A new CLEAR CHANNEL TO NEW YORK

50,000 Watts
1050 KILOCYCLES
UNDER CONSTRUCTION

The new beacon to spot advertisers, who now will have
every advantage of MAXIMUM
POWER...CLEAR CHANNEL
COVERAGE...GOOD PRO-
GRAMMING and GUARANTEED
TIME AVAILABILITIES heretofore
offered only by network stations.

Get the facts now about the
changing radio picture in New York
...about the WHN that is to be.

WHN
IN NEW YORK: 1340 BROADWAY
IN CHICAGO: 350 N. MICHIGAN
We're for CONVOYING!

It's a long and oft-time perilous journey from factory to consumer, and many is the "advertising convoy" that the old Battlewagon WWVA has safely guided to the homes of 1,356,400 folks living in our 21-county primary area in Eastern Ohio, Western Pennsylvania and Northern West Virginia; also to many of our 39-county secondary area homes populated by 4,537,100 persons.

Check the WWVA low-cost Convoy System results for your product.
A Tempest in a "Teagarden..."

... has been created by the addition of another big name to the roster of Standard Radio Program Library popular orchestras. This time it's Jack Teagarden, long famed as featured trombonist with Paul Whiteman, now heading his own great band. He has selected the best of the musicians with whom he has played in the past, and if we do say so ourselves, you oughta hear them! First Teagarden selections were released May 15, and the reaction was instantaneous and phenomenal.

Speaking of reactions, the first uninterrupted symphonic music by Swedrofsky and the American Philharmonic, released on May 1, brought many a bouquet in our mail. This Standard "first" was quickly recognized as a major musical achievement, and received with enthusiasm everywhere.

Back to the Standard fold comes the King's Men Quartet! Pleasantly remembered for their previous Standard recordings, the King's Men have since become a musical high spot of the Fibber McGee shows. The first of a new group of rhythmic harmonies by this grand quartet will be released June 1.

Well, we promised you dynamite—did we deliver? Standard's leadership has always been based on the ability to enhance its Service with an unbroken chain of achievements. Write for the full story of Standard Tailored Transcription Service, Standard Spot Ads and Standard Super Sound Effects!
When you think of
New Orleans
you think of:

Natchez and the Robert E. Lee

and

WWL
NEW ORLEANS
50,000 WATTS
The greatest selling POWER in the South's greatest city

CBS Affiliate  Nat'l. Representative — The Katz Agency, Inc.
ATTACK TIME

\[ \frac{1}{10,000^{TH}} \text{ second} \]

Talk about transmission quality! . . . The Western Electric 1126A Amplifier has a controlling circuit with an attack time of approximately \(1/10,000\)th of a second to peaks in program input.

And 5\(\text{db}\) increase in average signal level.

Get the full details from Graybar.

Enlarged oscillogram of a 5000 cycle tone input, applied at a level 10\(\text{db}\) above the knee of the load curve.

Western Electric
ASK YOUR ENGINEER
GET YOUR PLUS FROM "IOWA PLUS"!

- Almost everybody who puts much effort into sales, in Iowa, soon gets the impression that here is a land “flowing with milk and honey”—a fertile land of tremendous business productivity. And that impression is right!

Vastly important in this picture is the fact that Iowa, almost alone in America, offers one powerful, all-covering advertising medium that reaches and influences the entire State—PLUS—at one low cost.

This great medium is of course Radio Station WHO. With far more power than all other Iowa stations combined, WHO is “listened-to-most” by 55.4% of all Iowa radio families—is “heard regularly” by 79.3% (daytime figures). Such an audience is enough to guarantee the success of any meritorious product offered in Iowa Plus. Let us give you some actual examples. “Ask your Agency to ask the Colonel.”

WHO
for IOWA PLUS
1040 K.C. • DES MOINES • 50,000 WATTS
J. O. MALAND, Manager

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932
Plan to Probe FCC Meets Rising Favor

May Defer Order; Anti-Trust Suit Considered

By SOL TAISHOFF

IN THE WAKE of steadily mounting opposition to the FCC’s new monopoly regulations, sentiment appears to be crystallizing in Congress in favor of the White Resolution to restrain the Commission from invoking the drastic rules to revolutionize commercial broadcasting. This action is possible shortly after preliminary hearings commence May 31 or June 2 before the Senate Interstate Commerce Committee.

The prevailing view, particularly among Senators on the committee, appeared to be that Congress should have an opportunity to look into the whole matter of broadcast regulation, since such dire results, harmful to the listening public, are predicted from many quarters, within and outside the broadcasting industry.

May Be Deferred

In some informed quarters, it was expected the FCC, of its own volition, might postpone the present effective date of the far-reaching rules from Aug. 2 and then seek to modify provisions viewed as too extreme, until further scrutiny.

Although the White Resolution calls for an inquiry into the whole radio regulatory picture, with a view to writing a new statute, few observers believe an investigation of that extent will be authorized immediately. The pressure of defense and tax legislation, it was thought, might mitigate against such a development at this session of Congress.

Moreover, it is felt that should the committee preponderantly express itself in favor of the clause in the White Resolution for a stay of mandate on the new rules, Chairman Wheeler (D-Mont.) would be disposed to ask the FCC to postpone indefinitely the effective date of the rules, until there is a further expression from the Senate or from Congress.

Meanwhile, a somewhat jittery broadcasting industry was expecting an explosion on monopoly from another potent governmental quarter—the Department of Justice Anti-Trust Division.

Anti-Trust Action

While no official comment was forthcoming, it was reported reliably that FCC Chairman James Lawrence Fly, still highly indignant over the extraordinary developments at the NAB convention in St. Louis May 12-15 in which he was the central figure, conferred with Anti-Trust Division attorneys about an imminent all-inclusive Sherman Act suit against the major networks and possibly other industry elements.

Mr. Fly, it was reported, conferred with Assistant Attorney General Thurman Arnold, Holmes Baldridge, chief of the litigation section of the Anti-Trust Division, and Victor O. Waters, special assistant to the Attorney General in charge of radio-music matters. This same triumvirate handled the anti-trust actions on ASCAP and BMI, which culminated in consent decrees, and Mr. Waters already has been assigned for several weeks to the monopoly matter.

Speculation centered upon possible issuance of a “press release” by the Attorney General or Assistant Attorney General Arnold, proclaiming that the Government planned to bring sweeping anti-trust actions against NBC, CBS, possibly the NAB, and other industry groups, in light of disclosures in the monopoly report.

This procedure was employed by the Department in both the ASCAP and BMI matters, as well as in several other cases. Moreover, the Department several months ago announced that it proposed to bring anti-trust proceedings against James C. Petrillo, music czar, but has never followed through.

Fly to Appear

It is assumed the Department was waiting for the outcome of the monopoly study by the FCC before taking action, probably having in mind inclusion of the Petrillo-American Federation of Musicians group.

Senator Wheeler announced the May 31 hearing call on the White Resolution following appeals from industry sources that the Senate act promptly. Chairman Fly, it was reported, requested the opportunity to appear and will be the first witness. Later, it developed that several Senators desired that the hearings begin Monday, June 2, rather than on a Saturday following a legal holiday. As Broadcasting went to press, no final determination had been reached on the opening date, though June 2 appeared to be the likely selection.

The hearings will be tantamount to a preliminary injunction quest against the FCC regulations and they will not constitute the actual investigation encompassed in the White Resolution [Broadcasting, May 19]. Following the Fly presentation, in stout defense of the regulations as helpful rather than harmful to the public, industry spokesmen will present a preview of their intended case at the actual investigation.

Those who already have requested time include NBC, CBS and MBS, along with NAB President Neville Miller. Whether the heads of the respective networks will appear is not certain. It is known Alfred J. McCook, MBS board chairman, proposes to appear. Niles Trammell, NBC president, and Edward Klauber, CBS executive vice-president, spent several days in Washington to discuss preliminaries and it is possible they will appear as spokesmen for their respective networks.

Spokesmen for Public

It is presumed that several organizations representing public groups, such as the American Legion, American Red Cross, General Federation of Women’s Clubs, Federal Council of Churches of Christ in America, and other organizations which have applauded radio’s contribution to the public

Fly-Fishing

By Sid Hix

[Image of Fisherman]
WACKY TALE OF A WACKEROO

NBC Executive Denies Honor of Having Sent Safety-Valve Missile to Mr. Fly

THIS is the story of the Wandering Wackeroo.

Wackeroo, a futuristic looking gadget made of clay, painted in a pastoral shade and serving an element in the purpose of keeping busy the executive who, when things get to the point where they can't get any worse, pick up the Wackeroo and hurl it against the nearest wall, whereupon the Wackeroo shatters and the executive feels better.

Sir Orson Welles called with executives who need such an out, The Kibitzer, early morning entertainers on NBC's Blue outlet, WMAL, have been giving Wackeroos away as a promotion stunt.

Some anonymous person—who missed fame by a hair's breath—called WMAL and asked that this "art object" be mailed members of the Senate as a reminder that they were being ignored by this FCC assistant "with a passion for anonymity" why this agency should be so selected.

One for the Chairman

Among those receiving the Wackeroos was Chairman Russell, NBC vice-commissioner. Asked if he had taken his Wackeroo to St. Louis, the Chairman said he had brought it with him before the monopoly report had been issued. One reporter (for Broadcasting, of course) suggested that perhaps the Wackeroo could have been put to use in the Missouri City, and led Mutual's opposition to the NAB-NBC position prior to and during the NAB convention.

NAB President Miller plans to apprise the commission of measures to handle the industry's offensive against the regulations. Presumably, this committee will be named prior to the opening of the hearings. There was talk, for a while, of appointing a national committee probably comprising one outstanding executive from each State but this idea apparently was dropped. Broadasters, wherever they are located, will be called upon for particular assignments in event the hearings.

In the FCC itself, things have been relatively quiet on the monopoly issue. Several of Chairman Fly's colleagues privately have criticized him for not spending more time on the FCC in a bad light. Moreover, the generally bad "press" given the monopoly regulations and the St. Louis pyrotechnics have not helped the blood-pressure of the FCC majority which voted the regulations.

Rumors Abound

Since President Roosevelt's repudiation of any knowledge of the monopoly regulations prior to their issuance, rumor has spread that the President did not get the draft of the new FCC regulation. Some speculation has been on the possibility of a new face on the FCC, to succeed Mr. William D. Thompson whose term expires June 30, in advance of any reorganization.

And in some quarters, it was reported the new appointee might be in line for Mr. Fly. But this did not appear to have much to back it up.

During hearings last week before the Senate Interstate Commerce Committee, the Western Union-Bluefield Telephone merger, there were indications by high Army and Navy officials that the military establishment does not see eye-to-eye with the ambitions of the FCC to become the dominating coordinating agency for the Government in all phases of communications activity. Despite repeated denial from the Senate committee, there has been a rumbling in the Senate of those regarding as too severe.

The hearings are expected to run through Wednesday, June 4. Senator Wheeler is scheduled to deliver an address in Pittsburgh on July 4.

The hearings also included the question of whether the regulations will allow the FCC to operate "evenhandedly." A Senate committee, in a report recently filed, recommended that the hearings be held by men of sufficient strength of character to do their duty in the face of the strongest pressures which can be turned upon them.

Another indication that Chairman Fly is still piqued over the St. Louis episode came last Friday when he addressed a luncheon group of the American Bar Assn. in Washington, made up primarily of attorneys in communications practice. Extemporaneously, he observed that he had "a speech inside" of himself and that he proposed to deliver it if "ever that opportunity presents itself.

Then he observed he was happy to be greeted by "this friendly audience." Those familiar with the turbulent St. Louis sessions recalled Mr. Fly, and the desire he had been expressing for failing to permit him to respond immediately to the Mark Ething Eir ech voice from the same rostrum.

Deep Interest Shown

In one informal Congressional conference, it was stated that because of the interest in the White Resolution and the whole monopoly issue, it is entirely possible that the "conference method" may be re- sorted to after the preliminary hearing, when the Senate committee has been heard.

It is generally expected that the committee will act with the Montana Senator.

NBC Executive Denies Honor of Having Sent Safety-Valve Missile to Mr. Fly.
FTC Analysis of Continuities Shows Improvement for Year

Small Percentage Set Aside for Detailed Study, Federal Agency Finds in Review for Year

IMPROVEMENT in the quality of commercial radio continuities from the standpoint of questionable advertising claims was noted by P. Gads. Morehouse in commenting on a survey of radio advertising conducted during the past year by the Federal Trade Commission. Mr. Morehouse is director of the Radio & Periodical Division, which last year examined 701,197 non-network continuities as well as 50,865 non-commercial networks, 17,741 from regional networks, and 7,158 from transcription firms.

The FTC survey, just released, covers the calendar year 1940. The figures show that 8,485 or 16.5% of network commercial continuities were marked “questionable” by the Division and set aside for further scrutiny. Of the non-network continuities, 13,152 or 1.87% were marked questionable; of 13 regional networks 11.1% of the continuities were marked questionable and an average of 9.5% of transcription continuities were set aside.

Improvement Noted

The higher percentage of network continuities in the questionable status arises from several facts. First, networks submit continuities on a continuous weekly basis whereas other types of continuities are received with far less frequency. Further, the FTC devotes more careful scrutiny to network continuities because it feels the chain programs are heard by larger audiences and therefore are more important from the FTC's viewpoint than continuities reaching only a local audience.

The "questionable" designation, it was explained, is in no way a determination that the commercial is contrary to FTC standards but merely means that it possesses suspicious symptoms and is to be further examined.

In its annual report for the 1940 fiscal year the FTC has stated last January that it believed its checking of radio and periodical advertising had contributed substantially to the improvement "that has been evident in recent years in the character of all advertising."

The recently completed tabulation shows that the population groupings usually followed in census reports whose commercial continuities were included in the advertising surveys during the 1940 calendar year. Commercial continuities (non-network) as to origin by population groupings were analyzed as follows:

<table>
<thead>
<tr>
<th>Stations</th>
<th>examined</th>
<th>Over 500,000</th>
<th>250,000-499,999</th>
<th>100,000-249,999</th>
<th>50,000-99,999</th>
<th>25,000-49,999</th>
<th>5,000-24,999</th>
<th>Under 5,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stations</td>
<td>marked</td>
<td>115,304</td>
<td>65,682</td>
<td>100,127</td>
<td>50,932</td>
<td>25,000-49,999</td>
<td>14,682</td>
<td>50,865</td>
</tr>
<tr>
<td>Cities</td>
<td>% of total</td>
<td>115,304</td>
<td>65,682</td>
<td>100,127</td>
<td>50,932</td>
<td>25,000-49,999</td>
<td>14,682</td>
<td>50,865</td>
</tr>
<tr>
<td>No. of</td>
<td>cities</td>
<td>141</td>
<td>29</td>
<td>103</td>
<td>36</td>
<td>24</td>
<td>24</td>
<td>24</td>
</tr>
</tbody>
</table>

The percentages and other statistics above relate only to the initiation of the investigation and are representative of any final adverse action taken by the Commission. No statistics are available on final disposition of continuities marked "questionable" but they form only a minor percentage of the total set aside.

The surveys of radio advertising were carried out during the calendar year, on a selective and representative basis somewhat similar to the method followed in scrutinizing newspaper and magazine advertisements.

From the total 701,197 commercial continuities examined in script rendered by 94 stations, said the FTC, the 13,152, or 1.87% were marked and set aside for investigation.

Other particulars showing the relative proportionate sources of network and non-commercial continuities are presented in this table of questioned commercial continuities as to population groupings:

<table>
<thead>
<tr>
<th>Stations in Cities</th>
<th>Per Cent</th>
<th>Over 500,000</th>
<th>250,000-499,999</th>
<th>100,000-249,999</th>
<th>50,000-99,999</th>
<th>25,000-49,999</th>
<th>5,000-24,999</th>
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<td>25,000-49,999</td>
<td>14,682</td>
<td>50,865</td>
<td></td>
</tr>
</tbody>
</table>

Population Data

It was further disclosed that of the total individual station continuities examined, 115,304 were broadcast by 94 stations located in 15 cities or population centers of over 500,000 population. From such radio station commercial continuities, 5.1% were deemed sufficiently questionable to require further investigation.

To avoid unnecessary duplication of reviews efforts in advertising examinations, local individual stations have submitted commercial continuities for such network programs, but only commercial continuities for programs originating in their respective station studios. There are no data available which would permit an apportionment to the individual affiliated stations of those questionable commercial announcements which may have utilized the facilities of many individual stations during the course of their network dissemination.

Of the total 13,152 questioned commercial radio continuities marked from individual station broadcasts, during the calendar year ending Dec. 31, 1940, it is estimated that 2,039 were broadcast by individual stations located in cities of over 500,000.

AN OLD TUBE gives a developmental aspect to the entrance to the transmitter building of KTSK, El Paso. The ornamental effect was secured by changing from red 865 tube and air few other old parts that were gathering dust in the storerooms.

Monopoly Report

Network Replies to Alleged Misstatements of Others

MBS last Saturday issued to its stockholders and affiliates "Mutuals White Paper," a 16-page printed booklet "analyzing the causes and effects of the FCC report on chain broadcasting and the Mutual-ASCAP agreement."

Commencing: "Because of misrepresentations currently being disseminated by other groups in the radio industry, we are writing to provide you with accurate information as to the position taken by MBS," the paper points out that the Commission's order does not go as far as other interests (particularly NBC, CBS and the NAB) would have the rest of the industry, Congress and the public believe.

"It does not abolish network broadcasting . . . it does not do away with the American System of Broadcasting, unless the American System has somehow become identified with entrenched monopoly . . . it will not bring chaos into the industry, unless we look upon competition as chaos . . . it does not paralyze freedom of the air but preserves it from private domination by a few individuals . . . it does not in any respect threaten the continuance of the network program service now received by the public, but on the contrary will stimulate an ever-increasing improvement in the service.

Others 'Do Nots'

"The new regulations do not prevent reasonable and continuing business relationships between a network and its affiliates . . . A station is not prevented from hav-

ing the right to first call on the programs of the network with which it is affiliated, the network are prevented only from agreeing that no other station serving the community may broadcast network programs which the affiliate does not desire to broadcast."

The paper stresses the point that the investigation and proceedings resulting in the Commission's action were not directed at Mutual or any other stockholders or affiliates but that after the FCC had started its investigation "it was called upon to furnish exhaustive information and to state its views in response to inquiries from the Commission, and did so with all accuracy and frankness."

The Mutual-ASCAP agreement, the paper continues, makes ASCAP music available to MBS and its affiliates "at terms more reasonable than have been enjoyed by broadcasting stations at any time since 1933." MBS estimates the agreement will save independent stations more than $1,500,000 on ASCAP music, or enough for them to have both ASCAP and BMI music at fees "substantially less than what were paid for ASCAP music alone in 1940."

Denouncing the NAB factual analysis of the agreement as "neither factual nor an analysis," the paper concludes that this agreement "if accepted by the rest of the industry, would effect a great saving to independent stations and would at the same time put an end to the discriminatory advantage enjoyed by networks at the expense of independent stations since 1932."

Cantor to Return

BRISTOL-MYERS Co., New York, has signed a new contract for the 1941-42 season which will enable it to continue his "Time to Smile" program on NBC-Red in the interests of Ipasa (Inter-Pacific Advertising Corpo-ration). Program will continue Wednesdays, 9:30 p.m. until June 25, when Cantor goes on vacation at his home in Califor-

nia, returning to show the first week in September. A summer substitute has not yet been set, according to Young & Rubicam, New York, agency in charge.

WHK Names Raymer

WHK, Cleveland, Ohio, has named Paul H. Raymer Co. as national representative, according to K. K. Hackthorn, sales manager of the station.

MBS Building?

OFFICIALS OF WOR, New York, are considering plans for purchasing or leasing for a ten-story office building to house the station and some of the New York head- quarters of MBS. WOR is now located at 1440 Broadway in a general office struc-

ture, one of the oldest buildings which serves as the MBS New York GHQ. It is understood that $1,000,000 would be spent for the building.

May 26, 1941 • Page 9
BMI Additions of Publishers Bring Its Affiliate List to 190

New Stations Acquired, Total Now Reaching 690; ASCAP Drafting Yankee-Colonial Proposal

TOGETHER with a statement on policy assuring a continuance toward the goal of supplying enough music to make radio stations operate without any other music, BMI last week announced it has secured the performance rights for more than 300 ASCAP compositions from contracts signed with seven publishing companies, bringing the number of affiliated publishers to 189. At the same time BMI announced the signing of four new stations members, bringing its station list to 690.


Operative Changes

The full statement on policy reads: "BMI is making no operative changes which relate to the extent or quality of its service. It has, however, continuing to make operative changes which are in accordance with the fact, namely, that there has been a significant backlog of material so that the enormous pressure upon it to maintain a time schedule of production has considerably alleviated.

"With this change in situation will come a greater emphasis on quality and exploitation. In no way however has been a slackening of BMI's progress and effort to provide indefinitely a full and complete music service sufficient to permit the establishment of any broadcasting station or other place of entertainment without any other music catalog whatsoever."

Meanwhile, ASCAP stated that 237 stations are now operating with ASCAP licenses, exclusive of the Mutual outlets, of whom more than 100 have informally agreed to accept contracts for local as well as network ASCAP programs as soon as formal contract blanks are sent to them.

Society officials also reported that following conferences with John Shepard 2d, president of the Yankee and Colonial networks, contracts were being prepared designed to bring together music in ASCAP fold. Mr. Shepard was the sole MBS director opposing the network deal with ASCAP and led the battle against the ratification by MBS affiliates, but dropped his opposition after the majority had approved the contract.

Following the ASCAP salute program May 18, MBS began an intensive campaign to lot every radio listener know that Mutual is the only national network providing ASCAP music.

Two sustaining musical programs are almost entirely ASCAP and while the selection of numbers on remote dance band pickups is left up to the leader's, announcements are made on some of them calling attention to the return of ASCAP tunes. This emphasis on ASCAP music is only temporary, it was stated, and following this initial promotion the network's sustainers will use both BMI and ASCAP tunes impartially.

