

The Egolf resolution, as adopted, reads:

WHEREAS, the sales managers of the radio industry are charged with the responsibility of selling radio time and further realizing that radio time is made productive for its purchasers; and

WHEREAS, the observance of daylight saving time in some sections of the United States and its non-observance elsewhere disrupts radio time schedules; and

WHEREAS, it is the opinion of this disruption of radio time schedules is the direct cause of lost radio billing amounting to hundreds of thousands of dollars annually; and

WHEREAS, this disruption of radio time schedules occasions inconvenience to buyer, station and public; therefore

BE IT RESOLVED, that all branches of the radio industry should cooperate in perfecting a plan whereby the observance of daylight saving time shall have no effect on radio time schedules and whereby "change of time" shall be abolished permanently.

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**The committees also agreed to start work immediately on a standard manual on public relations work to be used by sales managers. In addition, a uniform policy for the handling of commercial mail containing monies was adopted. Hereafter all accounts will be handled by the named cities qualify, the committee felt it should be in the record to eliminate any misunderstanding between station and client.**

Col. Harry Wilder, owner-manager of WSYY, Yonkers, presented the proposal of the recently dissolved special NAB committee to deal with the AAAA on standard contract forms, reported on that subject. His report was referred to the to-be-appointed Sales Managers Division.

Full cooperation with the Financial Advertising Assn., was voted whereby sales managers will furnish general information and success stories on radio as a sales medium.

Herace Scherwin, general manager and director of research of the Raymond Spector Co., New York advertising agency, gave a detailed report on that company’s activities and a client measurement plan. Additional information will be gathered on this and will be acted upon at a later date.

**Changes in Net Leaders**

BOB HOPE is either the top-ranking program or in fourth place, according to which radio rating report you follow. The Hooper report for May puts the Pantomedian at the top of the list, with Fibber McGee & Molly second and Jack Benny in third. The CABA, however, ranks Fibber, Benny and Charlie McCarthy as one-two-three, with Hope fourth. Both reports place the leaders closely bunched.

**FOR the third anniversary broadcast May 23 of "Information Please," sponsored on NBC-Red by American Tobacco, New York, for Luxuries, Demna Taylor, music critic and "guest expert" on the program, will change places with Vic Oliver, host; Raymond Dallman, while Fudman will face the questions with John Kieras, Oscar Levant and Franklin P. Adams.**

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**May 19, 1941 • Page 67**
**Applications**

**Applications Received**

**WABE, Bangor, Me.—Modification CP for new transmitter etc., asking approval of new transmitter site, antenna.

**NEW, Midstate Radio Corp., Utica, N.Y.—CP 1400 kc 250 w. un.

**NEW, Peter Q. Nyce, Alexandria, Va.—CP 740 kc 1 kw ld., H. Houston, amended to D.

**KBRU, Burlington, Ia.—Modification CP for new station re-transmitter, studio, etc., for approval antenna, new type transmitter.

**WJOB, Hammond, Ind.—Voluntary assignment license from O. E. Richardson and Fred L. Adair to O. E. Richardson, Fred L. Adair and Robert C. Adair.

**NEW, Interstate Broadcasting Co., New York, N.Y.—License CP 45.1 kc 6,650 sq. miles 100 kw.

**WAKR, Akron—Increase to 5 kw directional N 1500 un. under treaty.

**WTAL, Tallahassee, Fla.—CP change transmitter.

**NEW, George Johnston Jr., Birmingham, Ala.—CP 1240 kc 250 w un.

**NEW, Board of Education, Chicago, Ill.—CP noncommercial educational station 425 cm 1 kw.

**KDFN, Montery, Cal.—CP increase to 5 kw D & N 1200 w.

**NEW, Herman Hesser, Dearborn, Mich.—CP 600 kc 1 kw D.

**KHUS, Waterville, Cal.—Voluntary assignment license to Lubin E. Gibson.

**Tentative Calendar**

**May 20**

**NEW, Camden Broadcasting Co., Camden, N.J.—CP 600 kc 500 w un.

**JUNE 16**

**KPNF, Shenandoah, Ia.—Renewal.

**Chief Engineer gives LOW-DOWN on PICK-UP!**

"Easy to scalp pick-up proponents when you use Western Electric 639 B mike," says the Chief. "Take choice of six patterns at turn of switch and watch feedback and reverberation bite dust! No set-up too tough for this popeo. For whole story, and running clip to Graybar Electric Co., Graybar Building, New York, N.Y."
Help Wanted

