IN THIS ISSUE: SENATE CHAIN MONOPOLY HEARINGS

BROADCASTING
The Weekly Newsmagazine of Radio
Broadcast Advertising

JUNE 9, 1941

15c the Copy • $5.00 the Year
Canadian & Foreign $6.00 the Year

Published every Monday, 53rd Issue (Yearbook Number) Published in February
Vol. 20 • No. 22
WASHINGTON, D. C.

Distribution of 2526 mail replies to five daytime announcements by a national food account.

DENVER'S STANDOUT STATION

560 Kc. - CBS
America's most famous radio community, Renfro Valley, near Mount Vernon, Kentucky, has "come home" to WHAS with the Nationally popular Renfro Valley Barn Dance and all the other storied activities of the founder, John Lair. The Barn Dance not only "pulls" a studio audience of 5,000 to most of its shows but has a record of "command" performances in the White House and one 60-word offer of a photo brought 234,000 replies! At 840 on the dial.
Leadership in Library Service

West Goes East . . .

and you can bet the twain have met and are getting along very nicely. Translation: Don Allen, Standard Radio's high-powered production wizard, has traveled by easy stages from Hollywood to St. Louis to New York, where he is now by way of recording various talent groups in and around the Big- gest City. With Don's ear for the unusual, Standard Radio subscribers may confidently expect some pleasant musical surprises in Standard releases in months to come.

Did we say Jack Teagarden created a tempest? That was putting it mildly, because his first releases brought a veritable storm of applauding comment from our subscribers. Typical comments: "What a band!"; "Going over big with our listeners!"; "Send us more Teagarden selections!"

Speaking of dance bands, we'd like to go on "record" as saying that the new Freddie Martin releases are his best yet. That distinctive Martin style "wows" them-meaning the folks on the receiving end—every time.

Our new Publicity Service is getting a real workout from enthusiastic subscribers. They all like it, and are making excellent use of the publicity kit and twice-a-month new releases.

If you've been adding up as you go along the answer at the bottom of this column should be: Write today for the full story of Standard Tailored Transcription Service, Standard Spot-Ads and Standard Super Sound Effects.

Largest List of Active Subscribers!

STANDARD MAINTAINS MAXIMUM LISTENING AUDIENCE . . .

Proof of Leadership... In Our Daily Mail

"STANDARD costs us nothing"—how often our subscribers say that! They mean that Standard musical programs SELL... to the sponsor and for the sponsor, and when revenue from sales of Standard programs more than balance the cost of the Standard Program Library Service well, there's no other way to look at it than "Standard costs us nothing". That's salability, and it's due to the fact that Standard offers the music, talent and showmanship that hold listener-interest. No wonder so many stations—the largest list of active subscribers—say "Yes" when asked:

"Are Your Transcriptions Up to Standard?"

Standard Radio

HOLLYWOOD CHICAGO
When you think of **New Orleans**

you think of:

World's Largest Banana Docks . . .

and

WWL

NEW ORLEANS

50,000 WATTS

The greatest selling POWER in the South's greatest city

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FOR SALE: The key to a large share of the Omaha area's annual retail sales of $250,000,000 . . . . . . . . . . . Yours, reasonable.

KOIL

OMAHA, NEBR.
NEW ENGLAND is too populous, too prosperous, too definitely key market in character to sell by remote control. The effective, efficient method of radio promotion is with the Colonial Network's 19 hometown stations.

Because these nineteen stations are a vital part of the community, your advertising actually goes where your prospects live — they hear your messages over a station that has their friendly loyalty — they buy your products in their neighborhood stores.

For years this valuable, point-of-sale contact has been delivering results consistently at economical cost for foresighted advertisers. Are you getting your 1941 share of New England business?

**Memo to:**

**P. LORILLARD CO.**

All of us thank you for your continued sponsorship of our "Soldiers' Quiz" from Camp Edwards. We all will get behind Beechnut Cigarettes and score a hit.

LT.

*The Colonial Network*
HOW ARE YOUR SALES IN THE TRI-CITIES?

● Board an airliner and fly the big quadrangle from Minneapolis to Omaha to St. Louis to Chicago, and you'll have covered a distance roughly half the width of the United States—

—yet the largest concentrated population within that huge quadrangle is the Tri-Cities—Davenport, Iowa; Rock Island, Illinois; and Moline, Illinois.

Blanketing this important market is WOC, still one of the most remarkable 250 watt stations in the world, very soon to increase its power to 1000 watts. Granted its license in 1922—only three months after the first commercial station in America—WOC has made the Tri-Cities a spectacular radio market, responsive to radio as to no other medium.

Check your sales in the Tri-Cities. If they can bear improvement, then ask your Agency to check the rates at WOC. We believe you'll be surprised at what your money will buy. If you hurry you can buy six months of broadcasting on 1000 watts at a 250 watt rate.

WOC
Davenport • Moline • Rock Island
NBC Basic Blue
Col. B. J. Palmer, Pres. • Buryl Lottridge, Mgr.

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932
Delay in Enforcing Net Rules Is Foreseen

Fly Willing to Defer, Revise, Amend; Clashes With White at Probe

ALTHOUGH it may be another fortnight before the broadcasting industry learns the fate of the White Resolution to block enforcement of the FCC's punitive network monopoly regulations, enough transpired last week to dispel the fear that the Commission majority will invoke the radical rules in their present form by the specified Aug. 2 effective date.

Willingness of FCC Chairman James Lawrence Fly to make deep concessions on the eight rules during his three-day appearance before the Senate Interstate Commerce Committee June 2-4, tended to alleviate the immediate tension. An atmosphere of compromise developed and it was thought in some quarters that before the end of preliminary hearings on the White Resolution Chairman Wheeler (D-Mont.), may try to get an agreement from the FCC, NBC, CBS and other industry groups to arbitrate.

Willing to Extend

While it is too early to predict the outcome, Chairman Fly, under close examination, definitely committed the FCC majority to extension of the time element if "good faith" is indicated. In some quarters this was interpreted as opening the way for across-the-table arbitration. Should that happen, the committee might not even be called upon to vote immediately on the White Resolution, which would forestall enforcement of the regulations until 60 days after the committee shall have made its report to the Senate [Broadcasting, May 19].

That NBC will not be forced to divest itself of the Blue network by Aug. 2, as inferred under the regulations, was promised by Chairman Fly upon insistence of Chairman Wheeler. At least a six months leeway was indicated, as far as Mr. Fly was concerned. But NBC has shown no disposition to capitulate to this requirement or to any of the rules.

If the White Resolution does not result in thwarting the FCC, both NBC and CBS, probably flanked by virtually all other elements in the industry except MBS, are prepared to go to the courts for injunctive relief. There is no doubt whatever that the organized broadcasters do not intend to relent in their determination to fight out the battle with the FCC on all fronts, on the theory that the future of broadcasting is involved.

Meanwhile, attentive ears were cocked toward the Anti-Trust Division of the Department of Justice. Assistant Attorney General Thurman Arnold has a staff, headed by Victor O. Waters, special assistant to the Attorney General, digging into the whole network monopoly picture. Based on past performances, as well as on comments made to the Interstate Commerce Committee by Chairman Fly, it is expected that anti-trust actions will be initiated against the networks on purported monopoly grounds.

One of the salient contentions of Senator Wallace H. White Jr. (R-Me.), author of the resolution to investigate the FCC, was that it was not within the purview of the FCC to enforce the monopoly laws and that Congress should have been consulted in advance.

Arnold Interested

It is doubted whether the Anti-Trust Division will move until an expression comes from the Senate Interstate Commerce Committee on the White Resolution. Meanwhile, however, Mr. Waters is continuing his study of the voluminous testimony at the inquiry before the FCC, as well as of the FCC committee report, majority and minority final reports, and other related data. The Anti-Trust Division has been short-handed but it is expected to procure an additional $750,000 appropriation for the new fiscal year beginning July 1.

Because of his intense interest in radio, it has been indicated that Assistant Attorney General Arnold himself would take over direction of the action against monopoly in radio.

Already, talk of a "consent decree", following the recent decrees entered in the ASCAP-BMI controversy, is being heard. This is
commonplace whenever talk of anti-trust litigation develops.

Chairman Fly was still on the stand last Wednesday after a three-day appearance which hit all the major notes in the scale. He had repeated stiff encounters with Senator White and on occasions found it necessary to clarify his remarks. He charged the "two New York corporations" and others with attempting to dictate a reorganization of the heart of the FCC and of using the White Resolution as the device to give them the time to lobby their way out. He insisted the FCC had all of the authority necessary to invoke the regulations in question, and predicted the Government would win hands down in the courts.

Fly Disarming

While unusual interest was displayed by the committee, Chairman Fly apparently made an overall good impression. His willingness to carry on his defense of the regulations placed by him upon the regulations were designed to defeat the opposition argument that broadcasting would be thrown into chaos. He insisted that stations could continue to serve as outlets of particular networks, that networks would continue to make good money, and that smaller stations would not be harmed, but protected.

The only effect, he argued, would be to inject new and healthy competition into the industry, and the NBC would be forced to divert itself of the Blue (which he said it could sell without difficulty), and networks would have to make good money, and that smaller stations would not be harmed, but protected.

The second industry spokesman would be Mark Ethridge, former NAB president, vice-president and general manager of the Louisville Courier Journal & Times, which operates WHAS, and the industry leader without portfolio.

An advisor and confidante of President Roosevelt, Mr. Ethridge had been delegated to undertake a policy study of broadcasting just prior to the FCC majority actions on the monopoly regulations. Inadgiant over this action, he was largely responsible in St. Louis for the advocacy of the industry, except MBS, against the regulations and sharply attacked Mr. Fly's stewardship.

Mr. Ethridge doubtless will be questioned closely on his allegations of politics in the FCC—a topic vividly picked up by Senator Tobery (R-N.Y.) while Mr. Fly was on the stand. The so-called "Jesse Jones deal," involving a 50,000-watt grant to KTRH, Houston, on the week as the approval of transfer of WSB, Atlanta, to former Governor James M. Cox, were covered by Senator Tobery, who also indicated he would have other questions on "smelly" radio situations to put to future witnesses.

Chairman Fly had denied on his appearances that political considerations were involved in Commission actions, but on the following day said the FCC was "subjected to an unmercurial line of political pressure from a scandal-mongering portion of the industry."

A number of public service organizations, such as the American Legion, National Council of Catholic Men, Federal Council of the Churches of Christ in America, and women's organizations, voluntarily have asked for opportunity to appear before the committee in opposition to the regulations. Generally, they are expected to depurate any regulatory move in these times that would affect the existing broadcast service.

For NBC, President Niles Trammell, and possibly other witnesses, will testify. William S. Paley, CBS president, is expected to rejoin the court to again assert that network, probably with former Judge John J. Burns, CBS general counsel who directed that network's case before the FCC, to head its counsel. Former District Attorney John Cahill, of New York, has been retained as NBC's chief counsel.

No Apparition

On the eve of the opening of the hearings June 1, an extraordinary meeting of key broadcasters was held at the Mayflower Hotel, Washington, at which all overtures to "appease" the FCC were flatly rejected. Some two-score broadcasters, representing independent as well as network stations throughout the country, selected by NAB President Miller as an informal steering committee, met with the Executive committee, legislative committee and key officials of the networks, including RCA President David Sarnoff and Messrs. Trammell and McGowan.

In his first three days of testimony, Chairman Fly highlighted as he described the studied effort of the industry to exaggerate the regulations. He pounded away at purported monopoly and tried to pin responsibility for the Commission's action on demands, even suggesting Senator White's past speeches as a "motivating force." He was cut down by the Maine Senator on these allegations in several sharp colloquies.

Chairman Fly thought six major networks would be enough, but admitted that physical limitations would make it hard to provide necessary market coverage. He tangled with Senator White on many occasions and also with other committee members, but whenever he appeared representing the white hot water, Chairman Wheeler interposed observations which tended to clear the atmosphere.

Chairman Wheeler's position was largely anti-network, but he depreciated the FCC's haste and repeatedly attempted to remove the "heat" in the cross-fire. He thought that broadcasting was "flamed and that in these times a calm, cool and sane approach was essential. He criticized what he called the "slugging contest" between the FCC and the networks.

Senator White's over-all view was that the FCC had attempted to "write its own laws" on monopoly and that as a "creature of Commission," the FCC had the right to determine its own legislative policies. He berated the Commission for in any wise opposing the hearings on his resolution and advocated passage of a resolution so that Congress could clearly demark the extent to which networks should be regulated, and at the same time limit the FCC's authority.
Ickes Support Aids Daylight Move

OPM Also Understood To Favor Adoption Of Proposal

POSSIBILITY that universal daylight saving time may come before long for the United States, perhaps on a year-round basis, gained considerable currency during the last week with evidence of Administration backing of the idea.

Secretary of Interior Harold L. Ickes at his press conference last Thursday reaffirmed his advocacy of daylight saving time as a means of conserving electrical power, in line with the defense effort, and as Broadcasting went to press it was understood the Office of Production Management was ready to back legislation setting up a daylight saving time base for the country.

Universal Time Urged

Long before the national defense program took shape, the daylight saving question was bandied about in the broadcasting industry. Essentially the argument has broken out, arising from the hodge-podge system resulting from observance of DST in some communities and its non-observance in others.

The effect of this system of program schedules, inflicting a twice-yearly headache on station and network operators, led to a clamor from the industry for a universal time system—all daylight saving or all standard time.

The situation was reviewed and suggestions offered early this year in Broadcasting articles by Jack Laemmcr, radio director of Lord & Thomas, and Willard D. Egolf, commercial manager of KOVO, Tulsa (Broadcasting, Feb. 6).

Secretary Ickes, who for a long time has advocated daylight saving for Washington and who the week before had held his annual support for a DST system covering the whole nation, stated last Thursday that he favored instituting DST immediately after necessary legislation had passed. He indicated also that the projected "fast time" system should function the year round during the defense emergency.

Secretary Ickes commended that he did not think the daylight time system could be established by executive order, that it would have to come through legislation similar to that establishing DST during World War I.

Though he had no comment on any of the three DST bills now pending in the House—introduced by Reps. Hecker (R-Ill.), McLean (R-N.J.), and Rogers (R-Mass.)—the tenor of his statements led to the belief that the Administration probably would formulate legal legislation of some kind on a 12-month rather than the 6 and 7-month basis provided in the three pending proposals.

The House Interstate & Foreign Commerce Committee, swapped since the beginning of the session with other legislation, has completely ignored the proposals, although it has been believed from the start that if the Administration gave the DST question a shot in the arm, Congress would act speedily in providing the statute. Washington observers feel the Ickes statement, coupled with the reported forthcoming recommendation from OPM, will provide sufficient stimulus for Congressional action.

Industry Sentiment

The general idea of the pending bills already has gained the active support of various merchants and business organizations, including the NAB. A recent NAB survey of radio stations indicated that the majority favor establishing a universal daylight saving time for the whole country, either universal daylight saving or universal standard time, with strong sentiment for DST [Broadcasting, May 12].

On the other hand, considerable opposition has been expressed to "fast time". Fred Brencman, Washington representative of the National Grange, has served notice on DST proponents that any attempt to pass such legislation would meet "strong and determined opposition". Some opposition also has been registered by church groups.

Commenting on the opposition of farmers, Secretary Ickes said he could not understand their position. When it was pointed out that farmers maintained most of their work, such as the milking of cows, was governed by natural laws, Secretary Ickes declared: "I suspect if we had daylight saving time on the farm, the cows would be milked when we're ready".

Revised Schedules of AT&T

Bring 5% Savings for Radio

Total Rate Reduction of 14 Millions Provided

In New Rates As Submitted to the FCC

Savings amounting to almost 5% of the $5,376,044 spent in 1940 by national and regional networks for long-line wire service for network operations are reflected in a $14,000,000 rate reduction agreement by the American Telephone & Telegraph Co., announced last Wednesday by the FCC.

Although the reductions apply only on intercity and interstate connections, and not local, and represent specific changes on specific rates rather than an overall reduction in telephone line costs, new tariffs filed by AT&T are expected by the FCC to reduce annual revenue from broadcast lines for network service $250,000 per year, long lines and an additional $25,000 on other interstate lines. The rate change is effective July 10.

Changes in Rates

The bulk of the $14,000,000 rate reduction results from elimination of the report charge on long distance calls and a lowering of the charge for time beyond the initial three minutes on person-to-person calls, the FCC explained. The report charge previously was made for uncompleted person-to-person and reversed charge calls. Under the new tariff schedule, charges for person-to-person calls are eliminated so that the charge for extra minutes beyond three will be the same as for a station-to-station call.

This is the third major rate reduction negotiated by the FCC in the last four years, and the $14,000,000 reduction prompted dismissal of a pending FCC investigation of the interstate toll rates of the AT&T long lines department and the 21 associated Bell System companies.

According to FCC figures, the broadcasting industry in 1940 spent a total of $7,068,940 for telephone line facilities, including local and network operations. Of this, the three national networks spent $5,178,730 for lines for network service and an additional $733,375 for wire facilities for 23 M & O stations; five regional networks spent $197,314 for network wire service and $34,483 for eight M & O stations; and 73 independently operated stations, including simultaneous selling groups which do not literally constitute regional networks, $1,825,038.

It was estimated that about $290,000 of the $278,000 reduction accruing to broadcast services would apply to the network operation—amounting to almost 5% of the $6,178,730 spent by national networks and the $197,314 spent by regional networks. In relation to the total amount spent for line facilities by the industry, the reduction amounts to about 5.5% of $7,068,940.

Praise from Fly

Figures for 1938, developed during the network-monopoly investigation, show that NBS forecast approximately $3,600,000 for wire facilities for network transmissions; CBS, $1,800,000; MBS, $500,000. It is believed that the same ratio maintaining for 1940 network wire charge figures.

FCC Chairman James Lawrence Fly praised the process of regulation by negotiation which resulted in the rate cut, commenting: "This reduction in rates was brought about by mutual agreement of the Commission and AT&T. I believe this is another example of the constructive results which can be accomplished when Government and industry sit down at the conference table in an atmosphere of mutual respect and good faith."

Negotiations with AT&T were handled for the FCC by Commissioners Walker and Wakefield.
Radio-Press Group To Ask for Delay In Date of Hearing

More Time Needed to Prepare; Transfer to Fall Likely

A PLEA for postponement of the newspaper divestment hearings, set for June 25, will be made to the FCC Wednesday, June 11, by counsel for the Newspaper-Radio Committee, on the ground that additional time is needed for preparation.

It was learned at the FCC that former Judge Thomas D. Thacher, chief counsel, and Sydney M. Kaye, associate counsel for the newspaper-radio group, will confer with FCC Chairman James Lawrence Fly to urge a postponement, probably until fall. The FCC, at a meeting May 28, set the June 25 date for the beginning of the hearings [BROADCASTING, June 2] but the formal press announcement was not made until Wednesday.