'Lullaby Lane'

WOR, MBS key in New York, has likewise begun a two-week drive on ASCAP music. A new program, titled All Time Hits and featuring Irving Kaufman as "Musical Mac," consists chiefly of recordings of familiar ASCAP selections.

Broadcast six mornings weekly 8:45-9 a.m., the program is available for participating sponsorship and on May 21, two days after the first broadcast, WOR announced that two sponsors had already been signed, Penick & Ford (My-T-Fine dessert) and Sussex County Boosters Conference, it was stated.

The sustaining programs of Morton Gould, Elinor Sherry and John Duggan are being composed exclusively of ASCAP numbers during the two-week period and Ramona's broadcasts, now nightly instead of Sunday only, will also feature ASCAP tunes. Like the network, WOR has been particularly using ASCAP music since the conclusion of its educational campaign, it was stated.

Moody of the return of ASCAP music to WOR, BMI gleefully reports that the first tune on the first ASCAP program on this station was "Number Ten Lullaby Lane," a BMI-licensed song.

Coincident with the advent of ASCAP on MBS, Accurate Reporting Service, which keeps the broadcasts of popular tunes on the New York network outlets, dropped its reports on the performances on WACAP and WJZ, NBC stations, and on WABC, CBS, and added WOR, which had not previously been checked.

Move was made at the request of the ASCAP publishers who comprise the large majority of the service's subscribers. As this eliminates the checking service on BMI numbers on NBC and CBS, BMI is now preparing to supply its own checking service to interested organizations.

Soupy's on WTMC

PHOENIX FOOD SALES Corp., Chicago (Dainty Noodle Soup), is currently running a daily participation in Heine & His Grenadiers program on WTMJ, Milwaukee. Agency is Needham, Louis & Roytov, Chicago.

ASCAP Meeting Scheduled June 2

Changes in Election Methods For Board Membership

A GENERAL meeting of the ASCAP membership has been called for June 2, in the Hotel Astor, New York, to approve amendments to the Society's articles of association proposed by the by-laws committee to conform to the requirements of the Government consent decree.

The 30-page booklet sent to members with the notices of the meeting contains 25 amendments, four of which are new, and the others designed to improve the operations of ASCAP. All have already been approved by the board of directors.

Change in Election

Change is in the election of board members, previously elected by the board itself but now required to be elected by the membership. Proposed amendment requires that the board, with 12 publishers and 12 writers, will elect, all for three-year terms.

Members' votes are weighted in accordance with their rankings by the Society, each composer-author member holding one vote for each $20 received during the preceding year as participation in the ASCAP distribution of domestic royalties and each publisher member holding one vote for each $500 so received. No ASCAP member, however, shall have less than one vote. Writer-member votes are for directors from this class and publisher members for directors from that class.

Other amendments required by the consent decree remove the assignment of "exclusive" performing rights to ASCAP, change the method of classifying members for distribution of funds from consideration of the prestige of the members to consideration of the prestige of his works, and change the requirement for writer membership from "exclusive" to "full." Writer-directors whose terms have expired are Fred Ahlert, Irving Caesar, Raymond Hubbell, Jerome Kern, Edgar Leslie and Gratton. Publisher members whose terms have expired are Jack Bregman, George Fischer, Walter Fischer, Jack Robbins, Gustave Schirmer and Will Von Tiller.

Coomcalt Campaign

R. B. DAVIS Co., Hoboken, has named Murray Breece Associates, New York, for the national promotion of Coomcalt. Spot announcements in test markets are planned.

Page 10 • May 26, 1941

BROADCASTING • Broadcast Advertising
"COME ON ... THE NEW IOWA SURVEY IS OUT!"

Whatever you're doing, drop it and write or wire right now for the 1941 Iowa Radio Audience Survey!

Designed especially for people who have the responsibility of planning, approving or merchandising any sort of advertising effort in the Mid-West, the Survey will be of incalculable help to all advertising and sales executives, agency account executives, and plan and media departments.

Authoritative and accurate, the 1941 Survey is based on more than 9,000 personal interviews made according to the most approved sampling methods, under the direction of Professor H. B. Summers, Kansas State College, and Dr. F. L. Whan of the University of Wichita.

IT TELLS virtually everything you could want to know about Iowa radio listeners' habits and preferences of all sorts—furnishes a means by which you can scientifically check almost all your advertising plans and hopes in this section.

Your copy will soon be off the press, waiting for you. WRITE FOR IT. No cost and no obligation.

Address:

WHO + for IOWA PLUS! +

DES MOINES . . . 50,000 WATTS
J. O. MALAND, MANAGER
FREE & PETERS, INC. . . . National Representatives
Television's apparent demand for films has interested agency motion picture departments, the majority of whom feel they will eventually be called upon to produce special television films. "We all realize the possibilities of commercial television," said Jack Pegler, head of the motion picture department of Lord & Thomas, "but in the same manner that radio developed AM, audio telex, motion pictures for television will most certainly have to develop theirs."

Movies Interested

"Commercial television will represent the wedding of the motion picture and radio arts," commented Fred Fiddler, head of the motion picture department of J. Walter Thompson Co. "In my opinion," Mr. Fiddler continued, "films will become the counterpart in television of the radio transcription. There are certain restrictions in the films made expressly for television that the Hollywood cameraman does not encounter. For example, in our motion pictures for telecasting, we have to deal with closeups and medium closeups rather than long shots because the television screen is so small that in long shots the characters are lost. At our agency, the radio and motion picture department are collaborating in their television efforts. Every alert advertiser has or is thinking seriously of television."

From the advertiser's point of view, television pivots around the problem of circulation.

"With small number of sets in use (estimated at about 3,500 in New York), will the time and production costs warrant getting into the new medium now in exchange for future advantage? Will the circulation of sets steadily increase or will defense priorities make it impossible to produce video receivers and thereby stimulate the entire television industry? These are the questions advertisers are asking."

"To be perfectly candid," remarked one agency executive who has had considerable experience in video production, "when the circulation of sets starts to rise, every advertiser will want to jump into television so quickly that it's going to be harder for an agency to convince some of its clients to stay out rather than go into it."

When July 1 arrives, date set by the FCC for the official inauguration of commercial television, video set-owners in the New York metropolitan area may reasonably expect to receive 45 hours a week of program service. CBS and DuMont television officials are definitely planning to start 15-hour weekly operation by that date and while NBC has announced no decision, it is confidently expected it will drop out of the sight-and-sound broadcasting field in which it has done so much pioneering.

Whether July 1 will also see the first fully commercial telecast is not certain. All telecasters report numerous inquiries from advertisers and agencies about costs of time and production, but no video station has issued a rate card, although executives at each of the three organizations admitted the matter is being carefully studied.

"Since rates will have to be based on the value of our service to advertisers rather than on our cost of transmission, the charges for television time at the beginning will be nominal," Mortimer W. Loewy, vice-president of Allen B. DuMont Laboratories, stated.

DuMont transmitted test patterns on several occasions last week, and DuMont executives consistently declared they will be ready for regular operation by July 1.

CBS hopes to begin broadcasting color test patterns by the first of June. NBC's transmitter is currently operating on a limited schedule and can switch to the new standards with minor adjustments at the transmitter.

New York Theatre Will Start Video Rialto, Motion Picture House, To Use Scophony Method

RIALTO THEATRE, New York motion picture house, will shortly become an American theatre to offer large-screen television as well as motion pictures. Contracts signed May 20 with Scophony Tele- vision Laboratories, the English company, calls for immediate installation of Scophony optical-optical rear projection television receiver in the theatre. It is estimated the installation will be completed in about two weeks.

Before the outbreak of the European war, Scophony receiving apparatus was installed in the Odeon and Monsigneur theatres in Lon- don, where enthusiastic audiences witnessed BBC telecasts of the Derby and other outstanding sporting events, it was reported. A sim- ilar installation is planned for the Rialto, with a screen approximately 10 x 12 feet, since the theatre is small.

Copyright Problem

Although most previous discussions of the theatre-television have been premised on a special program service which would be piped from studio to theatre via coaxial cable and so be an exclusive theatre privilege in that the home television audience, the Rialto management is planning to take its programs from the air, arranging the route of its theatre movie exhibition to end a picture at the start of a scheduled telecast.

For the present, the theatre will probably pick up all the sporting events on NBC's current schedule, about two or three a week. After July 1, however, it is expected there will be three television stations in New York, each operating approximately 15 hours a week, which would give the theatre a chance to select its television programs. The theatre plans to raise the price of admission when a television feature is added to its regular bill, with the amount of the increase determined by the nature of the telecast.

The question of copyrights will arise almost immediately if the the- atres charging admission for their shows are to use telecast material, according to radio attorneys, who said the subject would have to be studied before any definite statements could be made. They agreed such a telecast would legally constitute performance for profit and would be subject to the copyright laws.

Video View-Finder

AN ELECTRONIC view-finder, reproducing precisely what the television camera is picking up, has been developed by the Allen B. Du Mont Laboratories, the company announces. Operated with its own power supply unit, the view-finder is mounted on the side of the camera, with adjustments for horizontal and vertical centering and for vertical linearity.

AN OHIO CONTINGENT of lieutenants of 1918 is here presented. For identifications and service records, see page 42.
ASCAP is back on WOR ... and WOR brings you the first commercial ASCAP buy ... "Musical Mac" a 15-minute all-ASCAP musical hit 8:45 to 9:00 A.M., price—$480 per week for 6-day a week participation

Call, wire or write—SALES OFFICE, WOR,
1440 Broadway, N. Y. C. Phone PE 6-8000
**FCC Indicates Main Interest In FM at Present Time**

**INDICATIONS** that the FCC may not force the newspaper divorce issue, as indicated by its recent inquiry to the point of immediately affecting standard broadcast stations but will concentrate its energy on the new station operators and stations of FM stations, have been gleaned by Washington observers from current FCC actions.

Whereas newspaper applications for FM stations are being transferred, for the most part, to the pending files until the policy issue is settled, standard broadcast applications are not being treated in such fashion. Whether any formal amendment of the procedure will be undertaken is not yet clearly indicated, though it is known that, for strategic reasons, the FCC majority would prefer not to meet the newspaper issue while the monopoly regulations are in controversy.

**Progress Claimed**

Following a meeting last Monday with attorneys representing the newspapers, FCC Chairman Fly said that "some considerable progress was made." The issues, however, have not yet been specified, though it was indicated the meetings might take place the last week in June, normally, at least 30 days' notice on the issue is given.

Conferring with Chairman Fly were former Judge Thomas D. Theicher, chief counsel for the newspaper group, and his associates, Sydney M. Kaye, who is also BMI counsel and CBS copyright counsel, and Abe Herman, of Fort Worth, personal attorney for Harold V. Hough, WBAP-5KGO executive and chairman of the newspaper group.

Another straw in the wind on the newspaper station situation came last Thursday. An FCC announcer who had adopted and encouraged the final proposed decision granting a 250-watt daytime station in Jacksonville, Ill., to non-newspaper applicants over them, a wireless under a supposed constitution of a partnership which had a newspaper affiliation.

The grant was to Hobart Stephenson, Milton Edge, Kornmeyer, over the competitive application of the partnership of Helen L. Walton, and Walter Beljat. Mr. Walton owns 48% interest in the Jacksonville Journal Courier Co., publishing the only two newspapers in the city.

In its original proposed grant last March, the FCC stated that it felt the granting of the License application would better serve public interest "in that there will be added to the Jacksonville area a medium for the dissemination of news and information to the public which will be independent of and afford a degree of competition to other such media in that area."

This was interpreted as selection of

**SMILING APPROVAL** of the new 50-kw. transmitter for W45D, FM station of the Detroit Evening News, is given by Frank Gunther, vice-president of Radio Engineering Labs., Long Island City, N. Y., who superintends the station's technical staff. William J. Scripps, general manager of WMJ, the News standard broadcasting station, and Carl Weiser, chief engineer of W45D.

**FM, Shortwave Scales For Musicians Debated**

**NEGOTIATIONS** for a new scale of wages for union musicians employed on FM and shortwave broadcasts are in progress between executives of NBC, CBS and WOR and officials of Local 802 of the American Federation of Musicians.

To date the practice has been to use staff musicians on musical shows shortwaved to Europe or Latin America, but now that a number of musical programs have been sold commercially for transmission to Latin America the networks have come to realize that there is something wrong in paying network scale for musicians when the charges for time are comparable to those of a local 100-watt station.

The same situation is applicable to FM broadcasts, especially in the case of W71NY, WOR's FM affiliate, which is now operating commercially. Therefore the broadcasters asked the union to set up a special scale for such broadcasts, pointing out that if the union does not cooperate with the economic status of FM stations, international stations these stations will be in a position to employ house orchestra, thus giving employment to additional union members.

**KTBC, Austin, Tex.** has appointed as its local representative the Walker Co., an independent applicant over one affiliated with a newspaper.

In announcing adoption of the final order of May 22, however, the FCC altered its findings to make priority use the principal reason for the grant. It said the Stephenson group for some years had endeavored to obtain a license for a station and had taken the initiative, has filed application, two months prior to that of the Walton partnership seeking the same facilities. This was not covered in the original proposed finding. Then the Commission, in its final grant, added to the availability of an additional medium for dissemination of news and information.

**AFRA Threatens A Strike at WKRC Impasse Reached on Problem Of Open Shop Contract**

**STRIKE AGAINST** WKRC, Cincinnati, may be called at any time by the American Federation of Radio Artists. Negotiations between station and union, which have continued for months, have reached an impasse on the question of AFRA shop union, which has been able to get this provision included in most of its contracts to date, refuses to forego it in this instance. The station management is equally insistent that it will not accept any contract including shop union.

A two-day conference last week between Hubert Taft Jr., general manager of WKRC, and Emily Holt, national executive secretary of AFRA, failed to effect a compromise on this issue, although on her return from Cincinnati Mrs. Holt reported substantial agreement between station and union on matters of wages and working conditions.

**West Coast Pacts**

AFRA local in Cincinnati was given assurance that the next time ago by the national board to call a strike at its own discretion but the national office in New York refused to grant such permission. What might next occur, except to state that the Cincinnati local will pick whatever time seems best.

AFRA has signed two contracts with the AFRA locals, a two-year contract with KSAN, San Francisco, and one with KFAC, Los Angeles, running until Nov. 1, 1943. This is also the expiration date of the union's national network and transcription contracts. Both are standard AFRA contracts, containing the AFRA shop, arbitration and other standard clauses and providing for wage increases for employers of both stations, it was reported.

**New Cigarette**

BRENNIG'S OWN, New York, is marketing in the New York area in a new 20-cent cigarette called Brennig's Own. Company will select an advertising agency within the next few weeks to handle the account.

**Pot' Dropped**

LEWIS-MOWE Co., St. Louis (Tums) on June 5 discontinues the Pot o' Gold program heard Thursdays 8-8:30 p.m. on NBC network stations. The program, which caused considerable comment because of the direct-giveaway basis, has been on the air continuously since Sept. 26, 1939. Whether the program will be revived in the fall has not been decided by the sponsor, according to the agency, the Reliable Advertising Co., Chicago. The local New York Pot o' Gold program will have weekly cash prize of $500 broadcast simulaneously on WHN, WMCA and WNEW will continue.
KLZ 560 Kc. CBS Affiliate

Standout Station in a Standout Summer Market

Denver

Management Affiliated With The Oklahoma Publishing Company
And WKY, Oklahoma City—Represented by The Katz Agency, Inc.
CBS Says FCC Would Cripple Industry

Network Replies to Charges, Points To Errors

ANALYSIS of the FCC's network monopoly report, issued May 3, is provided by CBS in a 33-page booklet, carrying out the promise of CBS President William S. Paley, immediately after the report was released. At the time Mr. Paley characterized the FCC's action as "the first encroachment by any government on the freedom of the air," and said a factual analysis was being prepared.

The analysis, said to have been approved by NBC, was sent to 100,000 newspaper editors, leaders of civic and educational bodies, and others. It takes up, point by point, the Commission's charges and gives evidence to support Columbia's answer in each case. An abridged version of the analysis follows:

Sometimes you have to take a thing away from people to get them to realize what it means to lose it. That is now happening to radio broadcasting as we know it in America unless people understand what is happening and do something about it.

The FCC has adopted eight new "regulations." Most people will never see them or read them. They are wrapped up in a thick Government report like a pill, they are sugar-coated with nice words and high-sounding phrases about the public interest. Then, to make the deception complete, they are handed out with a press release that would make people think the Commission is protecting what it is actually wrecking. Like calling a blitkrieg a rescue party.

Unsubstantiated Use Of Epithets by FCC

In its report, and in subsequent utterances of its Chairman, the Commission boisterously attacks the networks by the loose, unsubstantiated use of such words as "monopoly," "domination," and "control." CBS here states and demonstrates that, instead of benefiting the public, instead of promoting sound competition, instead of improving radio broadcasting, what the Commission proposes to do will have these effects:

1. It will threaten the very existence of present network broadcasting, involving confusion to radio listeners, to radio stations, and to the users of radio, and deprive business of an orderly and stable method of presenting sponsored programs to the people.

2. It will threaten the continuance to radio listeners of their favorite sustaining programs sent out by the networks, such as the News of the World, Chrysler Programs, media programs, educational and religious programs, world news services. We do not see how, under these "regulations," Columbia or anyone else can afford to, or has any real inducement to, produce and broadcast programs of this kind and to maintain and improve the character of its public service.

3. It will establish radio monopolies in many sections of the country which are now served by competing stations and competing networks and deprive hundreds of radio stations of an important source of revenue, besides seriously affecting their opportunity to build up their local audiences through network programs.

4. In weakening the ability of the radio industry to give the kind of broadcasting service that people have come to demand, it may, in the end, encourage the government to take over broadcasting altogether. Meantime it opens the door to complete domination of radio by whatever government happens to be in power.

5. It will cripple, if it does not paralyze, broadcasting as a national service at a time when it should be encouraged to continue and enlarge its contribution to national unity and morale.

FCC Assumes Powers Beyond the Law

Two things about American broadcasting are fundamental:

First, network broadcasting depends on advertising.

Second, advertisers buy network broadcasting because the networks can guarantee them a nation-wide audience.

The Commission through its new "regulations" undermines these foundations of network broadcasting and does this by assuming powers beyond the law and the obvious intent of Congress, although the Commission has never asserted such powers before.

When radio broadcasting began to develop in this country, Congress by law wisely laid down a sound policy for broadcasting in America—a policy which plainly meant to protect the basic right of freedom of the air as an essential part of freedom of speech.

Under that law, Congress gave the Federal Government, through the FCC, the power to license broadcasters, assigning to each a definite wave length on which to operate in the public interest, convenience or necessity. That was necessary, just as traffic rules are necessary on crowded streets, just as our highways are marked off for the safety of vehicles.

In its new "regulations," the Commission says "no license shall be granted" unless the station bowls to the Commission's arbitrary will by paying the fees which, it lays down. Do this—or we will put you off the air!

We come now to detailed consideration of these "regulations" and their meaning.

Under Rules 1 and 2 the Commission denies the right of an individual radio station to make an exclusive contract with a network.

Rule No. 1 says in effect: The Commission will take away the license of any station if it agrees to broadcast programs from only one network even though the station does not want and cannot find time for programs from more than one network.

Rule No. 2 says in effect: The Commission will take away the license of any station if the station makes a contract which withholds from competitors the benefits of its network affiliation.

Here are the principal reasons why in this knocking out the present contracts between stations and networks the Commission destroys the whole basis of the kind of network broadcasting the people of this country enjoy:

CBS and its affiliated stations now have a common-sense arrangement which provides that Columbia will not furnish programs to any station in a city other than its affiliated station (except in case of public emergency), and that the affiliated station will not carry programs of any other national network.

Because of its contracts with affiliated stations—without which it could not sell substantial amounts of time to national advertisers—CBS in the year 1940 was able to spend millions of dollars for non-advertising programming nearly all of which were of the kind that a local station could not create for itself.

Because CBS is able to deliver guaranteed outlets for advertising programs, it is able to say to advertisers for 16 hours a day, 365 days in a year, leased telephone lines linking these outlets throughout America, giving the entire nation constant access to network programs; to maintain its studio facilities, engineering equipment, foreign representatives, representatives in the nation's capital, a highly organized news staff and all the other things that make network broadcasting possible.

The network advertiser wants the biggest possible nationwide circle (audience) that he can get. He wants it at a reasonable price, and he wants to be assured that he can keep it so long as he gives the public the kind of programs it wants to hear.

It would be utterly impossible for Columbia or any other network to do this if it did not know from day to day what circulation it could deliver, what stations it could call on, what time on those stations was important, what time in other networks was left open or taken up, what time in other networks was left open or taken up.

Under the Commission's "regulations," CBS would not know whether it could deliver a good outlet, or any outlet at all, and the advertiser would not know when or upon what kind of circulation he could count.

It is the nationwide audience that we have built—because up to now we have had proper incentives to build it—which makes network broadcasting so useful to educational, religious and cultural groups that desire to reach a nationwide audience, as well as to the officials of Government when they wish to reach all of the people simultaneously. This, too, is what makes broadcasting so effective an instrument of democracy, enlightening the people, helping to sustain their morale in times of stress.

Fly-by-Night Brokers Would Be Encouraged

So far as present station competition is concerned, the lowest power station may sometimes have as good a program as its highest power competitor, if not better. But not under the new "regulations". If the Commission outlaw exclusive arrangements between stations and networks what will happen? Naturally, the advertiser will prefer the 50,000-watt high-power station, which will be free to pick and choose the best programs on the air. Stations 3, 4 and 5 will not get the over-all program service they have been getting, but merely the left-overs after Station 1—the 50,000-watt network's pick. One scarcely needs to spell out the effect on the lower power stations.

Yet the Commission would have people believe that its new "regulation" brings a channel of competition and equality opportunities so as to stimulate better radio service.

In seeking to evade the obvious (Continued on page 32)

Page 16 • May 26, 1942

BROADCASTING • Broadcast Advertising
NOW on the air with
50,000 WATTS

NOW MORE THAN EVER
NORTH CAROLINA'S NO. 1 SALESMAN!