Announcers, Writers, Salesmen, Operators, Directors—Investigate our national placement service. Central Registry, Orpheum Bldg., Washington, D. C.

Operator—Three to four years experience transmitter, studio and remote. One kW eastern region CBS affiliate. Box 489, BROADCASTING.

Program Director—Wanted by regional, non-network station originating programs for rural and small town audiences in 1 station. Box 481, BROADCASTING.

Engineers—Experienced Transmitter and Control Engineer for full time local and Net affiliate. State qualifications, and etc. Write Box 478, BROADCASTING.

Wanted—Two good field representatives to sell news reports to radio stations and newspapers. Experience necessary and good past record important. Write complete details to Box 480, BROADCASTING.

Production-Program Manager—Also announces, writer—four years experience—willing to make investment—enjoyed but wants to make a change. Box 479, BROADCASTING.

Make This Your Big Year—With the service of an experienced local-program producer. Sell audience-building ideas that produce against competition. Ten years experience and agency work. References, Draft exempt. Box 483, BROADCASTING.

Wanted to Buy

Used Turntable—Chasis with lead screw and cutting head. Reasonable. WERR, Pittsfield, Mass.

 CRC Disc Servces

COLUMBIA Recording dealers in 46 cities are receiving special chain-break announcements from CRC for placement on local stations to coincide with the appearance of Leopold Stokowski and the All-American Youth Orchestra on their transcontinental tour during May and June. CRC has allocated a special cooperative advertising fund for these dealers, and also is scheduling special Stokowski tour commercials for two weeks in advance of each concert of Masterworks of Music programs.

Crystal Specialists Since 1925

ATTENTION

BROADCASTERS SUBJECT TO FREQUENCY REALLOCATION

We are of your service to—

1. REGRAIN your present crystal to higher new frequency . . . . $17.50
2. NEW CRYSTAL [less holder] . . . . $22.50
3. NEW CRYSTAL fully mounted . . . . $30.00

LOW DRIFT - APPROVED BY FCC

Scientific RADIO SERVICE

124 Jackson Ave.
University Park, Md.

BROADCASTING • Broadcast Advertising

Help Wanted (Continued)

SALESMEN—Experienced, campaigns, copy-writing, announcing. State—marriage, draft status. Bondable. Box 469, BROADCASTING.

Positions To Offer—Combination operator—announcer—transmitter great small town station. Others except talent. Register with recognized employment bureau—National Radio Employment Bureau, Box 84, Denver, Colorado.

SALESMEN—Good voice, control operator, no engineering. Experience musical directing, productions, good singer. Employed. Salary, preferably larger station. Box 490, BROADCASTING.

Production-Program Manager—Also announces, writer—four years experience—willing to make investment—enjoyed but wants to make a change. Box 479, BROADCASTING.

Situations Wanted

Announcer—Good voice, control operator, no engineering. Experience musical directing, productions, good singer. Employed. Salary, preferably larger station. Box 490, BROADCASTING.

Production-Program Manager—Also announces, writer—four years experience—willing to make investment—enjoyed but wants to make a change. Box 479, BROADCASTING.

Make This Your Big Year—With the service of an experienced local-program producer. Sell audience-building ideas that produce against competition. Ten years experience and agency work. References, Draft exempt. Box 483, BROADCASTING.

Wanted to Buy

Used Turntable—Chasis with lead screw and cutting head. Reasonable. WERR, Pittsfield, Mass.