Issues Not Divulged

Because of lack of time in which to prepare for Wednesday's hearing, newspaper station attorneys will seek an extended delay. FCC action would be necessary to authorize the postponement, but there appears no disposition to block such a move, particularly in the light of the White Resolution hearings in Congress. Moreover, it is assumed the FCC would be likely to hold regular sessions during the usually sweltering Washington summer.

The FCC has not yet released any detailed issues to be covered in the hearings. As a matter of fact, it has not since it is not mandatory under FCC regulations. On the other hand, this procedure always has been followed in the past, particularly in matters of transcendental importance.

In its formal release June 2 the FCC said a substantial portion of the testimony will be taken in the hearings beginning June 25, but the Commission might schedule subsequent hearings to permit development of more extensive studies. That appeared to augur well for and over-the-summer recess even if the hearings got underway as scheduled.

Fight Announcers

DON DUNPHY, chief sports announcer of WINS, New York, and Bill Corum, syndicated sports columnists, announce boxing broadcasts sponsored by Gillette Safety Razor Co., Boston, on MBS. Their first broadcast will take place June 15. When June 14th's fight is remade against Billy Conn. Assignment is the first coast-to-coast job for Dunphy who has, however, broadcast many fights on WINS.

P & G Chips Spots

PROCTOR & GAMBLE CO., Cincinnati, supplements continuing broadcast coverage, has been placing one-minute transcribed announcements for Chips in selected markets. In New York, company is testing three-weekly quarter-hour productions of "Take Believe Ballroom" on WNEW, New York, for Camay soap. Pedlar & Ryan, New York, is agency for both products.

PETRILLO REBUKED IN WARSHIP DENIAL

REFUSAL of James C. Petrillo, ear of union musicians, to sanction of a high school band in broadcast ceremonies incident to the launching of the new battleship South Dakota last Saturday, was reported to the attention of the Senate June 5 by Senator Gurney (R.-S.D.) himself a former broadcaster.

The Sioux Falls High School band was to have played only incidental music, such as the national anthem and Anchors Aweigh, when arrangements were made, and had it arranged its schedule to be in Camden, N. J., for the launching. He said Petrillo had been informed (D.-S.D.) in asking Petrillo by telegram, to give permission for the non-union aggregation to participate.

Petrillo replied that the Federation was “not in position to sanction the playing over the network. “By so placing we would be placed in an untenable position in having refused many such similar requests.”

In criticizing the refusal on the floor, Senator Gurney said all Americans should, whenever possible, be associated with any accomplishment along the line of national defense; and certainly the launching of a battleship is a large link in our national defense program. It is not my intention at any time to applaud any organization which seeks to participate in a more proper manner and cooperate in a proper manner in connection with any event of this kind.”

Three School Stations Are Requested of FCC

EXTENSIVE INTEREST in the relay channels, referred to by the FCC for non-profit educational use is indicated in application of the Boston University School of Education of the City of Chicago, the San Diego Unified School District, and the University of Illinois to engage in non-commercial educational broadcast service. These channels, adjacent to the FM broadcast band set aside by the FCC, are 42,000; 42,300; 42,500; 42,700 and 42,900 kc.

This rearrangement of the high frequencies to make commercial FM broadcast service possible is said to have a distinct advantage in that the close proximity of the non-commercial educational bands and the FM commercial bands makes it possible to adapt standard FM receivers to receive both types of broadcast. In other words, the FM broadcast bands being adjacent are capable of receiving non-profit educational as well as regularly sponsored programs.

Ludens’t to Buy Spots

LUDENS Inc., Reading Pa. (cough drops), is planning an extensive campaign of spot announcements to start July 1, after an undetermined number of stations. Schedule is being prepared by J. M. Mathes Inc., New York.
WITH THIS SURVEY
YOU CAN BE CERTAIN
ABOUT YOUR PLANS!

- Do you know the types of programs Iowa farm people prefer? Iowa city people? Iowa small-town people? And the effects that age, sex, education and place of residence have on program preference?

Do you know the stations that Iowa people “hear regularly” or “listen to most”? Do the same facts hold true for urban, town and farm families?

Do you know the proportion of ALL listening that is done to stations named as “listened to most”? (In other words, the amount of time Iowa people spend with their favorite station, as compared with the time spent with the second or third choice?)

These and many other VITAL FACTS are given authoritatively in the 1941 Iowa Radio Audience Survey, by Professor H. B. Summers of Kansas State College and Dr. F. L. Whan of the University of Wichita. With these facts, you can be certain about your Iowa plans. Write or wire us for your copy, TODAY. No obligation. Address:

WHO
+ for IOWA PLUS! +

DES MOINES ... 50,000 WATTS
J. O. MALAND, MANAGER
FREE & PETERS, INC. ... National Representatives
Advertising in Last War—And This

Business Urged to Abolish Fear and Maintain Their Advertising

By RAYMOND RUBICAM*  
Chairman of Board, Young & Rubicam, New York

WHAT HAPPENED to advertising and business during the last war?

The charts show that in 1914 the trend was down. When Germany marched through Belgium, we had a severe break. But immediately afterward, business started up as allied war orders came flooding in. Business went sky up. Advertising went up, too—but not as far up as business.

One reasonable explanation why advertising did not get as much of a rise, was that much of the business increase was due to war orders for which no consumer advertising was necessary.

After the Armistice

Another is that prices rose sharply—there were some shortages of consumer goods. All of these things tended to keep advertising under the level. It would have reached if there had been as great a business activity in times of peace.

In 1917, we entered the war as an active belligerent. The charts show that advertising flattened out and did not increase after that point until armistice was declared in 1918. Then it shot up again. It went up in spite of the fact that business had a sharp but temporary decline.

This spectacular increase in advertising immediately after war stopped was attributed by some to the excess profits tax which was in effect at the time, but the consensus is that this was not a major factor; because when the tax was repealed, advertising still kept up—and, furthermore, the tax had been in effect for some time before the increase. A probable major factor was that business turned to advertising to try to replace lost war business with new consumer business.

It took a little time for business to shake off the depression which the sudden stoppage of war orders inevitably meant. But with advertising's help, the short depression of '20 and '21 was followed by the upward surge of business which lasted all through the '20's.

Economists believe that the two important reasons for this upsurge were:

1) Peace-time demand for things that had been deferred during the war, such as: housing, replacement of durable consumer goods, and worn-out capital.

2) Reconstruction of Europe, financed, incidentally by American loans.

During the war our ability to produce things was tremendously expanded. New products were developed. Patents were pooled. Industrial technique took tremendous strides. When business put its energies into making things for peacetime consumption, then advertising was called on to do the thing it does so well—help develop mass markets.

Not only did the last war not hurt advertising—it ushered advertising into a larger usefulness and a greater importance.

What's to Come

How far the pattern of the present war will follow the last is impossible to tell. As usual, the "experts" don't entirely agree, but those whose opinions I have heard seem to feel that the following is about what we can look for:

Business will surge forward as it did during the last war. This is already apparent. Advertising is likely to go ahead, generally speaking, but yet not rise as fast as business any more than it did during the last war. The figures for the first quarter of 1941 seem to bear this out. Advertising had its best increase in several years, but not anything like that which business had.

One obvious reason for this last is that much of the increase of business will be brought about by the production of tanks, airplanes, battleships, machine guns and other articles not advertised to the consumer.

So far, then, the effect of this war would run pretty close to the pattern of the last one; but economists think there is an important difference this time.

In the last war, much of the war buying was for consumer goods for the army and the allies. Food, blankets, bedding and things like that. This put an immediate strain on the industries producing consumer goods.

This war is a war of machines. Most of the present defense buying is for heavy goods, many of which cannot be built until new factories have been built.

The building of these new factories has limiting effects on consumer goods industries to some extent because of temporary bottlenecks and priorities. But in general, those who have studied the situation feel that the defense program will interfere with consumer goods to the same degree it did last time. We are in a much better position in this respect to begin with. We have tremendous surplus stocks of cotton, wheat and many other consumer items. We have a far greater plant to produce consumer goods than we had 25 years ago.

And the policy of the Administration, as stated by Leon Henderson, appears to be to prevent the American standard of living from being seriously decreased.

Plenty of Money

Favorable to this objective is the fact that people have more money now than in any year since the depression, and still further improvement is ahead.

This purchasing power will be reduced to some extent by income and excise taxes, and by drives for defense saving, but according to the best estimates, taxes and savings will not by any means offset the tremendous increase in purchasing power.

According to a report of the National Resources Committee, more than 1 billion dollars is a market which is made up of plain folks who do not have more than $2,000 a year to spend. Most of the present tax proposals won't affect incomes much beyond $1,000, so there is not a great deal to be feared for a time from the consumer tax programs as far as mass markets are concerned. As a matter of fact, there is good reason to expect that the base of the market will be improved.

There will be fewer incomes of under $1,000 a year, and far more in the brackets above $1,000. In 1940, for instance, more than half-a-billion families moved out of the $1,000 a year group into higher brackets.

One estimate is that in 1941 there will be 1½ million new families with incomes from $1,000 to $2,000 a year. And even the higher brackets are due for important increases.

It does not take much imagination to see in these figures an important opportunity for advertising.

Here are millions of potential new customers for advertising to educate. Millions of families who will be able to afford more than the barest necessities of life for the first time in several years.

Priorities will hit some businesses, high taxes will hit all businesses. And high taxes will hit buying power in the higher income levels. America can't enter an all-out national defense effort without such disrupting consequences. But against this dark side of the picture we have the broad background of expanding commercial challenges to manufacturing ingenuity, of new work for advertising.

Advertising is more than a method of selling. It is a method of getting mass action—voluntary mass action.

Perhaps never in our history has it been as important to sell and to induce new action in others—as it will be in the conditions likely to confront us.

And advertising is the logical instrument to bring about much of this action—advertising whether by business or by Government.

Britain Buys

We have not yet begun to feel the variety of needs for advertising in our business and government defense needs. Speaking of government advertising, I was amazed to find that various departments of the British government are using advertising so extensively under wartime stress that in Britain 60% of all lineages is now placed by the government.

(Continued on page 89)

*Excerpts from speech delivered May 28 at 27th annual exposition and convention of Advertising Federation of America, held at Boston.

THEY WERE IN THE ARMY THEN

One of a Series

FM DEVELOPMENT is the chief interest of this trio of World War I veterans, whose identities and service records are revealed on page 28.
**North Carolina is the South's Greatest State**

*In Agriculture*
Cash Income—per cent of national total. Source: Department of Agriculture, 1940.

<table>
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<tr>
<th>State</th>
<th>NC</th>
<th>GA</th>
<th>KY</th>
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*In Industry*
Value of Manufactured Products—per cent of national total. Source: Census of Manufactures, 1939.

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**WPTF in Raleigh is North Carolina's No. 1 Salesman!**

680 KC  NBC Red
50,000 Watts

FREE & PETERS, INC. National Representatives
Running Account of Senate Hearings on White Resolution

WHEN Chairman Wheeler sounded the opening gavel June 2, the Interstate Commerce Committee room had an overflow crowd. Practically the entire membership of the 21-man committee plus some 300 spectators, about half were prominent broadcasters or network officials, attorneys and engineers.

Chairman Fly was on the stand with FFC General Counsel Telford Taylor at his elbow. Immediately behind the chairman, to supply him with essential data, were Quenncy V. Sutton, FFC head accountant, who participated in the monopoly proceedings from the start as the accounting expert; Robert Seaks, legal assistant to the chairman; Seymour Krieger, attorney who specialized on the drafting of the final report, and Thomas E. Harris, new senior assistant general counsel.

Authority of FCC Is Main Issue

In opening the hearing Chairman Wheeler explained that a "great deal of heat has been engendered" by the monopoly regulations and for that reason the committee had decided to hear a number of major hearings before the resolution per se is considered by the committee.

The fundamental question, observed the Montana senator, whether the Commission is within its jurisdiction in seeking to impose the regulatory restraints upon stations and networks. He pointed out that some time ago he, along with Senator White, had sponsored a resolution to investigate the entire radio scene and that he had always felt that a new study was desirable.

When Senator Tobey (R.-N. H.) inquired whether consideration of the White Resolution would estop consideration of his own proposal of a year ago to investigate broadcasting, the Maine senator observed that he had long been an advocate of a comprehensive study of the whole problem. In 1937, he pointed out, he had offered a resolution of this character, seeking a study of the whole regulatory picture, on the theory that it was up to Congress to consider matters of principle and policy. This resolution was reported out favorably by the committee, he declared.

White Surprised at Opposition

Senator White then took his first shot at the FCC. He pointed out that it had promulgated its regulations—and he "appreciated their importance to the people, Congress and the Commission"—he had concluded there should be a study of the whole situation.

"It never occurred to me that there could be any opposition in any quarter to this resolution," he observed. "I am somewhat shocked that the FCC itself should oppose it."

Describing the FCC as a "creature of the Congress itself", Senator White said he could not understand how the Commission could "challenge the wisdom and the right of the Senate... The creature has become as great if not greater than its creator," he added. "I resent it."

Declaring he did not like the FCC's attitude, Senator White observed, after a question and answer session with his counsel, that he hoped the committee would promptly report out the resolution and prepare for a "thorough study of these regulations."

Senator Wheeler, however, asserted that the sole basic question before the committee was whether the FCC has exceeded its authority. If it has not, he said, the Senate Committee should not undertake an investigation. He observed further that the Communications Act itself provides for appellate procedure, but this was disputed by Senator White, who said that for some time he has been preparing in draft form legislation to amend the procedural and appellate provisions of the Communications Act, to clarify questions of appeal. These, he said, he had held up pending the preliminary study.

Fly Foresees As Result of Probe

After several colloquies in which a half-dozen members of the committee participated on the jurisdictional phase, Senator White observed that at the appropriate time legislation clearly defining the limitations on jurisdiction should be considered.

Chairman Fly got underway on his testimony about a half-hour after the session opened, because of the cross-fire of committee members. He started to read a prepared statement but found it necessary to discard it at once, because of Senatorial questions.

The resolution being considered by the committee, he observed, calls for a study by the Senate of the monopoly regulations promulgated by the FCC, as well as an investigation into their probable effects upon the broadcasting system in the country and particularly the network organizations. Quite another question, he said, is whether the processes of judgments of an administrative agency "should be paralyzed during a long fight and the endless delays that could arise out of such a chain of events."

Mincing no words, Chairman Fly cited Congress itself as having been the "motivating force" for the FCC monopoly inquiry, which began in 1938. Rather than have Congress do the job, he said, the Commission itself undertook it, after constant proddings from members of both houses, including Senator White.

He quoted at length from Congressional debates calling for an investigation to thwart purported monopolistic tendencies in broadcasting, particularly by NBC and CBS.

"If there is any complaint about the manner in which the Commission functioned, Chairman Fly said, it could be only because it was "too blamed slow" in doing the job. In this regard he observed that Senator Tobey "had some very proper remarks to make about that in times past", referring to the New Hampshire's attack on the failure of the FCC to act during the Brown hearings of June, 1940.

Chairman Fly quoted at length from Congressional debates going back to the Radio Act of 1927, when Senator Dill, sponsor of the Act, called for power "to protect against a monopoly". Then he quoted copiously from speeches by Senator White along the same line. He pointed out that both acts carried provisions that authorized the FCC "to make special regulations applicable to stations engaged in chain broadcasting."

Anti-Monopoly Laws Apply, He Says

After pointing out that the Communications Act specifically made the anti-monopoly laws applicable to persons engaged in radio communication, Chairman Fly said the Department of Justice has the present monopoly report under consideration to query as to whether it has been said that the Department recently had entered into consent decrees on the music-copyright situation and hence the BMI "patterned roughly after ASCAP."

The FCC, Chairman Fly asserted, has tried to comply with the suggestions made repeatedly in Senator White's "makeimpossible monopoly in broadcasting."

Answering what he described as criticism of the manner in which the FCC conducted its investigation, Mr. Fly said he thought "we should not suffer the presence of that ghost any longer". He recounted the history of the monopoly investigation from the time of the adoption of the investigation order on April 6, 1938, through the hearings which ran from Nov. 14, 1938, through May 19, 1939, and the filing of briefs, oral arguments, and finally the approval of the report May 2.

"I contend that all parties in interest had ample opportunity in which to state their facts and that in the final analysis NBC and CBS failed in their opportunity to discuss how the proposed regulations, issued just prior to the oral arguments last December, could best be drafted. "They opposed all without playing favorites," he said.

Mr. Fly enumerated the number of witnesses who appeared for each side; number of days consumed, the magnitude of the testimony and exhibits, briefs and reply briefs and, in fact, every detail of procedure.

Praises Help Given By Case and Craven

When the final report was considered at a series of eight or nine executive sessions prior to the May 2 adoption, he said, all of the Commissioners were present most of the time. Even the Commissioners who filed the dissenting report (Case and Craven) participated in the discussions and many of their suggestions were "very helpful", he said. Governor Case's "governmental and business experience and Comdr. Craven's knowledge of the history and its technical workings of the industry were invaluable to the Commission", he asserted.

"The Commission's procedure has been criticized both in the press and by the networks, he pointed out. One syndicated newspaper writer, identified as David Lawrence, twice alleged that the regulations were issued "without hearings", he said. Then he cited the Paley statement that the regulations constituted a "terrible disaster" rather than "orderly procedure."

He said he thought he had said enough "to indicate that the Commission did not act without hear-
his comment, during his reading of the sales promotion brochure, with the observation that the network referred to power increases for "CBS stations" rather than "independent stations" on the network. CBS, he declared, promotes itself—not its stations.

In the midst of his running account of CBS' stations which had been accorded power increases, with emphasis on $0,000,000-watters, the Senate's noon quorum call resounded through the crowded hearing room.

"That's a new station going on the air", he interjected, to the accompaniment of laughter.

Senator E. D. "Cotton Ed" Smith (D.-S.C.), immediately suggested that the hearings be transferred to the "bigger room" in the Capitol, observing that the Senate has "nothing else to do". He called the Senate the "cave of the winds".

Resuming his direct testimony after Chairman Wheeler decided to continue beyond the quorum call, Chairman Fly said that of the 30 "high-power" stations, all but two are on NBC or CBS. And the remaining two—WOR and WGN—he stated, "own Mutual!"

This set off Senator Wheeler on his anti-clear channel position. He said he could never understand why the chains have 50,000-watt outlets in big cities, and why those had never "doubled up" on the coasts or in the Rocky Mountain area.

Chairman Fly for the first time publicly denounced the "waste" of such allocations, asserting such stations have the best wavelengths.
and are in the "most lucrative markets". The tendency in the past, he declared, has been to give the networks these choice facilities, but he contended that the Commission "must bear some part of the responsibility". Chairman Wheeler said he felt the FCC "should assume most of it".