WPTF
RALEIGH, N. C.
680 KC · NBC Red

FREE & PETERS, INC. National Representatives
FTC Good Housekeeping Rule
Restricts Its Seals of Approval

Emblems Are Adjudged Confusing in Order Placing
Limits on Claims Made for Various Products

HEARST MAGAZINES Inc., of which Good Housekeeping is a sub-
sidiary, was ordered last Friday by the Federal Trade Commission
to cease alleged misrepresentations in connection with the use of em-
blems purporting to guarantee the quality of various advertised prod-
ucts or to indicate the nature and extent of Good Housekeeping’s
testing of such products.

The Commission held that use of several seals was confusing to the
average reader of the magazines and had the tendency to mislead
purchasers into believing the re-
spondent’s product had been thor-
ously tested and approved and was guaranteed by the respondent who
actually carried no guarantee or proved that the prod-
uct had been adequately tested.

Provisions of Order
The order provides:

Good Housekeeping seals of ap-
proval cannot be used on foods, drugs, cosmetic preparations or
and until the product concerning
which such representation (of tests or approval) is made has, in fact,
been adequately and thoroughly tested in such a manner as to as-
sure, at the time such product is sold to the consuming public, the
quality, nature and properties of such product comparable to the in-
tended usage thereof and the ful-
fillment of the claims made there-
for in connection with the use of
such insignia or representation.

Good Housekeeping cannot rep-
resent that any product advertised
in the magazine, or using the seal,
is guaranteed “unless such guaran-
tee is without limitation, or if lim-
ited, unless all limitations upon
such guarantees are clearly, con-
spiciously and explicitly stated in
immediate conjunction with all such representations of guar-
ty.”

The same holds true for use of the
 guaranty-statement or seals in con-
nection with advertisements in oth-
er periodicals.

Good Housekeeping cannot rep-
resent that all claims or representa-
tions made for any product ad-
vertised in the magazine are true
“when any such representation or claim
contained in such advertisement is
not in fact true.”

The complaint was issued in Au-
gust, 1939, and hearings were con-
ducted over a period of more than a year. The complaint resulted in
a blast against FTC on the part of officials of Hearst Mag-
azines, Inc., who charged the Com-
mission was out to ruin advertis-
 ing. The question was basically a “hol-
y war” on the part of adver-
tisers against FTC.

Among the findings were the fol-
lowing points:

1—The magazine’s guaranty sys-
tem is misleading because it makes readers believe “that the guaranty
of the respondent is an unlimited guaranty.” This is particularly true
when the findings contain, in effect, the fact that the general guaran-
ty is extensively publicized while the “true nature of the guaranty” is “more or less inconspicuously”
placed on one page in the magazine.

The former reason, said the find-
ings, also make use of the guar-
anty statements in advertisements in other publications misleading.

2—Use of seals containing the
words “tested and approved” were misleading, the findings stated,
because, while tests were made, the “tests of foods, drugs and cosmetics
generally were not sufficient to as-
sure the fulfillment of the claims
made for such products.” The find-
ings pointed out that only “recom-
dended” seals were granted to
meat products.

3—The use of various designs for
shields, seals, etc. by different prod-
ucts, the findings said, are mislead-
ing, because clear lines of demarcation are not made between various
types of seals and the background they represent.

4—Representations made by the
magazine to the effect that all ad-
vertising claims and representa-
tions appearing therein are mis-
leading, the findings said, because
testimony shows that many of the
advertisements appearing in Good Housekeeping magazine contain false, deceptive and misleading
representations.

5—That many of the representations made by the magazine to the effect that all advertising claims and representa-
tions appearing therein are misleading, the findings said, because
testimony shows that many of the
advertisements appearing in Good Housekeeping magazine contain false, deceptive and misleading
representations and in particular,
“that many of the representations made by Good Housekeeping magazine contain false, deceptive and misleading
representations and in particular,
the representations of the nature
and extent of testing of the prod-
cuts, the findings stated, are not
true, adequate and thorough-
test of such products.”

Observers of FTC procedure pre-
dicted that respondent’s compliance
order in the case (in the event the order is not appealed to the courts)
will be infinitely more significant
than the order itself. As usual in
FTC procedure, the order com-
mands respondent to file a written
report of compliance with the Com-
mission within 60 days after the
order has been served. In many
major cases, however, FTC has
grounded respondents additional
time in which to change business prac-
tices and file reports.

The FTC earlier had issued a
complaint charging O. R. Pier-
er Co., Milwaukee, with making mis-
leading representations in the sale
of their “Gargoyle” coffee. The
complainant alleged that the respondent’s “Gargoyle”
coffee was not greater in strength and flavor than other coffees and
did not produce 12 more cups to the
bowl than did other brands as the
Pioneer Co. claimed in its radio,
newspaper and other forms of ad-
vertising.

Regulation Queries Offered in Canada
Answers to Questions About
Gladstone Murray Refused

By JAMES MONTAGNES

REFUSED a Parliamentary Com-
mittee on Broadcasting this session, in-
dividual members have tabled
questions, most of which were circu-
lated in Ottawa and radio circles that
an executive committee has taken over the duties of Gladstone
Murray, general manager of Can-
adian Broadcasting Corp.

Rumors in the industry include ac-
cepted a report that Gladstone
Murray is to be transferred to an adminis-
trative post in the Royal Canadian Air
Force, that he is to be left only
programs and public relations and
that he being replaced by Dr. Augustin Frigon, assistant general
manager.

Ten Questions

Questions tabled in the House of Commons by M. J. Coldwell, leader
of the Cooperative Commonwealth Federation (Socialist) party in
Parliament, include:

1. What is the reason for transfer of the CBC assistant general
manager from Montreal to Ottawa? (2) What are Dr. Frigon’s
present duties? (3) To whom is Dr. Frigon directly responsible? (4) What
are the functions of the CBC general manager? (5) Have any amend-
ments been tabled to CBC Bill and if so, what are they? (6) What
changes in the CBC constitution do such amendments, if any, make. (7)
Has any new member been appointed to the CBC board of gov-
ernors? if so who? (8) What salaries were paid to the CBC gen-
eral manager and assistant general manager respectively last year? (9)
Has any change in their salaries been made recently or is contemplated, and if so, what
is the nature of the change? (10) Were either or both these officials
entitled to a stipulated expense al-
lowance last year, in addition to
salary, and if so, how much for each other?

The questions, tabled May 14, have not as yet been answered. Just
when Munitions & Supply Minister C. D. Howe, who retains control of
radio broadcasting although it
comes under the Transport Minis-
try, will reply, is not known, and questions has not yet been announced.

C.P.P Vel Plans

COLGATE - PALMOLIVE - FEET
Co., Jersey City, has appointed
Ward Wheelock Co., New York, to
handle Vel Product. Is a chemical
detergent in granulated form used
for dishes, clothes and household work, and is said to have
many advantages over soap. Com-
peting product on the market is
Golden, manufactured by Procter
& Gamble Co., Cincinnati. Plans said to include radio are now being
formu-
lated.

WORLD SERIES BROADCASTS

HAVING announced consolidated net earnings of $5,006,633, or $2.91
per share, for the 1940 calendar year, according to its annual re-
port issued March 31 [BROADCASTING, April 7], CBS and subsidiary
companies on May 14 issued a profit and loss statement for the 53-week period ending March 29
which showed profit for the period of
$5,309,672. No first quarter statement for 1941 has yet been issued.

Gross income from the sale of
facilities, talent, lines, records etc.
for the 53 weeks amounted to $53,-
$24,280, from which was deducted
time discounts, agency commissions,
record returns, allowances and dis-
counts of $15,618,985; operating
expenses and cost of goods sold,
$21,384,048; selling, general and
administrative expenses, $6,022,-
366; interest, $73,821; depreciation
and amortization, $783,111. Added
was net miscellaneous income of
$76,005, leaving profit before Fed-
eral income and excess profits
taxes of $5,017,914.

Federal income taxes amounted
to $2,114,911 and excess profits
taxes to $593,333. The deduction of
the $2,708,242 tax bill left a profit
for the period of $5,309,672.

HERMAN RADNER, president of
the Walkerville Brewery, Detroit, and
chief owner of WBIM, Jackson, Mich.,
had applied for the FCC for a new
1,000-watt daytime station on 980 kc.
in Dearborn, suburb of Detroit.

C-BROADCASTING • Broadcast Advertising

C-P-P Vel Plans

COLGATE - PALMOLIVE - FEET
Co., Jersey City, has appointed
Ward Wheelock Co., New York, to
handle Vel Product. Is a chemical
detergent in granulated form used
for dishes, clothes and household work, and is said to have
many advantages over soap. Com-
peting product on the market is
Golden, manufactured by Procter
& Gamble Co., Cincinnati. Plans said to include radio are now being
formu-
lated.
100 MILLION EXTRA DOLLARS TO SHARE...

... IN AMERICA'S NO. 1 MARKET

IN 1939, according to the Bureau of Census of the Department of Commerce, tourist dollars left in Connecticut alone amounted to more than $90,000,000. Last year it was 14% above the figure for 1939 and indications are that 1941 will be an even greater season. These visitors to Southern New England will depend upon WTIC as the best means of keeping abreast of the changing world scene.

So, you'll be missing a bet if you don't make an effort to get your share of this dollar increase in the nation's wealthiest market. And you'll miss a bet, too, if you don't use WTIC — the foremost selling medium in Southern New England.

* 1940 Income Figures of Industrial Economics of the Conference Board.

Photograph courtesy Connecticut Development Commission
Mr. Harris Is Successor to Rauh, Hilmer Is Promoted by FCC

Law Department Is Completed With Appointment Of Young Federal Attorneys to Fill Posts

COMPLETION of its law department roster was effected by the FCC May 21 with appointment of Thomas E. Harris, lawyer in the office of Solicitor General Francis B. Sayles, as assistant general counsel, succeeding Joseph L. Rauh Jr., and the promotion of Lucien A. Hilmer as assistant general counsel in charge of the broadcast division of the law department.

Mr. Rauh, who has been with the FCC for just a year, was primarily responsible for legal drafting of the 1934 Act, the Senate Monopoly Report and regulations. He resigned May 19 to join the legal staff of the Lease-Lend Administration, having deferred this move pending decision of the monopoly regulations. He won the plaudits of Chairman Fly for his work at the FCC.

Active Career
Mr. Harris, new assistant general counsel, will work directly under General Counsel Telford Taylor and presumably will take over litigation, handled by Mr. Rauh. He was born in Little Rock and attended high school in his home town. He has been in the legal department since June 25. Virtually all of the recent FCC legal department appointees have been under 30.

Mr. Hilmer
Mr. Harris
Mr. Hilmer is an honor graduate of Columbia Law School, in the class of 1934. He was appointed law secretary to Court Justice Harlan Fiske Stone upon graduation and served for a year. From 1936 to 1937 he was with a Washington law firm. From 1937 to 1939 he was employed by the lands division of the Department of Justice, specializing in appellate work, and was assistant chief of the appellate section for six months.

In 1939 Mr. Harris became a member of the Solicitor General's office, and made numerous appearances before the Federal Circuit Court of Appeals and five appearances before the Supreme Court. He was on a vacation in Mexico at the time his appointment was announced, and expected to report for his new duties May 26.

Mr. Hilmer joined the FCC in July, 1940 and became chief of the Broadcast Section of the law department under Assistant General Counsel George B. Porter, who resigned last fall. He has been acting head since. A native of New York, Mr. Hilmer is 33 and was graduated from Williams College in 1928, and Harvard Law School in 1931. From 1931 to 1935 Mr. Hilmer engaged in private practice of law in New York City. He was appointed assistant counsel of the Senate Committee on Interstate Commerce during the railroad finance investigation in 1935, and in 1938 was named associate counsel, serving in that capacity until his appointment to the FCC. He has been in charge of the New York office of the Senate Committee under Chairman Wheeler (D-Mont.).

Mr. Rauh, 30, has had a long career as a Government attorney. A native of Cincinnati, he was graduated from Harvard magna cum laude in 1932, and from the law school in 1935 with highest honors. From 1930 to 1933 he was a member of the legal staff of SEC. In 1936 he became law secretary to Associate Justice Benjamin N. Cardozo, serving until the Justice's death in 1938.

From July, 1938 until January, 1939, he was on the legal staff of the National Power Policy Committee, and then became law secretary to Associate Justice Joseph R. CLARK. In 1939 he joined the Wage & Hour Division of the Department of Labor as Assistant General Counsel, and on May 6 was named Assistant General Counsel of the FCC to succeed William C. Koplovitz.

Praise From Fly
On May 17, Mr. Rauh wrote FCC Chairman Fly that he had been anxious to take an active part in the defense program and that the Commission had been able to stand out in a way.

"I have only one real regret in making this move," Mr. Rauh wrote. "Before leaving the Commission, I should have liked to see the chain broadcasting regulations upheld in the forum of public opinion and in the courts, as I feel confident that they shall be. I should have liked to see them become an integral part of the structure of radio broadcasting in this country. The Chain Broadcasting Report and regulations constitute, to my mind, the most forward-looking step toward the safeguarding of freedom of speech that has been taken for many years. The opportunity of participating in the drafting of the Report and regulations as a member of the Commission's staff was one for which I am deeply grateful."

Chairman Fly, in accepting Mr. Rauh's resignation, said "his work has been of the highest order, his energies vast and his loyalty unfailing. All the Commissioners deeply regret the departure of so able a man." General Counsel Taylor commended the outstanding character of Mr. Rauh's work and said he could not "praise his abilities too highly. His energy, devotion to his duties, and unfailing good humor have marked his association with the Commission, and we are all sorry to see him go."

FOREIGN TONGUE SERIES

Of Considerable Value, Chairman Fly Asserts

FCC Chairman James Lawrence Fly believes that foreign language programs are of "considerable value" and should not be discontinued. He wrote that "the statement has been made new factorments in reply to a "national group" which urged that foreign language programs be "thrust off the air without further consideration."

"I believe it would be a serious mistake for either the Government or the broadcasters to take any action at this time to discontinue or curtail them," Mr. Fly wrote. "It seems clear to me that any persons who are bringing pressure on stations to discontinue all foreign language programs are pursuing a shortsighted policy and should not be encouraged."

The Commission in an accompanying statement pointed out that it has been conducting an extensive survey of such broadcasts. Each broadcast station would have to assume the initial responsibility under the law for the selection of program material. Foreign language broadcasts are subject to the same considerations that govern general broadcasting.

Miles Labs Will Revive 'Lum & Abner' Sketches

MILES LABS, Elkhart, Ind., on May 26 will start Lum & Abner in a quarter-hour comedy sketch four times a week on seven Pacific NBC network stations, heard on Mondays, Tuesdays, Thursdays, and Fridays at 7:15-7:30 p.m., EST. Alka-Seltzer and One-Day Vitamins. Agency is Wade Adv. Agency, Cicago.

On May 12 Miles started for 52 weeks Alka-Seltzer News featuring Glenn Hardy on 31 Don Lee network stations, seven days weekly 10-10:15 a.m. (PST). Firm formerly sponsored this program twice-weekly plus a five-time quarter-hour program Our Friends the Murderers in the network. Additional newscasts were signed upon ending of contract for latter series. Wade Adv. Agency, Los Angeles, has the account.

Panel on Radio Writing Is Planned in New York

A RADIO WRITERS PANEL will be included in the sessions of the Fourth American Writers Conference, June 6-9, at the Hotel Commodore, New York, under auspices of the League of American Writers.

Speakers, not yet announced, will discuss the following issues: Current trends in radio; the negro in radio; ASCAP-BMI music on the air; personnel made in radio; a permanent radio writers committee in the League; progress and prospects of radio; Alpha Kappa Alpha, Gamma Rho Guild; the Fall River ILGWU program; censorship on the air; during the writers panel on June 8, radio writing for children.

APPLICATION for a new local in Birmingham, 220 watts on 1340 kc. was filed at the FCC by George Johnston Jr., vice-president of Johnson Mfg. Co., and in the investment and loan business.

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Broadcasting • Broadcast Advertising
"One Thing, However,
Remains Unchanged"

"The first advertisement for the telephone appeared in May, 1877—a little four-page circular, headed simply and with Yankee brevity: 'The Telephone.' It announced that speech could be transmitted for a distance of twenty miles and then went on to point out, with complete candor and honesty, the shortcomings of those early telephone facilities by saying: 'Conversation can easily be carried on after slight practice and with the occasional repetition of a word or sentence. On first listening to the telephone, though the sound is perfectly audible, articulation seems indistinct, but after a few trials, the ear becomes accustomed to the peculiar sound and finds little difficulty in understanding the words.' It is doubtful if any advertisement ever told, with more complete frankness, the defects of its sponsor's product. Such candor won confidence and friends for the first telephone company. . . . Today research has improved the quality of speech, eliminated the factor of distance and brought the cost of service lower and lower. And today radio makes it possible for you to hear as well as read your telephone company's advertisements. One thing, however, remains unchanged. Your telephone company is still glad to tell you or show you anything about this business."

Telephone lines carried these words over a national network on The Telephone Hour—a regular program heard each Monday at 8 P.M., E.D.S.T. Ever since the beginning of network transmission, the Bell Telephone System has co-operated with broadcasters to improve network facilities.
Free & Peters Takes NAB Membership  
For Industry Unity, Protests High Dues

DESPITE opposition in principle to the new associate membership project of NAB, Free & Peters, radio station representatives, has applied for associate membership, at $1,000 per year, in the interests of "industry solidarity," in view of existing conditions.

In a letter to NAB President President Miller last week, James L. Free, senior partner, referred to lengthy correspondence during the past several months, in which he contended that the present scale of dues for associate membership is "relatively unfair and discriminatory to station representatives."

He repeatedly had held that a station representative should not be asked to pay twice as much, but rather half as much, as a large equipment manufacturer, or transcription company, for example.

Refusal to Change

Mr. Free's complaint had been brought to the attention of the NAB board, which declined to change the scale. He had pointed out that his company, as neither needed nor wanted an official exhibit at the annual NAB convention, which was the principal incentive offered to associate reps.

No "selling" is done at a convention, he pointed out, since representatives regard stations as their employers—"not customers. Neither Mr. Free nor his associate, H. Preston Peters, attended the NAB convention in St. Louis.

"We still feel, as strongly as ever," Mr. Free wrote, "that the present scale of dues is unfair to us. The present plan has largely agreed with our stand.

"However, you have presented our views to the NAB Board, which I understand has decided to change this scale. More strongly than anything else, we feel everyone connected with the broadcasting industry should stand together today in support of the work you are doing in NAB. Therefore, we wish to make application for associate membership in NAB, at $1,000 per year, as our contribution, which really is also an additional contribution from each of our stations, to industry solidarity and to the splendid work you are doing. If you will send me another application blank we will fill it in and return it promptly.

In his previous correspondence, Mr. Free had pointed out that there had been no pressure from any station to apply for associate membership and that the meat of his contention had been that if representatives were asked to pay $1,000 annually for associate membership at the transcription companies and equipment manufacturers, who have wares to sell at conventions to all stations, should pay $2,000 or $3,000 instead of the $500 stipend.

Canada Radio Count

AN ACTUAL COUNT of the number of radio receivers in use in Canada will be made during June when Canada takes its eighth de- cennial census. In a special ques- tionnaire to find out how Canadians live, detailed questions will be asked about each dwelling. One of these questions will be if there is a radio receiver in the home. This sample to be taken through- out Canadian rural as well as urban regions will give an accurate count for the first time of the number of receivers in use in the Dominion.

Other questions on this housing questionnaire deal with home ownership, house construc- tion, use of electrical equipment and appliances, heating, plumbing, garage accommodation, house value and financing arrangements or rent paid, all questions on completion will be of value to radio advertisers, selling commodities for better living.

WBAL Capital Bureau

ITS OWN Washington bureau will be set up by WBAL, Baltimore, with the inaugural next month of its 50,000-watt operation, according to Har- old Burke, manager. Gene Robb, representing the Hearst promotion firm in Washington, and Hardy Burt, newsmen, will maintain the bureau and broadcast a fifteen minute program entitled This is Washington, three times a week, direct from the House Radio Gallery.

APPEAL DATE SET

IN BELO DECISION

THE LONG PENDING Belo Corp. case growing out of employment contracts [BROADCASTING, Feb. 10, 1942] will be heard May 28 before the U. S. Court of Appeals for the Fifth Circuit in New Orleans. The hearing is the result of an appeal by the Wage & Hour Division of the Department of Labor against the publishing company—owning WFAA, Dallas, and a half-interest in KGKO, Fort Worth, and publishing the Dallas Morning News—after its petition for a restraining injunction had been denied by a Federal Court ruling on Feb. 4.

The Belo Co. civil suit involves firms paying wages or salaries equaling or exceeding minimums re- quired under the wage-hour law in connection with employment contracts. A Federal judge held in denying the Government's motion that such firms were complying with the wage-hour act regardless of methods of payment.

Col. Philip B. Fleming, Federal wage-hour administrator, in appealing the case, maintained that the Belo Co. action is not a wage-hour case, but one of non-competition. That such firms were complying with the wage-hour act regardless of methods of payment.

FIRST MEMBERS of the staff of WOR, New York, to win checks from the station's Suggestion Committee for new ideas on how to improve WOR [BROADCASTING, May 8], are shown here receiving their rewards from WOR President Frank Robb, who has ideas paid off for the semi-monthly checks of from $5 to $25 are (1 to r): J. Arthur Diaz, station porter; Junumae Fallon of the recording department; Edna Boody and George Allen, both of sales promotion.

Salute to ASCAP

Ignored by WGRC

Cisler Declines Free Time to 'Burdensome Monopoly'

HOLDING that "ASCAP wants more music than it is worth," WGRC, New Albany-Louisville, on May 18 announced to its audience that it would not carry the MBS salute observing the return of ASCAP music to that net- work.