CRC Disc Servces

COLUMBIA Recording dealers in 46 cities are receiving special chain-break announcements from CRC for placement on local stations to coincide with the appearance of Leopold Stokowski and the All-American Youth Orchestra on their transcontinental tour during May and June. CRC has allocated a special cooperative advertising fund for these dealers, and also is scheduling special Stokowski tour commercials for two weeks in advance of each concert of Masterworks of Music programs.

Crystal Specialists Since 1925

ATTENTION

BROADCASTERS SUBJECT TO FREQUENCY REALLOCATION

We are of your service to—

1. REGRAIN your present crystal to higher new frequency . . . . $17.50
2. NEW CRYSTAL [less holder] . . . . $22.50
3. NEW CRYSTAL fully mounted . . . . $30.00

LOW DRIFT - APPROVED BY FCC

Scientific RADIO SERVICE

124 Jackson Ave.
University Park, Md.

BROADCASTING • Broadcast Advertising

Help Wanted

Announcers, Writers, Salesmen, Operators, Directors—Investigate our national placement service. Central Registry, Orpheum Bldg., Washington, D. C.

Operator—Three to four years experience transmitter, studio and remote. One kW eastern region CBS affiliate. Box 489, BROADCASTING.

Program Director—Wanted by regional, non-network station originating programs for rural and small town audiences in 1 station. Box 481, BROADCASTING.

Engineers—Experienced Transmitter and Control Engineer for full time local and Net affiliate. State qualifications, and etc. Write Box 478, BROADCASTING.

Wanted—Two good field representatives to sell news reports to radio stations and newspapers. Experience necessary and good past record important. Write complete details to Box 480, BROADCASTING.

Production-Program Manager—Also announces, writer—four years experience—willing to make investment—enjoyed but wants to make a change. Box 479, BROADCASTING.

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IRNA Votes to Operate Independently

Objects to FCC Report; Paid Personnel to Be Engaged

REVIVAL of Independent Radio Network Affiliates Inc., representing the strongest segment of the industry, as a going concern with paid personnel and functioning independently, NAB, was pressed by action taken May 13 at the annual meeting of the group in St. Louis May 13 attended by 20 board members.

On the heels of the adoption of a resolution expressing vigorous disapproval of the FCC monopoly regulations, the membership adopted the proposal to change the by-laws requiring membership in the NAB as a condition precedent to membership in IRNA be relieved.

This was done unanimously, and board members promptly disclosed their intention of retaining a paid executive to headquarter either in New York or Washington and direct the group's activities.

Endorse White Inquiry

At the organization meeting of the IRNA board held in St. Louis Wednesday, the resignations of Samuel S. Lewis as chairman and Paul W. Morency as vice-chairman, were rejected by unanimous voice. On request they agreed to continue to serve until the next meeting of the board to be held at the call of the chair.

The board adopted a resolution directing the officers to "prepare and submit a plan for approval by the board for IRNA to support such efforts as will be organized by and all agencies in the industry to endorse the White Senate resolution and endeavor to obtain its passage."

The IRNA officers were authorized by the board to submit a recommendation for the engagement of a paid representative to conduct negotiations with the network in further efforts to obtain adoption of the changes in network operating practices recommended by IRNA for the past three years.

The resolution introduced May 13 by Senator Wallace H. White Jr. (R.—Me.), requesting a suspension of the new network regulations and seeking an investigation of radio with a view to enactment of a new radio law to supplant the present Communications Act.

The resolution adopted disapproving the FCC monopoly regulations follows: "Resolved, that in the opinion of the members of Independent Radio Network Affiliates Inc., here assembled, the FCC regulations on network broadcasting issued May 2, 1941 will, if carried out in their present form, seriously impair the ability of network affiliates as radio licensees to render the service which the public has been receiving and to which it is entitled, and which has been proclaimed as the finest broadcast service in the world."