**Location of Clear skies Arouses Comment**

When clear-channel stations are located on the coasts, some of the "power is wasted over the water, with only a part of the signal impinging on the land," said Mr. Fly. He added that the FCC is confronted with the question "how the public can get most out of these clear channels'.

Because networks are in the nature of "public service operations", Chairman Wheeler declared they should not "pick out the areas where they make most money" but should serve the general public and provide service to the "non-lucrative areas".

Chairman Fly quickly picked up the theme. He berated the chains "for making so much money out of this public franchise" for not "trying to serve" the remote areas. He recalled that an NBC attorney during the FCC inquiry, in response to a question, said the chain "wouldn't undertake to do a job without a profit'.

When Senator Smith, in expansive mood, insisted that contracts cannot be terminated between networks and stations by an FCC whim, Chairman Fly discussed on the effect of the new rules, disclaiming "all of the things predicted by NBC and CBS. Stations still can remain on the networks, he said, but the networks will not be in a position to option all their time. That portion of the time not optioned, he said, would be free for use by other networks, and not restricted as at present. He insisted that "the new rules should make for greater freedom" by both stations and networks, and not for restrictions. The networks simply would not be in a position to "play dog-in-the-manger' on time.

"Stations can take the programs they want, day and night, just as they have been, for a year in advance," said the chairman. "There is a tremendous tendency to exaggerate the effect of the rules," he charged. "They simply provide that another station can get the network service if the regular station doesn't take it."

Senator Smith drew applause when he commented that it was "just like running a Seaboard train over the Atlantic Coast Line Track'.

**Wheeler Says Stations Should Be Free Agents**

Defending Chairman Fly's views on exclusivity and time-options, Chairman Wheeler said that CBS "has been wrong for 14 years" in optioning all station time. Stations should be free to get whatever network service they please, as free THE FCC was requested last week, at the Senate Post Office and Commerce Committee hearings on the White resolution, to ask all stations to submit a "compilation" of speaker's positions on the "war issue. The request, made by Sen. Tobey (R.-N.H.), came during the second day of testi mony before a representative of the WSB and Mr. Fly. He added that the FCC is confronted with the question "how the public can get most out of these clear channels'.

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Asked by Senator Tunnell (D.-Del.), what would happen if the station did not want the stations under the new rules, Chairman Fly commented that "these two big organizations have made an awful lot of money, and I don't think they need fear an onrush of competition. They've got big establishments and are way out there already".

**Tobey Recalls Charges By Ethridge at St. Louis**

Fireworks developed at the close of the first day's session when Senator Tobey alluded to the allegations made by Mr. Ethridge at the NAB St. Louis convention of political and other controversies, among other things. "Has there been an element of partisanship and political favor in the FCC?" he asked.

Chairman Fly snapped. He said Mr. Ethridge had failed to mention names in his allegations, and that the FCC therefore was not confronted with "a particular charge of that kind".

Senator Tobey asked about the mooted WSB transfer, handled over a weekend by the FCC two years ago when, he understood, it took "four to six months" to accomplish the ordinary transfer application. He said he understood that former Gov. James Cox "got it through". Chairman Fly stated that Gov. Cox had not spoken to him about it. He recalled that the case was one involving "important considerations" since the transaction might have been "endangered" had advance announcement been made. Declaring the late Thad H. Brown was in effect Gov. Cox's contact, he said the FCC knew it was "dealing with a responsible party"; that there were no engineering considerations involved, and that since Gov. Cox's involvement, all the stays of ownership of other stations, the FCC had had hand records as to his financial status. He de-
scribed the transfer of the 50,000- watt station, which involved also the sales of the Atlanta Journal and WAGA, Blue outlet in that city, as the "simplest sort of case that could come along."

Senator Tobey next inquired into the recent action of the FCC in granting the "Jesse Jones station" in Houston improved facilities in record time. Chairman Fly replied that this was not a case in which the time element was a factor since it had been pending some months, and involved only a "paper increase." On April 15, in the face of the FCC newspaper-ownership inquiry order, the FCC granted KTRH, Houston, a shift in frequency from 1320 kc. to 740 kc., with an increase in power from 5,000 to 50,000 watts. KTRH is owned by the Houston Chronicle, with which the Secretary of Commerce is identified in an ownership capacity.

White Explains Past Remarks on Floor

Opening the second day session, with Chairman Fly still on the stand, Senator White essayed to clear the record on the repeated statements of the FCC official during his initial testimony that Senator White's previous declarations in connection with purported monopoly in broadcasting were a "motivating force in the FCC's actions."

Referring to several volumes of the Congressional Record, recording debates on the Senate floor, Senator White cited passages in the same speeches to which Chairman Fly had referred, showing conclusively that he always urged that Congress itself undertake the responsibility of defining the Communications Act. There was nothing to indicate that he approved the sort of action undertaken by the FCC and he held that Chairman Fly's conclusions were not at all justified.

"My purpose was an effort to induce the Congress to make these studies and reach its own conclusions," he said. He quoted from a speech in 1936 in which he declared that it was his view the FCC "should neither have the right nor the burden upon it of determining such policy."

Alluding to his mention of monopoly, Senator White quoted extracts from his speeches in which he said the question of monopoly is of supreme importance to the Amer-
aban, in which the South Carolinian said the non-exclusive network operation would be the equivalent of the "Seaboard using the Atlantic Coastline tracks", Chairman Fly cited a Supreme Court decision of 1911 in the Terminal Assn. of St. Louis case. In that instance, he said, the court required all roads to use the St. Louis terminal on an equal basis, because of lack of available physical facilities. He called this the closest possible analogy to the network situation.

Reading from a prepared statement, Senator Tobey asked Chairman Fly whether the Commission would undertake a complete industry survey on time allotted by stations and networks to speakers in opposition to the Administration's war views, including copies of speeches, with the data to be submitted to the Senate. Mr. Fly agreed to follow through [see story on page 16].

Senator Wheeler loosed a tirade against stations that carry only one side of controversial issues. Complimenting the networks on their willingness to afford equal time, he said, however, that independent stations on the networks oftentimes do not accept such sustaining features in rebuttal to speeches made by other public figures.

The anti-exclusivity rule again was opened by Chairman Fly. He started with an analysis of the major network contracts requiring stations to affiliate with only one major network. But he observed there is nothing in the new regulations to prevent networks from making firm commitments on both commercial and sustaining programs with present outlets during specified hours. The sole effect, he reiterated, is with respect to hours to which the network and affiliate have not been committed. These would be available for sale to some other network or to "anybody else."

Senator White, however, inquired whether regional networks and local programs were not excepted from these exclusivity provisions in existing contracts, but Chairman Fly said that the 28-day notice for clearance for network commercials leaves the affiliate more or less helpless. Senator White inquired "what harm, if any, there may be in the exclusive contract."

Chairman Fly insisted that the present contract provisions are onerous and that they are even broader than he had hoped. He said that regional network affiliations also appear to be banned. The Commission's first interest, he insisted, was the freedom of the station itself and that under the existing structure, the avenues of network competition are obstructed. The networks adopted the exclusivity provisions to "block competition," he maintained.

90-Day Period Too Short, Says Wheeler

Asked by Senator White whether he had any thought as to the number of networks that should operate in this country, Chairman Fly said his judgment there might be "as many as six" national entities, plus stronger regional. He conceded there is a "saturation point" in view of the lack of available outlets in many important markets.

Talk about a "general shakeup of the industry" as a consequence of the new rules was branded "so much moonshine" by Mr. Fly. It won't cure all the evils he said, but the "big thing is the Blue network split," Existing operations go on pretty much as before, he argued, but the major networks are "afraid of big responsible organizations" coming into the field. Talk about so-called "fly-by-night" brokers was described as irresponsible.

When Senator White observed that MBS has more affiliates than either NBC or CBS, despite its late start, Chairman Fly countered that they were smaller, less powerful stations, but that even under such onerous competitive conditions MBS entered the field and is rendering a good public service.

Laying blame for the purported allocations in favor of the older networks upon the FCC and its predecessor Radio Commission, Mr. White declared no one questions the authority of the Commission to "allocate to Mutual stations as much power as necessary." Mr. Fly, however, declared the advantages of NBC and CBS stem from the physical limitations in allocations.

A commitment from Chairman Fly that the FCC is perfectly willing to extend the 90-day effective date set for the rules was drawn in questioning by Senator Clark (D-Idaho). He said the question of date need all concern anyone and that the FCC hoped litigation would be initiated to test the legality of the rules. He expressed confidence in the Commission's ability to resist such attack. The rules, both as to networks and stations, he declared, may from time to time be extended upon proper petition.

Willfulness to Defer Rules Voiced by Fly

Chairman Wheeler said he thought the 90-day effective date on sale of one of the NBC networks was "entirely too short." That undoubtedly would bring about a "forced sale", he commented, and NBC would not be in a position to realize a fair price.

Denial of the inference in the White Resolution that the rules give the FCC supervisory control over program and business policies of stations came from Chairman Fly in response to questions of Senator Shipstead (R-Minn.). The FCC would undertake program control only if there is a specific mandate from Congress, he declared. After further questions on the existing allocations Chairman Fly said he felt his predecessors on the Radio Commission and the FCC "could have done a much better job of allocations." Senator White said he regarded the FCC's charismaship as the "toughest job in the Government" and that when he criticized the FCC, he appreciated that enormity of your task."

Observing that it would be almost impossible to start another national network, in view of the allocations situation, Senator White said he was a little surprised to hear Mr. Fitzpatrick suggest six stations. He said the local non-network station has a place, and he would not want to see the development of chains to the point where such independents would be "completely absorbed."

In a discussion as to what would happen if networks had no time options, the qualifications proposed by Chairman Wheeler said he had heard reports that advertising agencies or national advertisers might schedule their own "chain programs" to avoid a sort of "blockbooking" arrangement using only the biggest cities and leaving out the smaller stations. Though Chairman Fly said he thought this would be feasible, he commented that commercial transcriptions could be placed more extensively, and that this competition, in his judgment, "should be healthy." Several companies already are set up for this service, he declared.

Problem of Arranging Time and Lines

"In the main," continued Chairman Fly, "the national advertisers will move through the networks. There will be a day-to-day reporting service, so the networks would know just when it is available."

When Senator Bone (D-Wash.) posed the question of handling telephone lines now leased by individual networks, if several networks supplied service to the same station, Chairman Fly said he felt this could be arranged through the AT&T without undue complications.

Senator Smith cross-examined the FCC official on his allegations of "monopoly", since his testimony alluded to three major networks. Chairman Fly said that he meant the monopoly exhibited through the concentration of 86.6% of the total night-time power "swept up
SWEET AND LOW
WOR Audience Heats Rhymes
On How to Listen
LISTENERS to WOR, New York, are now hearing occasional station announcements in rhyme, to wit:

Way back when knighthood was in favor,
No radios played with too much favor.

You, too, can be a gallant knight.
Just keep that volume soft and right.

The idea is the brainchild of George Allen of the WOR sales promotion department who submitted it to the WOR employees suggestion committee, won a prize for it, and turned it over to Avery Giles of the program department for poetic interpretation.

Three, four and even five years ago, makers of these products began to use Mary Mason's WRC HOME FORUM.

These advertisers found, as have some fifty others currently using WRC HOME FORUM, that when Senator Mason talks to the women of Washington about a product its sales immediately rise in the Washington area.

So... They Come... and They Stay and stayed!

Mary Mason
WRC Home Forum

WASHINGTON
11:15 to 12:00 NOON
MONDAY THRU FRIDAY


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MONDAY THRU FRIDAY


Three, four and even five years ago, makers of these products began to use Mary Mason's WRC HOME FORUM.

These advertisers found, as have some fifty others currently using WRC HOME FORUM, that when Senator Mason talks to the women of Washington about a product, its sales immediately rise in the Washington area.

So... They Come... and They Stay and stayed!
said he was responsible for the drafting of Section 303 (i) of both the Radio and the Communications Act, giving the FCC authority to make special regulations applicable to stations engaged in chain broadcasting, as well as for the monopoly provisions. Administrative agencies are prone to guess what was in the minds of Congress’ in the writing of legislation, he said. As for this provision, he added, it never was intended that the authority to write an anti-monopoly statute of its own was given the FCC.

Senator Wheeler entered the colloquy and pointed out definitely that Senator Dill, who marshalled the 1927 Act to the Senate while Mr. White was chairman of the House Merchant Marine Committee, definitely had in mind language that would prevent a monopoly in radio. The language might be construed to mean that the Commission did not have the power to revoke a license until a determination by the court, but there was ground for confusion, he said.

Senator White said he thought Section 303 (i) should be redrafted and enlarged to give express authority to the FCC to deal with chain broadcasting, but that along with such a grant of power, there ought to be a limitation of power. Under the FCC regulations, he said, chaos and confusion might result in a short time and he felt that in a matter of fundamental importance, there ought to be a grant of power from Congress and that the FCC should not attempt to “write the law”.

Senator McFarland interjected that he thought the Congress should determine what interpretation should be placed upon the statute in this regard and that if it isn’t right, then it should make it right “as a part of this investigation”.

Exclusivity Angle Brings Discussion

Defining the territorial exclusivity provisions of network contracts, which would be banned under the rules, Chairman Fly said they provide that a network will not transmit to any other station in the territory of an existing affiliate those programs which the affiliate does not carry. He said this has led to dissatisfaction mainly because of public service program features, including Senatorial speeches, which are not carried in many communities because of this provision.

A protracted debate was precipitated in connection with network long-term contracts, which usually run for five years. While the network binds itself for only one year by virtue of a cancellation clause, stations do not have such a reciprocal provision, he said. This seemed to stump several members of the committee, notably Senator Smith. Chairman Fly pointed out the new rules provide for one-year network contracts, but he reiterated that stations would be free to contract for that period for as much time as they chose to give the networks, with only the requirement that unused time be available for other networks or other users.

Senator Wheeler observed it was inconceivable that NBC and CBS would lose money under shorter term contracts or non-exclusivity, which would not cost them anything in the way of cost of making programs.

“I see Mr. Trammell nods his approval”, Chairman Fly interposed, after a glance across the hearing room to the NBC bench. “They won’t lose money under this setup”.

Power to Reduce Station Rate Argued

Although Chairman Fly said the FCC does not approve network affiliation contracts, he said he believed there was ample power in the existing statute for it to assume this jurisdiction. “And I believe the Supreme Court will uphold our power to issue these regulations, with all deference to Senator White”, he added.

Another furor was precipitated when Chairman Fly analyzed the NBC contract provision which allows the network to reduce an outlet’s network station rate and network compensation if it sells time to national advertisers for less than the amount which NBC receives for the sale of corresponding periods of time. He said the Commission felt a station should be free to set its own rate without hindrance from the network.

Chairman Fly said this provision, based on testimony during the monopoly inquiry, was included so that stations could not compete with the networks on national advertising. Thus, he said, a national advertiser using transcriptions must pay the same rate as a local network advertiser. While the testimony before the Commission revealed there never had been an occasion for NBC automatically to reduce a station rate because of this clause, he described it as a “club” for an effective bar to the development of national spot business.

Discussing regulation 3.106, which bars ownership of more than one station in a network, among other things, Chairman Fly said there seemed to be no argument about the desirability of preventing NBC from owning two stations in the same area, such as it now does in New York, Chicago, Washington and San Francisco.

Fly Optimistic That Blue Can Be Sold

This rule also states that the Commission will not license to a network a station in any locality where the number of stations is so small, or the stations are of such unequal desirability that competition will be restrained. He cited NBC’s ownership of the 50,000-watt WTAM in Cleveland, and CBS’ ownership of the 50,000-watt WBT in Charlotte, as outstanding instances. He said there were only three full-time stations in Cleveland and only two in Charlotte, he pointed out.

Then came the piece de resistance — rule 3.107, which he described as providing in effect “that NBC must divest itself of one of its two networks”. He said there had been misunderstanding and even misrepresentation about the effect of these regulations on the Blue network. He disclosed the NBC contention that it would wipe out the networks, declaring nothing could be further from the truth.

The fact is, he said, that the Blue network can cease to be “a mere appendage” of the Red and may become a full-fledged independent network in its own right. He insisted there were plenty of buyers for the Blue, and observed that one trade paper [BROADCASTING] reported there were several prospective buyers.

He declared the Blue could be sold as a going concern so that its advertisers, artists, personnel and contracts may be continued substantially unaffected under an independent management. “The Commission will do everything in its power to facilitate this transfer of the Blue network as a unit to an independent management”.

If there is “balanced judgment and good faith”, Mr. Fly said, there would be ample opportunity given to dispose of the Blue. NBC ought to be able to sell it “lock, stock and barrel, equipment, personnel, contracts and good-will, and the public should not feel the impact of the change”. “The next day”, he said, “it should be a healthier, better operation”.

Senator White observed that if the regulations now are in effect, as indicated by Chairman Fly earlier in his testimony, the FCC can...
not renew licenses of any stations on the NBC networks unless they conform to the White Fly then launched a bitter tirade against what he described as attempts to get Congress to hold up the regulations and paralyze the Commission's work through "long delays, extensive debates" and similar purported obstructive moves legislatively. He described this as "blocking with which challenges the integrity and orderly conduct of the Government".

Plainly indignant over this attack, Senator White said he inquired that he had introduced his resolution to investigate the FCC and hold up the regulations, there would be "further penalties" against the industry and that there is a "pugilistic suggestion in what you have said".

Chairman Fly quickly apologized, asserting the FCC would welcome the investigation, but again Senator Wheeler stepped in and said there appeared to be misunderstandings on both sides. He voiced the view that it would be the first time, as necessary, to dispose of the Blue network, to which Mr. Fly agreed. And the Montanan then commended Senator White for his "fearful" in an attempt to criticize the Commission if there were any effort to penalize those who got into a fire again. Chairman Fly charged that certain industry elements were proposing a reorganization of the Commission, even to the extent of saying "we should go after" and that the networks and others were using the behind the White bill to give them time to promote the reorganization.

Wheeler Criticizes 'Slugging Contest' He said it would be tragic if these interests were successful in blocking one of the functions of Government. After another crossfire, he again apologized to the Maine Senator. He said he would rather have Senator White "be a good faith" and hoped that his views were similarly regarded.

Chairman Wheeler said that in his judgment there had been "too much heat on the part of the broadcasters and on the part of the Commission". The effort should be to work out a situation in the interest of the public. He declared that he thought the Commission had made serious mistakes by losing its temper. Calling on "fatal judgment", in the light of the vital problems of national policy involved, Senator Wheeler said he had no respect for those who ignored the facts and history of "slugging contest of this kind". "It does not do the industry, the Commission, or the public any good." Chairman Fly again acquiesced.

Returning to his dissertation on the desirability of disposing of the Blue, Chairman Fly insisted that NBC did not run the two networks competitively but "cooperatively".