ASCAP, the station, is a business enterprise and makes a charge for its merchandise. "WGRC declines to participate in this ASCAP free time to advertise its merchandise, while continuing to charge local adver- tisers for their radio advertising," WGRC is headed by Steve Cisler, acting chairman of the permanent group of MBS affiliates opposes to the ASCAP contract, organized at the NAB convention in St. Louis May 10. This group expressed the belief that the station should be made of affiliated stations to ascertain whether "the ballot box wasn't stuffed" [BROADCASTING, May 19].

"Not the Solution"

WGRC told its audience that it has not accepted the ASCAP contract in the belief that it was not the solution of the "burdensome music monopoly problem that has beset the broadcasting industry," the announcers.

The only ASCAP to be heard on WGRC will be through certain Mutual network programs that will be devoid of any promo- tion or self advertising for the organization ASCAP.

"Through the excellent music copyright sources of Broadcast Music, Associated Music Publishers, and SESAC, WGRC will continue to offer adequate and varied music.

New Bread Program

CONTINENTAL BAKING Co., New York (Wonder Bread) will re- place Haver MacQuarrie’s Your Good Marriage Club on 47 CBS stations with a half-hour dramatic program, MacQuarrie’s Diary. The former pro- gram will be replaced August 21, but on July 3 will be shifted from Saturdays at 5-8:30 p.m. to Thursdays at 7:30-9 p.m., and MaQuarrie’s Diary will go into the latter period. The new dramatic program will be adapted by Albert Miller from the magazine stories by Sarah Grasse Lorimer, Agency is Ted Bates Inc., New York.

Barclay Craighead, chairman of the Montana Unemployment Compensation Commission and 50% owner of KFPA, Helena, has an applica- tion pending before the FCC for a new Class IV station, 250 watts on 1590 kc, in Butte, Mont.

Beer Advertising

BEER ADVERTISING on the air since beer was legalized April 17, averaged about $988,000 a year, according to "Beer & Brewing in American," a booklet written by Warren M. Persons and published by Brewers Industrial Foundation. Estimating that the brewing industry has spent roughly $150,000,000 in the past eight years for advertising, the report shows that the major part of this sum has been about equally divided be- tween dollars, which got 28.5% of the advertising money, point of sale advertising, account- ing for another 28.5%, and out- door advertising, which got 7.6%, radio 4.3% and weekly newspapers 3.5%.

John Krachotus, Chicago music firm, during May joined SESAC as an affiliated organization.
DISC EMPLOYMENT STUDY COMPLETED

THE SURVEY of the employment of union musicians by the recording industry, the sums expended for musical talent on electrical transcriptions and phonograph records, and the effect of distribution of these recordings on local employment of live musicians throughout the country has been completed and is ready for presentation to the annual convention of the American Federation of Musicians [Broadcasting, March 17, April 14].

Ben Selvin, vice-president of Associated Music Publishers as well as a musician and an AFM member of long standing, conducted the study at the request of James C. Petrillo, AFM president, and will accompany Mr. Petrillo to the convention, to be held in Seattle the week of June 9, to present the report in person to the delegates.

Designed to give the union an accurate picture of the effects of recorded music on the employment of AFM members, the study is based on replies to questionnaires sent to manufacturers of records and transcriptions, to radio stations, and to advertising agencies. The results, according to Mr. Selvin, show that the sum spent by the recording industry for musicians is "in the millions" and that it has increased greatly from year to year.

Revival of 'Chautauqua' Theme of WLW Series

WELL-KNOWN "names" in the fields of entertainment, government and music have been scheduled for the forthcoming series of Miami Valley Chautauqua programs, on WLW, Cincinnati, for eight successive Sundays during the summer, starting June 29. Among those featured will be the Quiz Kids, who will inaugurate the series, H. V. Kaltenborn, Martin Dies and John Charles Thomas.

All broadcasts will originate on the banks of the Ohio river near Franklin, Ohio. Initiated by James D. Shouse, vice-president of the Crosley Corp., in charge of broadcasting, the series is an attempt by radio to revive the Chautauqua as a source of education and entertainment. First organized at Chautauqua Lake, N.Y., in 1874, the movement known by that name became an American tradition, reaching its peak activity 1905-1915.

Joe A. West

JOE A. WEST, 24, junior announcer of KGO-KPO, San Francisco, died Thursday at the home of his father in San Mateo, Cal. West was a graduate of Washington State U and had been with the NBC stations for two years, starting in the mail messenger service and advancing through guest relations to the announcing staff. He is survived by his parents and his widow, Janet Dole West.

HERMAN RADNER, president of WJBW, Jackson, Mich., since 1932 and president of the Walkerville Brewery Ltd. in Ontario, has applied to the FCC for a daytime facility in Dearborn, Mich. 1000 watts on 880 kc.

KPOW-Powell, Wyoming, Goes "The GATES AMERICAN WAY"

to greater coverage and low operating cost with GATES AMERICAN Studio and Transmitter Equipment

Gates has provided the answer to stations who have limited budgets, yet desire first class equipment. The S251 Transmitter and the new Model 30 Console shown here, are part of the 100% Gates installation. The price of the S251 is lower than the costs you'd expect to pay for parts alone. Yet it is being used by more and more network and independent stations, proving that its performance is exceeding all demands. Operating on 1230 Kc, full time, KPOW covers six counties in Wyoming and four counties in neighboring Montana. Says Mr. Albert J. Meyer, owner and manager: "We are actually selling time within a radius of 175 miles and are consistent in this territory. We think this is outstanding for a 250 watt station."

FREE!

The complete looseleaf Gates catalog of radio broadcasting equipment describing transmitters, speech equipment, remote apparatus, antenna tuning equipment, directional phasing equipment, limiting amplifiers and everything for the commercial broadcasting station. Yours for a request on your letterhead.

This Western Band is a 3-hour KPOW feature每 night Saturday night. During this 3-hour period they do not have sufficient time to acknowledge all of the requests that are received on previous programs. Mr. and Mrs. A. J. Meyer, owners-managers, are pictured at the microphone.
The same program but... what a difference!

Every Wednesday at 8:30 P.M. if you live in New York you can tune in to the New York Pot O' Gold program sponsored by Tums and placed by Stack-Goble.

The same program, identical in every detail, is aired simultaneously over WMCA and two other independent stations in New York. Listeners have complete freedom of choice. There is no coercion, no special inducement—no difference in program. Did we say no difference? There is a difference, and a very important one: the preference of listeners for a particular station.

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<thead>
<tr>
<th>Percentage</th>
<th>Station</th>
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<tr>
<td>56.5%</td>
<td>WMCA</td>
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<tr>
<td>7.5%</td>
<td>Station B</td>
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<tr>
<td>18.0%</td>
<td>Station C</td>
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<tr>
<td>18.0%</td>
<td>Could not identify the station</td>
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Remember, the program was identical but more than twice as many were hearing it over WMCA as over the other two combined. It proves again how deeply entrenched the WMCA listening habit is. Are you taking advantage of it?

America's Leading Independent Station
First on New York's Dial... 570

WMCA

NEW YORK: WMCA BUILDING, 1657 BROADWAY • CHICAGO: VIRGIL REITER & CO., 360 N. MICHIGAN AVE.

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BROADCASTING • Broadcast Advertising
NEW TWIST to the quiz idea is Grab Bag, on WBBM, Baltimore. The format is that of the Hippodrome Theatre. Questions are selected before the program and 50 cents spent before the program starts. If the sender can show three bottle of sponsor's product, he gets $10. On the stage is a huge grab-bag from which successful contestants dig for prizes. If the question is missed, $5 is placed in a jackpot which has already reached $500 in it to be delivered in the form of a money-order to the person whose tag number was selected from a huge barrel on the stage, which contains every number in Maryland.  

Unrecorded History

TO RESCUE stories of historical events which are fading from memory—eyewitness accounts as well as tales told by grandfathers and community patriarchs, NBC-Blue is presenting a series of quarter-hour Hidden History dramatizations in cooperation with the Library of Congress. Prominent speakers as H. V. Kallemann, NBC news analyst, or Alexander Woollcott introduce the programs and at the close of each dramatized story ask listeners to send in any helpful information on the material dramatized.

Tales From Abroad

INTERVIEWS with persons who have just returned from England will be featured on True Stories From Britain, 15-week series to start May 26 on WMCA, New York, under auspices of the British War Relief Society. Merrill Denison, author and commentator, is m.c. of the programs, which will feature recordings of war sounds from Britain released by the BBC as authentic on-the-scenes recordings from the English battle front.

Of Draftees and Draft Boards

OFFICIALS of State Selective Service headquarters with vital problems of interest to draftees, their families, local draft board members and workers and all others affected by the administration of the Selective Service System, on WJJ, Chicago. Programs are being transcribed for distribution to other Illinois stations.

The Well-Dressed Alaskan

WHAT THE well-dressed Alaska women are wearing and news of the New York styles feature Polly Goes Shopping conducted on KNY, Juneau, Alaska, by Polly Clark, formerly in Chicago and light opera productions in New York, now a resident in Alaska.

Defense Stem

IN THESE DAYS of national emergency there arose a man in the House and asked leave to speak for one minute. "The speaker asked whether there was any objection to the gentleman from Georgia (Mr. Gibson D.-Ga.)," the Congressional Record reads: "There was no objection."—Then with all the solemnity due the place and occasion, Mr. Gibson began in measured tones. "Mr. Speaker, I do not know how many of you have an ear for good music and good quartet singing. But in my hometown there is a quartet that has the honor, or dishonesty of having sung me into Congress. They are in Washington today and will sing over WMAL tonight. I invite any of you who like good quartet singing to tune in; and if you do like them, I will pay you for your tickets.

Men vs. Women

A QUIZ SHOW with a snapper to it, where a team of men and women are pitted against each other and the men are asked questions, the answers of which are best known to women and vice versa, is Maybe You Know on KGW, San Jose, Cal. Participants are from neighboring towns. This series is sponsored by Meyenberg Milk Products Co., San Francisco.

Recap of News

FOR THE BENEFIT of later turners-in, John Potter, newscaster of KROW, Oakland, Cal., recently introduced a new feature on his 7:30 a.m. news program. He recapitulates headline stories just prior to the sign-off. Lead stories of the first five minutes are condensed to include all the important features.

Homes for Pets

HOMES FOR PETS of all kinds whose owners can no longer take care of them, and at the same time offering pets to listeners who can take care of them, is the purpose of the new program sponsored by the S. E. Mightyton Co., Bedford, O., dog food manufacturer, on WCLE, Cleveland.

Mother's Greetings

WOMEN who have sons in military training at Camp Shelby, Miss., were featured in a special Mother's Day broadcast, in which they exchanged greetings with their sons, on WLW, Cincinnati.

Sherlock for Groves

GROVE LABS, St. Louis (Bromo-Seltzer), the first Sunday in October resumes Adventures of Sherlock Holmes on a split NBC-Red and Blue network. Contract is for 26 weeks. Program will again feature Basil Rathbone as Sherlock Holmes, and Nigel Bruce as Dr. Watson. Tom McKnight will produce and Edith Meiser will write the shows. Origination point will be Hollywood. Stations and broadcast time will be announced in the near future. Agency is Russel M. Seeds Co., Chicago.

B-1 Spots on Five

J. 1 BEVERAGE Co., St. Louis (soft drinks), during the months of May and June is running a series of 30 and 50-word announcements on five stations as follows: KSD, St. Louis, 22 announcements monthly; WIL, St. Louis, 27 announcements monthly; KELO, Sioux Falls, S. D., 26 announcements monthly; KMBC and KCMO, Kansas City, Mo., 28 announcements weekly. Agency is Ruthrauff & Ryan, Chicago.

Claudia for Kate

GENERAL FOODS Corp., New York (Grape Nuts), starting June 6 will include the dramatic sketch Claudia on the CBS Kate Smith Hour, Fridays, 8:8:55 p.m. On July 4, the latter program will be replaced for the summer by Claudia which will be heard at 8-8:30 p.m. Agency is Young & Rubicam, New York.

LEI REDECKED by J. E. (Ted) Campeau, CKLW, Windsor, Ont., and evidently liking it is Mrs. Keith Inc of Detroit. The lei was sent to the station from Hawaii for presentation to a listener in CKLW's primary area when the station was recently saluted on the MBS Hawaii Calls. Mrs. Inc was chosen that lucky listener.

NEW ABT OFFICE

RUSS RENNAKER, of WBBM, Chicago, in a nationwide election has been selected to head the Associated Broadcast Technicians Unit of IBEW (AFL). The organization is comprised of engineers and technicians of 500 stations throughout the U. S. and Canada.

Mr. Rennaker is a member of the executive board of the ABTU Local 1220 in Chicago. National headquarters of the organization will be established in Washington, and Mr. Rennaker has resigned his position with WBBM to go to Washington.
Death by the Clock

THE DEBACLE of St. Louis is over—a smudged page in radio history. But the radio war has only just begun.

Hearings open May 31 before the Senate Interstate Commerce Committee on the White Resolution to thwart the Sudden Death onslaught of the FCC's majority on its controverted monopoly regulations. Meanwhile, the clock is running out on the 90-day stay of execution given network radio under the May 3 rules.

The White Resolution hearings are important. FCC Chairman James Lawrence Fly, a skillful and disarming advocate, probably will be the first witness. He will paint a pretty picture. In Congress, tomorrow it may be a move toward regulation by Consent Decree.

There will be no tomorrow for Radio by the American Plan if the Fy directed majority continues its stampede.

And the clock ticks on!

Legal Shifts

INJECTIVE hurled at the FCC monopoly regulations has come from practically all industry sources. But not one word of criticism has been directed against the job of physical drafting of the report upon which those regulations were based. On the contrary, all concerned, mostly in private, have admitted it was a superb job of draftsmanship, and one, despite contentions of fallacy of fact, that would be difficult to combat legally.

Responsible for that job was Joseph L. Rauh Jr., senior assistant general counsel of the FCC for the last year, who has just resigned to join the Lease-Lend Administration on the defense program. A youth of 30, Joe Rauh was assigned a task and performed it with praise-worthy ability. Though we believe the FCC majority arrogated to itself powers it does not have and that its overall move, if invoked, will do the public a distinct disservice, we concede Joe Rauh's genius as a lawyer.

Two new top ranking attorneys have been made at the FCC under the general counselship of Telford Taylor, a bright and effective attorney in his own right. The FCC majority saw fit to promote a staff attorney in naming Lucien Hiler assistant general counsel for broadcasting after more than a year of stewardship during which he has acquitted himself.

Selection of Thomas E. Harris, of the Solicitor General's Office, as Mr. Rauh's successor also falls in the merit category. Though under 30, Mr. Harris has had considerable appellate experience. His selection, while obviously based upon accomplishment, unquestionably was prompted in some measure by FCC visions of litigation to come.
We Pay Our Respects To —

Richard Marvin

Richard Marvin, radio director of William Esty & Co., was to make a guest appearance on Mutual’s Where Are You From?, he could give that program’s detection-delette one of his toughest assignments to try to figure out Dick’s home territory.

For Marvin Senior was a newspaperman with a traveling disposition and an account of Dick’s boyhood travels for a year more like a travelogue than a biography. From the time of his birth, March 18, 1904, in Everett, Wash., Dick was moved from place to place with such frequency that he seldom completed a full year in the same school.

While such a nomadic existence is not what the child guidance expert would recommend, in Dick’s case it undoubtedly aided in developing talents that have won him recognition as one of the most astute showmen in radio. To keep from being an outsider with other children who had grown up together, he early developed a knack of making friends quickly and easily, which is probably as good a definition of showmanship as there is.

Dick’s first acquaintance with dramatics came normally enough during his high-school days in Denver, where he took part in numerous amateur dramatic programs, finally achieving the title role in Gilbert and Sullivan’s “Mikado.” He also contributed an uncertain bass to the Glee Club, whose director was Wilberforce J. Whitman, father of the illustrious Paul.

Summers, Dick worked in a music store, learning about public taste in music and musical instruments as well as about the instruments and tunes themselves. Continuing his dramatic-musical interests at Columbia, where he transferred from Denver U, Dick was co-composer of the Varsity Show and also sold a couple of songs to Jack Mills.

Radio was a made-to-order magnet for young Marvin and when he got his first job in advertising, in 1926, as contact man and copywriter for Frank Presbrey, he spent most of his energy trying unsuccessfully to get the agency to start a radio department.

On the side he ran a radio column in Judge magazine, signing it “Merlin the Second.” Finding his efforts unappreciated, Dick left the Presbrey agency and, by making an impassioned plea on radio to J. Walter Thompson Co., went to work there as a copywriter. But before long a “Merlin” column attacking a Chase & Sanborn program reminded his new employers that his main interest was radio.

So they sent him to their Montreal office with the job of creating and selling program ideas and then casting, directing and producing the programs. He put on four coast-to-coast series, making hundreds of transcriptions for the agency’s Canadian accounts, including Swift’s meats and Rowntree’s Chocolate.

In 1932 he was ordered back to the New York radio department, where he worked on the Chase & Sanborn, Pond’s, Fleischmann’s, White Owl, Shell and Jergens programs. Sent to Chicago to build a broadcast series around Olsen & Johnson for Swift & Co., Marvin scored such a success that he remained in Chicago as radio director of the agency until the fall of 1938 when he returned to New York to take over his present post with William Esty & Co.

Dick’s wide understanding of human nature stands him in good stead with his current crop of shows, which vary from the smartly sophisticated Luncheon at the Waldorf to the strictly corny Uncle Eero. Both of these programs, incidentally, plug the same product, Camel cigarettes, and both do very satisfactory selling jobs. Other programs on the current Marvin production list are Xavier Cugat’s Latin American music, the hillbilly classic “Grand Ole Opry,” and the dramatic Blondie and Meet Mr. Meek, and the audience participation shows Double or Nothing.

Marvin, by the way, introduced the Madison Square Garden participation program to the networks. He’d be flocking through the South, recuperating from the strain of staging the all-star Nash Christmas party, a two-hour holiday show with talent galore, and presenting for the first time what has since become a radio tradition — Dick’s “Christmas Carol” with Lionel Barrymore as Scrooge.

He arrived in Houston to find the program directors and station executives had laid out on a street corner with a microphone interviewing passers-by. Vacation forgotten, Dick rushed back to Chicago, where one of the show’s in his suitcase, sold the idea to John Reber, and that summer (1935) Jerry Belcher and Parks Johnson left Houston to set as summer replacement on the Bakers’ Broadcast for Fleischmann Yeast — and to start a national craze that’s still going strong.

An avid experimenter, Dick is justly proud of his ability to see a trend in the making and to exploit it for the benefit of a client, such as for X.finity of Radio City, playing to the craze for Latin American music, which, as Dick quickly foresaw, was bound to be the result of the “hemispheric solidarity” campaign. But Marvin is different from many novelty-chasers in that he has a Scotch dislike for wasting money, even someone else’s money.

With Dick radio is a full-time occupation and when he isn’t working at it he’s listening to it. His home, which was built by the late Claire Briggs, noted cartoonist, boasts 14 radios and Dick swears that when he enters a room the radio turns on first the radio and then the light. Married to his high-school sweetheart, Margie Marr, Dick is the father of two: Dick Jr., 10; and Frank, 9. His chief hobby is his collection of gags, comprising more than 500 volumes of jokes, which he thinks is one of the largest in the world.

Large in person, standing six-feet-two in his stocking feet and tipping the scale at a comfortable 200 pounds plus, Dick is given to gestures in proportion.

William A. Slocum Jr., CBS director of special events and sports, headquartering in New York, on May 19 married Ann Gillis, CBS Washington special events director. The ceremony was performed in Montclair, N. J.

ALFRED J. McCOSKER, president of WOR, New York, and chairman of MBS, was re-elected chairman of his board by the Advertising Club of New York at the annual meeting recently.

GERARD C. McDERMOTT, director of the audio division of the National Research Bureau, has been elected vice-president in charge of all radio activities including transcriptions. Mr. McDermott was formerly commercial manager of WMAG and WENN, Chicago.

WALKER WALLACE of the statistical department of MBS, last week won the Connecticut Outdoor Fencing championship.

B. P. II. JAMES, sales promotion manager of NBC Blue, is back at his desk after a week’s illness from a severe cold.

GEN. JAMES G. HAB- \nBOR, chairman of the board of RCA, from May 24-26 was guest of Governor and Mrs. Dewey at the Kansas State Agricultural College, his alma mater.

RICHARD W. BENNETT, who operated his own advertising agency in Chicago, on June 1 joins WJJD, Chicago, as local sales manager.

LEO B. TYSON, formerly KMPC, Beverly Hills, general manager, has joined the sales staff of KDON, Monterey, Cal.

HALSEY BARRETT, former salesman of WNEW, New York, and previously sales promotion manager of WOR, New York, has been named assistant sales manager of WHBI, Newark.

EMMONS C. CARLSON, sales promotion manager of NBC, Chicago, has been promoted to the new post of commercial manager of the Chicago Federated Advertising Club.

JULIO BARATA, chief of radio broadcasting in Brazil, was feted May 16 by David Sarnoff, executives of NBC and members of the Nelson Rockefeller Committee on National Defense, at New York’s St. Regis Hotel.

CARL W. WINTHER joined the sales staff of KDON, Montclair, Cal.

KENT COOPER, general manager of Associated Press, New York, has composed a song “Dick Girl,” which had its premiere May 17 on the NBC-Red Cities Service Concert.

RICHARD T. ALLEN, salesman of WOS, Columbia, during the past six years has resigned to become retail sales manager of WTOC, Savannah, Ga.

NEVILLE MILLER, president of the NAB, on Wednesday, May 25, will address the Advertising Club of Baltimore on “Radio and National Defense.”

Guls Navy Post

Lieut. Peery Anderson, president of the Marine (Ga.) News and Telegraph, has been appointed public relations officer of the Sixth Naval District stationed at Charleston, S. C. In his new capacity Lieut. Anderson will handle radio stations in the South on Navy news.