John A. Kennedy, West Virginia Network; I. R. Lounsberry, WGR-KWB, Buffalo; Paul W. Morency, W2IC, Hartford; C. W. Myers, KQIN-KALE, Portland, Ore., and W. J. Scripps, WWJ, Detroit, were unanimously re-elected directors for three-year terms.

Other directors are: Martin B. Campbell, WFAA-WBP, Dallas, Fort Worth; Arthur B. Church, KZAZ, Dallas; H. P. Dunn, WWNC, Asheville; George W. Norton Jr., WAVF, Louisville; Hubert Taft Jr., WKRC, Cincinnati (terms expiring in 1945); H. K. Carpenter, WHK, Cleveland; Edwin W. Craig, WSM, Nashville; Mark E. Trube, WHAS, Louisville; Samuel R. Rosenbaum, WFTL, Philadelphia; L. B. Wilson, WCKY, Cincinnati (terms expiring in 1942).

Rosenbaum’s Position

Swift action came on the resolutions following two hours of general discussion under the chairmanship of Mr. Rosenbaum. He first reviewed the last year's activity which was highlighted by IRNA's strong participation in the network monopoly hearings before the FCC, with the retention of Paul M. Segal as counsel. Efforts to procure relief from the networks on station-break and hike announcements not only proved futile but have become worse, he said, despite the efforts of separate negotiating committees.

Mr. Rosenbaum asked that he be relieved of the chairmanship because of events which transpired during the monopoly hearings when allegations had been made against him because of a new compensation arrangement worked out in behalf of the owners of WFTL. This has caused rigorous examination of Mr. Rosenbaum before the FCC Monopoly Committee. While this situation had been explained, Mr. Rosenbaum said that considering the fact that he felt his usefulness might be impaired. Thereupon he suggested that IRNA accept his resignation, particularly since his duties in Philadelphia as a banker required his full time.

Mr. Rosenbaum, in discussing the ASCAP contract situation, said that IRNA, through Mr. Morency and himself, had participated actively in all of the deliberations. In the event NBC and CBS make deals with ASCAP on a blanket fee basis, he said, there will be opportunity for affiliates to contract on a per-piece or per-program basis. Thus, he said, the network resolutions with ASCAP would not bind affiliates to take contracts.

Calling for discussion of the monopoly report, Mr. Rosenbaum said there were two approaches—appeasement or attack. He said that favoring the former he would say that the income must become recognized to more stringent regulation, and that they should not kid themselves into believing the regulatory tide can be swept back with a broom. Those fostering outright attack feel the FCC is government-ownership minded, that it is grasping for power and that it is extremely political minded and does things for its friends despite its own rules.

Their Views

One by one prominent broadcasters advanced their views. George Storer, president of Port Industry Co., operating six stations, said he thought MBS affiliates should be just as concerned as others because of the non-exclusive clause of the regulations, permitting other stations to solicit their accounts.

Other salient comments were:

John A. Kennedy, West Virginia Network: "The White Resolution is a very proper one and we should do everything in our power to support it. Unless we get it into our heads and realize the kind of fight we're in, we might as well fold up."

John Patt, WAGA, Cleveland: "The great majority of affiliates are decidedly opposed to these regulations, however, how individual licensees are adversely affected, to eliminate some of the confusion."

Harold Kelly, WSM, New Orleans: "I maintain that the convention approve a resolution declaring its opposition to the regulations on the ground that the public will be deprived of receiving the greatest result of impairing public service."

Edgar Bill, WMDB, Poolesville: "We, a network affiliate I have many times asked the networks to do something for affiliates, as a student of public service believe that the networks have made a tremendous contribution to the public."

Individual Comments

Earl J. Glade, KSL, Salt Lake City: "We in the West feel very dependent upon the networks. Perhaps the FCC has taken too serious consideration of complaints of affiliates. We shudder to think what would happen if the potency of network service is interfered with."