Programs on the Blue which attract audiences promptly are shifted to the Red, carrying mainly various "public service features". He read a letter from an unnamed NBC affiliate supporting the separation and stating that better service would result. This station's experience was that Blue stations actually are working for the Red. In 1938 only 30% of the Blue programs were commercial, as against 70% on the Red, he said.

Cracking back at what he described as an "unfortunate statement made by CSS" that the FCC was endeavoring to fix rates, Chairman Fly declared that just the contrary was true under the regulations.

Views of Station Draw Controversy Asked by Senator Johnson how it happens that so many stations do not want the regulations, fearing they will lose network service, Chairman Fly declared this does not reflect the independent view of most affiliates and that the influence of the networks is reflected. Chairman Wheeler agreed that the networks were in a position to assure "the networks are public policy" upon independent stations.

Chairman Fly persisted in referring to the "two New York companies" or the "New York gentlemen" headlining the networks who exerted this control in the industry. He said he had discovered during the AB Convention in St. Louis "that the stations aren't afraid of me". And he ventured the estimate that not more than one in 20 of the men opposing the regulations ever had read the FCC report.

When Senator Johnson said he knew of a station weaker than its competitor which liked the exclusive network clause, because it felt under the regulations it would lose network service, Chairman Fly said he strangely this claim had never been made to the Commission by small stations, but rather by the big stations who "do not eat them up". The FCC plans to promote smaller stations in every way possible.

A new avenue was opened by Senator Wheeler in inquiring why network advertisers were not precluded from, or possibly forced by the networks to buy stations along the line for their programs, instead of only those stations in the key markets. He made specific reference to competitive schedules which covered Salt Lake City and Denver, but did not hit stations in Montana. "The networks ought to make it so that advertisers would have to take the smaller stations". And Chairman Fly agreed that something should be done about it.

Calls Restraints of Networks 'Onerous' Discussing the anti-monopoly laws and their relation to radio, Chairman Fly said the networks had contended that because the number of stations available is physically limited, there cannot be the type of competition apparently sought. While there have always been limitations of supply in certain channels, he said, the type of "artificial restraints" placed by the networks on stations are onerous and unnecessary.

But the monopoly situation goes far beyond these physical aspects, he said, because of the staggering social implications and because of the power of the radio over public opinion and its ability to influence the molding of public thinking. This is "staggering beyond our imagination", he said.

Chairman Fly flatly stated it was his own opinion that radio is by far a more potent force than the newspaper. Moreover, its influence is growing in that direction, he said.

Senator Wheeler interjected that the dictators have found this out. "That's why I don't want to see Government ownership in the United States," he stated. Chairman Fly echoed this and added that he was not only for Government ownership but was opposed to any steps that would lead to that. Anything that tends to restrict radio and narrow the channels of communications, such as the development of monopoly, "hour by hour, step by step" will undermine radio, he declared.

If the monopoly "gets stronger," then the Government must move in with rate regulation or worse, he said. Answering allegations that he favored Government ownership, Chairman Fly said there was not a scintilla of evidence to support it. As the hearings closed, Chairman Fly asked for an opportunity to sit down with the committee after all other "opposition testimony" had been taken. Chairman Wheeler said he could have ample time for rebuttal.

Major's Summer Plans MAJOR BOWES' Family Hour, heard sustaining on CBS Sundays at 12 noon for the last 965 weeks, will be reradiated for the summer months after the Governor has approved Major's Amateur Hour, sponsored on CBS by Chrysler Corp., Detroit, will continue through the summer.

Ask that old poultry-man, JOHN BLAIR

SALES POWER
A 5-day-a-week advertiser climbed from 1st to 2nd place in volume....25,000 women asked grocers for membership cards...An advertiser gave 72,000 tons...had to order 240,000 more.

FAIRMONT
A Fort Industry Market

WE COUNTED OUR CHICKENS
And discovered that during one day we had sold 27,900 baby chicks for a client. So obviously it's of little importance which came first—the chickens or the egg. The important thing to remember is that WMMN COMES FIRST in the business of incubating sales.
Companies on the Air

A DIFFERENT COMPANY of the Pennsylvania National Guard encompassing at least 900 personnel in the Philadelphia, Souderton, Lehigh Valley, and Reading areas has been invited to participate in each episode of We're in the Army Now, on WCAU, Philadelphia. Instruc
tors from that company are featured in the broadcast along with the particular company band. An interview with the commanding officer relates the history of the particular division.

History in Verse

BASED on a radio adaptation of "Tributes to Unsung Americans," by C. Everman, the "St. Louis Blues," WMCA, New York, is presenting a weekly series of portraits of Negroes. By W.Granny Handy, son of Handy, as historical sketches in verse.

Merchandising & Promotion

Pugs in Sweaters—Camp for Kids—Alumni Buttons—Salt Lake Flashes—On the Screens

UGILISTIC PAULOKAS in a wrestling program re-creation of the streets of New York June 6 as a promotion stunt for half-hour dramatic program Fight Club. The 25th week of "On Your WOR, New York. WOR also issued a press book containing special stories about the program, and leading players in the scripts, Blanche Ring, Sam Byrd, Bedelia Falls, were interviewed by various WOR programs. Fight Camp, while not designed as promotion for the Twentieth-Century-Fox films, which start June 6 on MBS under sponsor-ship of Gillette Safety Razor Co., Boston, will from time to time call attention to its fights through the guest appearances of boxing personalities.

Theatre Stunt

IN A UNIQUE radio-theater pro-

mation between WNS, New York, and the Skouras chain of 65 neighbor-
hood theaters the New York area, the movie houses are exhibit-
ing a WNS trailer six times a day, seven days a week. The station, on the other hand, is announcing the programs at the theaters daily on the air in three five-minute periods. Copy of the WINS trailer, which at present tells patrons of the shift on the dial, will be changed monthly. Agreement is said to run for a year.

Trips for Boys

SUMMER CAMP trips are being offered to boys between the ages of 8 and 14 for the better letters on "Why I Am Glad I Am an Ameri
can," an early morning entertaining on WABC, New York. Twenty-five winners will spend two weeks at Camp Sebago, New York, sponsored by the Boys Athletic Club of New York.

Santa in June

CHRISTMAS greetings are being extended to the troops by WBIG, Greensboro, N.C., by distributing a card entitled, "Merry Christmas, Christmas!" Chlorinated fruits in MBS boxes explains the greater coverage of WBIG's 5,000-watt fulltime opera-

Autographed Recordings

AUTOGRAPHED RECORDINGS of handles are being interviewed by Harold Davis on his back-stage pro-

grams from the Earle Theatre, Philadelphia, on WDS, Philadel-
phia, are offered listeners in a let-
ter contest. The broadcast series is in connection with the personal appear-
ance of the manager of the the-
atre and the five best letters telling why they like the music of the partic-
ular artist are presented to the leader's autographed recording.

Retail Grocer's Day

DESIGNED to create good-will for its product, The Crescent Macaroni & Cracker Co., Davenport, f.a., sponsors Guest of Honor, on KSO, Des Moines. Each program a retail grocer handling the product is guest of honor. Music of a trans-
scriber's choice and a guest vocalist make up the musical portion of the show. Each day 10 the-
atre tickets are awarded to Cres-
tent customers.

Shift Revealed

CXLW, Detroit-Windsor, has put out a promotion leaflet with different cover showing a dial band pointed at 1080 kc. Through an interwave cardboard strip, the dial moves from 1030 to 800 when the leaflet is opened. On the cover is the caption "CXLW from 1030 to the middle of things". On the inside are listed the advantages to be had from the station's new location on the dial.
Framed Shingles

FRAMED SHINGLES, designating listeners as official co-pilots of the all-night Pep Boys' Danny Thomas recorded program on WIP, Philadelphia, are being sent out by the advertising department of the sponsoring auto chain stores. The shingles, signed by Mort Lawrence, conductor of the program and "Flight Commander," are suitable for hanging on the wall. In addition to certifying the listeners, an enclosed return card solicits confidential comments and suggestions from listeners on the program.

WDAS Alumni

BUTTONS tagging all persons appearing before the WDAS, Philadelphia, microphones in connection with the "man-in-the-street" and other audience participation programs are being distributed by the station. The lapel button reads: "I Was on WDAS." It was discovered that the buttons serve a double purpose of satisfying the ego of the person who was on the air, and makes every one who broadcasts over the station a walking advertisement for WDAS because of the questioning he must go through.

More About Radio

TYING in its affiliation with WCCO, Minneapolis, the Minneapolis Star-Journal has revised and expanded its Sunday radio page. Guest artist plugs, reviews of new shows, local news and squibs are now incorporated in the quarter-page column of George Grim, the paper's radio editor. The Star-Journal currently has five programs airing over WCCO.

Cards in Buses

BUS CARDS are being used by WHBF, Rock Island, in more than 100 Tri-City Railway buses throughout Rock Island, Moline, East Moline, Silvis and in Davenport, Ia., to promote the Lone Ranger and two Modern Woodmen of America programs, House of Peter MacGregor and the nightly news broadcasts of Fulton Lewis Jr.

Salute to Newspapers

A SERIES of weekly programs designed to call attention to newspapers and industries of Northern California was started on KSFQ, San Francisco, in cooperation with the San Francisco Junior Chamber of Commerce. The KSFQ crew travels to the spot to be saluted, cuts a transcription and the program is presented later that day.

News Flashes

SHOPPERS walking down the main streets of Salt Lake City can hear the latest news flashes from KDYL through an arrangement with the Intermountain Theatres, whereby all regularly scheduled newscasts both local and network are flashed to speakers in front of the theatres.

Theatre Swap

AN EXPLOITATION DEAL made by WMCA, New York, which will be featured before an estimated weekly audience of a million in the 48 RKO theatres in Metropolitan New York includes a program on the station, with lobby space and a 55-foot trailer about the station to be shown in the theatres nightly.

WMCA

FIRST ON NEW YORK'S DIAL...570
NEW YORK: WMCA BUILDING, 1667 BROADWAY
Chicago: Virgil Reiter & Co., 140 North Michigan Avenue

Labor Arbitration

A unique 45 or 60-minute program that actually arbitrates labor disputes. Permanent chairman is Samuel R. Zack, veteran labor arbitrator who is assisted by a revolving panel of guest arbitrators.

Among its accomplishments LABOR ARBITRATION prevented a strike of employees in 100 drug stores, stopped a strike of 1,000 garage workers and settled a pending millinery strike which would have tied up the industry.

American Quirz

A 30-minute quiz on American history by Edward Boykin, author of "The American History Quiz Book." Usual participants are high school or college teams. Recommended by teachers, endorsed by patriotic societies. Highly praised by leading executives of Camp Fire Girls, Boy Scouts and Girl Scouts. Now in its third year.
First Inning

WHATEVER the outcome of the White Resolution hearings before the Senate Interstate Commerce Committee on the FCC “monopoly” regulations, a salutary result already is assured. There won’t be any summary executions of stations or networks nor will the NBC-Blue be dismantled Aug. 2, when the projected regulations are supposed to go into effect. In fact, there is every reason to expect at least a postponement of the effective date.

Chairman Wheeler, though far from condoning the status quo, nevertheless keyed the pace with his criticism of the “heat” engendered on both sides and the haste in imposing the regulations. He extracted from Mr. Fly commitments of no undue haste and no additional penalties or recriminations. No matter how things turn out, the wisdom of intervention by the Senate committee cannot be questioned even if it is manifestly disliked by Mr. Fly and his majority colleagues.

Persuasive, often convincing and an exceedingly able advocate, Mr. Fly may have scored with some of the committee members. It is still too early to appraise in full perspective the effect of his pleading. The situation after his three days on the stands can be described as the prosecuting attorney’s case, deftly presented and apparently convincing to some of the jurors. But other jurors—some like Senator White very well informed about radio, and all meaning to be fair-minded—want to hear the other side. That he can be answered, chapter and verse, with devastating effect, by the industry, network, affiliate and other spokesmen yet to appear, goes without saying. The industry defense is founded on fact, experience and knowledge of the medium—not hearsay, guesswork or skillful dallying with facts and half-facts.

Chairman Fly’s disarming willingness to concede, compromise, amend, revise or extend the tight regulations, committing his majority colleagues all down the line, at this juncture seems to have won over several members of the committee.

To us there seems to be no answer to the contention of Senator White that the FCC is not endowed with authority to “write its own laws”, tampering with the fate of so vital an industry. Certainly the FCC should have gone to Congress with legislative recommendations, rather than arrogate to itself functions concerning which there was even slightest doubt.

Chairman Fly’s remarkable presentation in justification of his position, despite obvious efforts to hold himself in check, was colored to his disadvantage by his vehement criticism of the network and other industry efforts to get Congress to intervene. Only after Senator White rebuked him did he recede. Certainly the industry, with a life and death view of the regulations, had a right to appeal to Congress—the creator of the FCC. And certainly the FCC—the creature of Congress—has no right to object.

We have said before that the present order in radio and more particularly the relationship of the networks and their affiliates, is not perfect. It is unfortunate that the networks themselves, who are charged with the duty to remedy certain aspects. But certainly it is not the function of the FCC to launch pell mell into all aspects of radio operations, and actually decree a remaking of the industry on a certain date simply because there hasn’t been enough voluntary self-regulation.

There will be reforms in network-affiliate operations. They may come by compromise or by decree. But they won’t come on Aug. 2, thanks to the White Resolution.

How else would the industry have known about the willingness of the Commission to extend and amend if not for the White Resolution hearings? Chairman Fly has shouted “free speech” from the house-tops. The industry, on trial, gets an opportunity at free speech before an effective tribunal in the current White Resolution proceedings.

Since early in this session of Congress, when the first of three proposals to establish universal daylight saving time as a defense measure was introduced in the House, an endorsement of DST by some branch of the Administration was considered all that would be necessary to reestablish a DST system similar to that in World War I. Apparently the shot in the arm has come, and passage of some sort of DST legislation may be expected ere long, following the recommendation in its favor by Secretary of Interior Ickes and a reported forth-coming statement urging DST from the Office of Production Management.

Summer Selling

BLASTING another time-worn fixation, a survey by Sales Management lays at rest the ghost of summer-month dullness in the planning of advertising campaigns and the issuing of orders for time and space. Manager Philip Salisbury, in the interests of the advertising business,

IN A REVIEW of the major internal and external issues confronting the radio industry today, D. A. Saunders, writing in last week’s Nation (May 20) under the title “Judgment Day for Radio”, devotes special attention to the probationer, future though the networks will take in combating the monopoly rules of the FCC. There are three lines to follow—legal action, political pressure and large-scale propaganda— with the second the main weapon, he says. Meanwhile, there seems to be much jockeying and grandstanding about unidentified positions by the FCC and White House which Saunders calls merely “smart politics” but nothing else.

FREQUENCY MODULATION, television, the NAB code, BMI and other recent developments in radio are given their place in the third edition of Otto Kleppner’s Advertising Procedures, just published by Prentice-Hall, New York ($5). Written by the president of an AAAA agency, this “how-to-do-it” handbook of current advertising practice is used as a text in advertising courses in some 200 schools, colleges and universities. Originally written in 1925 and now in its 21st printing, the volume’s publishers proudly proclaim it “the biggest-selling book on advertising ever published.”

PROVIDING a brief history of the development of frequency modulation as a background, William H. Capen writes an article in the current issue of Electrical Communication explaining some of the technical characteristics of FM transmitters and receivers as well as the practical applications and results. Provided also is a bibliography of literature pertaining to FM.

The Radio Book Shelf

ness as a whole, has given permission to pass his findings to the radio field—findings which prove that the three summer months are the second most important quarter of the year for the preparation of advertising campaign plans.

Before the 1929 collapse most national advertisers operated on a calendar year basis, resulting in a lack-of-the-year congestion in advertising space in radio offices. In recent years the tendency has been to make commitments by quarters or half-years, thus spreading out buying and planning. Right now that is particularly true with radio time-buying, which in the national field is markedly on a short-term basis.

All AAA agencies were contacted and 20%, including some of the leaders in radio placements, responds to the survey. It shows that June, July and August, far from being dull, are better than the spring months in the release of contracts. Steady promotion and on-their-toes sales staffs are therefore necessary both because of the large amount of planning and purchasing being done during these three months and the fact that calls from salesmen of both radio and publications are less frequent during this period.

The responding agencies, reduced to average, showed that 23.4% of their plans for advertising campaigns are made during the July-September quarter; this compares with 40.2% during the October-December quarter; 20.5%, January-March; 15.9%, April-June.

In a word, even though the vacation periods are setting in, now is the time to redouble rather than relax sales efforts and promotion.
THE DYNAMO that is Leonard Reinsch was bound to attain high speed at an early stage, and at 33 he's still regarded by his friends as a young-man-going-somewhere. If radio, as has often been said, is essentially a young man's game, “Len” Reinsch is living proof of it. Only a matter of a few weeks ago he was appointed general director of all three stations controlled by Ohio's former Governor and the onetime Democratic nominee for President, James E. Cox.

Detailed from Gov. Cox's WHIO at Dayton to Atlanta when the noted publisher purchased WSB and the Atlanta Journal in January, 1940, Len Reinsch has undertaken the supervision of WSB, WIOG, and WIOD, Atlanta. He heads
quarters at Atlanta, but travels between the three stations and their managers all report to him. In turn reports to James E. Cox Jr., heir apparent to the Governor's radio and newspaper properties, the latter including the Dayton Daily News, Miami Herald, Springfield (O.) News and Springfield Sun as well as the Atlanta Journal.

A native of Streator, Ill., where he was born June 28, 1908, Len Reinsch was attending school in 1924 when he took part in a min-

ster show on WLS, Chicago, acting as interlocutor. He found he liked radio, and he did turns on eight other Chicago stations from time to time, meanwhile studying every angle of the business from microphone to transmitter. In 1928 WLS gave him a fulltime job as announcer, and next year he turned to selling.

Betmes he attended Northwestern University, going to classes during the day and working at night. When his radio schedule was shifted to daytime, he went to night classes. He was graduated from Northwestern with a B.S. de-
gee in commerce, and he won the D. F. Kellar prize for a thesis on radio merchandising. This so impressed the dean that he was asked to prepare a study for the School of Journalism.

Following graduation, he tried his hand at agency work, handling spot accounts; he helped organize two stations, and set up a commercial schedule for another. All of this, however, was casting about for an opportunity to line up with a newspaper-owned station—and the chance came in 1934 when Gov. Cox acquired WHIO. He went to Dayton in November of that year to help set up the station—which was being moved from Erie, Pa.—to design the studios, engage the personnel and develop the accounting and control systems. He was named general manager, serving at WHIO until his assignment to the 50,000-watt WSB.

When Len Reinsch's appointment as director of WSB was announced, he was deluged with telegrams and letters of congratulation; when more recently he got the job of di-

rector at all three stations, the deluge became a flood. He is one of the best known figures in the industry among advertisers, agencies and stations.