William A. Slocum Jr.
BILL RIEBER, WCOV, Montgomery, Ala., announcer, will marry Rebecca Rose Kern of Alabama, and has resigned his position to go into business with his father-in-law-to-be. Replacing him is Bob Garrett of Hollywood, Calif., who will return to WCOV for the third time.

EDDIE KING, announcer of KGOK, San Francisco, recently married Sally O'Connell, assistant buyer of Hale Bros. stores.

CHARLES NORWOOD, radio thespian, has joined the announcing staff of WNGY, Newburgh, N. Y. He replaces Gene Rubendo, who has been appointed to the announcing staff of WITH, Baltimore.

CLIFF E. DAVIS, formerly of KXW, Philadelphia, Pa., has joined the announcing staff of KYW, Philadelphia.

DON TOOLLIVER, formerly of WMJY, St. Louis, Ill., has been added to the announcing staff of WTVI-WG, Fort Wayne, Ind.

DON GRAHAM, formerly chief announcer of WHDH, Boston, has joined WFCU, Pawtucket, R. I., in a similar capacity. Jack Gibbons, recent Providence College graduate, Dave Brooks, formerly of WEAN, Providence, and Dave Adams, formerly in the NBC television dept., have been added to the WFCI announcing staff. Arthur Que, onetime director of music at WPRO, Providence, has been appointed musical director.

MAURICE WEBSTER, CBS Hollywood announcer, is the father of a boy born May 14.

ERNIE LEWIS, associate news editor of WIZ, Chicago, on May 9 married Ruth Wilkin of Wilmette, Ill.

WALTER D. CORNING, assistant program director of WSON, Knoxville, has been appointed station supervisor of patriotic programs.

WOODROW MAGNUSON has been named production manager of WIRF, Rock Island, Ill.; Paul Clark, formerly at Dayton, has joined the announcing staff. Millicent Folley has been appointed women's director of WIRF; and Van Patrick, former Texas Cristian U. football star, is now sports director broadcasting all Moline Three-Eye League games. R. MELVIN QUINN, formerly of WEUI, Reading, Pa., has been appointed staff announcer on WIBK, Baltimore.

DOUG HADLEY, staff announcer of WJFF, Herri, Ill., has been appointed local sports announcer for the Hyde Park Brewery, St. Louis.

SANFORD SPILLMAN, announcer of KRFX, San Francisco, will enter the Naval air corps.

KAY HALLE

No one at WQAR, Cleveland, is quite sure where Kay Halle, reporting, reporter, can be found. But there is never any concern, for in 10 months of broadcasting she has never missed a program. Her transcribed programs arrive by air express in time for her Saturday evening show, and chances are they'll arrive from any corner of the country. Kay came to the airplanes by way of newspapers where her newly articles in the large papers caught the eye of John Pat, manager of WQAR. Since then she has attracted a large audience. Last fall she flew to South America, expressing her transcribed broadcasts from Mexico City, Buenos Aires, Lima and Santiago.

Jack Carlson has been added to the announcing staff of KIT, Yakima, Wash.

POLLY SHELDOVE MARTIN, WHN, New York, commentator, recently became the mother of an 8% pound boy.

La VERNE SHELDOVE, formerly business and circulation manager of Radio Showmanship magazine and copywriter for D. S. Masen Adv. Agency, Minneapolis, has joined the radio section of OEM.

AIDAN FITZPATRICK, formerly announcer of KDIA, Pittsburgh, has joined WJIB, Greenville, Miss.

ARCH FARMER, night editor of the WBBM-CBS, Chicago, news room, is the father of a boy, born May 16.

DON WALKER, formerly of WILL, Urbana, Ill., has joined the announcing staff of WIBC, Springfield, Ill.

WATSON HUMPHREY, producer executive of the NBC Red Unca Walker's Dog House program, has been appointed producer of the new "Brown & Williamson College Humor NBC Red show.

NOEL B. GERSON, director of the talent division of WGN, Chicago, on June 2 enters the Army as aide to the assistant chief of staff in charge of intelligence at the Sixth Corps Area headquarters, Chicago.

Bernard C. Schoenfeld, chief of the radio section, OEM, has sold to him a dramatized and ensembled show entitled "Highways for Americans." The program describes the resolution of the American people to defend themselves against anti-democratic forces.

Frank Blair, production director of WQG, Washington, who is a licenced pilot with more than 125 hours to his credit, has purchased his first place, a 1,300-pound Aerocraft Super Chief.

Hal O'Donnell, formerly of KVOC, Redding, Cal., has joined the announcing staff of KDON, Monterey, Calif.

Jack Eliasen has been placed in charge of the Monterey Pier studios of KDON, Monterey, Cal.

Erwin Lewis, associate news editor of WIZ, Chicago, on May 9 married Ruth Wilkin of Wilmette, Ill.

Ralph Eddy, formerly of WHIP, Hammond, Ind., has joined the announcing staff of WEJU, Richmond, Va.

Stanford Lewis, formerly of WILF, and KYW, Philadelphia, has joined the staff of WPPI, Atlantic City, as production chief.


John Hurley, formerly a publicity assistant of New York Telephone Co., has joined the CBS publicity staff.

Mark Conrad, NBC Chicago staff violinist, has been inducted into the Army.

Bruce Dennis has been appointed chief of WHN, Chicago, in addition to his duties as publicity director.

Ken Barton, formerly of KJL, Chicago, has joined the announcing staff of WJJD, Chicago.

Ralph Edly, formerly of WHIP, Hammond, Ind., has joined the announcing staff of WGN, Chicago.

Larry Slavenlyn, former newscaster of WOV, New York, and previously an announcer of WFGS, White Plains, N. Y., has joined the announcing staff of WHN, New York.

Henry Gladstone, announcer of WHN, New York, is the father of an eight-pound baby boy, Stephen Clay.

Bill Bruce, of the NBC Chicago bureau, on May 19 underwent an appendectomy.

Fred Kirby, formerly of WRT, Charlotte, and WLV, Cincinnati, has joined the talent staff of WJJD, Chicago.

Rod Mays, of CBS Hollywood production staff, is the father of a girl.

Lud Gluskin, CBS West Coast musical director, has been signed by Edward Small Productions, Hollywood, to direct a radio music of the film, "International Lady".

Myron Marks, announcer-producer of WEDD, Rocky Mount, N. C., has organized a radio station to present adaptations of great plays and novels together with original radio plays.

Eddie Gallaher, sportscaster of WCCO, Minneapolis, has announced that he will direct the program of Mary Remige, a Minneapolis model.

Cliff Johnson, of the WCCO production staff, has joined the announcing staff of WIBB, Chicago.

Erick Johnson, Hollywood radio commentator, is the father of a boy born May 11.
AGENCY

Appointments

RED CHIEF INDUSTRIES, Chicago (pa-
triotic tobacco emblems), to Henry J. Hand-
delman Jr., Inc., Chicago. Plans are being
made for a test campaign on 10 stations.

LESLIE DELMEGE, with Cleveland and
Detroit advertising agencies for several
years and formerly with the sales promo-
tion department of the Borden Co., New
York, has joined the Charles J. Pettinger
Co., Indianapolis, as account executive.

U.S.A. PUBLISHERS, Chicago, to First
United Broadcasters, same city. Will use
radio to promote new monthly magazine.

Our Country.

WHITE KITCHEN CANNING Co., New
Orleans (barbecue sauce), to Bauerlein,
Inc., New Orleans. Using radio and new-
papers.

S. & W. FINE FOODS Inc., San Francisco,
to Samuel C. Croft Co., N.Y.

PEPSI-COLA Co. of Canada, Montreal
(soft drinks), to J. Walter Thompson Co.,
Montreal.

AMERICAN ACADEMY OF ACCOUNT-
ANCY, Chicago (school), to First United
Broadcasters, same city. On May 12 started
a test campaign of three-weekly five-minute
programs on KFRL, Denver.

UNIVERSAL COCA PRODUCTS Corp.,
Chicago (Soup's On, soup mix), to H. H.
indefinite at present.

LIME COLA Co., Los Angeles (beverage),
to Ceana & Assoc., Hollywood. Currently
using a 15-week thrice-weekly quarter-hour
transcribed dramatic serial on 9 Pacific
Coast stations.

PHOTO MASTER Co., Desplains, Ill.
(Rolls camera), to First United Broadcast-
ers, Chicago. During week of May 18
started a test campaign of daily announce-
ments on WIBC, Indianapolis, Ind., and
WIBA, Madison, Wis.

Pall Mall Spots

AMERICAN CIGARETTE & CIG-
ARETTE Co., New York (Pall Mall cig-
rarette), a subsidiary of American To-
bacco Co., is concentrating a heavy sched-
ule of one-minute transcribed announce-
ments in three major markets. A total of 550
announcements are heard every day on the
following stations, varying in frequency for
each station: In New York on WABC, WOR.
WINS, WMCA, WIN, WNEW; in Chicago
on WGN, WBBM, WCFL, WAAF, WJDI,
and WIND (Gary, Ind.); in Pittsburgh on
dKDA, KQV, WJAS, and WCAE. Announce-
ments are sound reproductions of defense
equipment in action, followed by a "modern
design" commercial. Ruthrauff & Ryan, New
York, is agency.

Nila Mack, producer of the March of
heroes, CBS junior quiz program
broadcast each Sunday, has announced
defense savings stamps instead of cash
will be used as prizes on the program.

MACHINE GUNS for words and
bullets—in modern warfare it's
the war of words as well as bul-
lets, and WSM, Nashville, now
airs two regular shows each week
from Army encampments. This
picture was taken at Camp Jack-
son, Columbia, S.C. Seated be-
hind the machine gun mike is Leo
Leake, now in the Army, formerly
of NBC, New York. Behind
the machine gun is Jack Stapp, WSM
program director, and in front, di-
recting the fire, is Otis Devine, de-
an of WSM announcers.

Flamm to Testify

Donald Flamm, former owner of
WMCA, New York, and Emile Z.
Weinberg, New York broker, have
been ordered to testify before trial
May 26 in New York Supreme
Court in connection with the suit
($117,500 against Flamm and $21,-
250 against Weinberg) brought by
A. J. Jacoby last March [BROAD-
CASTING, March 31]. Plaintiff
claims he was hired by Flamm to
find a purchaser for WMCA while
working as co-broker with Wein-
berg, that he found a potential
buyer a year later and received no
commission. Also claimed is that
he secured Edward J. Noble, the
actual purchaser, who paid $800,-
000 for the station, and that he
should receive half of the $42,500
commission paid Weinberg for that
deal.

Lime Cola Series

LIME COLA Co., Los Angeles
(beverages), new to radio, has re-
cently made complete revision in
its radio plans. Contemplated pro-
gram, Kids of the Week, which was
scheduled for release on 11 NBC
Pacific-Blue network stations until
format similarity of Quiz Kids
sponsored by Miles Labs
(Alka-Seltzer), caused series to be-
come a controversial issue, has been
completely shelved. Instead firm is
currently using thrice-weekly the
transcribed quarter-hour feature, Cap-
tain Danger, on 9 Pacific Coast
stations (KGB, KPMC, KDB, KMI,
KFDK, KROW, KALE, KOLG, KDCM).
Contract is for 15 weeks. Placed as
a test campaign, show will be given
national coverage if successful.

Coca & Amos, Hollywood, has
the account.

Noxzema in Canada

NOXZEMA CHEMICAL Co. of
Canada, Toronto (skin cream), has
started one-minute summer an-
ouncements five times a week on
10 Canadian stations: CHSJ CKCO
CFAC CJOR CPCY CKAC CPF
CHC CKCK CFRE. Agency is
Ruthrauff & Ryan, New York.

Many thanks for
giving us
200% more of
your advertising
than you give to the
next most prominent
Chicago Station.

When you wish to reach progressive people
USE
WMAQ
50,000 WATTS, 670 Kc.
CHICAGO, ILLINOIS
IT PAYS

Represented Nationally by NBC Spot Offices in
NEW YORK, CHICAGO, BOSTON, WASHINGTON, CLEVELAND, DENVER, SAN FRANCISCO, and HOLLYWOOD

We have the very idea

Custom-built radio productions
One minute or one hour—
live or transcribed

THE COVERT CO.
360 N. MICHIGAN AVE., CHICAGO

BROADCASTING • Broadcast Advertising

May 26, 1941 • Page 29
OPREFF'S BEVERAGES, Toronto (soft drinks) on March 15, will open a series of spot and flash announcements six days weekly for the summer on six Ontario stations. Account was placed by A. McKim Ltd., Toronto.

CANADIAN OIL COMPANIES, Montreal, this week have started singling spot announcements on 25 Canadian stations. Account was placed by McConnell Eastman & Co., Montreal.

GUTTA PERCHA & RUBBER, Toronto (tires), in June started a series of cooperative dealer spot announcements on CKGB, Timmins, Ont.; CFTK, Fort William, Ont.; CKIN, Rouyn, Que.; and CFCH, North Bay, Ont. Account was placed by A. McKim Ltd., Toronto.

WEST COAST SOAP Co., Oakland, Calif. (Powow) recently renewed for 13 weeks its weekly participating programs in the Home Forum Tuesday and Thursday mornings on KGO, San Francisco. Agencies are Brischer, Davis & Staff, San Francisco.

PAUL F. REICH CANDY Co., Bloomington, Ill. (White candy bar) on March 15, will run a 13-week series of six-weekly transmitted announcements on KFBK, KSL, KRE, KPO, KXO, KXW, KXJ, KKB, KLY, KSL, KRY, KRE.

STEEL-EWEDELS Co., Chicago (Savoy Coffee) on May 19, renewed for 12 weeks its three-weekly hour Marriage License Bureau Rollwagon on WGN, same city. Program features remote control interviews direct from the bureau of couples applying for licenses. Agency is Erwin, Wacey & Co., Chicago.

I. MAGNIN & Co., San Francisco (women's wear) recently started a spot campaign, using ten stations in the San Francisco Bay area. Account is Erwin, Wacey & Co., San Francisco.

REGAL AMBER BREWING Co., San Francisco (Regal Pale Beer) currently sponsoring Royal Ambitions with Jack Coen, on KPO, in mid-May started an additional six-month announcement campaign on eight Northern and Central California stations. Account is M. E. Harlán Adv., San Francisco. The station list: KFBK, KQF, KQW, KAL, KQO.

W. P. FULLER & Co., San Francisco (paraffin) is conducting a chain break campaign May 12-28 on six Western stations on behalf of special airplane prints, a new product. Account is McCann-Erickson Adv., Sagn Frisco, Chicago. The station list: KJHK, KFRC, KOL, KALE, KHQ, KSL.

KAUFMAN FURS, Los Angeles (retail), new to radio, on May 19 started using for 13 weeks heavy participation in local radio. Campaign includes the five weekly quarter-hour programs, All Night, Happy Hombres, and Let's Play Bridge, on KJH, Los Angeles, as well as Agnes White's California Kitchen, Miranda's Garden Patch and Art Baker's Notebook on KFJ, that city. During July and August firm will start sponsoring spot announcements on KNX, KEMP, KCO, and also daily participation in Tom Stoddard's Bridge Club on the latter station. Account is Dan B. Miller Co., Los Angeles.

CHICAGO MOTOR CLUB on May 19 started five-weekly quarter-hour transport programs, titled Musical Motorists, on WFR, Chicago. Contract is for 22 weeks. Agency is Aubrey, Moore & Wallace, Chicago.

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DAVID TAYLOR, salesman and special events announcer of WSJS, Winston-Salem, N. C., and before that at WBIG, Greensboro, N. C., has been appointed assistant to E. J. Sperry, radio director of the W. E. Long Co., Chicago.

W. M. STANARD, account executive of J. White-Thompson Co., Montreal, has been elected president of the Advertising & Sales Executives Club of Montreal.

WILLARD B. WINN, formerly in newspaper promotion work, has joined The Mayers Co., Los Angeles, as account executive.

BURTON BROWN, manager and account executive of Burton Brown Inc., Chicago, is the father of a daughter, Bellandin, born May 6.

WILLIAM B. BRIGGS, copywriter, formerly of Buchanan & Co., New York, has joined Weiss & Geller, New York.

JOHN HOOLEY, formerly in charge of radio publicity for Ruthrauff & Ryan, New York, has joined the production department of WXEW, New York.

JOHN P. COHANE, formerly manager of Lord & Thomas, Dayton, has joined Sherman R. Ellis & Co., Chicago.

GLEN JOCELYN, copy director of Sherman R. Ellis & Co., New York, has been elected a director and vice-president in charge of copy. Hubert Townsend, art director, has been elected a director of the agency and vice-president in charge of art. George Croll has been appointed art director and Arthur Eaton, copy director.

KIRBY TORRANCE, prominent Northwest advertising executive, has been placed in charge of the newly-opened branch office in Seattle of Ross Roy Inc., Detroit agency. Alfred L. Goldblatt has also been named to the Seattle staff. Offices are in the White-Henry-Stuart Bldg.

DONALD MYERS, radio engineer, has been added to the engineering staff of WIPG, Glenside, Pa.

CHET PETERSEN Adv., Los Angeles, previously reported as discontinued, was done in name only and continues to operate at same address. 115 S. Hill St., under title, Hollywood Associate Producers, with Chet Petersen manager. Petersen is currently on an extended Eastern business trip.

C. WENDEL MUECH & Co., Chicago, has moved offices to 550 N. Michigan Ave. Telephone, Whitehall 7171.

Bates Transfers

BENNET BATES, vice-president of Erwin-Wasey & Co., New York, on June 1 will join Brown & Thomas Adv. Corp. as vice-president. Mr. Bates was formerly copy executive at Lord & Thomas and Len- nen & Mitchell, New York.

Count's Campaign

SUSSEX COUNTY Boosters Conference, Newton, N. J., on May 21 starts a four-week campaign on WOR, New York, chiefly to promote the county's attractions as a summer resort although its farm products and industrial sites will also be mentioned. Participating time on WOR's "All Time Life" program will be used on Thursday, Wednesday and Thursday. Business was placed direct.

AGENCIES

AGENCY IN ENGLAND

"Business as Usual", McCann-Erickson Visitor Says

"RAYMOND GRAM SWING'S American Commentary broadcast periodically throughout England by the BBC is among the most popular news commentary programs in England," stated R. W. St. Hill, manager of the London office of McCann-Erickson, who has been in the United States the past few weeks. Mr. St. Hill stated that McCann's London office was continuing under a business as usual policy "unless we are bombed out". Thirteen members of the staff are in the British armed forces, and four of these are with the RAF. Some of their clients, Mr. St. Hill explained, unable to produce consumer goods because of wartime production are continuing to advertise, however, with institutional campaigns.

Campbell Soup Co., Camden, (account directed in England by McCann-Erickson), unable to supply dealers because of transportation and exchange difficulties, has discontinued all of its British advertising.

Ryan Heads Ad Club

WILLIAM B. RYAN, sales manager of KPO-KGO and the San Francisco office of NBC, was elected president of the San Francisco Advertising Club in mid-May. Unopposed, Ryan automatically stepped up from his position as first vice-president. He joined the San Francisco staff of NBC in 1937 following Mr. Ryan nine years with Foster & Kleiser, outdoor advertising firm.

Simonds to New York

LINC0N P. SIMONDS, for two years with the Texas State Network in Texas, has been appointed eastern sales manager with New York headquarters at 285 Madison Ave. Telephone is Lexington 2-2400. Mr. Simonds was formerly with International Radio Sales and John Blair & Company.

RIGHTS of all Zane Grey novels for broadcast purposes have been secured by Music Corp. of America. Books will be rewritten in script form for live talent presentation or transcription, whichever prospective sponsor may choose. Each will have 13 half-hour episodes. For audition purposes, Light of the Western Stars has been transcribed.

ARIZONA'S FIRST STATION

First with Listeners First on the Dial

KOY 1500

KOY carries more hours of network programs than any other Arizona station

Represented nationally by Spot Sales Offices

When you see this...

ONLY THEN YOU'LL SEE A LOWER COST THAN WTAM'S .000073 CENTS per FAMILY

There you have the minimum cost when it comes to time buying in the Cleveland market. Check it.

Divide the 15 minute daytime rate of each Cleveland Station by the number of radio homes each claims in its Primary area. WTAM's .000073 cents per family is the minimum cost. Then check the surveys for actual listeners. Again WTAM leads by a wide margin. That's why WTAM is first choice with time buyers from coast to coast.

WTAM

50,000 WATTS

NBC RED NETWORK

OWNED AND OPERATED BY NBC
WARL, Philadelphia

Tri-Ad Bottling Co., Merchandise, N. J., 4 sp. weekly, thru W. E. Adams, Camden, N. J.,

Weltin Adv., Camden.

R. J. Reynolds Tobacco Co., Winston-

Sale, N. C. (George Washington smoker,

Tabacco), 6 sp. weekly, thru W. H. Sales &

Company, San Francisco.

Washington State Apple Growers, Seattle,

6 sp. weekly, thru W. H. Thompson Co.,

San Francisco.

Golden State Dairies, Los Angeles (daily

products), 4 sp. weekly, thru Ruthruff &

Ryen, Los Angeles.

Procter & Gamble Co., Cincinnati (Dix),

6 sp. weekly, thru Frank & Ryan, N. Y.

Security First National Bank, Los Angeles

(investments), 2 sp. weekly, thru Dana

Paul, J. Howard, Los Angeles (municipal),

2 sp. weekly, thru Hixson-O'Donnell Adv.

Los Angeles.

KQW, San Jose, Cal.

Thomas A. Short Co., San Francisco (diesel

engines), 6 sp. weekly, thru Progressive

System, Fresno, Cal., 6 sp. weekly, thru W. L. 

Gleason & Co., Riverside, Cal.

Northwestern Fruit Co., Chicago, (ya- 

t), 3 sp. weekly, thru Hays MacFarland &

Co., Chicago.

Pringles Pat Ltd., Chicago (Liquid Citrus,

5 sp. weekly, thru Hays MacFarland &

Co., Chicago.

Olympic Brewing Co., Olympia, Wash., 3 

sp. weekly, thru Botoford, Constantine &

Gardner, Seattle.