Arthur Church, KMBC, Kansas City: "There is no argument about the desirability of this resolution. It is a splendid statement, but what are we going to do about it? Two years ago we adopted a platform of principles for IRNA, but nothing has been done. I still think we should retain a capable executive director to manage our affairs. What are we going to do after we pass the resolution without an organization?"

Gordon P. Brown, WSAV, Rocheter: "I can't see how we can pass the resolution until we know what it is going to do under the rules. I would like to see the regulations interpreted."

Walter C. Evans, vice-president, Westinghouse Radio Stations Inc.: "I share the views of many people that we are likely to see additional regulations in what is already an overregulated industry. Up to the present time there has been no clear-cut statement of policy from either major network. They should make plain their courses of action. Until then I would not prefer to make a full expression."

Relief Needed

Harrison Hollway, KFI-KKEA, Los Angeles: "We are against the regulations in the interest of public service. Under it networks become a sort of nebulous thing. KFI, as a 50,000 watt, could benefit financially, but I think the long-range view must be that this means rate-fixing, program regulation, and other Government encroachment."

Gardner Cowles Jr., Iowa Broadcasting Co.: "If I favor both the IRNA and the White resolutions. The industry has to look to Con- (Continued on page 51)
"My 50,000 Watt 'Coming Out Party' Has Been Set For an Early Date."

WBAL
50,000 WATTS
BALTIMORE
ONE OF AMERICA'S GREAT RADIO STATIONS

For listeners—an entirely new and glorious strength of signal, quality of tone, and excellence of programs.

For advertisers—an entirely new opportunity to publicize and merchandise their products over—

The BASIC advertising medium of the Central Atlantic States

National Representation By INTERNATIONAL RADIO SALES, New York
Scientists in RCA Laboratories look into the future as they use electrons to work, opening the way for new developments in radio and other electronic fields.

Electrons are the corpuscles of radio. The vacuum tube is the heart that pumps them through the copper veins and arteries. Electricity is electrons in motion — it is the lifeblood of communications by wire and radio.

Electronics is a science born of radio. Both are members of one family. The modern radio research laboratories are electronic laboratories — the two are inseparable. Radio tube and electron tube are synonymous. Both pump the billions of electrons which flow in the electrical blood stream of communications and industry.

Putting electrons to work in a vacuum tube opened the Radio Age. It gave a voice to wireless, enabling it to talk and sing. Today, while millions of tubes glow in broadcast receivers, millions of others pulse with commercial dots and dashes, radiophotos, facsimile and television.

At the advent of broadcasting in 1920 there were a few thousand radio tubes at most, largely in the hands of experimenters. In 1941, radio tubes number hundreds of millions; there are from five to twelve in more than 50,000,000 radio sets in American homes and automobiles.

Revolutionary developments in radio since the first World War can be traced to the vacuum tube. It has been a key to progress. It has enlightened the world through broadcasting. It makes short waves, ultra-short waves and television what they are today.

Now, the wonders that the radio or electron tube has worked in communications are spreading into other electrical and industrial fields. As the research experts have developed and improved the tube, they have multiplied its uses. As a result, today industry is being electronized.

The Electronic Age is opening. The electron tube, once believed to be limited to radio, is recognized as an extremely sensitive and precise tool for manufacturing and processing control. The uses of electronics in industry appear limitless. Superhuman in its response to light, sound, touch and color, the electron tube is acclaimed as a new brain of industry.

From electronics came the electron microscope which uses 52 radio tubes to perform as an ultra eye that sees far into the sub-microscopic world.

In 1940, more than 106,000,000 electron tubes were produced for radio and industry, so the man might find life more pleasant and his task speeded and simplified, yet with accuracy and efficiency. The electronic corpuscles of radio carry promise of new wonders as they flow silently and unseen through electricity’s endless stream.

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A Service of Radio Corporation of America

RCA Manufacturing Co., Inc.  RCA Institutes, Inc.  R.C.A. Communications, Inc.
Radiomarine Corporation of America  National Broadcasting Company, Inc.