Len Reinsch married the former Phyllis McGeough, of Chicago, on Feb. 1, 1936. They have two chil-
dren, Penelope Lu, 2½, and James Leonard Jr., 1. This family—and radio—are his hobby. If he could find time, he'd like to devote more of his leisure hours to photography and golfing, but long hours at the office and on the road leave little time for leisure.

GIL BAYEK, announcer of WDRC, Hartford, on June 8 is to become pro-

gram manager of WTA, new FM station at Schenectady, N. Y. Bayek was president of the Strictly Swing Club at WDRC, which claims more than 13,000 members. Announcer Elliott Miller will succeed him as head of the club.

BROADCASTING • Broadcast Advertising

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VAL BJORNSON, for several years announced Feature Shows on KFJ, St. Paul, on a part-time basis, will devote full time to radio at K嵌PT farm director. In addition to his daily Farm Forum, Bjornson will continue his weekly comments on politics and will assist the KFJ news department.

HELEN OPPEGARD, only woman newswriter of the WBBM-CBS newsroom, Chicago, has been designated a outstanding woman graduate of 1941 by the Medill School of Journalism, Northwestern U. by receipt of the Carlyle Award, given by Theta Sigma Phi, national journalistic sorority. In addition to the Carlyle Award, she had previously received the Sigma Delta Chi award, given by the national journalistic fraternity.

WARREN, N.C. - WWN, formerly WDBN, 1350 kilocycles, will return to its pre-war strength of 15,000 watts at 106.0 milliwatts.

PROFESSOR JOSEPH T. GEORGE, William Jewett, president of Union University, Jackson, Miss., says, "I am delighted to announce that Mr. Jewett has been elected to the board of directors of the National Association of Broadcasters..."
Quick Talker
FOUND—A newscaster who almost equals the record for word spelling set by the late Floyd Gibbons—321 words per minute. News editors at WNEW, New York, gaped when the recently employed James Coy took over the 9:45-10 p.m. news period and ran far short of copy at the end of ten minutes. Though he had a quarter-hour script. Following tests, Coy was found to require six more pages than the average newscaster for a 15-minute period. Coy was previously program director of KCMO, Kansas City, and freelance announcer in Chicago.

Carmichael Is Granted Further Duty at WLW
EXTENSION of the supervisory and administrative duties of Cecil R. Carmichael, assistant to James D. Shouse, vice-president of the Crosley Corp. in charge of broadcasting, was announced May 29 by Mr. Shouse. Under the new organization plan, Mr. Carmichael will be in charge of all national defense and public service programs on the three Crosley stations, WLW, WSAI and WLWO, international shortwave adjunct. In addition, publicity, special events, public relations and remote broadcasts of all the stations will be under his direction.

Joseph Ries, head of the public service department and named coordinator of defense broadcasts under the new setup, will report directly to Mr. Carmichael. Formerly director of WLW’s educational department, Mr. Ries directed the last two summers was stationed at New York, where he handled direct broadcasts from the Crosley Bldg. at the World’s Fair. Mr. Ries also will be responsible to Mr. Carmichael for the usual public service type of broadcasts, Mr. Shouse explained.

Mr. Carmichael

UP Names Bradford
A. L. BRADFORD, communications, news and business executive, recently general manager of United Press in South America, has been appointed radio news manager of UP in New York, as announced by Hugh Baillie, UP president. He succeeds Webb Arts, who has requested an indefinite leave of absence due to ill health. Joining UP in Washington in 1919, Mr. Bradford has worked on important assignments for the news service in Europe, Africa, America and most recently in South America.

Brenner Heads KTHS
LEWIS BRENNER, chairman of the radio board of the Hot Springs, Ark. Chamber of Commerce, has been appointed general manager of KTHS, Hot Springs, the appointment to be effective until the application filed by C. T. H. Burton with the FCC for transfer of the station is acted upon. Hub Jackson, formerly of the Texas State Network, has been named KTHS assistant manager.

WHAT DO YOU WANT TO KNOW ABOUT RICHMOND?

Richmond is at the fingertips of WMBG’s sales and merchandising staff. You can get the dope instantly from WMBG—the Red Network Outlet in Richmond—on a food, drug or any other situation. As proof, WMBG received the Armour Merchandising Award.

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.
SOUTH BEND GRANT FOR FM REISSUED

SUBJECT to the determination of the newspaper ownership issue under Order No. 79 scheduled for hearing this month, the FCC June 3 reissued a construction permit to WTSH, FM adjacent to WGDD, South Bend, Ind., and operated by the South Bend Tribune.

At the same meeting the Commission placed the application of the Gibraltar Service Corp., owned by the Philadelphia Bulletin, for a new FM station in Philadelphia in the pending file pursuant to Order No. 79.

Another application for FM involving newspaper ownership was received by the Commission when the Tribune Building Co., licensee of KLX, Oakland, Cal., and of the same ownership as the Oakland Tribune, applied for facilities on 46.6 mc., to serve a square mile and a 1,360,000 population. This brings the total number of pending applications before the FCC to 91.

AFM Convenes

CHIEF RADIO interest in the convention of the American Federation of Musicians, opening June 9 at the Olympia Hotel, Seattle, is in the report of Ben Petroli, vice-president of Associated Music Publishers, on his survey of recorded music and its effect on the employment of musicians throughout the country [Broadcasting, March 17, April 14, May 26], and what action, if any, the delegates take toward controlling the manufacture and use of recordings. The general topic of radio's employment of musicians since the expiration of the national agreement will be discussed by James C. Petroli, AFM president, in his annual report, but no recommendation of change in the present system of individual contracts between local unions and stations is expected.

BROADCASTING • Broadcast Advertising

Now They Look Like This

See page 12

WELCOME TO FM

THE Milwaukee Journal's FM station, W55M, has begun a series of programs to welcome new owners of FM receiving sets. Each Tuesday evening, 7:30, a program titled “Welcome to FM” is broadcast for new FM listeners. The program includes music, a sound demonstration, and other entertainment designed to show advantages of frequency modulation. A salute is made to all who have become FM owners since the preceding broadcast, and they are mentioned by name.

PHOTOGRAPHS ON PAGE 12 in same (1 to r) order show: (1) Col. Gus Reiniger, sales manager of Radio Engineering Laboratories Inc., a 1913 Annapolis graduate who signed the first application to go to a World War Officers Training Camp, served on Pershing's general staff in France as a lieutenant colonel. (2) Paul A. deMars, Yankee Network v.p. in charge of engineering, former professor of electrical engineering at Tuffs, who served with the A.E.F. engineers in France, 1918 to 1919 as a master engineer junior grade and saw plenty of action in France. (3) Maj. Edwin H. Armstrong, inventor of FM, who went overseas as a Signal Corps captain in October, 1917, and served abroad until August, 1919, returning with the rank of major.

Extensive Use of Radio Medium Is Seen
As Nutrition Program Gets Under Way

AN INTENSIVE advertising drive, with radio as a prominent medium, is foreseen in the food and nutrition field following the National Nutrition Conference in Washington May 26-28. Although national defense activity poses uncertainties in many consumer and industrial fields from the advertising standpoint, conference delegates returned home determined to whoop it up for the new nutrition program and to make the United States more “food conscious” than ever through educational advertising. The National Nutrition Conference, called by President Roosevelt, was attended by more than 200 nutrition experts, including home economists, doctors, public health officials, food industry leaders and local Government officials. Delegates backed a long-range national program of education in behalf of more and better food.

For Entire Population

During the Conference, the only criticism of food advertising came from Paul V. McNutt, National Defense Health & Nutrition Coordinator, who observed that too much of the advertising and promotion in the food field was aimed at the cream of the market—the upper 30% of the income groups. He urged the food industry to aim its advertising and distribution policies to reach the entire population. Apparently in an effort to aid in the general nutrition campaign, which can be neatly tied into specific food commercial shows, radio took part in the conference, plans and programs are now completed to continue the work. The night before the conference opened, Mutual's American Forum of the Air, was turned over to Mr. McNutt, U. S. Surgeon General Thomas Parran, and other leaders in the field of nutrition so they could announce to the nation a new set of nutrition and food standards developed by a quasi-Governmental defense agency, the National Research Council.

During the conference, NBC carried Vice-President Foster's speech over its Evening Star Forum. At the conclusion of the conference Dr. Parran announced that NBC-Red would start a series of programs on June 13, 10:30-11 p.m., All Out for Health, to be presented in cooperation with the Women's National Emergency Committee. Each show will incorporate a “People’s Nutritional Forum”, a dramatization of an epochal story of man's war against hunger and malnutrition, a current behind-the-scenes news story on food and after case history. Dr. Parran, Author Paul de Kruif, and other noted figures in the field of nutrition will act as forum chairman.

“My new enriched bread and flour” [Broadcasting, April 21] will lead the field in the promotion of new nutrition, and large amounts of radio advertising is planned. The program began its wide scaleRadio's employment of musicians since the expiration of the national agreement will be discussed by James C. Petroli, AFM president, in his annual report, but no recommendation of change in the present system of individual contracts between local unions and stations is expected.

UNIVERSITY OF PENNSYLVANIA

Are You Substituting Experimenting For

Experience?

REL has years of experience in building and operating all types of high fidelity, wide swing, phase shift modulated FM equipment—from speech input to antenna—with qualified engineers to supervise installation with results guaranteed!

FM'S PIONEER MANUFACTURER

RADIO ENGINEERING LABS., INC.

Long Island City, N.Y.

Page 28 • June 9, 1941

Market News on FM

LATEST MARKET QUOTATIONS will be given daily via FM beginning Monday, June 2, according to an agreement reached May 28 between John Shepard 84, president of Yankee Network, and the U. S. Department of Agriculture. The program, heard daily except Sunday 6:15-30 a.m. gives up-to-the-minute information on agriculture and its related angles. Charles E. Eechan, director of the New England Radio News Service for the Department will handle the broadcast.

(U.P.)

THE MARK

OF ACCURACY, SPEED

AND INDEPENDENCE IN

WORLD WIDE

COVERAGE

UNITED PRESS
NEW PAPER BLANK ANNOUNCED BY RCA

RCA RESEARCH LABS announces a new 16-inch, fire-resistant paper-core recording blank for reference broadcast use, according to W. W. Early, RCA Victor manager of recording and record sales. The new disc is claimed to be thinner and lighter than the aluminum-core blank previously used.

Pointing to development of the paper-core disc as a means of supplementing aluminum supplies needed for defense, he said the new recording blanks are being sold at half the price of the former type. The new 16-inch blank also supplements the smaller paper-core blanks previously announced by RCA Victor for use in studio and home recording.

"Many months of research preceded the perfection of the special type of paper used in the core," Mr. Early stated. "The result is an amazing flexibility which prevents warping and allows the disc to flatten out at the mire pressure of the cutting head."

Press-Radio Race

THIS newspaper-radio issue is beginning to involve personalities. Van Patrick, 221-pound sports-caster of WHBF, Rock Island, III., and Lynn Calaway, sports editor of the Moline Dispatch, recently took a friendly feud to the cinder path. In a 100-yard dash preceding a Moline-Springfield baseball game, Patrick skimmed in 13 seconds flat to win. Both are former college dash men, Patrick of Texas Christian U. and Calaway of Drake. Incidentally, radio fans got a very "panty" broadcast of the first few innings of the game that followed.

CAUGHT BY PLANE

FCC Tracks Down Operator of Illegal Station

NEW METHOD of apprehending an operator of an illegal transmitter was described by the FCC in a June 4 announcement of the capture of a licensed operator who had been broadcasting under the name of "Fritz" and who had persistently defied the Government to catch him.

A specially-equipped airplane coordinated with ground mobile radio units to enable the authorities to use recently-perfected direction finding equipment to locate the illegal broadcaster at a dwelling in Harvard, Mass. This, the FCC reports, is the first time aircraft has been used in the search for unauthorized transmissions. The plane was loaned by the Connecticut State Board of Aeronautics and was operated by a member of the FCC defense monitoring staff.

Arrested and sent to Boston in custody in default of $5,000 bail, the operator identified himself as Stanley W. Magdelensky. Under his assumed name "Fritz", Magdelensky had frequently defied the authorities and indulged in long conversations with amateur operators, a factor that aided in his capture. In his broadcasts he claimed to be transmitting from a ship "not far out of Boston."

Electronic Arts Topic Of RCA Dealer Session

THE FUTURE of electronic arts such as radio, television and film is the main subject of discussion at the second annual convention of RCA tube and equipment distributors, being held this week at the Hotel Morrison along with the National Radio Parts show June 11.

Among the RCA personalities addressing the convention are E. W. Engstrom, director of research at the RCA Research Labs.; Dr. V. K. Zwozyn, associate director of research; Mac B. Betts, director of the sound research laboratories; Dr. G. R. Shaw and Dr. Drayton C. Urey of the Harrison, N. J., tube research laboratories; Henry C. Bonfig, RCA commercial vice-president, and Thomas F. Joyce, vice-president and advertising director.

AFM Reversal Affirmed

PENNSYLVANIA SUPREME COURT by refusing to entertain an appeal by Local 77, Philadelphia local of the American Federation of Musicians, upheld a lower court decision directing the union to reimburse three members for loss of pay resulting from disciplinary measures. The three musicians were accused of working for less than the union scale at the Carmel Theatre and eventually expelled for defaulting $1,000 fines.

New Talent Firm

SCRIPT & RADIO TALENT, a new organization devoted to the servicing of agency radio departments, has been formed by Lewis Herman, formerly scriptwriter of Rathburn & Ryan, Chicago, and Seymour Keating, formerly radio director of B. G. Feldman Ad Agency, Chicago. Address is 300 N. Michigan Ave., telephone Dearborn 0581.
THE BUSINESS OF BROADCASTING

STATION ACCOUNTS

SPONSORS SUPPORT SERVICE CAMPAIGN

RADIO sponsors are overwhelmingly backing United Service Organizations drive for funds to provide recreation facilities for women in the armed services, according to Joseph R. Busk, vice-president of Blackett-Sample-Hummert, New York, and chairman of the radio advertising committee of USO.

The opening USO radio drive got underway on May 15 with a special 15-minute broadcast on CBS, NBC-Blue and MBS under direction of Edward Colgate, director of Colgate-Palmolive Co., New York.

Blackett-Sample-Hummert, New York's advertising agency, and Jesse Buscher, USO's advertising director, announced that all B-S-H shows will carry USO announcements during the drive. On some of the broadcasts, the drive announcement will be substituted for regular commercials, while on the serials USO plugs were being woven into the dialogue.

The USO radio committee has requested two or more pluggers from each broadcasting company during the first four weeks of June, when the actual drive for funds takes place.

Members of the radio committee are Maurice Bent, vice-president; Blackett-Sample-Hummert, New York; Charles Welch, WNEW, New York; Thompson Co., New York; Gregory Williamson, radio director, Pedlar & Ryan, New York; Charles Farnham, director, Benton & Bowles. Jesse Buscher is USO radio director with offices in the Empire State Bldg., New York.

Exchanging of Programs Between U.S. and Canada Shows Decline in Year

SOME 56,500 programs covering more than 12,000 hours were presented by the Canadian Broadcasting Corp. during the 1940-41 fiscal year, compared with 19,000 programs during the 1939-40 year.

According to figures released by the CBC Station Relations Department at Toronto, the amount of Canadian programs broadcast on the U.S. networks through the year 1940-41 amounted to 698 hours of unduplicated network programs daily.

A considerable decrease in international exchange programs between the CBC and United States networks took place during the past year, the drop being from 30% of the entire CBC schedule in 1939-40 to 20% in 1940-41. The number of programs between the United States and Canadian networks by the CBC also decreased. On the other hand, exchanges between the CBC and the BBC have greatly increased, more than 700 hours of CBC schedules last year originating overseas, with the CBC sending back 70 hours of recorded programs.

Roughly 600 hours of special war broadcasts were devoted over the course of the past year, with slightly more than half originated by the CBC and the balance by the BBC. With Canadian contingents overseas, greater stress was laid on programs intended to serve as links between the Canadian forces and their families and friends at home. The CBC has maintained a unit with a recording car in Great Britain since early in the war.

WNEW, New York

Procter & Gamble Co., Cincinnati (Carnaby soap), 3 week, thru Pedlar & Ryan, N. Y.

Fishbein Co., Philadelphia, 2 weeks, thru Goodspeed, N. Y.

Canadian Protective Assn., New York (insurance), 6 week, thru Pedlar & Ryan, N. Y.

Columbia Broadcasting System, New York (radio), 3 week, thru Sweinhorn & Scott, Chicago.


General Mills, Minneapolis (Chester Gun), 1 week, thru Blackett-Sample-Hummert, New York.

Willys Overland Motors, Toledo (auto), 1 week, thru Studebaker Adv. Agency, Chicago.

Unocal Products, Los Angeles (Bf), 3 week, thru Lord & Thomas, Los Angeles.

KINY, Juneau, Alaska

R. J. Reynolds Tobacco Co., Winston-Salem (Camel cigarettes), 6 week, thru Wm. Esty & Co., N. Y.

Northern Railway Co., 3 week, thru H. I. Kastor & Sons, Chicago.

KFBK, Sacramento, Cal.


Crown Products Corp. San Francisco (Bulleit whiskey), 3 week, thru Blackett-Sample-Hummert, New York.

Chicago, 1 week, thru Blackett-Sample-Hummert, New York.

KDHJ, Los Angeles

Fifth Street Stores, Los Angeles (retail), 20 week, thru Pedlar & Ryan, N. Y.

Gallo Wine Co., Modesto, Cal. (wine), 30 week, thru Charles H. Moe, Los Angeles.

Canada Board May Act

On Treaty Boost Pleas

WHBI, Newark

General Electric Co., Newark (refrigerators), 2 week, thru H. I. Kastor & Sons, Chicago.

Romannoff Caviar Co., New York (French Velvet Fish), 13 week, thru Piedmont Adv., N. Y.

Westinghouse Mfg. & Electro Co., Newark (local distributors), 2 week, thru Anthoyn, New York.

Konga Beverages, New York, 5 week, thru H. I. Kastor & Sons, Chicago.

Nebi Corp., Columbus, Ga. (Royal Crown Cola), 6 week, thru BDDO, N. Y.

KXN, Hollywood

Brook & Co., Los Angeles (jewelry chain), 2 week, thru H. I. Kastor & Sons, Chicago.

Western Federal Savings & Loan Assn., Los Angeles (investments), 5 week, thru H. I. Kastor & Sons, Chicago.


Spray Chemical Co., Richmond, Cal. (bug spray), 7 week, thru Long Beach Co., Los Angeles.

Chris. Hansen Labs, Little Falls, N. Y. (Junket trophy), 6 week, thru Mitchel, N. Y.

WAPI, Birmingham

Daytona Beach, Fla. (motorcycle), 5 week, thru Mark Byrnes, Miami.