KECA, Los Angeles

Western Home Furniture Co., Los Angeles

(homesfurnishing), 3 sp. weekly, thru Allied 

Adve Co., Los Angeles.

Grocery Northwestern Co., Los Angeles

(translacion), 2 sp. weekly, thru Hays Mac-

Farland & Co., Chicago.

Listenout & Gough, Los Angeles (Philco

stock), 2 sp. weekly, thru Ketchum Adv.

Co., Rochester, N. Y.

KYF, Philadelphia

M & M Ltd., Newark (candy bars), 4 sp 

for 14 weeks, Los Angeles, Cal, (Paul

(translotion), 2 sp. weekly, thru Young 

Rubic, Co., 3 sp. weekly, thru Young &

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Rubic, Co.

WGN, Chicago

Borden Co., New York City (cheeses), 6 

sp. weekly, thru Young & Rubic, Co., 6 

sp. weekly, thru American Chicle Co.,

Long Island (Adamson Chicle), 6 sp.

weekly, thru Badger & Brower, N. Y.

American Chicle Co., Long Island (Adamson 

Chicle), 6 sp. weekly, thru Badger &

Brower, N. Y.

WLS, Chicago

Kerr Glass Mfg. Co., Chicago (glass 

jars), 6 sp. weekly, thru Young &

Rubic, Co., 6 sp. weekly, thru Ray-

mond Morgan Co., Los Angeles, Pacific

Food Mfg. Co., 29% sp. weekly, thru 

Young & Rubic, Co.

WCLF, Chicago

Oakland Chemical Co., New York (Diox-

one), 6 sp weekly, thru Kepner Co., N. Y.

WJRC, Cincinnati

Gulf Oil Corp., Cincinnati, 4 sp. weekly 

thru Young & Rubic, Co.

KQO, San Francisco

American Trust Co., San Francisco (home

lines), 4 sp. weekly, thru Leom Living-


RCB, a division of The McGraw-Hill, 2 

sp. weekly, thru Leom Livingstone Adv. 

Agency, San Francisco.

WQXR, New York

Stromberg-Carlberg Telephone Mfg. Co.,

Rochester (radio), 2 sp. weekly, thru 

W. Stewart, Handford & Casler, 

Rochester.

Packard Motor Co., Detroit, 14 sp. 2 

weeks, thru Young & Rubic, Co.

Joseph Martinson & Co., New York (cof-

fee), 1 sp. weekly, thru Ericlin, Wobee & 

Co., New York.

Alexia's Steampack Co., Seattle, 6 sp 

weekly, 

direct.

QXMR, New York

Sierra Club, 16 sp. weekly, thru Young &

Rubic, Co.

Joseph Martinson & Co., New York (cof-

fee), 1 sp. weekly, thru Ericlin, Wobee & 

Co., New York.

KGO, San Francisco

American Trust Co., San Francisco (home 

lines), 4 sp. weekly, thru Leom Living-


RCB, a division of The McGraw-Hill, 2 

sp. weekly, thru Leom Livingstone Adv. 

Agency, San Francisco.

WQXR, New York

Stromberg-Carlberg Telephone Mfg. Co.,

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consequences of its act, the Commission argues that, by insisting upon high-power stations rendering a public service, it will prevent such concentration of commercial programs. But this it cannot do without boldly investing itself with the power of program censorship and dictating what shall go on the air, thus destroying the freedom of radio.

Another basic result of these new "regulations" well may be the formation of fly-by-night organizations which serve merely as brokers, buying connecting wire facilities only for the commercial programs they sell. Such time brokers, having none of the expenses of a real network, could, of course, cut rates to the advertiser and sell the audience of stations which the present networks have helped to build up through the broad and comprehensive service they render. These fly-by-night time brokers, having no permanent relationship with the stations or with the public, need feel no necessity for rendering real service; and, in several one or two or three programs, perhaps for a single year or even a shorter period, they may well be little concerned with the quality and character of the programs they send out.

In the words of the minority report issued by the two members of the Commission who dissented from the adoption of these rules, "the difficulty in clearing time on a national network would become an almost insurmountable task."

This is scarcely a pleasant or wholesome prospect for the country to contemplate, especially at a time like the present. Networks and local stations now can, and frequently do, clear commercial programs off the air to bring to the people discussion of important public issues or to keep the listening nation abreast of swiftly moving events of national or world-wide significance.

Is the Commission majority defying the very Administration whose appointees they are, an Administration frequently and publicly committed to the private competitive system of broadcasting?

Annual Scrambling Of Stations Likely

Under Rule No. 3, the Commission would deny a license to any radio station which agrees to take the programs of a network for a period longer than 12 months.

Rule No. 3 says in effect: The Commission will take away the license of any station if that station tries to insure its audience and its existence as a network affiliate —or if it tries to insure a network of an outlet in its area—for more than 12 months at a time. The Commission says it will do this even though the station and the network may have two-, three- or five-year commitments for studio, talent, equipment and other broadcasting facilities.

The third of the new "regulations" lays the whole network business open to being shuffed and scrambled every year because the Commission says it will not license a station that agrees to affiliate itself with a network for more than one year.

This is thoroughly impracticable. Buildings have to be erected for more than one year. Costly studio construction has to be undertaken for more than one year; intricate and costly engineering installations cannot be charged off in a single year; rented space for offices, studios, news departments, and other facilities cannot be advantageously leased on a one-year basis. Outstanding features such as the Philharmonic-Symphony Orchestra must be arranged on other than a year-to-year basis. Organization of this kind can be maintained only on a long-term basis.

Under Rule No. 4, the Commission proposes to curtail the opportunity of an individual radio station to earmark a portion of its time for network programs.

Rule No. 4 says in effect: The Commission will take away the license of any station if that station agrees to give a network a firm option on any part of its broadcasting time, even though this may be the only practicable way in which the network can place nationally sponsored programs on the station.

The fourth of the new "regulations" would deprive a station of its license if it gives a network any call on its time. This is the arrangement commonly known in the industry as "option time."

Option time is the only method under which network broadcasting is practical. It has enabled the networks to perform the whole miracle of radio.

Under present arrangements, local stations, because of the audience attraction of the network programs, are enabled to sell time to local advertisers much more advantageously than they could otherwise. They are always free to displace a network program with any local sustaining public service program which they believe would be in the interest of their own communities. The networks do not even have to take all of the time of the local station. It is a combination of nationwide network service supplemented by local service which gives the community its greatest value in radio service as a whole.

Affiliates Now May Reject Programs

Under Rule No. 5, the Commission would deny a broadcasting license to any radio station which failed to reserve, in its contract with a network, the right to reject a network program.

Rule No. 5 implies: That the individual station does not now have this privilege. The fact is that any network affiliate has the right to reject any network program, if in its opinion the public interest would be served by such rejection.

Under Rule No. 6, the Commission would deny a license to any radio station belonging to a network organization which owns another station in the same area, or if other stations in the same area are not as strong in power or coverage as the network station.

Rule No. 6 says in effect: If there is a single strong radio broadcasting station in a community, able to give better service than smaller stations in the same area, and it belongs to a network, the Commission will cancel its license, unless it is disposed of to other interests. It also says that no network shall own two stations in the same area.

CBS owns seven stations and leases one out of a total of 122 on the Columbia network. It does not own two stations in any single area.

Yet this "regulation" threatens Columbia with the loss of one or more of its owned stations if any of those stations happen to be located in areas where, in the opinion of the Commission, other broadcasting stations are (in the language of the rule) "few" or of "unequal value."

It is a plain attempt to subordinate the public interest for the sake of...
of discriminating against a network.

Why should ownership of a radio station by a network be bad? A network organization can obviously contribute much to the ability of any radio station to serve the area in which it is located. By its substantial investment in its owned stations and by sharing with these stations, day by day, its network experience, physical facilities, and talent, Columbia is making a constant contribution to their effectiveness in serving the people of their local communities.

The stations owned by CBS have regularly been licensed and relicensed by the FCC through the years. The Commission has thus affirmed year after year in the case of each of these stations that it was operating in the public interest.

The networks went out and bought these stations in these particular markets for many reasons, one of which was that they offered a profitable investment. This is the same reason why R. H. Macy & Company and The Chicago Tribune, two dominating factors in the MBS—which has struggled against present orderly network arrangements in the hope of benefiting itself—bought their businesses where they did. Macy's is one of America's dominant department stores. The Chicago Tribune is one of America's richest and most profitable newspapers.

Neither Macy's nor The Chicago Tribune is suggesting that it should be forced to give up something and therefore operate less effectively in order to strengthen competition against itself.

In imposing these "regulations," the Commission also ignores the fact that it is possible for a network to own the only station in a locality and yet for the programs of a competing network to be heard equally well, throughout the area it serves, from other stations not actually in the same locality.

FCC Takes a Hand
In Advertising Rates

Under Rule No. 7, the FCC would refuse to license any radio station affiliated with a network organization having more than one network.

Rule No. 7: The seventh of the Commission's new "regulations" would make it impossible for any one organization to own two networks.

Under Rule No. 8, the Commission evidently proposes to meddle with these arrangements if it deems them dangerous to the individual radio station as it is to the networks.

Rule No. 8 says in effect: The Commission will refuse a license to any station that agrees with a network as to the rates it will charge.

CBS does not have any agreement with its network affiliates relating to the rates which they shall charge other users of their time.

We point out, however, that private contractual arrangements designed to prevent unfair competition are no more necessarily desirable. Moreover, if the Commission can do this there is no apparent limit to the extent to which it can control the whole financial structure of radio.

Once let it control the economics of the industry, and its power over broadcasting will know no bounds.

In connection with the broadcasting of the networks, it is now a trainee. When the show went off the air for the summer because of Army maneuvers, Burgman enlisted.

In the case of歌唱, the argument is not necessarily undesirable. The plain fact is that the networks need the individual stations too much to attempt any domination over them.

The owners of local radio stations are not helpless weaklings compelled to do the networks' bidding and, as we have already pointed out, the whole association between network and station is voluntary on both sides.

Unbroken Record
Of Free Competition

Under the terms of that relationship, the network-affiliated station preserves its freedom to serve its community and greatly increases its ability to do so.

Under no compulsion to take any commercial programs from the network. It chooses such non-commercial programs as it desires from the broad and varied services rendered to it by the network in many fields.

It can refuse to put on a network commercial program, if it has a local sustaining public service program which it believes would be more in the interest of its own community.

It can refuse to put on a network commercial program if it does not regard such a program as suitable for its community.

Pages of testimony presented before the Commission by the broadcasters and others show an unbroken record of wholesome and free cooperation between the networks and their affiliated stations.

The record shows the consistently improving service to increasing millions of America's listeners.

But what of the threat of Government?...
LAST-MINUTE WARNINGS are being exchanged by these "travellers" just before the KNX, Hollywood, program. All-Abroad, sponsored by Southern Pacific Co., Los Angeles, shows off. Owners of smiles are (1 to r), Arthur Gilmore, announcer; Don Belding, West Coast vice-president of Lord & Thomas; George Hanson, Southern Pacific general passenger agent; Art Baker, "conductor" or m.c. of the program.

Nowhere in the Commission's thinking is any responsibility placed on anyone to render a national service.

What all this means to the people themselves is not only a loss of radio entertainment but also a loss of liberty. Radio is now free, popular, and profitable. When radio becomes unprofitable to the advertiser, radio will become unprofitable to the networks. When it becomes unprofitable to the networks, radio will no longer be able to afford great entertainment and cultural service which it is now offering.

During the last year or more, radio has become increasingly important in our national defense program. Is this the time to throw communication difficulties in the way of the nation's leaders, when they need to advise and counsel with the people on the daily welfare of our country?

Radio in other lands has been destroyed as an instrumentality of a free people. It has been destroyed by governmental edicts—by bureaucratic fiat. And, wherever a free radio was destroyed, there went other freedoms. That must not happen here.

Dedicated to ISMS
But They're Patriotism and Americanism

Dedicated to two "isms", Americanism and patriotism, KGN, Amarillo, is presenting a series of five-minute programs featuring prominent local citizens who give their views and opinions on current affairs of the nations.

John Ballard, manager of KGN, spoke on the inaugural broadcast stressing the need of unified citizenship to combat the subversive elements in America today and urging full support of all organizations combating these erroneous principles. Summing up KGN's policy, Mr. Ballard stated, "We too are 'sold American' and will always be 'sold American'... 100%".
Merchandising & Promotion

After the String—Soup Rodeo—For Travelers
White Space—Sauce From Arthur

May Party
KSCJ, Sioux City, Ia., conducted a Miller May Day party for one of its sponsors, Miller Cereal Co. of Omaha. Elaborate ceremonies, as well as throngs, were opened by the Sioux City mayor who lit a large pile of empty Miller cereal boxes which had been purchased from customers as part of a program promotion stunt. Charles Sebastian, m.c., interviewed station officials from the compa ny's home office, as well as persons picked at random from the crowd and announced winners of prizes for those who had made the best May basket from empty Miller cereal cartons.

Tips to Tourists
TOURIST INFORMATION has been undertaken in a big way by KGNC, Amarillo. Manager John Ballard has issued thousands of invitation cards to hotels, tourist courts and auto clubs throughout the Panhandle, listing places of interest and inviting them to visit Amarillo. In addition, brief programs are being arranged addressed to motor tourists and passengers on trains passing through the Panhandle, welcoming them to Amarillo.

Space for Station Capitalizing on the purchase of a majority interest in the Minneapolis Morning Tribune by the Minnesota Star-Journal, KSTP is now running the two-column, ten-inch ad that had been appearing in the Star-Journal in the Tribune also. Space has been devoted to plug features and list programs with sponsor mention. The tieup of KSTP with the Star-Journal for news program is publicized by both papers.

Funds for Prison Piano
ENDEAVORING to raise funds for the purchase of a piano, WBAP, Fort Worth, is cooperating with the Texas State prison at Huntsville, in distributing copies of a souvenir program for the weekly broadcast, Thirty Minutes Behind the Walls, which originates in the prison and features entertainment by the inmates. Book contains pictures of all the entertainers as well as State and WBAP officials.

May Party

SOME LUCKY listener to Stan Shaw's Milkman's Matinee program on WNEW, New York, will attain fame in the next few weeks, in view of the station's announcement that it will present on the air and entertain royally the person sending in the 250,000th request telegram to the program.

The WNEW statistical department counted up Stan's telegrams to date and the total was 250,000 messages. Using the present average of some 135 telegrams per night as a measuring gauge, they figured the 250,000th should arrive in a week or so.

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TO GIVE Standard Oil Co., a picture of how the sales promotion department of WDOD, Chattanooga, con tacted 61 Esso dealers in the Chattanooga trade area on the "summer changeover" campaign, WDOD has prepared a brochure with snapshots and data on the personal calls made.

Each dealer was asked to sign his name as a "Knight of the String" pledging to see that his customers were urged to take ad vantage of the changeover, and given free string to tie around a customer's finger as a reminder. Cliff Bowers, WDOD sales promotion manager, made a 1,023-mile tour of the area to call on the dealers, whose names appear in the brochure.

* * *

Song Contest

IN CONJUNCTION with the Campbell Playhouse sponsored by the Campbell Soup Co., KRRO, El Paso, recently conducted a soup eating contest for children between eight and 12 years of age. Based on the speed in consuming one standard size bowl of soup, cash prizes were awarded the winners. KRRO broadcast the event.

* * *

WMCA Publicity

FOLLOWING a personal survey trip by Leon Goldstein, publicity director of WMCA, New York, the station is planning a regular public ity and mat service to local daily and weekly newspapers in the ex panded New-Atlantic area now covered by WMCA since its increase in power to 5,000 watts.

HAS ANYBODY HEAR SEEN KELLY (Ky.)?

Yea, K-E-double L-Y! If you've ever seen this nouncy towns, you know it's a hardy place to look for big business! In fact, all you need in Kentucky is the Louisville Trading Area—where 1,238,000 people spend twice as much as the rest of Kentucky combined! And all you need to tap this area's bulging pocket-book is WAVE—the only N.B.C. Basic Red Network Station within 100 miles! Want the whole story?

ATIACHED TO THE REAR of autos driven by 420 Liberty Life Insurance Co. agents are these license-adorners. This one is that belonging to Manager Dick Shafo of WIS, Columbia, S. C., operated by the insurance company.

Cartoons for Cutsap

LISTENERS to Arthur Godfrey on WABC, New York, can receive a book on cartooning in return for two Fride of the Farm cutout labels and 10 cents, as offered by E. Fitchard Inc., New York, one of the nine participating sponsors of Godfrey's daily program. Agency is Wadsworth & Walker, N. Y.

Displays at Exhibit

TO BRING listeners in personal contact with radio, KPO-KGO, San Francisco, staged exhibits at the Alameda County Food Show and the California Spring Garden Show, both held in Oakland.

BROCHURES

NBC-13 by 27-inch broadside, describing the Red Network Good Neighbors series, started May 22, to give the people of the United States an understanding of American republics.

MBS—First in a series of reprinted changes in Mutual stations and programs, issued in two-page green and white folder, titled "The move is to Mutual."

WBAB, Atlantic City—Leaflet showing spending per individual in the coverage market and offering the program, "Sports in the air."

WTAR, Norfolk Pictorial Booklet showing station personnel, station coverage, and NBC programs aired through the station.

WDBC, Hartford—Matlux issue of "Food For Thought" titled "No vacancy for cash registers in Connecti cut!"

WDEF, Chattanooga—Brochure containing 22 views of pictures.

WMT, Cedar Rapids-Waterloo—Cover folder with die-cut map.
POPULAR in the Jolly Rollers League of St. Louis was the KMOX girls team and two of the Blue and Gray girls were named league officers. In the line are (1 to r) Catherine Ahlert, Mena Brady, Grace McGowan, Dorothy Casey, Celeste Casey, Mrs. Merle S. Jones, Mary Tendone, Clare Lang, Sylvia Carlo, Frances Patterson. This was their first year.

The CONSTANT HAMMERING AWAY

From Week to Week Brings Results for Quality
Furniture Store in Hartford

Three years ago C. C. Funk & Sons Furniture Store, an institution in Bristol, Conn., for 76 years, decided to try radio advertising on WDRC, Hartford, as a means of boosting sales and bringing in new customers from outlying districts. Then only an experiment, the record of sales successes that followed definitely established radio as a permanent part of the Funk advertising budget. Now, except for use of local newspapers, the entire advertising appropriation goes to WDRC.

The original program of lighter classics each Sunday, 12:15 - 12:30 p.m., has continued with only an occasional interruption throughout the three years. Credited to WDRC was the bringing in of new customers from Thomaston, Wallingford, Meriden, Waterbury and other neighboring localities of Bristol. In two years the Funk & Sons Furniture Store broke all sales records.

Emphasis on Quality

Donald Funk, advertising director of the store, in placing the credit sums it up: "Radio has delivered the goods for us and we're not hesitant about saying so. We have a valued reputation. In our radio programs we have emphasized our membership in the furniture guild, whose membership is by invitation only. Not price, but quality we emphasize in the broadcast.

KFWN

5000 WATTS MUTUAL NETWORK

AROUND THE CLOCK
24-HOURS A DAY

Represented by Blair

Cheered by Arthur

LISTENING to the cheery early-morning ramblings of Arthur Godfrey, currently on WJYV, Washington, and on WABC, New York, has been made obligatory to the students of the Robert College Junior College for Women, Ridgefield, Conn., announced by the college authorities as an effort "to discourage the students' listening to news broadcasts before attending classes." According to Dean Slack, "the effect of bad news on studies is so marked that we have included in this year's curriculum the daily listening to the cheerful, homey philosophy of a radio entertainer such as Mr. Godfrey".

Magazine's Spots

U. S. A. PUBLISHERS, Chicago, on May 12 started a test campaign of daily programs on WDZ, Tuscola, Ill., promoting a new monthly magazine, Our Country. Front cover of the magazine is red, white and blue, reproduction of the "Old Country Flag". Magazine features articles by Walter Winchell, Grantland Rice, Eleanor Roosevelt and others. Agency is First United Broadcasters, Chicago.

WARRER, 0., is the location of a new Class IV station, 250 watts on 1400 kc., sought by Frank T. Nied, a merchant, and Perry H. Stevens, attorney, both of Akron.

We have had many requests for news programs with established audiences. Herefore our news periods have been so solidly sponsored that none of these requests could be fulfilled. Now, for the first time in seven years, KGW and KEX have several choice news periods available. Check over the list in the column at the left and then get in touch with your nearest Petry office. It's "first come, first served"—of course.
WHDH Delay Asked by NBC To Halt Breakdown of Clear

Petition on Duplication With KOA Filed Same Day
FCC Denied Petitions to Reconsider Ruling

TO STEM the FCC majority movement against a breakdown of clear channels, NBC last Wednesday filed with the Commission a petition for a stay in the KOA-WHDH case pending adjudication of an appeal from its decision to the U. S. Court of Appeals of the District of Columbia.

Filed on the same day the FCC announced its denial of three petitions for reconsideration of the decision under which WHDH, Boston, would acquire 5,000 watts full-time on the 850 kc. clear channel now used by KOA, Denver, the NBC petition recites that it seeks the stay for the same reasons which impelled the FCC on its own motion last month to withhold the effective date of the authorization. Because the case is regarded as the forerunner of a breakdown of clear channels through East-West Coast duplication, it has provoked unusual interest.

Further Appeals

The case originally was decided by a 3-2 vote, with Commissioners Walker, Thompson and Payne sanctioning the breakdown. Commissioners Case and Craven dissenting and Commissioner Wolfkeld did not participate.

The case is earmarked for Supreme Court adjudication, whatever the judgment of the lower court, to which an appeal presumably will be taken during July by NBC, with the so-called Clear Channel petition.

The WHDH grant has been heralded as the first phase of a general move toward East-West Coast duplication. Under the Havana Treaty there are 25 Class IA or fully clear nighttime channels assigned in this country. Because of the expressed views of the FCC majority, some see a gradual whittling down of such waves through East-West Coast duplication and possible placement of three stations on each such frequency.