Ch. Hansen Labs, Little Falls, N. Y. (Junket shoes), 5 week, thru Mitchel, N. Y.

WOAI, San Antonio

Gulf Oil Corp., Houston, 2 week, thru Young & Rubicam, N. Y.

Goodman Tire & Rubber Co., Akron, 4 week, thru N. W. Ayer & Sons, N. Y.

Welch Grocery Co., Westfield, N. Y., 1 week, thru H. W. Kastor & Sons, Chicago.

Packard Motor Car Co., Detroit, 5 week, thru Young & Rubicam, N. Y.

WEAF, New York

American Chicle Co., Long Island City (Chicleta), 3 week, thru Badger, Browning & Hersey, N. Y.

American Chicle Co., Long Island City (Chicleta), 3 week, thru Badger, Browning & Hersey, N. Y.

WMAQ, Chicago

American Chicle Co., Long Island City (Chicleta), 3 week, thru Badger, Browning & Hersey, N. Y.

WNAC, Boston

FRATERNITY MEN, all members of Sigma Nu, are these three radio personalities—(1 to r) Ed Kobak, NBC-Blue vice-president, who was a "Snake" at Georgia Tech; Lee E. Wallees, general manager of Westinghouse Radio Stations, at Bethesda, West Virginia; William C. Hodges, NBC vice-president in charge of station relations, at the U of Chicago.

Photo taken at the St. Louis convention last month.


ADOMIL MILK FARMS, Los Angeles, consistent users of Southern California radio, on June 4 started a three-weekly quarter-hour program, Press Room, on KIJJ, Los Angeles. Contract is for 13 weeks. A newsquest, format of show is based on an informal discussion of current events, with Charles Arling, correspondent, and Norman Nesbit as commentators, and W. M. Rutherford, news editor. Agency is Lord & Thomas, Los Angeles.

PERSONAL FINANCE Co., Los Angeles, on May 15 started sponsoring for 26 weeks a weekday half-hour musical program titled Paradise Isle on two Los Angeles newspapers' stations (KIU, KFRO). Series features Hawaiian music and poetry reading with Tony LeFrance as narrator. Jim Bloodworth is writer-producer of the show, which also airs on KIU, Los Angeles. Anderson, Davis & Platte, that city, has the account.

ARROWHEAD & PURITAS WATERS, Los Angeles, got out of radio for two years, on May 25 started participation six times weekly in the quarter-hour programs, Hawaiian series Protective League and Sunshine Sunday, on KFYR, Los Angeles. Contract is for 13 weeks. Firm plans expansion throughout Southern California. Agency is McCarty Co., Los Angeles.

TOFFENETTI RESTAURANTS, New York, for the last week in May started a 26-week schedule of seven-weekly quarter-hour programs on WAGM, same city. Series consists of family music specials Monday through Saturday 5-5:15 and Sunday 1-1:30, p.m., features music, news and sports reports. Agency is C. Wenceslau & Co., Chicago.

HOUSEHOLD FINEST Corp., Chicago, on May 27 started a five-weekly 120-minute daybreak program of twelve-minute one-minute transcribed announcements on WJY, Detroit. Effective July 7, schedule will be increased to five-weekly. Contract runs to July 3, 1942. Agency is BBDO, Chicago.

ICE CREAM PRODUCTS Inc, Chicago (Prize), on June 2, started a series of 10-weekly one-minute transcribed Prize Kids radio announcements on WMAQ and three-weekly on WGNR, Chicago. Contracts are for 13 weeks. Agency is BBDO, Chicago.

FRATERNITY MEN, all members of Sigma Nu, are these three radio personalities—(1 to r) Ed Kobak, NBC-Blue vice-president, who was a "Snake" at Georgia Tech; Lee E. Wallees, general manager of Westinghouse Radio Stations, at Bethesda, West Virginia; William C. Hodges, NBC vice-president in charge of station relations, at the U of Chicago.

Photo taken at the St. Louis convention last month.

JOHNS MANVILLE Co., New York (building materials), as a test in the East, has added WPBL, Syracuse, to the stations carrying Your Neighborhood Talks, a quarter-hour Sunday program in which a Johns Manville insulated house is visited and the owner interviewed. In the West, program is heard on KSB, Sacramento; KXU, Fresno; KOY, Phoenix; KGW, Stockton; Cal. J. Walter Thompson Co., New York, is agency.

MIDWEST and MASTER MOTOR Co., Chicago (used cars), on June 4 started a series of six-weekly quarter-hour participation programs on the Night Watch on WIND, Gary, Ind. Account was placed direct.

CANADIAN CHEWING GUM Co., Toronto (Chicles, Dentxze), on June 2, started five-minute studio musical programs six days weekly on CFRB, Toronto. Account was placed by Baker Adv. Agency, Toronto.

UNION LIFE INSURANCE Co., Chicago, on June 2, started two weekly quarter-hour participation programs on the Supertime Floor Plan of WJJD, Chicago. Account was placed direct.

RUSSELL MILLER MILLING Co., Minneapolis (Occidental Flour), consistent user of national spot radio, has purchased all outstanding capital stock of Standard-Tilton Milling Co., St. Louis.

ATLAS BREWING Co., Chicago, (beer), on June 7, started 12-week schedule of six-weekly announcements on WGBR, Chicago. Crain Dennison & Co., Chicago, is the agency.

PEPSI-COLA Co., Des Moines, is currently running a 26-week schedule of 18-weekly spot announcements on KBSO, same city. Agency is Carby-Ainsworth, Des Moines.

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

JOHN BLAIR & COMPANY
National Representatives of Radio Stations

JM Test in East

JOHNS MANVILLE Co., New York (building materials), as a test in the East, has added WPBL, Syracuse, to the stations carrying Your Neighborhood Talks, a quarter-hour Sunday program in which a Johns Manville insulated house is visited and the owner interviewed. In the West, program is heard on KSB, Sacramento; KXU, Fresno; KOY, Phoenix; KGW, Stockton; Cal. J. Walter Thompson Co., New York, is agency.

FIRE UNDERWRITERS PLAN RADIO AWARD

THE RADIO STATION and the newspaper which performs the most meritorious service within its field during the coming year in the cause of fire prevention and fire protection, will receive an award by the National Board of Fire Underwriters, in connection with its "National Defense Through Fire Defense" campaign.

The awards, "offered in order to give tangible public recognition to those organizations and institutions which are already carrying on such effective work in fireproofing America," will be in the form of gold medals and the newspaper and station to receive them will be selected upon the judgment of committees consisting of fire prevention experts and "men of recognized standing in the press and radio".

One of the awards will be known as the National Board of Fire Underwriters' Radio Award, and the other as the National Board of Fire Underwriters' Newspaper Award. The period for which they will be made ends May 1, 1942.

WALB Inauguration

FEATURING President Roosevelt's Fireside Chat of May 27 as the inaugural program, WALB, Albany, Ga., went into operation with 1,000 watts fulltime on 1,590 kc. Ed Lord, formerly of WALB, Youngstown, O., is general manager of the new outlet which was authorized last June 25 to the Albany Herald to operate as a 1,000-watt daytime station on 1,590 kc. Under the Havana Treaty, WALB gained fulltime operation on 1,590 kc. Station is the 178th affiliate of MBS.

A LOT OF CHIPS

WBNS SLOTS SOLD 7 TONS OF POTATO CHIPS FOR KUEHMANN'S!

THAT'S A LOT OF CHIPS BUT YOU GET A LOT OF RESULTS

USING WBNS

CENTRAL OHIO'S ONLY CBS OUTLET

ASK ANY BLAIR MAN OR US!!
Rubican

(Continued from page 12)

In Britain, the government uses advertising for such odd and diversified jobs as collecting binoculars from the public for home defense, mobilizing skilled workers for specific assignments, selling government savings bonds, educating the public to the value of products which are plentiful as against those which are scarce. Industry has found that when it is forced to find a substitute it often finds something which does the job better. Out of this war are bound to come new products, great technical advances—and many of them full of news, tremendously interesting news, which advertising can pass on.

Many a new great advertised name should emerge from this war. Certainly some of the old ones will leave us. The record of the last war shows that some who stopped advertising because they had no immediate sales problem, woke up to find that some new firm had taken their market away.

People who are considering the launching of new advertised products have in their favor the powerful fact that buying power in this country is greater than it has been in many years, and that millions of people, having marginal incomes for the first time, are forming new brand preferences. Some of the greatest brand names in advertising were first launched in war times.

Perhaps the loss of export markets for farm products provides an outstanding example of a chance to make a virtue of necessity. Millions of persons are going to have billions more dollars to spend in this country. Those millions of persons are going to take more and better things into their lives, including food. This may well be a practical chance to sell much of our farm surplus to our own people.

More Money for Farmers

On the other side of the picture, we know that farm incomes are going to rise because at present the government favors allowing farm prices to rise moderately. This means that there will be a farm market for manufactured goods far in excess of anything we have seen recently. What advertisers are going to make a determined bid for this market?

The tourist business is another example. When travel to Europe was cut off, a market of 140 million dollars a year was dumped into the lap of America’s vacation resorts. But this is a very perishable market. People do not have to spend money on travel. The tourist is a “frame of mind”—and advertising can put people in that frame of mind.

If we get in this war ourselves, there is one thing I certainly hope advertisers will not do—and that is let fear dictate their decisions and lead them to cancel legitimate advertising, advertising that can be productive in an expanding market and help them to do a bigger business to meet bigger taxes.

Let me read you an interesting account of what happened to advertising in England when war was declared in 1939. I am quoting Cecil Chisholm, chairman and editorial director of Business Publications Ltd.: “The first phase was almost chaotic. Some agents took the majority of their clients out of the newspapers and periodicals. Volume of press advertising fell around 50%, posters to 20%. In excuse it may be said we expected London to be bombed night and day from the word go. One reason for the collapse of advertising was the lack of leadership.

“At the end of the first September, not a single bomb had been dropped. Business didn’t breathe again. Courage gradually returned. But that was only half the reason for the return of the advertisers. The other was more obvious. Advertisers found that turnover dropped when advertising stopped. Then they discovered that sales increased when advertising was renewed. The effects of advertising’s power was never more pointed.”

Closer to Canada

Of course, England’s position as the island fortress, the battleground of democracy, is entirely different from our own. Taxes and government regulations are fearsome things, but they can hardly take the place of high explosives and fire bombs, and even our own participation in a war would hardly bring conditions comparable to England’s. Our position is much closer to Canada’s, and we can take heart from what has happened in Canada since the war began.

Not only has advertising not declined under the impact of war; but, generally speaking, it has actually increased.

And even in England under today’s horrible conditions, advertising is still a going institution. One of the largest American agencies, with offices there, was in the black for the year 1940, and is still in the black for the year 1941. This agency is doing half the volume that it did in its peak year—almost a miracle under the conditions. And this miracle is being worked without benefit of Government advertising, of which the agency, being American, gets none.

Speaking of Canada a moment ago reminds me that in Canada automobile sales in the first quarter of 1941 are 24% ahead of 1940. And used car sales are 37% ahead. That is in spite of colossal income taxes, taxes on the cars themselves, and gasoline at 31 cents a gallon.

And speaking of automobiles re-
minds me that the automobile industry is one of those whose consumer activities is most likely to be heavily affected by the defense program and by war. To what extent should an industry advertise, or be permitted to advertise, as its production is cut, as its selling problem disappears?

Well, what good is a company's plant capacity going to be—if when the company is finished with Government work—when it is free to go ahead and make consumer goods in plenty—what good will that capacity be if the company has lost that standing with the public, if the public has forgotten it, if the value of its name is lost? The government can give a company back its plant capacity, but cannot give back a lost consumer demand. A wise and just judgment is not only going to admit the right of a company to keep alive its good-will, but is going to want that good-will kept alive for the sake of business after the war.

Consumer Is Boss

A few moments ago I said that if we get into this war advertisers and advertising men would not, through fear, withdraw legitimate advertising from its legitimate work.

I hope just as earnestly that advertisers and advertising men will not ask advertising to do illegitimate work in this emergency.

I hope that no advertising salesman and no advertising agent urges any advertiser to increase or maintain his advertising because he can avoid taxes by so doing. I hope as hard as I hope anything in connection with our business, that we rise above this. It is a bad reason, and it is a bad attitude. It will injure the standing of advertising, of all those who use it and produce it, and will only hurt its future.

I hope that advertisers men will discourage the use of advertising to help make possible unwarranted price increases, to aid or misrepresent unwarranted substitution.

I hope advertising will recognize that in the long run the consumer is its boss. Advertising, as an institution, cannot meet the criticisms or prejudices of every consumer or every consumer group, as an institution, cannot eradicate IN APPRECIATION of the oil company's contribution to the Motion Picture Relief Fund during the last three years, Jean Hersholt (right), MPRF president, presents a silver plaque to Col. J. Frank Drake, president of Gulf Oil Corp., sponsor of the Gulf Screen Guild Theatre on CBS. In three years the company has paid in $800,000 to the Fund. In presentation group are (l to r) Tom Lewis, manager of the Young & Rubican radio staff; Sigurd S. Larmor, Y & R v-p.; Col. Drake, Mr. Hersholt.

N. Y. School Proposal Covers Program Study

BECAUSE RADIO has become such an important educational factor in New York City schools, the Board of Superintendents has adopted a set of regulations to prevent school children from being influenced by radio propaganda and to teach them the proper evaluation of broadcasts.

The board has recommended that a Teacher's Committee prepare a list of recommended programs, by age groups. Teachers then can report to the radio committee any broadcast considered undesirable.

The regulations also provide that as the pupils mature, they should be taught to determine such questions as "Who are the sponsors of the offenses of every advertiser or every campaign.

But advertising as a whole can perform for the American public in war and in peace, a great and diversified service of inducing beneficial mass action—and can perform this irreplaceable service in the only way befitting democracy in a modern world.

The future of advertising is the future of business. The future of business is the future of freedom. The future of freedom is what we make it by our use of it.

PENN STATE WINS KEN DYKE'S AWARD

FIRST ANNUAL AWARD of the Ken R. Dyke Trophy among the Chapters of the national advertising and marketing fraternity, Alpha Sigma Delta, was won by Benjamin Franklin chapter of Pennsylvania State College. In addition to the trophy, presented by Mr. Dyke, NBC sales promotion manager and national president of the fraternity, the winning chapter received a $100 cash prize awarded by Printer's Ink which also awarded $50 second prize to George Hatchett chapter of New York U.

The winning chapter submitted an advertising plan for Spie 'n' Span cleaner in which package change was recommended and various media suggested after actual surveys among housewives and retailers and research on market area and sales statistics were made.

The judges were Ralph Starr Butler, vice-president, General Foods Corp.; Richard Compton, president, Compton Adv. New York; Roy Dickinson, president, Printer's Ink Publications; Mark O'Dea, president, O'Dea, Sheldon & Canaday, New York, and Mr. Dyke.

BROADCASTING • Broadcast Advertising
Agencies

CECIL SECREST, formerly script editor for Ted Bates Inc., New York, has joined the staff of Bundles for Britain as head of radio publicity.

ROSS ROY, Inc., national agency, recently opened a branch office in Seattle. Kirby Torrence of the Kirby Torrence Agency is in charge. Offices are in the White-Henry Stuart Bldg. The office will serve Ross Roy clients in the Northwest.

ROB KESTEN, Toronto, freelance announcer and producer, formerly with CBC, is on June 16, has joined Airdel Adv. Agency, Toronto, as an account executive.

CAROLE BRONNER, formerly of KGLY, Baton, has joined Glaser-Galley & Co., Los Angeles, as assistant copywriter.

EVERETT B. BIDDLE Advertising, Bloomington, Ill., has moved its office to 205 American State Bank Bldg.; telephone, 231.

HORACE SCHWERIN, general manager of the group of research of Raymond Spector Co., New York, on June 14 will marry Lorraine Roth at Hanover Heights, N. J.

VIRGINIA COOK, freelance writer, has joined the radio division of Walter K. Shelly Inc. Los Angeles. Alva Johnson has been named secretary.

SEIDEL ADVERTISING Inc., Washington, on May 21 was incorporated under that name with Robert Seidel, president, radio director and talent buyer; Marius Koster, vice-president, treasurer; and Harold Enel Seidel, secretary and office manager. The three, in addition to Curran de Brier and Erwin F. Klaus, will serve as account executives.

FARAON JA MOSS has severed relations with Jay Fox Inc., Hollywood advertising agency, to serve his national accounts in the health, lecture and mail-order fields. His offices are at 1402 North Stanley, Hollywood.

LOUIS R. WASEY, president of Wasey & Co., New York was awarded the degree of Doctor of Humane Letters (L.H.D.) at the 116th Commencement of Hobart College, Geneva, N. Y. He was graduated there in the class of 1906.

DANNY DANKER, Hollywood vice-president of J. Walter Thompson Co., has returned from Brookline, Mass., where he attended funeral of his father, Daniel J. Danker Sr.

ERLE LUDING Inc., Chicago, has moved its office to 121 W. Yacker Drive; telephone Franklin 1782.

Grant Drops Suit

GRANT ADV. Inc., Chicago, has dropped its suit against several West Coast theatres which booked Lew Valentine, formerly vice-president of the agency and known as Dr. I. Q., a name taken from the Mars Inc., Chicago, candy firm, network show of the same name, when the show houses cancelled the bookings. Valentine was dropped as m.c. of the radio series late in March, the role being taken over by James J. O'Connell, radio director. The agency still has a suit pending against the actor to enjoin him from use of the name.

John Otis Young


MIDGLEY, OF BBDO, JOINS CBS IN JULY

C. E. MIDGLEY, business manager of the radio department of BBDO, New York, on July 1 will join CBS as sales service manager, it was announced May 28 by William C. Gittinger, CBS vice-president in charge of sales.

Mr. Midgley has been with BBDO since 1928 when he joined the agency as a timebuyer. Before entering the agency field, he was associate editor of the Performers' Journal. A graduate of the Wharton School of Finance & Commerce, U. Pennslyvania, Mr. Midgley is a frequent lecturer at Wharton, and has conducted a number of courses in radio management at New York University.

At CBS, he will succeed Mr. Bernard J. Procker, who resigned a few months ago to join the Biow Co., New York.

SCHOLARSHIP GROUP JOINS WLW STAFF

FOUR WINNERS of the annual WLW, Cincinnati, scholarships will join the station July 1. All are 1941 college graduates, and for the first time since the scholarships were established three years ago, a girl, Bernadette Ann Barnes, 21, of Sioux Falls, S. D., has been selected as one of the winners. She is graduating from Iowa State U.

The other three winners are John M. Hayes Jr., 22, of Worcester, Mass., who is graduating from Mass. State College; Lowell Wattaes, 21, of Timnath, Colo., from Colorado State College, and William H. Hickman, 21, of Kirwan, Kan., from Kansas State College.

Starting July 1, each of the winners will be given six months of extensive radio training at WLW. They will receive $20 weekly each, through Dec. 31, a total of $500. Judges were staff executives of WLW with Program Director George Biberger as chairman. Members of the judging board were Cecil Carmichael, assistant to James D. Shouse, vice-president of the Crosley Corp., in charge of broadcasting; Harold Carr, production director; Lee House, continuity editor; Peter Gran, chassis engineer; Ed Mason, farm program director; M. F. Allison, sales promotion manager and Joseph Ries, coordinator of defense broadcasts.

Bakery Serial

FEUCHTENBERGER BAKERY, Bluefield, W. Va., (Butternut bread) is currently running Forbidden Diary series on WHIS, same city; WBTH, Williamson, W. Va.; Brothers Bakery, Va. (Nodle's bread) is using the same show on WRVA, same city; WATR, Norfolk, WCKV, Charlotte, Va.; WDFR, Whitehall, Tenn. Series containing 130 quarter-hour episodes is produced by Frederic W. Ziv Inc., Cincinnati, and is being used on a three and a five-weekly basis.

CRC Signs 8 Accounts For New Spot Campaigns

EIGHT NEW accounts were reported booked by the Columbia Recording Corp., Bridgeport. These include: Compania Tabacalera Cubana, S. A. (La Corona cigarettes), one-minute recordings in Spanish, through Ruthrauff & Ryan, New York. Also the agency, transcribed spots for Gunther Brewery, New York.

For Signal Oil Co., Los Angeles, CRC recorded five quarter-hour programs featuring Leland Stowe for use on the Don Lee network through Barlow & Stebbins Advs, Los Angeles; for Remington Rand, Buffalo, one-minute spot announcements through BBDO, New York; and for Procter & Gamble, Cincinnati (Chipso) announcements to supplement network coverage through Pedlar & Ryan, New York. Other accounts include a special transcribed campaign for strawberry season canning for Sure-Jell made by General Foods Corp., New York, and placed through Benton & Bowles, New York; and a new theme record for Procter & Gamble programs placed through Compton Adv., New York.

‘Vox Pop’ Plans

EMERSON DRUG CO., Baltimore (Bromo-Seltzer), on Aug. 8, starts sponsoring Vox Pop conducted by Parks Johnson and Wally Butterworth, on NBC-Blue, replacing Ben Berelson in the 9-10:30 p.m. spot. Under Bromo-Seltzer sponsorship, the show will be heard for eight weeks through August and September on both NBC-Blue and CBS, the CBS series starting Aug. 4, 8-9:30 p.m. The NBC-Blue show will replace the Bernie program, but not as a summer replacement, as reported in the June 2 Broadcasting, and will conclude a two-month run on that network Sept. 28, on a 75-minute hookup. CBS with its Sept. 29 program will begin carrying Vox Pop exclusively for Bromo-Seltzer, in October increasing the original 60-minute spot list to 74, with addition of a Coast repeat. Ruthrauff & Ryan is the Emerson Drug Co. agency.

FREDERIC W. ZIV Inc., Cincinnati, is producing a new transcribed musical comedy series featuring The Zora Schellers with Allan Courtright as m.c. The act is under contract to Darryl Zanuck of 20th Century for a feature picture. Series will consist of 130 fifteen-minute shows. Initial list of five included: THE VOGUE OF MRS. WORTHY, WCHS WSAZ WCMH WJHS WILS WLOG WETH WCUL KKV WMBS WMXN WHIB WJFD.
WLU’s New Dept. Headed by Savage

Personnel Changes Are Made In Station Sales Division

Creation of new production and Copy Department, in which all advertising and promotional material will be created and produced, features a new alignment of personnel in the sales division of WLU, Cincinnati, according to Robert E. Dunville, general sales manager of the broadcasting division of The Crosley Corp.

This new department will be headed by Robert Savage, who has been a member of the merchandising department for the last two years.

The station promotion department, which has been under the direction of William H. Oldham, has been eliminated entirely. Mr. Oldham has been elevated to head the grocery division in WLU’s trade extension department.

Other Changes

All research work, which formerly came under this work—Oldham’s jurisdiction, now is combined with the merchandising department, headed by Miss Beulah Strawway. This division will be known in the future as the merchandising and research department.

Joe Bauer, WLU field representative at Columbus, is being transferred to the general office at Cincinnati to become an assistant to Miss Strawway in his merchandising activities, while Stewart Lewis, who has been a member of the research organization for some time, will be in charge of the work under Miss Strawway’s direction.

Station promotion activities, formerly directed by Mr. Oldham, have been transferred to the sales promotion department, the work which now will be known simply as the promotion department. It will be headed by “Chick” Allison, a member of the WLU organization for six months, who will act as his assistant, Richard A. Ruppert, sales promotion manager of WSAF for several years. J. E. Rudolph remains in charge of the drug division of the trade extension department.

Film Based on Serial

Breakdown of a radio program, disclosing its many stages from inception to completion through final review, is the basis of the current Paramount Pictures two-reel film titled “Your Favorite Program—Those We Love.” Actual cast and engineering staff of “Those We Love,” sponsored by Pruetter & Game Co. (Towel, Dress), on 71 CBS stations, are featured, with Jimmie Fidler, Hollywood commentator, as narrator. Producing the film in conjunction with Paramount, is Ted Lloyd.

Aid to Baseball

Proof that baseball broadcast do not hurt the club’s box office receipts was established last month in Hopkinsville, Ky., when Ernest Lackey, commercial manager of the local WHOP which carries the broadcasts, and also assistant manager of the home town team, received from a listener a check equivalent to three admissions with the following notation: “Dutch (Mr. Lackey), I feel like giving you $1 for three nights’ baseball entertainment over WHOP.”

Radio Station Tax Opposed by AFRA

Talent Union Sees Danger to Broadcast Employment

VIGOROUS protest against the proposal of printers’ unions to levy a tax on programs of broadcast stations was voiced last Monday by the American Federation of Radio Artists (AFRA) to Chairman Doughton (D-N.C.), of the House Ways & Means Committee.

The wire, signed by Emily Holt, AFRA national executive secretary, and George Heller, national associate executive secretary, followed a motion by the AFRA national board in voting to protest the proposal.

“We have entered into collective bargaining agreements for the employment of our members both of the networks and at independent stations,” the wire stated. “It is the responsibility of the employment of our members would be subjected to jeopardy if this tax were enacted. We see no justification whatever for imposing a discriminatory tax that affects radio employes only, and which is class legislation directed against any industry other than that in which we are working.”

The Ways & Means Committee, following several weeks of hearings on new taxes, last Monday started executive sessions to formulate the tax bill. Last Wednesday the Committee voted to rule out certain Treasury Department recommendations, among them the proposal to restrict the “normal profits” base for the excess profits tax to a ceiling of 10% on invested capital, rather than premising it on average earnings for the 1938-89 base period (Broadcasting, May 26, June 9). The tax bill is expected to be out of committee by July 1, and possibly sooner, according to present reports.

Standard Subscribers

STANDARD RADIO announces the following new and renewal subscribers to its listing service: WIEU, Reading, Pa.; WHDF, Calumet, Mich.; WISH, Indianapolis, Ind.; WRK, Wheeling, W.Va.; WIX, New Orleans, La.; KBJS, San Francisco, Calif.; WLB, Detroit; WHBF, Rock Island, Ill.; WANN, Clarksdale, Miss.; Cape Cod, Mass.; WJJJ, Chicago; KSWO, Lawton, Okla.; WNOE, New Orleans; KTIS, Wichita Falls, Texas; WCMJ, Ashland, Ky.; VONX, St. John’s, Newfoundland.

John Blair & Co. Names Holly Shively to Direct Creative Sales Service

HOLLY SHIVELY, formerly manager of Lord & Thomas’ Chicago radio department, on June 1 joined John Blair & Co., station representative firm, in charge of a new division of creative sales development, which will be expanded to all John Blair offices. Miss Shively will headquarter in Chicago but spent considerable time in the Los Angeles office.

The new division, according to Mr. Blair, is designed to improve service to stations as well as agencies and advertisers. The first move will be a detailed study of each station by Miss Shively to provide more information to advertisers and agencies, and to set up a system of closer cooperation in developing new business and servicing present accounts.

Miss Shively is well acquainted with agencies’ needs and by visiting each station will unify the presentation of material. Stress will be laid on local programs built by stations. Before joining Lord & Thomas, Miss Shively had been director of publicity and special events for CBS, Chicago.

Grove Sales Expanding;

More Radio Is Planned

GROVE LABS., St. Louis, consistent user of network and national spot radio, at the conclusion of its recent stockholder’s meeting held recently, reported a sales increase of 11½% for the fiscal year ended April 30, 1941. Harry B. Goldsmith, president, announced that advertising plans for its new product, Bromo Quinine, have been greatly augmented.

Two new products tested during the last year, “Cape Cod,” and “Baths,” are planned for spot radio, the Cape Cod, it is expected, will receive a large share of the expenditures.

To promote Grove products include: Russell M. Seeds Co., Chicago; J. Walter Thompson Co., New York; H. Kastor & Sons, Chicago.

Iowa Soap Spots


‘F.O.B. Detroit’ Shifts CBS is moving the WJR sustaining show “F.O.B. Detroit,” now heard Saturday afternoons, to Fridays at 5 p.m., starting June 13. The show is staged from the Scottish Rite theater in Detroit with a 33-piece orchestra under Samuel Beausie, the Don Large chorus of 16 voices and two guest solists. Seventy-four CBS stations have been carrying the show.
**Network Accounts**

*All time EDT unless otherwise indicated.*

**New Business**

ADAM HAT STORES, New York, on June 6 started light broadcasts on NBC-blue, averaging about one light weekly throughout the summer. Agency: Glucksman Adv. Co., N. Y.

UNION OIL Co. of Cal., Los Angeles, on June 30 started for 13 weeks with a Winter, news series, on 3 CBS California network stations (KFL, KNMI, KPAR), Sun. thru Fri., 7:45-8 p.m. (PST). Agency: Lord & Thomas, Los Angeles.


**GLOBE-CHECKERS** on a recent long distance mail pull contest conducted with the KNX, Hollywood, Midnight-Merry-Go-Round, sponsored by Grayson's, Los Angeles (retail chain), are (1 to r) George Moskovics, CBS Pacific Coast sales promotion director; A. Ernest Bagge, CBS account executive; John Torrey, president of Torrey & Torrey Adv., Los Angeles, agency servicing the Grayson account. Nylon hose were offered to persons sending in cards from the greatest distance to the program. Notes came from the Philippines, Wake Island, Alaska and Australia.

**W T S P**

**ST PETERSBURG TIMES Affiliate**

A REGIONAL STATION

R. S. Stratton, Manager

St. Petersburg, Fla.

Represented by

Radio Advertising Corp.

New York - Cleveland - Chicago

**S M O O T H G O I N G ! ! !**

That's Why Greyhound Uses Postal Telegraph

**W H Y ? **

**S M O O T H ,**

**friendly service!**

That's what Greyhound, world's greatest bus line, gives. And smooth, speedy friendly telegraphic service is what Greyhound's, because Greyhound—like many of America's greatest business firms—uses Postal Telegraph exclusively.

This same superior, economical service can be yours too—at any Postal Telegraph office.

**Phone**

Postal Telegraph

*Charges appear on your phone bill*

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**Broadcasting • Broadcast Advertising**
Standard Oil of Indiana Plans New Quiz on Blue

Standard Oil Co. of Indiana, through McCann-Erickson, Chicago, on July 18 starts a 52-week schedule of weekly half-hour programs titled Auction Quiz on 49 NBC-Blue stations, Friday 7:7:30 p.m. (CDST). All Standard Oil products will be promoted.

A total of $500 will be given to participants on each week's program. Questions sent by listeners on blanks procured from Standard Oil dealers will be sold to the highest bidders in each audience.

The person making the final bid in the various categories has an opportunity of answering the question which is not revealed until that particular auction has ceased. Correct bidder receives full amount of his bid. The person submitting the question receives 50%, as does his dealer. If contestant fails to answer the question correctly, the full amount of his bid goes to the person who sends in the question, plus an additional 50%. If a question is valued at $100 and bidding stops at $75 the remaining $25 will be placed in a jack pot to be awarded to the person answering the last question of the evening.

Sub for Fibber

S. C. JOHNSON & SONS, Racine, Wis. (Carru), replaces Fibber McGee & Molly on 99 NBC-Red stations, Tuesday 9:30-10 p.m. (EDST). Effective July 1 with a variety show featuring Ransom Sherman. Music will be furnished by Billy Mills' orchestra. Cecil Underwood, West Coast producer of the current series, will move to Chicago to supervise the new production. Contract is for 13 weeks. Agency is Needham, Louis & McRae, Chicago.

Nedick's Buying

NEDICK'S STORES, New York (food and soft drink dispensaries), are using a daily quarter-hour of news and a quarter-hour of sports on WNY, New York, to advertise their five-cent orange drink fortified with vitamin B. Company will use radio in Washington and Philadelphia markets where it is opening additional units. Weiss & Gel- ler, New York, is the agency.

DR. LUIS ANISEGISTO JATOH, Brazilian announcer of Radio Journal De Rio de Janeiro, has joined CBS.

CHANGE OF ADDRESS

As a preliminary to an increase in power to 40,000 watts to be effected shortly, Radio Station WINS has moved into new studios — the last word in technical design and layout, planned and furnished for high quality production with the very latest equipment...

28 WEST 44th STREET
N E W Y O R K, N. Y.
TELEPHONE: BRYANT 9-6000

WINS

Now 1000 on your dial
"Easy to remember, easy to dial"

BROADCASTING • Broadcast Advertising

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Net Profits Shown In Report of FCC
Earnings Released as Senate Committee Begins Hearing

APPEARENTLY timed to coincide with the opening of the Senate Interstate Commerce hearings on the White inquiry resolution, the FCC May 31 for the first time disclosed the net profits earned by the major networks, based on 1940 data voluntarily supplied by the industry.

The actual statistical tables [Broadcasting, June 2] did not reveal the net profit figures, heretofore held confidential on the ground that the Commission was interested only in industry-wide calculations and would hold in confidence data indicating operations of individual entities.

Eleventh Hour

It was learned the data on net incomes were included in the release at the eleventh hour, though it did not show up in the actual fiscal tabulations. Of the business of the major networks, according to the announcement, NBC, with both the Red and Blue, amounted for $57,137,823 of total major network time sales of $71,106,492. It had a net profit of $3,918,772, including operation of its own stations during 1940.

CBS had a gross of $31,137,823, with a net profit of $5,006,634, including its own stations. MBS' show sales business was given as $3,990,161. This constituted a loss of $397,712 in its 1940 operations.

Artists Service Rumors Draw Denial From NBC

CONSISTENT reports last week that NBC and William Morris Agency had reached an agreement for the transfer of NBC Artists Service to William Morris are just as consistently denied by the officials of both NBC and the talent agency.

Following the CBS announcement of sale of its talent subsidiary, CBS Artists Bureau, to the Music Corp. of America, NBC has been heard to have reached an agreement with William Morris, but NBC officially stated that "we have received a number of offers for the artists service, which are being considered, but no commitments have been made with any group nor any offers signed." Since the network executives have stood pat on that statement.

Tests of Television Setups Are Made; Plans for July 1 Operation Uncertain

WHILE JULY 1—date set by the FCC for the inauguration of commercial television and with video stations required to give a minimum of 15 hours of program service weekly—is only three weeks away, no official announcement of programming plans, commercial rate or other details has as yet been made by CBS, DuMont or NBC regarding their proposed sight-and-sound broadcasts in New York.

Nor is any such announcement expected until conclusion of the Radio Manufacturers Assn. meeting to be held this week in Chicago, at which the manufacturers of radio receivers will probably reach a decision as to the number of video receivers to be manufactured and placed on the market this year.

Tests Conducted

Meanwhile, however, television staffs of all three companies are making preparations for regular operation after July 1. CBS last week began making field tests with its video transmitter which has been broadcast the "air raid alert" FCC standards and expects its sound transmitter to be ready for test broadcasts within a few days.

DuMont engineers have been conducting field tests for some weeks with both sight and sound transmission. NBC's transmitter is continuing to give a limited program service, comprising three telecasts of boxing bouts, horse races, ball games or similar out-of-studio events a week, on the old standards. It was explained that the practical job of changing the transmitter to the new standards can be completed in a few hours between signing off one night and on the next day, if necessary.

It is considered probable that the three companies will work out an arrangement to give as many hours as possible of video service, instead of entering into program competition at the outset. Such an arrangement, providing for 48 hours of non-competitive service a week, would stimulate the sale of video receivers, and so increase the potential circulation of all three stations, it is believed. More than would fewer hours of service, but with a choice of programs during those hours.

CBC has announced tentative program plans, comprising dance programs, educational and news features, women's fashion shows, variety programs, and studio sports shows, as well as the art masterpiece announced previously [Broadcasting, June 2]. For the present, NBC is limited to studio programs, since its mobile television unit is not scheduled to be delivered before August. NBC and DuMont have made no announcements, but it is believed that outside pickups will provide a large part of their program material, as past experience has shown that seeing things while they are actually happening has one of the strongest appeals for television.

DuMont is also planning to feature this "real life, unrehearsed" technique in a number of its studio television programs, patterning them on the quiz and audience participation shows that have been so popular in sound radio.

NBC and ASCAP Discuss Proposals

But Differences Still Remain Before Contract Signing

WHILE there are still some differences between NBC and ASCAP which will have to be ironed out before any contract can be concluded for the return of ASCAP music to NBC's network programs, continued progress toward this goal was reported following a meeting last Thursday.

"Nothing is closed; there are still differences, but we are still working on the problem," was the summation of the session made by Mark Woods, NBC vice-president and treasurer, who has been conducting negotiations for his company.

Decisions Studied

The Supreme Court decisions, which may make ASCAP operations illegal in a number of states, will not prove a deterrent factor to contracts with NBC or CBS, as first expected, it was learned. ASCAP has given the appropriate protection to the networks for their network broadcasts of ASCAP music, even when these programs are carried by stations located in States in which ASCAP operations are outlawed.

Despite this guarantee, however, network legal departments are carefully analyzing the opinions of the court in the Florida and Nebraska cases and their probable effect on the broadcasting of ASCAP music in those states.

Earlier last week negotiations were resumed between ASCAP and CBC, which had halted its conversations with the music licensing group until the court opinions had been studied. Meeting was described as friendly, but little progress was reported.

Two Die In Accident

FERNAND LECLERC, chief of the special events department of the Montreal studios of the Canadian Broadcasting Corp., and Leo Pol Morin, CBC musician, were instantly killed in an auto accident 40 miles north of Montreal on May 20. There were two other passengers, Louis Francoeur, CBC French news commentator, suffered broken legs and possible internal injuries, and Rev. Wilfrid Morin, radio lecturer, was not expected to recover.