In denying the NBC petition for rehearing, filed on April 25, from the proposed decision granting WHDH fulltime with 5,000 watts as against daytime with 1,000 watts, the FCC issued a 19-page decision, replete with footnotes and legal references. It was apparent the Commission was priming itself for a court fight. Simultaneously, the Commission denied the petition of the Clear Channel Group and of WEEU, Reading, for reconsideration.

Rather pointed indication that clear channel stations can expect no preferential treatment at the hands of the FCC was given in the decision. The Commission, however, owned by General Electric but licensed to NBC, was not entitled to intervene in the proceeding on the WHDH application—expected to be a basic point to be raised in the NBC appeal.

"Since petitioner has no legal right to be heard in any event, and did not comply with the Commission's rule providing for intervention, we think that the petition that the Commission erred in not permitting petitioner to intervene is without merit," the FCC said.

That the Havana Treaty Class IA allocations give stations no rights whatever, was abruptly held by the FCC majority also. This contention, said the opinion, is based on NBC's "misconception that it is in some manner subrogated to the rights of the United States under the Treaty. But the Treaty recognizes rights only in the signatory governments and does not create in any licensee any vested rights in frequencies or service areas. Moreover, the Treaty does not authorize the Commission from considering applications for broadcast facilities in accordance with the statutory standard of public interest."

Emphasis was placed on the existence of two classes of clear channels (I and II) under the regulations. These rules, it said, preclude the former channels of clear channel stations are designed to render primary and secondary service over an extended area and at relatively long distances. "The amendment," the decision stated, "merely affects a minor shift in one frequency within the established policy."

Colonial Opposes ASCAP Contract

Affiliates Adopt Resolution; Shepard Not Yet Signed

DISAPPROVAL of the ASCAP blanket contract entered into by Mutual was voted last Friday at a meeting of affiliates of the Colonial Network in Boston, under the chairmanship of John Shepard 3d.

By majority vote the Colonial affiliates held that if a majority of MBS outlets approved the blanket contract, the allowance for a 3% deduction from their payments as a rebate to MBS would be authorized. The affiliated stations, however, resolved that they would not broadcast any MBS sustaining programs which contained a "plug line" for ASCAP and "no deduction for sustaining programs would be made while the stations are not carr, ing MBS sustaining musical programs.

No Agreement Yet

Mr. Shepard announced he had not agreed with ASCAP on a form of contract in negotiations for his regional networks, but that conversations have been going forward with the Society. He said he was thinking of using its ASCAP profits as a forerunner of what was now considering further proposals which, if they met his objections, probably would result in consummation of a contract for return of ASCAP music.

Four of the score of Colonial affiliates failed to approve the ASCAP resolution. WFCI, Pawtucket-Providence, ASCAP resolution. WFCI, Pawtucket-Providence, was unable to vote affirmatively because it already is an ASCAP licensee; WFEA, Manchester, N. H., was unable to vote affirmatively because it did not have sustaining fee date available; WNLC, New London, voted negatively, and WLDB, Bangor, was absent.

The text of the resolution follows:

RESOLVED, the following under-signed stations could not and do not approve the ASCAP blanket contract as entered into by the Mutual Broadcasting System.

Be it further resolved that if a majority of the affiliates of Mutual approve the ASCAP blanket contract, we will allow the Colonial Network to deduct 3% from their payments to us on Mutual commercial programs, Colonial to waive same to Mutual for payment to ASCAP.

Be it further resolved, we will not broadcast any Mutual sustaining programs which contain a statement similar to the following:

"Remembe Mutual is the network that now broadcasts all your favorite music."

Be it further resolved that during the time we are not carrying Mutual musical sustaining programs we will not allow any deduction for sustaining programs to be made by the Colonial Network for payment to Mutual.

Be it further resolved, however, that when statements similar to the above are removed from Mutual musical sustaining programs and they are fed to us, we will allow a monthly deduction on Mutual sustaining programs to be made by Colonial of three-eights of our 1940 sustaining fee. If the sustaining fee rate, whatever is lower. (In the case of stations doing business of less than $50,000 per year the deduction is $1 per month).
JUNE CONVENTION ARRANGED BY IRE

Institute of Radio Engineers will hold a summer convention in Detroit, June 23-25, the second get-together of the IRE this year, inaugurating a new procedure. Previously the Institute held only one convention a year, usually during the summer. A recent change has resulted in a policy of two conventions each year, with the annual convention to be held in New York every winter. The June session will headquarter in Detroit's Hotel Statler.

All phases of engineering and latest technical developments will be discussed by men prominent in the engineering field, in sessions to be held each morning and on Wednesday afternoon. The other two afternoons will be devoted to inspection trips.


Radio Series Arranged By United Service Group

ACTING in cooperation with special committees formed of leading network, station and advertising agency executives, the radio division of the United Service Organizations for National Defense has started a radio campaign to acquaint the public with its objectives of providing recreational and social facilities for the U. S. armed forces.

In addition to the special radio program committee headed by Neville Miller, U. S. Army & Navy president, [Broadcasting, May 51, an advertising committee has been named under chairman Frank Humpert, of Blackett-Sample-Hummert, and J. R. Bush, vice-president of Ruthrauff & Ryan, including Calvin Swanson, J. Walter Thompson Co.; James Rogers, Benton & Bowles; Gregory Williamson, Pedlar & Ryan, and Maurice H. Bent, Blackett-Sample-Hummert. Coordination of the programs planned is under the direction of Jesse Butcher, head of the USO radio division.

IF YOU LIKE TO GET MORE AND PAY LESS

WMBG—the Red Network Outlet in Richmond has:

More shows with higher ratings than any other Richmond station.

More locally sponsored shows than any other Richmond station.

More advertising dollars from Richmond merchants and jobbers than the other stations combined.

WMBG offers you the Red Network audience—5000 watts daytime—1000 watts night and equal density of coverage at lower rates. Before you buy—get the WMBG story.

National Representative—John Blair Company

Columbia's Station for the SOUTHWEST

Khf

Wichita Kansas

Call Any Edward Petry Office

BROADCASTING • Broadcast Advertising

May 26, 1941 • Page 39
Allocation Method Adopted for Nickel
No Preference at This Time, But Future Cut Is Seen

FORMAL allocation plan for the distribution of nickel, an important metal to the radio industry, was announced May 19 by E. R. Stettinus, director of priorities of the Office of Production Management. The new plan provides mandatory industry-wide control over all supplies of nickel, formalizing the previous mandatory control order of last March. Because of the shortage of nickel the new procedure does not include a schedule of preference ratings for civilian uses. However, some allocations will be made in certain cases for non-defense uses on a restricted basis to prevent serious dislocations in established manufacturing plants.

Curtailment Ahead

While it will have no immediate effect on the radio industry, manufacturers' representatives say, in a few months it will result in the curtailment of radio's nickel supplies. Under the new order, priorities Division will make allocations of the available nickel for defense purposes. All defense orders will take a rating of A-1 ahead of all other ratings which have been or will be assigned.

During May 15,000,000 pounds of nickel will be available in this country, almost all of which will come from Canada where 85% of the world's nickel output is produced. The demands for the metal total 21,000,000 pounds, which represents a shortage of 5,000,000 pounds. It is estimated by the OPM that approximate shortage for 1941 will be 45,000,000 pounds.

Speaking last Thursday at the 25th annual meeting of the National Industrial Conference Board at the Waldorf-Astoria, New York, Philip D. Reed, chairman of the board of General Electric Co. and for the last three months senior consultant to the Director of Priorities of the OPM, said non-defense industries must plan for "a period not of months but of years" to get along with much less than their requirements in the long list of materials. He further asserted that the sooner non-defense industries resigned themselves to this condition the better they will be able to cooperate in national defense.

Mr. Reed predicted that engineers, chemists and designers will develop new products to help absorb the increased purchasing power, alloy infiltration pressures, support our standard of living and keep it up.

In summing up his views for the post-war future, Mr. Reed stated in the future greater emphasis will be placed on production so as to avoid a recurrence of present problems.

Relm's Pioneer Manufacturer

REL is proud of the company it keeps! Outstanding figures in the radio industry have specified REL in their FM transmitters—leaders like E. H. Armstrong, inventor of FM, Alpine Network; John Shepard and Paul de Mars, Younger Net; Alfred B. DuMont, WJL, Chicago; William Scripps, WJW, Detroit; Dr. Ray Clancey, WHAM - Stroberg - Carlson, Rochester; John Hogan, WQXR, Wheeler, WHEC, Rochester; Roger Clipp, WPRF, Philadelphia.


NEW and NEWSY

NEWS makes publicity, and when you're a new station publisher, Director of Press was none other than Mr. Dora Rodgers, of WNAX, Yankton, S. D. The press release was more accurate—"to impress the boss." When a truck slammed to a stop at the WNAX parking lot Monday morning, Miss Rodgers rushed to the scene, in hand to cover her first assignment. Her face grew a little more when a cop roared by, but it was her own car that was blaring.

Stromberg-Carlson FM

WORK done by Stromberg-Carlson Telephone Mfg. Co., Rochester, N. Y., in popularizing FM through sale of receivers was reviewed by Mr. D. H. Reil, vice-president and general manager, at a dealer meeting at the Hotel Roosevelt, New York, last week. He pointed out that the company, utilizing patents of Major Edwin H. Armstrong, had come through two waves of making and selling the receivers, and with the launching of the third model line, will have more Stromberg-Carlson FM sets in use than any number of sets made by RCA MFG. Co. in 30 years.

WOR's Rate Card

WIN, New York's first commercial FM station, adjacent of WOR, has sent out its rate card to a general mailing list for the first time this week. Originally issued May 1, rates run $50 for an hour between 8 and 10 p.m.; $30 for a half hour during the same period; and $20 for a quarter hour; from 10 p.m. to 11 p.m. these rates run $100, $60, and $40 respectively. The card also includes frequency discounts, announcement rates, service facilities, written and cash discounts, and regulations and restrictions.

Dr. Alexander Honored

DR. ERNST F. W. ALEXANDERSON, consulting engineer of General Electric Co., was presented March 23 with the Selenecky Advertising Club's annual award for outstanding local man or woman through whose accomplishments the city has received "unusually favorable publicity." The award was made at a luncheon at Hotel Van Carler, that city, with proceedings broadcast by short wave over WGEA, and later by transmission over WVOX.

TWO-WAY FM radio sets will be installed in 39 Philadelphia police cars, wagons and patrol boats after exhaustive tests which police officials say prove the superiority of the equipment. Installation of the FM sets, equipped by Motorola, was ordered by Philadelphia Police Superintendent P. S. Moloney and Police Superintendent P. S. Moloney and Police Superintendent P. S. Moloney and Police Superintendent P. S. Moloney and Police Superintendent P. S. Moloney. New emergency patrols, nine detective squads, three patrol wagons and two harbor police boats.

LATEST mobile television equipment was demonstrated recently at the Radio Club of America meeting held at Columbia U. After presentation of a paper introduced by the WWSW, Phila., station's Allen R. DuMont Labs., on "Some Design Features of Portable Televisi- On Equipment," a demonstration was given of a DuMont portable two-camera unit and mobile "chain" or complete layout.

First Commercial FM Is Granted to Kentucky

GRANTING Kentucky its first commercial FM station, the FCC May 20 issued a construction permit to the American Broadcasting Corp., licensee of WLAP, Lexington, Ky., for an outlet on 45.1 mc. to cover 6,258 square miles. This represents the 43d commercial FM grant of the year.

Simultaneously the Commission ordered issuance of the construction permit for a new FM station in Pittsburgh without prejudice to W4TJ, Walker & Downing Radio Corp., operator of WWSW, Pittsburgh. Action is to the determination of the pending newspaper hearing under FCC Ord. No. 7c. Formulation of the sale ownership as the Pittsburgh Post-Gazette.

Reorganized by the FCC last week was the application of Debs Memorial Radio Fund Inc., licensee of WEVD, New York, requesting an FM outlet in New York on 48.7 mc. to serve a population of 12,300,000 and an area of 6,800 square miles. This brings total pending applications to 60.

CKWX CHANGES

REORGANIZATION of the staff and management of CKWX, Vancouver, has resulted in an almost entirely new executive personnel. The new manager and owner, has assumed the presidency of the company; Frank M. Squires, formerly manager of CKWX, St. John, B.C., has been made general manager, and Norman Bottrell, formerly assistant manager of CJCA, Edmonton, and since the first of the year with CKWX, is the new assistant manager; CKWX has moved into new studios and offices at 434 Seymour St.

AM AND FM Compared

At Engineering Dinner

A DEMONSTRATION of FM and AM was given by Dr. D. L. Chestnut, of GE at the dinner May 21 following the presentation of the Franklin Medal to Maj. Edwin H. Armstrong. Time records were played showing the noise-free reception at Alexandria, Va., 230 miles away, of Maj. Armstrong's FM station, WXXN, at Alpiner, N. J. These records were made by Glenn D. Gillett, Washington consultant, at his home in a suburb of Alexandria, using a standard GE dipole antenna and reflector, with the GE-FM trans-
HOW PRESS SEES MONOPOLY RULES

EDITORIAL opinion published in the nation’s newspapers is almost unanimously opposed to the FCC majority’s network-monopoly regulations as striking a death blow at free American radio and as a serious threat to the press. Aside from actual editorial-page comments, an analysis of stories and articles published in the news columns tends to show a rising tide of resentment by civic, editorial and other groups against the regulations. Excerpts from newspaper editorials available, follow:

Washington Post

Instead of being condemned for its independent action... the FCC is to be highly commended for referring to let the public take a hand on the part of the White House interfere with its order.

Washington News

The angles to this dispute are so many as to technical that to tell them would take a book. But to one constructive proposal we think the public will subscribe. It is by Sen. White of Maine for a all Congressional air, of the White House. Since Congress is the policy-making body of the FCC created by Mr. Fly should object to that. President Roosevelt said in 1939, speaking of radio regulation, “I am thoroughly dis- appointed.” There we must: zero, the press has got worse instead of better.

New Haven Journal-Courier

It (the FCC) has proceeded to step beyond the authority which Congress intended to grant it and has indicated the belief of a majority of its members that their jurisdiction does not depend upon a showing that the broadcasting companies are violations of law but upon their personal action of what should constitute the “public interest.”

Chattanooga News Free Press

Mr. Fly has been an instrument in efforts to place a Government muzzle on the press here already and it is not surprising to see him pursuing the same course against the broadcasting companies. The order indicates clearly something far more dangerous than even censor- ship, namely that the broadcasting companies must “play ball” with the political as in the Adminis- tration, or else. It will be necessary to fight the encroachment step by step.

Sevenont (Pa.) Tribune

The FCC’s order smacks of an at- tempt to preserve for itself sole authority over the radio industry. Just as the press of America must be preserved from the snares of monopoly control and censorship, so should radio be free of dictatorship. If there are monopolistic practices in radio the cure-course proposed by the FCC may be worse than the disease it seeks to end.

Albany (N. Y.) News

The natures of the present changes are so revolutionary that obviously they required specific ap- proval of Congress. As is usual the case with bureaucracies always seeking more power, the Communi- cations Commission forgets that its function is not to make laws but to administer them. Broadcasters are right in protesting vigorously these new rulings, and it is in the public interest that they shall test them in the courts, as they promise.

Baltimore Sun

There is an amusing quality in the situation, for the sight of a supporter of the President (Mark E. Ethridge, lobbyist for the New Deal) at one of the New Deal pets is not without its sadonic overtones. But there is a serious side too. If the FCC is acting capriciously and is playing politics with a matter as important as radio regulation and will provoke pub- lic interest.

Atlanta Constitution

The general public, even allowing for possible bias on the part of the broadcasting officials, will be inclined to accept their view—It is at any rate possible that the Commission should rush out with its new regulations before the appointees of the Administration (Ethridge) has had time to perform the task assigned to him.

Baton Rouge (La.) Times

Those within the WJBO area ap- preciate this extensive service, made possible through the network programs which supplement those of local interest.... No network would do its listeners a service by submitting tamely to such restric- tions.

Hartford Times

Even more important, however, is the question as to the extent to which the Commission has a right to exert control over radio. Neither Government-controlled broadcast- ing, nor a censorship, nor compulsory programs are wanted. The people will rue it, if either is per- mitted.

Wheeling Intelligencer

It is sincerely to be hoped that this move by the Commission will arouse sufficient public interest to require a searching Congressional investigation, and will provoke pub- lic discussion of this whole question of radio regulation. For we must be very sure that in pooling the use of a public facility, the Government is not permitted to throttle a public right.

Portland (Me.) Press-Herald

This bare majoritv decision of the FCC, likely to render chaotic the broadcasting business of the country, ought to be made subject to some kind of review before it is rammed, like an imperial ukase, down the throats not only of the broadcasters but of the American people who have not been aware that their interests were being overridden by any group of air barons or that there has been from the first anything but the healthiest kind of competition in the industry.

Rochester Democrat & Chronicle

If the Commission really has power to make laws of this kind, then it is a dangerous power, the end of which can only be complete domination of the radio industry by Government. No, the majority’s decision admits that “the network system has brought great benefits” to broadcasting, its drastic order seems to make very little sense on the ground of public welfare.

Indianapolis News

The radio industry failed in the beginning to make a fight for freedom of broadcasting, and it is now paying for its negligence. But this failure does not dissolve its rights. They are protected by the Constitu- tion. The job of the FCC is to satisfy the public by its action or by Congressional action.

Youngstown Vindicator

It (the monopoly report) threatens non-commercial programs as Town Meeting — etc. — etc. — Both Congress and the courts should act to avert such a result.

Wall St. Journal

Perhaps, at this time “the public”, however, in do...bt it may be as to who is right in this particular controversy, might do well to note the nature and extent of the powers assumed by the Commission in dealing with the case. Following on the Commission’s action last year concerning television, it is evident that this particular “Caesar” is receiving substantial nourishment as it goes along.

Washington Star

There seems to be no doubt that the Commission’s action is designed to replace a system of national broadcasting which has given good service with a vaguely defined new setup which may or may not prove more desirable. Decisions of the present majority of the Supreme Court on the whole have tended to widen the field and broaden the powers of these agencies, and if it is shown that the re- sultant extension of their activities is more harmful than beneficial, it seems obvious that the remedy lies with the Congress.

New York Herald-Tribune

That the new regulations would, as Mr. William S. Paley, head of CBS, puts it, “torpedo” the existing broadcasting structure, is hardly to be doubted. Whether or not, in the long view, the existing structure ought to be torpedoed, the attempt to do it suddenly, by the ad- ministrative fiat of a regulatory body which has never enlisted any great public confidence and whose legal authority to act in such fields is so dubious, is a serious question, seems scarcely wise.

Presto Offers a New 50 Watt Recording Amplifier...

...and the first accurately calibrated recording channel for making direct playback transcriptions. The new Presto 88-A amplifier, combined with the Presto 1-C cutting head, makes recordings identical in response to the finest commer- cial pressings. These recordings give you full range reproduction when played back on the N. B. C. Orthochronic or standard lawn settings of your reproducing equip- ment. The amplifier selects either of the two recording characteristics.

This new quality in your recordings when you use this Presto equipment... a fuller, more natural bass... crisp, cleaner highs. Pre-emphasized high frequency response reduces surface noise well below 50 db. Output of the 88-A is 50 watts with 14% distortion. Gain is 85 db. Noise level is 45 db below zero (-006 W). Use the 88-A in place of your present amplifier. You’ll notice a tremendous improvement in your recordings. Your present Presto 1-B or 1-C cutter can be calibrated to peak this amp by selecting it as a nominal charge. Catalog sheet on request.

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

Chicago Rep. L. W. Bieier — Sound Sales Corp. 600 S. Michigan Ave. Phone Harrison 4240

BROADCASTING • Broadcast Advertising

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PHOTOGRAPHS ON PAGE 12 in the same (1 to r) order show: (1) George Biggar, producer of "The Everlasting Gobstopper" of WLW, Cincinnati, who was in 1918 when he finished officers training camp at Fort Sheridan as a second lieutenant of infantry, then until the Armistice served as military instructor with the S.A.T.C. at the U of California and Utah Agricultural College; (2) Harry H. Stahl, of the sales staff of WHK, Cleveland, who served overseas as a lieutenant in the A.E.F.; (3) Verne H. Pribble, manager of WTAM, Cleveland, who enlisted as a private in March, 1917, spent 18 months overseas with the A.E.F., was wounded in action and won the Order of the Purple Heart and Order of Verum.

Score of Leading Broadcast Sponsors Cooperate in Treasury Bond Campaign

OVERT 20 of the country's leading radio sponsors are cooperating with the Treasury's campaign to sell Defense Bonds and Stamps. The time donated varies from one to six announcements per top-notch program to a full hour for a 13-week period over given to the campaign.

Beginning July 2 and continuing for 13 weeks, the hours formerly occupied by Bonds and Stamps, Procter & Gamble and Lever Bros. are using announcements about the drive on all daytime serials. Longer also is incorporating material about Defense Bonds and Stamps in the evening shows—Helen Hayes Theatre, Lux Radio Theatre, Uncle Sam's Question Bee, Grand Central Station, Meet Mr. Meek, Big Town, and Hollywood Premiere.

Similar cooperation has been given to the Defense Savings Staff by Pepsodent Co. (Hyndman); Kraft Cheese Co. (Kraft Music Hall); Bristol-Myers (Eddie Cantor); Emerson Drug Co. (Ben Bernie's Army Game); R. J. Reynolds Tobacco Co. (I'lla Chase's Luncheon at the Waldorf); Adam Haf (Sports); S. C. Johnson & Son (Fiber McGee & Molly); Andrew Jergens Co. (Walter Winchell); Cudahy Packing Co. (Bachlor's Childrens); and Ford Motor Co. (Ford Summer Hour).

Miles Labs. awards Defense Bonds to the Quiz Kids every week, to apply toward their future education. Each Quiz Kid program carries two announcements about the Bonds and Stamps. Jumbo McHale (Luxor) is using announcements at the conclusion of the every Saturday night for an indefinite period.