Columbia's Station for the SOUTHWEST

WICHITA
KANSAS
Call Any Edward Petry Office

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BROADCASTING • Broadcast Advertising
'Fortune' Endorses Partial Censorship

But Says It Must Apply Only To Outgoing Information

ADVISING of enforcing a "peripheral" censorship, applying to outgoing communications, "which may, if necessary, include a limited censorship of radio," was pointed to in the June issue of Fortune magazine.

In its recommended "censorship policy," Fortune also declared "unequivocal opposition to press censorship in any form" so long as the nation's press cooperates voluntarily in keeping secret facts of military value "so long as they are secret in fact."

Advocating freedom from censorship for ordinary domestic and editorial news accounts, it noted that the most effective way of keeping valuable information from the enemy lay in secrecy at the source, combined with peripheral censorship. The article maintained that the press service can render a democracy in wartime is to remain aggressively free, critical and informative.

Vital Secrets

Press cooperation in maintaining secrecy of a limited list of truly vital technical secrets and of troop, ship, and plane movements and other information of a strictly military value is necessary, the article declared, but restrictions should not extend to politics and public morale.

"The Army and Navy have the undisputed rights to demand from correspondents and photographers in military areas and to censor their news and pictures," Fortune stated. "Such censorship, however, should be limited to vital military and naval information and not extend to the vague fields of politics and public morale."

"The case for radio censorship has more validity because broadcasting transmits information instantly beyond our shores—that is, beyond reach of peripheral censorship (mail, cable, wireless). And it may be that radio for this reason should be subject to censorship in a more direct degree. But the censorship, if applied to radio, should be applied for reasons of communication, not of dissemination."

New Pall Mall Cigarette

Adding 23 Stations for Extensive Spot Series

MORE THAN 1,200 announcements weekly will be used to advertise the modern-designed Pall Mall cigarette in a spot campaign starting June 9. American Cigarette & Cigar Co., New York, will add 23 stations in five cities to a test list of 16 stations, using 16 to 42 announcements weekly per station. Ruthrauff & Ryan, New York agency handling the account, has produced a dozen different transcribed announcements featuring the modern design theme.

Following a test campaign started last March on 16 stations in New York, Chicago, and Pittsburgh, the program has been extended to include Philadelphia, Buffalo, Detroit, San Francisco and Los Angeles. Contracts run for 13 weeks, although in some cases they extend for 82 weeks with cancellation options. Total cost of the summer drive is estimated at several hundred thousand dollars.

The full listing of the campaign includes WMCA WINS WNEW WHN WABC WOR WKBW WBLS WHN WGN WWAFF WIND WJAS KKY KYA WCAE WBEN WKBW WGR WEBR KHJ KECA FK KNX WKBW KFRC KFRC KFRC KFRC KYA KYY WFIL WCAU WDAS WJR WXYZ CWJL WJBR WWJ.

Florida Fruit Plans

FLORIDA CITRUS COMMISSION, Lakeland, Fla., on July 4 will discontinue Mary Margaret Melville for 25 CBS stations. It will be heard Monday through Friday at 3:30-4 p.m.

L. W. Martin, advertising manager of the commission, announced a nationwide campaign promoting canned citrus juices, primarily grapefruit, is planned next year, concentrating on spot radio and other media. The commission passed a resolution praising the promotional campaign conducted during this past season by Arthur Kudner, New York.

SETTLEMENT SEEN IN WKRC DIPUTE

ALTHOUGH the threat of an AFRA strike at WKRC, Cincinnati, has been averted, conversations still are going forward toward settlement. Officials of the Times-Star station were scheduled to meet with representatives of the Cincinnati Central Trades Labor Council on Monday, June 4.

An independent union, Radio Artists Assn., declared to comprise a majority of WKRC's program staff, has filed a petition with the National Labor Relations Board, it was announced. The group seeks an immediate labor board election.

WKRC has approximately a score of regular program employees, including announcers, with an overall staff, including part-time, of about 35.

It has been contended by WKRC that AFRA has refused an election, and that the claim a majority of the program staff is AFRA-affiliated has been challenged. Hubert H. Jr., general manager of WKRC, was to confer directly on Monday with Jack Hurst, president of the Cincinnati Council, it was reported.


**Decisions**

**MAY 29**

**KGHS, Harlingen, Tex.—Granted modification of CP new transmitter.**

**WNL, Natchez, Miss.—Granted license new station 1370 kc 1 kw untl.**

**WTAL, Tallahassee, Fla.—Granted CP change equipment.**

**WRXG, Tuscaloosa, Ala.—Granted license new station 1600 kc 1 kw untl.**

**WMTN, Nashville.—Granted license new FM station.**

**MAY 31**

**KMPG, Beverly Hills, Calif.—Granted petition inter-viewing WTCN application submitted for new transmitters.**

**KIRO, Seattle.—Granted petition inter-view to WTCN hearing and WRB hearing on request 710 kc 6 kw untl. directonal.**

**WDBJ, Tampa, Fla.—Granted petition withdrawal application on request 740 kc 10 kw untl. directonal.**

**WEGG, Boston.—Granted petition amended application and ask CP commercial television.**

**NEW, Ellensburg, Wash.—Granted to continue hearing.**

**KRDL, Dallas.—Granted petition inter-viewing application Mid-American Broadcasting Co. for new station.**

**JUNE 3**

**KOB, Albuquerque.—Granted special author-ization 25 kw N 50 kc D 1030 kc.**

**WGCY, Newburgh, N. Y.—Granted new CP new transmitter, shift 1220 kc, increase 1 kw n. directonal.**

**KRLH, Midland, Tex.—Granted modification of CP 1220 kc.**

**WKBW, Hutchinson, Kan.—Granted transfer control from W. R. Greenwald, owner all other stations, to Graybar Manhattan (50%).**

**WQMR, New York.—Granted modification CP change equipment increasing to 10 kw untl.**

**MISCELLANEOUS—WITB, South Bend, Ind.—Granted CP FM station subject Order No. 79; NEW, Chicago Service Corp., Philadelphia, application FM station placed in pending file under Order No. 79; NEW, Transistor Broadcasting Co. Co., Houston, adopted order denying application for reconsideration of grant of hearing. new station 1200 kc 500 w untl; WWAQ, Chicago, adopted decision and order denying rehearing asked by WAAQ in action 1-28-41 modification of CP of WJJ for direc- tional antenna N; NEW, Ralph L. Lewis, Greensboro, N. C., denied petition to sever application for new station from consolidated hearing with High Point Broadcasting Co.**

**JUNE 6**

**KKW, Wheeling, W. Va.—Granted license to cover CP new station.**

**WXWH, Kansas City.—Granted license to cover CP developmental FM 46.5 mc 1500 w.**

**NEW, Natchez Radio Corp., Natchez, Miss.—Granted motion to dismiss CP application without prejudice.**

**NEW, Orange Broadcasting Corp., Or- ange, Tex.—Granted motion to dismiss application without prejudice.**

**WDNO, Fort Smith, Ark.—Granted petition to withdraw application CP without prejudice.**

**Applications**

**JUNE 2**

**NEW, Trent Broadcasting Co., Trenton, N. J.—CP 1280 kc 1 kw untl, amended to 1380 kc.**

**NEW, County Broadcasting Co., Norfolk, Va.—CP 1320 kc 1500 w, contingent on WBOC moving to 1220 kc.**

**WMG, New York—CP 1-3 kw as amended to request 700 kc.**

**JUNE 5**

**WATT, Waterbury, Conn.—Modification CP power increase for new transmitters.**

**WABA, Boston—CP increase to 5 kw untl., more transmitter to Paxton, Mass., studio to Worcester.**

**WKBW, Jefferson City, Mo.—Modification license to 1240 kc.**

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**NEws of the ILL-FATED Bia-Marck’s sinking was intercepted by Bob Eastman, news editor of WKY, Oklahoma City, as he caught a bul- letin on a regular BBC broadcast at 5:30 a.m. (CST) early May 27. Here at his shortwave receiving Newman Eastman scored for WKY by scribing down the com- plete details of the Nazi ship’s fate and five minutes later flashed the news over his station.**

**KWBG Transfer**

**SALE OF KWBG, Hutchinson, Kan., was authorized in an FCC action of June 3 allowing W. R. Greenwald, present owner of all the station’s outstanding stock, to dispose of his holdings. Purchasers are Stanley Marsh, oil refiner, who will buy 50% of the stock; William Wyse, formerly advertising manage- r with the Plains Radio Broad- casting Co. in Texas, who will obtain 49.9%, and Wesley E. Brown, an attorney, with the other 1%. Total sale price is reported to be $40,000. KWBG, at present operat- ing with 100 watts night and day, has a construction permit for 250 watts fulltime.**

---

**22D Portable Speech Input**

"For remote pick-ups, put wattage on Western Electric 22D Portable Speech Input," says the Engineer. "It's built for road rough and trail and provides high fidelity. Easy for one to carry and set up and operate. Get all facts from Graybar Electric, Graybar Building, New York."
WMFF, to transcribed announcements

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good man

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Salary

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Plans include radio

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Situation

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PROFESSIONAL

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- Broadcast Advertising

June 9, 1941 • Page 41

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Washington, D. C.
ASCAP to Seek Changes in Statutes

Discusses Plans With Florida Officials; Members Meet

POSSIBILITY that decision of the U. S. Supreme Court which upheld the Florida Anti-ASCAP law may result in those provisions of ASCAP which the law declares illegal but in the law itself so as to permit ASCAP to continue issuance of blanket licenses, was foreseen by ASCAP spokesmen last week, following conferences between State officials and executives of ASCAP.

Meanwhile, at a general membership meeting, held June 2 at the Hotel Astor in New York, ASCAP took final steps needed to bring its internal organization into conformity with the requirements of the Government decree by adopting the full agenda of amendments to its articles of association as proposed by its by-laws committee and approved by its board of directors [BROADCASTING, May 26].

Chief changes are those dealing with the election of directors, heretofore chosen by the board itself and now, for the first time, to be elected by the ASCAP membership.

Election Plan

The method of voting worked out by the committee, giving to each writer member one vote for each $20 received from ASCAP during the preceding year for domestic royalties and to each publisher one vote for each $500 so received, occasioned the most vigorous debate of the session, with some members advocating the adoption of a "one vote per member, regardless of rating" system but establishing the committee's ideas prevailed, however, and the weighted-ballot system was adopted.

Following this ratification, the ASCAP board has appointed nominating committees of three publishers and six writers, each to select the candidates for the six publisher and six writer vacancies on the board to be filled this year. Committees consist of three publishers and six writers, the latter selected on the basis of income to insure representation of all income groups. No member of the committee may be a board member.

These committees in turn will select the candidates to be submitted to the membership for election to the board, three writers, including the incumbent, and two publishers, including the incumbent, to be nominated for each vacancy. The six writer and six publisher will be elected. Ballots will be mailed out to the members as soon as the candidates have been chosen.

At the close of the meeting, the 400 ASCAP members present unanimously passed a vote of thanks to and confidence in their president, Gene Buck, and their present directors. This was taken as an indication that the present board may be continued without change, all members whose terms have expired, being re-elected.

Only reference made at the meeting to the Supreme Court decisions on the Florida and Nebraska antimonopoly laws was the statement of Gene Buck, ASCAP president, that "the Society will, of course, as it always has in the past, comply with all laws of the United States, both Federal and State."

John G. Paine, ASCAP general manager, on his return from Tallahassee that evening reported that "ASCAP has been asked to operate in Florida as at present for 30 days during which time ASCAP and State officials will work out means whereby citizens of Florida desiring blanket licenses for use of ASCAP music may obtain them legally under the new State law."

With Herman Finkelson of Schwartz & Frohlich, ASCAP counsel, Mr. Paine had gone to the Florida capital following the Supreme Court decision to discuss with the State's attorney general the resultant situation and on what basis, if at all, ASCAP could continue operations in that State. The optimism expressed on his return represents a decided change from the ASCAP attitude the week previous, when the Society had been on the verge of informing its Florida licensees that their licenses were cancelled and they would henceforth have to deal directly with the individual owners of the copyrights of music contained in the ASCAP catalog.

Clearing up any misunderstanding as to the position of BMI in the light of these decisions, Sydney M. Kaye, BMI vice-president and general counsel, on June 2 sent the following notice to all publishing companies affiliated with BMI:

To BMI affiliated publishing companies:

Statements have been made that the recent decisions against ASCAP, rendered by the Supreme Court of the United States, may affect BMI's ability to serve its associated affiliated publishing firms. This is not the case. The decisions will in no substantial way affect either the structure or activities of BMI, which has already taken steps to comply with the provisions of all State statutes applicable to it. The very premise upon which BMI was founded was that there should be an absence of all of the monopolistic features of ASCAP which have now been held to be illegal.

You may, therefore, be assured that BMI will continue to be able to make all of the music licensed by it available to all music users in all of the States of the United States.

Industry-Wide Support

BMI has also issued a statement concerning the references to its structure and activities contained in the Mutual "white paper" stating at the outset that "the broadcasting industry does not exist to serve BMI" but "BMI exists to serve its stockholders and licensees and pointing out that the BMI stockholders include approximately 160 MBS affiliates and all Mutual stockholders, with whom it values its relationships as highly as it does those with any other stations, BMI continues that it does not desire to be drawn into any controversies between segments of the industry."

Planters to Add

PLANTER'S NUT & CHOCOLATE Co., Wilkes-Barre, Pa., on June 23 starts a heavy news schedule in a 13-week eastern campaign which includes five-weekly quarter-hour newscasts on WSB, Atlanta; WBG, Richmond; WCKY, Cincinnati; and a five-minute news program on WTM, Cleveland, five times per week. Firm plans to sponsor additional newscasts on additional stations. Agency is Raymond R. Morgan Co., Los Angeles.

BMI About Ready For Decree Terms

Obtains Change to Bring Its Pact in Line With ASCAP

DEADLINE date for BMI to follow ASCAP's example and comply with the terms of the consent decree accepted by BMI from the Government is June 11.

BMI's first preparatory move was taken last week, when it was secured from U. S. District Judge F. Ryan Duffy in Milwaukee modifications of the BMI decree to put its licensing provisions into the same language as those of the ASCAP decree.

BMI claims that the differences would place it at a competitive disadvantage, as they appear to have been made at ASCAP's instigation to "create additional rights or eliminate duties on the part of ASCAP."

Change Effective

For example, BMI's petition pointed out, the decree accepted by BMI required it to offer a licensing blanket to all stations to acquire performing rights in individual compositions in the BMI catalog, whereas the ASCAP decree limits such restriction to "other than broadcasters." This would enable ASCAP to sell its music to stations on a blanket basis by informing them they can get the most music for BMI tunes individually but that they can't get ASCAP music that way.

Changes in the BMI decree as requested were ordered by the Federal court May 14 and accepted for the Government by Thurman Arnold, Assistant Attorney General; Victor O. Waters, special assistant to the Attorney General, and Warren Cunningham Jr., special attorney. Godfrey Goldmark, counsel for BMI in the proceedings, accepted for BMI.

Proctor & Gamble Signs To Renew Eight Serials

PROCTOR & GAMBLE Co., Cincinnati, on July I will renew for 52 weeks eight of its five-weekly serials for different products on NBC-Red, as follows:

Gambler's Life (Camay), 3:30-3:45 p.m. on 71 Red stations and CBC; Road of Life (Chipsol), 10:45-11 a.m., on 32 Red and CBC; Vic & Sade (Gracel), 3:45-4 p.m., on 69 Red; The Goldbergs (Duz), 1:30-1:45 p.m., on 16 Red; Adventure (Snow), 10:45-11 a.m., on 69 Red; 3-3.15 p.m., on 75 Red and CBC; The O'Neill's (Ivory soap), 12:15-12:30 p.m., on 69 Red; The Story of the White Star (Mary Martin, Ivory Snow), 11:15-11:30 a.m., on 63 Red, and Pepper Young's Family (White Naphtha soap), 11:15-11:30 a.m., on 63 Red and CBC.

Agency on Camay and Chipsol is Procter & Gam-Van, N. Y.; Benton & Bowles, N. Y., handles Ivory Snow, and Compton Adv., N. Y., is the agency for Gracel, Duz, Ivory Flakes and Snow, and White Naphtha soap.
"MEET HUGH MOORE AND FAMILY"

The family of Hugh Moore of Franklin County, Kentucky is representative of the progressive WLW rural audience in the famed Blue Grass Region. Mr. Moore is a member of the Franklin County Farm Bureau and his wife is active in the Homemakers Club of the community.

The Moores have two grown children, Barbara 19, who is a junior at Kentucky State University and Hugh, Jr. who is 23 and is at present Secretary-Treasurer and chief clerk of the Franklin County Agricultural Conservation Association.

Although the Moores live over a hundred miles southwest of Cincinnati, they depend upon the clear channel facilities of WLW to bring them their favorite programs of entertainment, news, weather and stock market reports.
That you want experience—not experiments—built into your broadcast equipment, has long been an established policy at RCA. And in creating a line of Frequency-Modulation transmitters to bear the RCA name, we have not forgotten this policy.

Each step was carefully studied. It was the long way...the way that is unspiring of time and expense and effort...but the only way that gives you new products ready for commercial operation, with every potential source of trouble removed.

The new RCA line of F-M Transmitting Equipment is right. Proved in the laboratory and proved in the field, its innovative designs are all fundamentally reliable and trustworthy. And the RCA line is complete. There are no “shopping tours” for you to make—no need to pick up additional units here and there...units which may check up well independently, but may not operate perfectly if hooked up with unrelated components.

The new RCA F-M systems feature Direct Reactance Modulation and the Crosby Stabilizing Circuit. The oscillator is swung in accordance with modulation by means of a balanced push-pull reactance modulator. Under quiescent conditions, these tubes draw equal oppositely-phased currents from the oscillator tank. The audio signal unbalances these two tubes to produce an effective positive or negative reactance shunting the tank, directly swinging the oscillator frequency without other intervening processes. Since no audio tubes are inserted between the input and the modulator grids, there is virtually no opportunity for distortion to appear at any audio frequency.

The basic frequency-modulated oscillator is a Dow (electron-coupled) circuit used for many years in RCA-built government equipment. Available to the designers of RCA F-M transmitters was a wealth of design and field experience on self-excited oscillators of stability comparable to that of crystals, required in equipment built to the exacting Army and Navy specifications. Inner and outer constant-temperature chambers and compensating capacitors for the oscillator are part and parcel of the simple and convenient way to obtain high stability.

To this inherently stable system is added a simple and effective frequency-control circuit using only three tubes. This stabilizer uses no moving parts; is certain and reliable in action. Write for complete data on RCA Frequency-Modulation broadcast equipment.

Use RCA Radio Tubes in your station for finer performance