Through Blackett-Sample-Hum- mert arrangements have been made for the entire Manhattan Merry-Go-Round, sponsored by R. L. Watkins Co., to devoted Defense Bonds and Stamps. R. L. Watkins Co. will substitute Bond and Stamp announcements for their regular commercials.

Agencies Cooperate

The Bayer Co., American Album of Familiar Music, and the Charles H. Phillips Chemical Co. Watteau Time, will give similar broadcasts for Defense Savings Bonds and Stamps during the next 30 days. Other Blackett-Sample-Hummer clients who will incorporate material about Bonds and Stamps include: Aneain Co. (Our Gal Sunday, Easy Aces, and Just Plain Bill); Kolynos Co. (Mr. Keen, Tracer of Lost Persons); Edna Wallace Hopper (Romance of Helen Trent); A. S. Boyle Co. (John's Other Women); Bayer Co. (Second Husband and Young Widow Brown); R. L. Watkins Co. (Orphans of Divorce and Backstage Wife); and Phillips Co. (Amanda of Honey Hill and Sella Dallas). 

Further agency cooperation has been given to the Defense Savings Staff by Marschak & Pratt, in writing and producing 40 one-minute transcriptions for distribution to more than 800 stations during June. The transcriptions include an original theme song written by Ken Johnson Inc., and played by Fred Waring and His Pennsylvanians.

HOW welfare organizations can best use radio time for national or local campaigns was the subject of a roundtable at WOR, New York, May 21.
ATTENTION
the Indian Rope Trick
gets it!

But It Takes RADIO ATTENTION To Sell RADIO TIME!

SELLING your station and your market takes a special brand of attention. And it takes a specialized magazine to provide it. That’s where BROADCASTING comes in. Here’s the magazine that thinks Radio and talks Radio 100% of the time. Consequently, its readers are Radio-minded...every last one of them. Small wonder 85% of BROADCASTING’s advertisers renew. Small wonder it pays to advertise in BROADCASTING.

they're Radio-Minded when they read BROADCASTING
WIRE: Boston—Granted license move international station, increase to 60 kw, change equip.

Applications . . .

MAY 19

WEVD, New York—Modification license to 1250 kw under treaty.
WHYN, Brooklyn—Modification license to 1250 kw.
NEW, Outlet Co., Providence, R. I.—CP LM 44.3 mc amended to 48.5 mc 4.840 sq. miles, 1549,660 population.
KHEC, Abilene, Tex.—CP new transmitter, change to 960 kw 1 kw. amended re equipment, antenna, and asking 1470 kc.
KMAC, San Antonio—Modification license to 1250 kw.
KKGO, Sioux Falls, S. D.—CP change freq. etc., amended to 1110 kw 10 kw untl., omn. return WTCN fac.

NEW, Western Radio Corp., Pendleton, Oreg.—CP 1250 kw 250 w untl.

MAY 21

WXX, New Scotland, N. Y.—Modification license to 66-72 mc.

NEW, Delta Memorial Radio Fund, New York—CP 48.7 mc 8.300 sq. miles 12,300-3000 cop.

NEW, McKeeport Radio Co., McKeesport, Pa.—CP 1560 kw 250 w.
NEW, Forward Wheeling Radio Corp., Wheeling—CP 1560 kw 100 untl. and freq.
NEW, Ashland Broadcasting Corp., Ashland Ky.—CP FM 110.1 mc amended to 110.4 mc 388,664 pop.
WBT Charlotte—CP directional N. amended to 1110 kw under treaty.
NEW, Westville, Mich.—Modification license to increase power etc. to 100 kw.
KFAB, Lincoln, Neb.—CP new transmitter, antenna etc., amended to 1110 kw under treaty.

Tentative Calendar . . .

MAY 27

KMA, Shenandoah, Ia.—License renewal.

WRCO, Augustus, Me.—License renewal.

JUNE 2

WTMC, Ocala, Fla.—WDL, Palm Beach, Fla.—License revocations.

New Business


GENERAL FOODS Corp., New York (Grange Nuts), on July 4 replaces Kate Smith Hour on 91 CBS stations with Ondina on 01 CBS stations, Thurs., 8-9:30 p.m. (EDST) Agency: Young & Rubicam, N. Y.

SOUTHERN CAL, General Electric Furnaces, Los Angeles, (refrigerators), on May 18. Granted license to a new transmitter for 20 weeks on 75 MBS stations, Mon., Tues., Wed., Thurs., Fri., at 10-11:15 a.m. (PST) Agency: Burson & Wessell, N. Y.


Network Changes


R. B. SEINLER, Co., New York (Kremi hair tonic), on May 2, added 3 ad for 1 week. Belvedere's ad, totaling a total of 16 MBS stations, Wed., Fri., Sat.-8-9:30 p.m. Agency: Erwin, Sweeney & Co., N. Y.

MARS Inc., Chicago (candy bars), on June 1 shifts Dr. J. Q. Junior from Washington to Toledo for six weeks on 28 NBC-Red stations from 6-6:30 p.m. Agency: Grant Adv., Chicago.

MARS Inc. (candy bars), on June 2 shifts Dr. J. Q. Junior from Washington, D. C. to Detroit for six weeks on 28 NBC-Red stations from 6-6:30 p.m. Agency: Grant Adv., Chicago.

FORD MOTOR Co., Detroit (institutions), on June 1, replaced Station KFKE Evening Hour with Ford Summer Hour on 47 CBS stations, Sun., Sat., 5-6 p.m. Agency: G. E. Erickson, N. Y.

GENERAL FOODS Corp., New York (Maxwell House Coffee), on July 10, continues for seven weeks Maxwell House Coffee on 77 NBC-Red stations, Thurs. 8-8:30 p.m. Agency: Benton & Bowles, N. Y.
TRANSMITTER WANTED

5 kw transmitter. Must be in good condition. Box 520, BROADCASTING.

CLASSIFIED Advertisements

Help wanted and Situations wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

Salesman—Experienced, good personality, good mixer, to work on local Southwestern station. Salary and commission. Send references. Box 518, BROADCASTING.

Wanted—Announcer, continuity writer, program director, engineer. Combination men preferred. Small station in the South. State salary desired in first letter. Box 506, BROADCASTING.

Two Combination Announcer-Operators—Network affiliated Southern locals. Moderate starting salary, excellent opportunity, advancement. Permanent. Announcing must be above average. Send transmission details. Box 519, BROADCASTING.

Wanted—An assistant manager for 1000 watt station in Central West, who has a complete radio background, particularly in handling personnel, 250 and qualifications in first letter which will be held in confidence. Box 520, BROADCASTING.

Wanted—Radio operators for the merchant marine must have six months previous marine radio operating experience. Must join union AFL. Wages $160.00 to $200.00. Write The Radio Engineers Union, 255 West 14th Street, New York, N. Y. Phone Watkins 6-6719.

Situations Wanted

Ambitious Young Operator—Now employed, desires change. First class license. Box 518, BROADCASTING.


Experienced Sales Organization—Will sell time for stations. Results guaranteed. References furnished. Box 521, BROADCASTING.

Operator—Experienced, good announcer. Married, ineligible for draft. References, make offer. Anywhere. Box 522, BROADCASTING.

Operator—Four years Remote Studio and Transmitter, up to five kilowatts. Married. Immediate. Permanent. Box 523, BROADCASTING.

Progressive, Alert Announcer-Producer—With creative ideas and proven ability, now with network affiliate, desires association with progressive California station. Can double equally well as singer, actor, writer. Box 524, BROADCASTING.

Buyers Feted

CHICAGO timebuyers, be decked with ten-gallon sombrero and Indian war bonnet. Guests of KTAR, Phoenix, and the Arizona Broadcasting Co. at luncheon and movies May 20-21, at the Towers Club, Chicago. This was the fourth stop for the traveling promotional van, headed by Dick Lewis, general manager of KTAR, to acquaint the timebuyers and advertisers with the Arizona market. Previous stops had been made in New York, Detroit and Philadelphia.

Situations Wanted (Continued)

Engineer—Six years broadcast station experience. Excellent references. Qualified as chief engineer or assistant. Box 504, BROADCASTING.

Announcer With License—Young, thoroughly trained and experienced in announcing, programming. Now employed by NRC affiliate. Desires change. Box 517, BROADCASTING.

Control Room-Transmitter Engineer—Desires change. Now employed, 250 and 1 kw experience. Best references. Available immediately. Married. Age 35. Box 507, BROADCASTING.


Intelligent, Traveled, Secretary-Assistant—To radio writers, young man, thirty, with experience in radio. Has worked in radio, in any capacity—learn radio from inside. Available—Seventeen writer. Draft exempt. Box 519, BROADCASTING.

Station Manager—Four years’ experience in all departments. At present employed as commercial manager of a large station. Wishes to manage network affiliated station. For details address Box 505, BROADCASTING.

Saleseman—Who can produce programs as well as sell time. Unbroken record of lining up gains for small city daily (two years) and metropolitan chain paper (seven years) as advertising salesman and department manager. Background experience includes radio writing, and production, theater, sales promotion, retail merchandising and office control. University graduate. Age 25, draft-exempt (dependent). Details by writing Box 506, BROADCASTING.

Wanted to Buy

Interest In Station—Experienced manager, now employed, would like to make change, buying interest. Reliable references. Box 516, BROADCASTING.

Interested In Purchasing—Quality used transmitter and tower 100 watt or 250 for client. Address Fess National Advertising Agency, Wichita, Kansas.

For Sale

Commercial Transmitter—500 watt radio or CW complete. $325.00. Box 508, BROADCASTING.

Suit Dismissed

INJUNCTION suit brought by the New York College Teachers Union against WMCA, New York, the FCC and the Joint Legislative Committee to Investigate the Educational System of New York was dismissed May 14 in New York Federal Court. The injunction was sought to restrain the Joint Committee from interfering with a WMCA series titled The Truth About the Schools, sponsored by the Union.

Peter Q. Nyce, Washington attorney in the law firm of St. Lewis & Nyce, has applied for a Class III station in Alexandria, Va. to operate with 1,000 watts on 740 kc, limited time to local audience at Houston.

MORE PEOPLE LISTEN TO KTSM THAN ANY OTHER STATION IN THE EL PASO SOUTHWEST

N. B. C. Blue and Red

EL PASO, TEXAS

Geo. P. Hollingsbery, National Rep.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of Qualified Radio Engineers
Dedicated to the
SERVCE OF BROADCASTING
National Press Bldg., Wash., D. C.

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

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INSTRUMENT SERVICES
STATION LOCATION SURVEYS
STATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

CLIFFORD YEWDALL
Empire State Bldg., New York City
An Accounting Service Particularly Adapted to Radio Engineering Consultants
Frequency Monitoring

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

Paul F. Godley
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

Page & Davis
Consulting Radio Engineer
Munsey Bldg. • District 8456
Washington, D. C.

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

Frequency Measuring Service
EXACT MEASUREMENTS ANY HOUR—ANY DAY
R.C.A. Communications, Inc. 66 Broad St., New York, N. Y.

Raymond M. Wilmotte
Consulting Radio Engineer
Designer of First Directional Antenna Controlling Interference
Browne Bldg. • WASH., D. C. • NA. 6178

Advertise in BROADCASTING for Results!

CBS in Latin America

LARGEST multi-colored map of the new CBS Latin American network was displayed by the network at the World Trade Luncheon given May 4 at the Hotel Astor, New York, to herald National Foreign Film Week. The map, covered with flags of all Latin American republics, showed how the CBS facilities are scattered throughout Latin America and how effectively the CBS international transmitters when completed will blanket the country.

BROADCASTING • Broadcast Advertising

May 26, 1941 • Page 45
STATIONS REFUSE LINDBERGH SPOTS

KYW and WCAU, Philadelphia, both turned down a request from the America First Committee to buy advertising time on the station to publicize an address May 29 by Charles Lindbergh against aid to Britain. Executives of both stations said their action was taken under provisions of the NAB code stipulating that "time for the presentation of controversial issues shall not be sold except for political broadcasts."

Isaac A. Pennypacker, attorney and chairman of the Philadelphia unit of the America First Committee, sought to buy all available two-minute spot announcements of Lindbergh's coming, to be inserted between regular programs. Both stations, in rejecting the request, pointed out that only one side of the question of aid to Britain was to be discussed at the meeting. Under the code, they said, the America First group was still in the dark as to what Lindbergh would say, and recourse if it seeks to broadcast—

The Lindbergh speech will be given at the Philadelphia Arena after the opening exercises and the American Legion Band. David Phillips, publicity manager of the Philadelphia Transit Company, disclosed that advertising space in trolleys, subways and buses was also refused as "too controversial."

FCC Gets Letters

The FCC on May 22 announced it had received numerous letters regarding alleged refusal of broadcasting time to Lindbergh. The Commission informed them:

Broadcast stations are expressly declared by the Communications Act to be common carriers and, accordingly, determination as to who shall appear on their airways rests in the first instance with the individual broadcasters. Broadcasters have the duty of serving the public interest, convenience, and necessity and the discretion left in their discretion of who may use broadcast facilities and the channels allocated to each is subject to this legal requirement.

In carrying out this obligation to serve a public interest, stations are required to furnish well-rounded rather than one-sided presentations of public questions. This duty does not imply any requirement that the use of broadcast facilities shall be afforded to any particular individual or group. In other words, the Commission has merely the duty to present both sides of public issues fairly rather than to allow any one man to seize its facilities. The Commission will give consideration to any evidence that any one side of the question has been withheld. Col. Lindbergh sought to speak are not being fairly presented by any radio station.

Pikloom Campaign

PIKLOOM Co., Seattle (knitting device), has started a campaign in the United States, Mexico and Alaska, using an in-store program.

Kraft, manager of Northwest Radio Adv. Co., Seattle, the agency, says about 100 stores will be added in the fall. The station list: WAFF, KWQ, KXX, KWL, WSM, WMEX, WHSM, WSGC, WQO, WIBM, KGNF, KWSO, WCNP, WCW, WO, WFL, WY, WOSO, WSLB, WSN, WINN, WST, XLO, XET.

"Here's the New Official NAB Emblem, Mr. Miller!"

Congress Committee Little Impressed By Printer's Plea for Franchise Levy

TWENTY percent tax on the gross income of stations and a 75% levy on the transfer of station ownership was advocated last Monday by John B. Haggerty, president of the International Printing Trades Assn., before the House Ways & Means Committee which is holding hearings on a bill designed to produce $3,500,000,000 in additional revenue for national defense.

After Mr. Haggerty's statement to the committee, an answer prepared by NAB was put in the committee record by Chairman Doughten (D-N.C.).

Connery's Plan

The same day that Mr. Haggerty appeared before the Ways and Means committee, Rep. Connery (D-Mass.) introduced a bill in the House calling for a graduated gross tax on station earnings. The Connery bill provides that the Treasury shall collect "an amnestiated tax of 20% of the gross income (radio time sales, less agency commission) not to exceed 15% of the average yearly income of which stations exceed $500,000; an amusement tax of 15% of the gross income (radio time sales, less agency commission not to exceed 15% of radio broadcasting stations, the calendar yearly income of which is more than $250,000 but not less than $500,000 and an amusement tax of 10% of the gross income (total radio time sales agency commission, not to exceed 15%) on radio broadcasting stations, the calendar yearly income of which is more than $150,000 and less than $250,000."

The bill also provides that a network or "group of stations owned, controlled, or otherwise affiliated, may not pay the same interests shall pay taxes as above levied, the incomes of such broadcasting network or group of stations being considered as one unit for tax purposes." The bill provides that the licenses of each station shall pay the tax.

The measure was referred to the Ways and Means Committee.

Back to Normal

THANKSGIVING Day in 1941 was back at the old stand—the last Thursday in November. President Roosevelt, in a statement this week that he had decided to proclaim the annual holiday on the latter day after being informed by the nation's retailers that the plan of having Thanksgiving celebrated on the third Thursday in November had not served its purpose. When the President announced the original change he said that the Soviet States wanted the early date to allow more time for Christmas buying, which starts after Thanksgiving.

CZ Spot Schedule

CZ CHEMICAL Co., Beloit, Wis., during April and May started a Lime Co. spot of 18 to 25 week.


Unfair Competition

We have come here," Mr. Haggerty said, "with two objectives. One as Americans to assist you in the enormous task of raising necessary billions for national defense by creating a new and untaxed source of revenue. The other as tradesmen that you eliminate, as you can, unfair competition that is depriving highly-skilled workers of much needed jobs.

"You can help us and yourselves by the simple expedient of recommending to Congress that radio broadcasters be taxed on their gross incomes exactly as all other disseminators of entertainment are taxed, and on the enormous profits cashed in on the value of the Government franchise for which the Government receives not a dollar when stations are sold."

No questions were asked by committee members when Mr. Haggerty finished his prepared statement. The committee is not expected to report out the general tax bill in final form before the end of this week.

The NAB statement was similar to one released several months ago when Mr. Haggerty first advanced his radio tax proposal. It quotes statistics to prove that radio makes jobs, pointing out that for every job dislocated by the radio industry 20 have been created. The statement points out that individual wages in radio are higher than in most other industries; that radio complements rather than competes with newspaper, and magazines and that 288 radio stations are owned by newspapers.

NAB Pays Agency

SETTLEMENT between NBC and Davis & Pearson Adv. Agency, Holmwood, was reached last month of May when network effected coverage for $150,000,000 in insurance incurred by agency during preparation of Kids of the Week show for Lime Co. Co. of California (beverages). Series has been on 11 Pacific Blue network stations, Sunday 5:30 p.m. (FST). The program is formed on the basis of a croachment on NBC Quiz Kids, sponsored by Miles Labs., Elkhart, Ind. (Alka Seltzer).

Prince Pat

The FTC last Saturday issued an order to Gordon-Gordon Ltd., Chicago, and its selling agent, Prince Pat Ltd., to cease allegedly misleading representations in the sale of cosmetics. The Commission's findings were that the respondents in radio and newspaper advertisements made claims for its face creams that were not altogether true and that the use by competitors of orris root, which was necessarily harmful to the skin as the respondent's advertising claimed.

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BROADCASTING • Broadcast Advertising
Mr. Martin (right) converses with his tenant planter. He says his day is incomplete when he misses the morning news reports of Michael Flinn. Lowell Thomas and Paul Harvey rates tops on his radio preference list.

Son Jim Martin is twelve years old, attends Junior High School and is actively engaged in 4-H Club work. His chief "ether-wave" interest is Jack Armstrong.

Melba Martin, pretty nine year old daughter, is an ardent fan of the little stuffed shirt, Charley McCarthy, and also enjoys the whimsical antics of Fanny Brice as Baby Snooks.

"MEET DONALD MARTIN AND FAMILY"

The Donald Martins are representative of many thousands of mid-west farm families who daily enjoy the clear channel service of WLW. Radio plays a big part in the lives of the Martins— with WLW in the leading role.

Mr. Martin, a young, progressive farmer, takes an active interest in the Decatur County Farm Bureau, the Indiana Farm Bureau and serves on the Board of Directors of the Indianapolis Producers. He highly compliments the WLW agricultural policies, market reports, weather and news. With his assistants, Mr. Martin cultivates 845 acres of corn and wheat scientifically rotated with other crops.

Mrs. Martin, a lover of flowers and shrubbery, appreciates the horticulture information aired by specialists of the WLW staff. News and entertainment features are, of course, a part of the entire family's regular listening habits.

Mrs. Martin enjoys and profits greatly from such programs as Jane Sheridan's Homemakers' Review and the Consumers' Foundation. Her chief interest, flowers and shrubbery, has greatly enhanced the beauty of this Indiana farm home.

The home of the Donald Martins: R.F.D. No. 8, Greensburg, Indiana—60 miles northwest of Cincinnati.

Each member of the Martin family looks forward to the programs emanating from WLW. Jane Sheridan's Homemakers' Review and the Consumers' Foundation are chief among their favorite programs. They find that WLW gives them a complete and well-balanced radio fare.

RCA-815
PUSH-PULL R-F BEAM POWER AMPLIFIER

- Takes 60 watts input (CCS) to 150 Mc.
- Uses less than $\frac{1}{2}$-watt of grid drive.
- Generally requires no neutralization.
- Takes full input with a plate voltage of only 400 volts (CCS).
- New glass-button stem structure provides short leads and low lead inductance.

NET PRICE, ONLY $4.50

...AFTER A YEAR OF PRACTICAL FIELD SERVICE

After passing every conceivable laboratory and field test in the months since this tube was announced, RCA engineers now have given the "go ahead" signal on the RCA-815. This is consistent with the RCA policy against ever asking the customer to be the subject of experiment. Production facilities are now being expanded in an earnest effort to meet the great demand for this spectacular tube.

Compact, inexpensive and providing push-pull beam power within one tube envelope, the RCA-815 will deliver an output of over 40 watts (class C telegraphy) on all frequencies up to 150 Mc. It requires a plate voltage of only 400 to 500 volts, needs less than one-half watt of grid drive and generally requires no neutralization on any frequency.

Operated at frequencies as high as 150 Mc, a single RCA-815 in push-pull class C telegraph service at CCS Ratings is capable of handling 60 watts with only 0.23 watt of driving power. It operates satisfactorily at reduced input up to 225 Mc. Total maximum plate dissipation is 20 watts.

A new glass button-type stem structure permits compactness of design best illustrated by the tube's overall length of only 4 9/16". The 815 has excellent shielding, close electrode spacing and short leads with consequent assurance of low lead inductance. The large-wafer octal type base with metal-shell has low-loss "Micanol" insulation.

While providing greater efficiency and economy for present day applications, the RCA-815 also is of particular interest to the engineer who buys today with an eye to the more exacting UHF requirements of tomorrow. Ask your RCA Tube and Equipment Distributor for the bulletin on this tube, or write direct to the Commercial Engineering Section, RCA Manufacturing Co., Inc., Harrison, N. J.

Maximum Ratings for class C telegraph service

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<tr>
<th>CCS</th>
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<td>PLATE DISSIPATION</td>
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RCA BROADCAST EQUIPMENT

Proven in Communications, Military, and Industrial Applications